

Write Unto Others: A Guide to Writing Digestible, Engaging, Conversational and Authoritative Copy for the Web

For the Addiction Treatment Industry

By: Belfry Consulting - Maneuver Up Marketing
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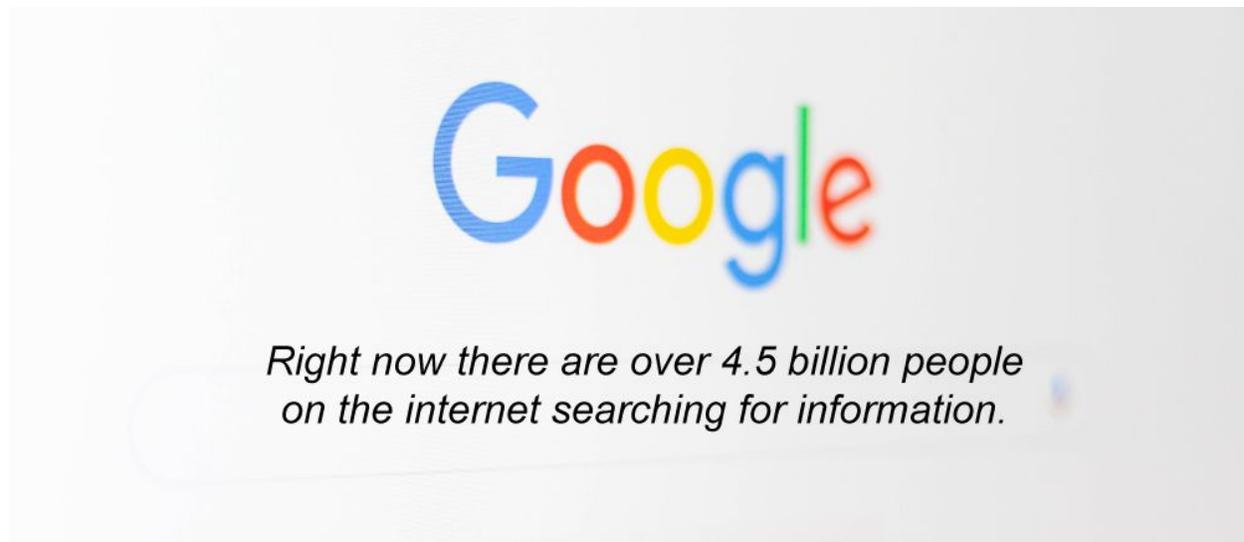
“The pen is mightier than the sword, softer than the pillow, sharper than the razor and cleaner than the new floor.”

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Introduction: The Contract between the Writer and Reader

Although we're all writers, let's start by painting a picture: Right now there are over [4.5 billion people](#) on the internet searching for information on a very specific topic. Maybe they want to know how to make the perfect hamburger; maybe they want to know how an internal combustion engine works; maybe they want to understand the most common symptoms of fibromyalgia. Whatever their preferred destination may be, their computers, phones and tablets are undoubtedly taking them through a perilous of spammy, redundant and incoherent web copy to get there.



Sloppy Writing and Short-cuts

Although the internet has undeniably become an extension of our lives, and the primary space in which we live, work, shop and interact with and, most importantly, educate ourselves, written communication on the web is often less akin to a conversation or symposium and more akin to a series of megaphones on full volume saying the wrong thing. A space that is meant to be a bastion of independent learning and free enterprise has been flooded by misinformation, sloppy writing and short-cuts—**let's do something about this.**

Writing for the Web Is Not Like Any Other Kind of Writing

As simple and self-explanatory as it may seem, writing for the web is not like any other kind of writing. It is a hybrid of art and science that requires a deep and invested knowledge of one's audience and the comprehensive back-end skills and best practices to maximize the reach of your content. As web content writers, we're charged with clearly and effectively delivering the information that is critical to virtually

every aspect of readers' lives, from determining where to shop for sneakers to accessing the best medical care for a serious illness. This not only requires the ability to write clean, digestible and accurate copy; it also requires at least a peripheral understanding of variables like reader-friendly formatting, search engine optimization, source attribution, back-end analytics and many others.

