

# Content Template (general / non-condition pages)

## Page structure

The structure of each page, whenever possible, should be as follows. Work in Columbus instead of central Ohio into the content. In general, total page length should at least 500-700 words.

Good Example: <https://wexnermedical.osu.edu/orthopedics/hand-and-upper-extremity>

Good Example 2: <https://wexnermedical.osu.edu/digestive-diseases/abdominal-core-health>

Name of page (page title)

Overview [h2]

Give a brief overview of this section and the services offered at Ohio State. This should include notable keywords for this healthcare service line.

Conditions Treated [h2]

This should feature the most common conditions under this heading. Including links to those lower level section pages. Note: This should mostly be a link list to sub-condition pages.

**\*\*\*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."