

Content Template (Departments / non-patient)

Page structure

The structure of each page, whenever possible, should be as follows. The standard name of the department should be included at least once. Additionally, if the department has an alternate name, be sure to include that on the page at least once. Aim to include “Columbus” at least once – instead of “central Ohio.” Also include “Ohio State” in at least two references, not more than three times.

In general, the ideal total page length should be between 1500 and 2500 words. If this is not achievable based on content available, please aim for at least 500-750 words.

Good Example: <https://wexnermedical.osu.edu/departments/create>

Example 2: <https://wexnermedical.osu.edu/departments/internal-medicine>

Our Team example: <https://wexnermedical.osu.edu/departments/create/team>

Name of Department (page title)

About [department] [h2]

Overview of the department. This can include a brief history if applicable. What are the key message points.

Mission / Vision of [department] [h2]

If a department has a mission and/or vision statement(s) we can include it here. If not, we do not need to craft one and this section can be omitted. An alternate section can be a message from the director or chair of the department.

[Department] subsections (e.g. Research in Department)[h2]

Short paragraph about each subsection that can be used to promote the subsections of the department, such as research, education, fellowships, etc.

OPTIONAL FIELD

Why Choose Ohio State for [condition name] treatment? [h2]

When to use this section: Should only be used if Ohio State is truly distinctive in this area. Example: ECMO for heart failure at Ohio State is one of only a few options in the Midwest.

When not to use this section: Should not be used condition is fairly common and treatment options are fairly standard/routine. Example: Concussions, ear infections, etc. If not used, work in local modifiers (Columbus) into other content throughout the page.

How to use this section: If deemed appropriate, follow the below content example:

List unique skills/expertise/experience, including certifications and rankings where applicable.

Example: “The vascular surgeons at Ohio State have extensive experience with traditional open repair of abdominal aortic aneurysms, including repair of complex cases. We also are expert at minimally invasive repairs, and have experience in the use of all of the available stent graft technologies available to treat a wide variety of aneurysms. Our participation in national clinical trials helps direct the development of the next generation of stent grafts for the treatment of aneurysms.”