This guide will endeavor to provide you with everything you need to honor that most sacred of bonds between you and your reader, whoever they may be. It will not only explain the specific principles of quality web writing in its most basic form; it will also provide a framework for properly formatting, optimizing and disseminating your content so it can reach the people that need it most.

It All Begins With Quality Writing

Whether you're trying to drive engagement and convert eyeballs into sales for your company; attempting to educate the masses on a specific cause for your non-profit; blogging about your marketing client's latest product or service or anything else, it all begins with quality writing. Your readers need to know they can trust you and quickly understand what you're saying. We're here to help you quiet the white noise of mediocre web copy, and stand out among your competitors and other organizations in your orbit. Let's get started.

Writing Right: Fundamentals of Quality Web Content

When it comes to the creation of web content, the pen is mightier than the sword, softer than the pillow, sharper than the razor and cleaner than the new floor. Effective and engaging content strikes **the perfect balance between informative, conversational, digestible and useful.**

Think of Yourself as a Well-informed and Educated Friend Who Just Wants to Help

When you're getting ready to write practically any piece of content, whether it's a deep-dive article for a major media outlet, a marketing blog for your employer, a landing page for a product or service rollout, or any type of organic or on-page SEO copy, think of yourself as a well-informed and educated friend who just wants to help. In a space where organizations and entities are free to post virtually anything they want, and often employ short-cuts to gain readership and market share, the cream always rises to the top and **content will always be king.** The best, and frankly only, way to consistently build, sustain and increase organic traffic is through crafting honest, genuine, interesting and well-researched content with which your readers can truly identify.

The Cure for Short Attention Span Among Readers

It's no secret that the internet has significantly decreased attention span, but that doesn't mean we have to give up; what it *does* mean, however, that we, as writers have to "know our audience",

respecting their time, sensibilities and their media consumption habits. The average reader spends approximately [15 seconds](#) on any given page of a website before making that critical, make-or-break decision to stay on board or jump ship; **the quality and presentation of the content on the page plays a key role in that decision-making process.** Low or overtly brief engagement translates directly to diminished traffic and lower search rankings.



Helpful Writing Techniques for the Web

As in everyday life, we only get one chance to make a first impression in our writing. The good news is, however, that we have the benefit of preparation, research, editing and fine-tuning prior to meeting the reader for the first time. With that in mind, here are some helpful techniques to remember before hitting publish or forwarding your content to your web-development team.

Give the People What They Want...immediately

Simply put, if your content is being written to answer a question, answer it right away, then get into the nitty-gritty and the details. A reader trying to find out about “signs and symptoms of diabetes” doesn’t want to, nor should they have to hear about the history of the disease or any other peripheral information about the topic, at least not immediately. There is a time and place for context and supplemental information, and very often, it immediately follows the response to the reader’s question. More and more, web content writers find themselves writing to answer a specific inquiry. [About 51 percent of all website traffic comes from organic search](#), 10 percent from paid search, five percent for social, and 34 percent from all other sources. **Answering the question exactly like it’s asked on Google, Yahoo! and other search engines not only prompts searchers to immediately gravitate to your site; it can dramatically improve your content’s position on all major search engines and position you as a thought leader.**

Put on your reader hat for a moment. How many times have you asked the internet a question only to be bombarded by “similar” content that really has nothing to do with what your original inquiry? While search engines have put a world of information at our fingertips, internet marketers are forever putting the cart before the horse and trying to game the system by frontloading their content with keywords in order to get into the top 20 on Google. This is especially true in the **addiction care industry**, which has become increasingly competitive and has treatment centers all over the landscape throwing good money after bad at pay-per-click advertising.

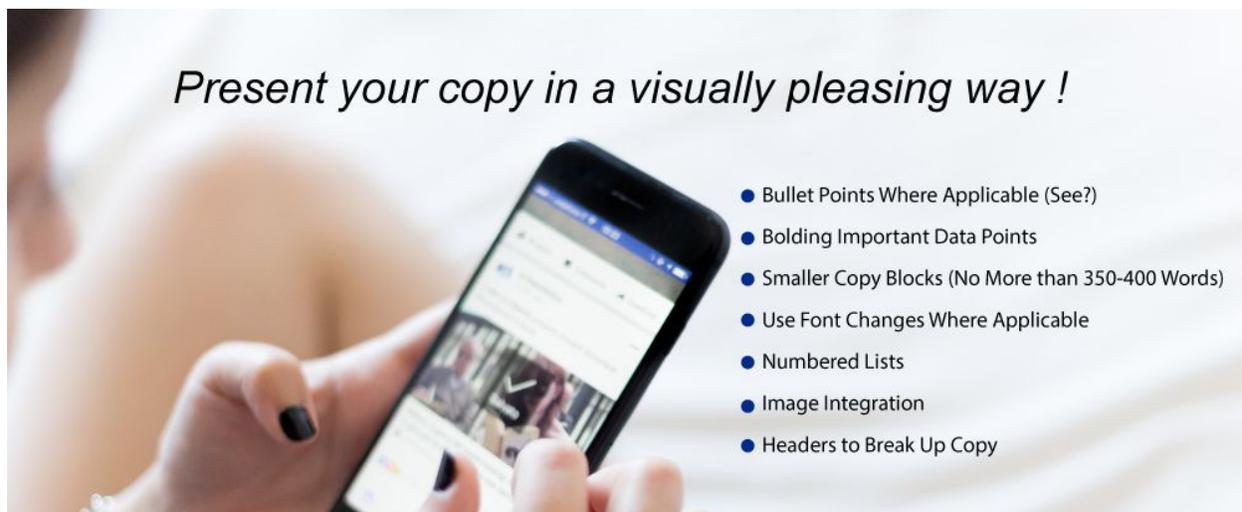
The Dreaded Wall of Text

We’ve established that the average internet user has a curtailed attention span. This means thousand-word copy blocks simply won’t cut it. While writers shouldn’t be expected to spend hours creating high-level infographics or other types of visual data points, we can give the reader a break by exercising some common sense when it comes to formatting.

Digestible formatting includes:

- **Bullet Points Where Applicable (See?)**
- **Bolding Important Data Points**
- **Smaller Copy Blocks (No More than 350-400 Words)**
- **Use Font Changes Where Applicable**
- **Numbered Lists**
- **Image Integration**
- **Headers to Break Up Copy**

Avoiding the dreaded “wall of text” and attempting to **present your copy in a visually pleasing way** will increase rates of engagement, helps you to better highlight the important data points of your piece and makes your content more digestible.



You Hold the Key (words)

The artful integration of keywords and key phrases has become a critical part of writing content for the web. Without at least a gentle nod to the importance of keywords and their place in the SEO hierarchy, our beautiful and special content faces the danger of being hidden from the masses forever. A significant part of a content writer's modern-day job description has become writing pages optimized toward a specific keyword phrase or topic. These can include the broadest and narrowest of terms and phrases, from "cocaine addiction" to "cocaine addiction in Michigan" to "cocaine addiction Lansing, Michigan" and everything in between.

Keyword Stuffing That Kills User Engagement

As natural and intuitive as the use of keywords should be (they're always directly or peripherally related to the topic you're writing about), it's not impossible, or unprecedented, for writers to get hundreds of words into a piece without ever mentioning the key word. On the opposite side of the spectrum, it has also been an unfortunately common practice for web marketers to excessively and sloppily use assigned keywords to make their piece rank higher...but Google is on to them...and so are our readers! It's generally regarded as "best practice" to [integrate keywords once per section to avoid spammy front loading or inadequate coverage](#).

H1s, H2s – Here's the News

Never underestimate the importance of a title. Header and title tags not only help to break up copy and present the hierarchy of content how you want it; it's also an opportunity to embed important searchable keywords into your piece without being overtly spammy. H1 headers are reserved for the title, which should include the key words and phrases of your piece, and h2 and lower-tier tags can supplement highlight different aspects of your overall topic while increasing the visibility of your content. More often than not, header and title tag best practices are a matter of common sense, and if the piece is written cleanly, titles and subtitles should flow naturally throughout the content.

Links Are Your Friends...

Link deep, link smart and link with purpose. Internal linking to other pages within your site, builds SEO authority and can increase click-through rate on your site and invite the reader to explore the wondrous world of your company's products, services or ideas. The best writing deftly and artfully integrates internal linking through general and common-sense context. For example, a page about hot dogs may very well include a section on mustard to which you can link; a section on mustard can very well include a section on honey mustard; a section on honey mustard can very well include a section on types of honey mustard.

Moving away from the delicious rabbit-hole, the point is that every link is a gateway to another page on your site. When each link is clicked, it moves the needle of engagement for that specific page all the

more. Deep internal linking is fundamental to a site's SEO health, and an easy win, common-sense win for writers across the web.

In addition to internal linking, external links to other sites or "backlinks" are especially valuable for SEO because they represent a "vote of confidence" from one site to another. In essence, backlinks to your website are a signal to search engines that others vouch for your content. Search engines afford more credit to companies that use quality backlinking because it shows them as a more substantive authority with higher-quality information. Examples of good backlinking include relevant directories, existing partner sites, rich content, news and press releases, guest postings from industry authorities, and other B2B resources.

Think of your backlinking approach as an opportunity to network with the cool, popular and smart kids (yes, we know those groups don't always go together). Each link is an opportunity to peripherally align yourself with relevant and authoritative resources. No matter what company you work for you or what industry you operate in, your organization will always want to increase their visibility and improve their position in their respective market. By integrating quality links into the content you write for them, you're doing your part to push the proverbial train just a little further down the track...feels good, right?

Links Beget Links

It's all about who ya' know, right? Eventually authoritative and strategic linking will help to boost your company's site's rankings and you, yes you, will become the authority to which future writers link. Doesn't that sound exciting?

These are just a few essential keys to creating content that engages, inspires, gets eyes and establishes authority. Use them in good health and remember that the web is an entirely different animal, albeit the most popular one, when it comes to writing copy. Just because you can hit "publish" anywhere, anytime, doesn't mean that all web content is created equal.

Worth 1000 Words: Images and Alt Text

In more news from the "eyes-first" file, even the most voracious readers love a picture to go with the message. An image is even more valuable when it's properly tagged with the right keywords. Every content management system will prompt users toward proper alt text and image integration on the back end, but here's what you generally need to know: every picture should be tagged with the keywords of the piece and include a description and alt text with relevant language. This step is more than "going the extra mile", it's essentially the overall optimization of your piece worthwhile.

Reader First: Writing Web Content for the Addiction Treatment Space

At a time when tens of thousands of people each year are [dying from addiction](#), and millions more are actively struggling with addiction, the internet has become the first, and often only, place people go to get help for themselves or their loved ones; what will we give them when they go there? The frank reality of addiction is that it's one of the most time-sensitive issues there are, and treatment centers should be sensitive to the end-user journey and experience when creating each piece of content. **Think of the parent, spouse, sibling or loved one of someone who is a day away from overdose** and needs immediate, accurate and relevant information on your facility's opioid addiction treatment resources; or the friend or family member who has a feeling someone they care about is struggling with substance use disorder, but can't be sure, and needs information on the physical and behavioral signs; the person whose loved one has suddenly fallen into acute withdrawal and needs information on the timeline and physical and psychological symptoms.



The person looking for addiction treatment does not follow the same buyer's journey as the person looking for steak sauce or floor wax—they can't afford to take their time, nor should they have to. The addiction care space has gotten incredibly competitive in search engines, and the glaring reality is that facilities are routinely attempting to game the system by writing "spammy" and irrelevant content that caters more to Google than individual consumers---**we can do better, and here's how.**

Be the Smart Friend

Writing addiction treatment content very often entails taking complicated subject matter and distilling it into easy-to-read and informative content. We can be a peripheral expert or authority without putting on the lab coat and speaking in tongues. Addiction is a chronic medical disease that impacts every area of a person's life, beginning with their medical health. Understanding what [withdrawal](#) does to the brain and body in different stages or the different ways medication-assisted treatment impacts the brain and central nervous system can be incredibly helpful when telling someone about treatment. Writing in clear, accurate terms is essential, but is also easier said than done. **The person on the other end of that screen wants to know they're talking to an authority who has their best interests at heart.**

Do the Work - Avoid Uniformed Lazy Writing

It may be disconcerting to put it in these terms, but the life of a content writer very often requires doing homework for a living. In the context of addiction treatment writing, this means understanding key terms and vocabulary that can give prospective patients the express route to informed decision-making. **There's a gross ton of misinformation out there regarding current trends in addiction treatment**, and part of that starts with the terminology we use to describe everything from different modes of care to medications used to treat opioid disorder to the scope of addiction in a geographic region. This is an emotionally charged matter, that breeds hyperbole, but we don't have to feed into it with lazy, uninformed writing.

There are ample resources we can use to bone up on our industry knowledge, including, but by no means limited to:

1. Substance Abuse and Mental Health Services Administration (SAMHSA) Website – <https://www.samhsa.gov/>
2. SAMHSA National Survey on Drug Use and Health – <https://nsduhweb.rti.org/respweb/homepage.cfm>
3. Centers for Disease Control and Prevention (CDC) Opioid Overdose Data – <https://www.cdc.gov/drugoverdose/data/statedeaths/drug-overdose-death-rate-increase-2016-2017.html>
4. SAMHSA Medication-Assisted Treatment (MAT) Data – <https://www.samhsa.gov/medication-assisted-treatment>
5. National Council MAT Data – <https://www.thenationalcouncil.org/mat/>
6. Kaiser Family Foundation Overdose Breakdown by Age and Location – <https://www.kff.org/other/state-indicator/opioid-overdose-deaths-by-age-group/>
7. American Psychiatric Association (APA) Diagnostic and Statistical Manual (DSM) – <https://www.psychiatry.org/psychiatrists/practice/dsm>
8. Addiction Treatment and Diagnosis Protocol from National Institute on Drug Abuse (NIDA) – <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/treatment-recovery>
9. White House Office on National Drug Control Policy Main Page – <https://www.whitehouse.gov/ondcp/>
10. DEA National Drug Threat Assessment – <https://www.dea.gov/sites/default/files/2018-11/DIR-032-18%202018%20NTA%20final%20low%20resolution.pdf>
11. CDC Risk Data on Alcohol Use Disorder – <https://www.cdc.gov/nchs/fastats/alcohol.htm>
12. CDC Risk Data on Illegal Drug Use – <https://www.cdc.gov/nchs/fastats/drug-use-illegal.htm>
13. World Health Organization (WHO) Substance Use Disorder Data – https://www.who.int/topics/substance_abuse/en/
14. SAMHSA Treatment Episode Data Set – <https://www.samhsa.gov/data/data-we-collect/teds-treatment-episode-data-set>
15. SAMHSA Data on Co-Occurring Disorders – <https://www.samhsa.gov/find-help/disorders>

16. CDC Opioid Prescription Guidelines – <https://www.cdc.gov/drugoverdose/prescribing/guideline.html>
17. NIDA Narcan Data – <https://www.drugabuse.gov/publications/drugfacts/naloxone>
18. CDC Overdose Mortality Data – https://www.cdc.gov/nchs/pressroom/sosmap/drug_poisoning_mortality/drug_poisoning.htm
19. Understanding Drug Abuse and Addiction: What Science Says (NIDA) – <https://www.drugabuse.gov/publications/teaching-packets/understanding-drug-abuse-addiction/section-i>
20. Drug Use and Health (NIDA) <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/addiction-health>

Knowledge Is Always Power...Arm Yourself

The addiction and treatment landscape is always changing, whether it's a new drug threatening a certain community, a new medication approved by the FDA to treat opioid use disorder or a new legislative package to increase treatment access. Staying engaged and invested in these micro and macro shifts puts you a cut above other writers in the space...and makes your job a bit easier. Keeping up with these trends can involve something as simple as setting up a Google search in the news section with relevant key terms as they appear in the news or going the extra mile and subscribing to journals, podcasts and other media sources. Knowledge is always power...arm yourself.

The image shows a Google search interface with the query "addiction treatment". The search results are filtered to "News" and show two results from Vox. The first result is titled "Vox is investigating America's addiction treatment system. Help us by sharing your stories." and includes a sub-headline: "It is far too expensive for typical families and often provides addiction treatments that aren't proven or actually have evidence against them." The second result is titled "Drug rehab: She spent more than \$110,000. Her son still died." and includes a sub-headline: "Addiction treatment is difficult work, but it can succeed, and evidence-based care does exist. For opioid addiction in particular, studies show ...". Both results include a small thumbnail image and a timestamp indicating when they were posted (5 hours ago and 7 hours ago respectively).

Understanding the Big Picture

While it's important to write for the reader first, we do still have to pay special attention to our "friend," Google. Owning the addiction treatment space on the major search engines requires striking an intuitive balance between clarity, authority and user-experience while leveraging the power of basic search-engine marketing tools. Everyone works for someone, even if it's just for themselves, the content you write deserves every chance of making the maximum impact. Understanding how maximum engagement relates to the use of best practices in search engine marketing is a vital, albeit lesser-discussed, part of a digital content writer's job.

The Art of the Matter - Statistics and Graphics

Words and pictures go together like, well...you get the idea. **Statistics and other types of data are important to establish context and authority**, and are often best displayed visually. Working with your art department to attractively represent written content gives your content a visual boost, increases the amount of time spent on your page, quickly conveys vital information to the reader and distinguishes your messaging from other treatment facilities. A basic visual sensibility, and an appreciation for how the average person consumes web content is a valuable part of a digital writer's tool kit, no matter how different the art and writing may be in the end.

The Head and the Heart - Be an Informed Friend Who is Ready To Help

Addiction care is an inherently emotional issue, and there's nothing wrong with recognizing and leveraging this reality to create content that creates an immediate call to action. Combining intellectual authority with the obvious emotional urgency of the issue lets the reader know you **know** and you **care**. This doesn't mean you have to be overtly alarmist or hyperbolic; it means talking to the reader like an informed friend who's ready to help. Addiction eventually becomes a life-or-death situation, and by the time a person looks for treatment, they want to and need to act quickly.

Take Yourself and Your Work Seriously - It is a Life-or-Death Situation

This may sound like basic common sense, but it's unfortunately it is common for **ego** to get in the way in any profession, especially writing. Just because you're not writing the next great American novel or publishing your work to millions of viewers on a major news site every day, doesn't mean it's any less important. In fact, it's generally more important considering the **life-or-death nature of substance use disorder**. A sense of pride in our work elevates everything we do, and everything we write, whether it's a blog about how addiction that is affecting people in the Midwest to an SEO page on MDMA withdrawal.

Parting Words for Your Words

Writing web content for the addiction treatment industry is a niche skill set in a niche space. Addiction treatment centers, as well as the public who is struggling with substance abuse, are **expecting writers to**

be something between a clinical professional, a marketer and a friend. We're tasked with being the voice of doctors, therapists, case managers, recovering addicts their loved ones and many other various stakeholders. This requires a multilateral offensive of research, empathy and intuition. Addiction has become one of the most urgent and pervasive public health issues facing the United States, and content writers have become the arbiters of important information that can gradually reverse the course of this epidemic and increase treatment access.

It's helpful to embrace this sense of purpose and the importance of the writer's responsibility when you sit down to write. Each piece of content is a valuable opportunity to connect someone to lifesaving treatment and recovery. It's a lifeline to vital information that will be the start of someone's journey back to health and wellness.

Checklist for Quality Content

On the web, people are in a hurry. They skim and scan, looking for quick answers to their questions.

Help your readers quickly find what they need with these web writing tips:

- [Less is more! Be concise.](#)
- [Use Associated Press \(AP\) style.](#)
- Use "[Bucket Brigades](#)" to increase reader engagement. - <https://www.semrush.com/blog/7-seo-copywriting-tips-to-take-your-copy-from-zero-to-hero/>
- Break documents into separate topics.
- Use even shorter paragraphs than on paper.
- Use short lists and bullets to organize information.
- Use even more lists than on paper.
- Use even more headings with less under each heading.
- Questions often make great headings.
- Present each topic or point separately, and use descriptive section headings.
- Keep the information on each page to no more than two levels.
- Make liberal use of white space so pages are easy to scan.
- Write (especially page titles) using the same words your readers would use when doing a web search for the info.

Don't assume your readers have knowledge of the subject or have read related pages on your site. Clearly explain things so each page can stand on its own.

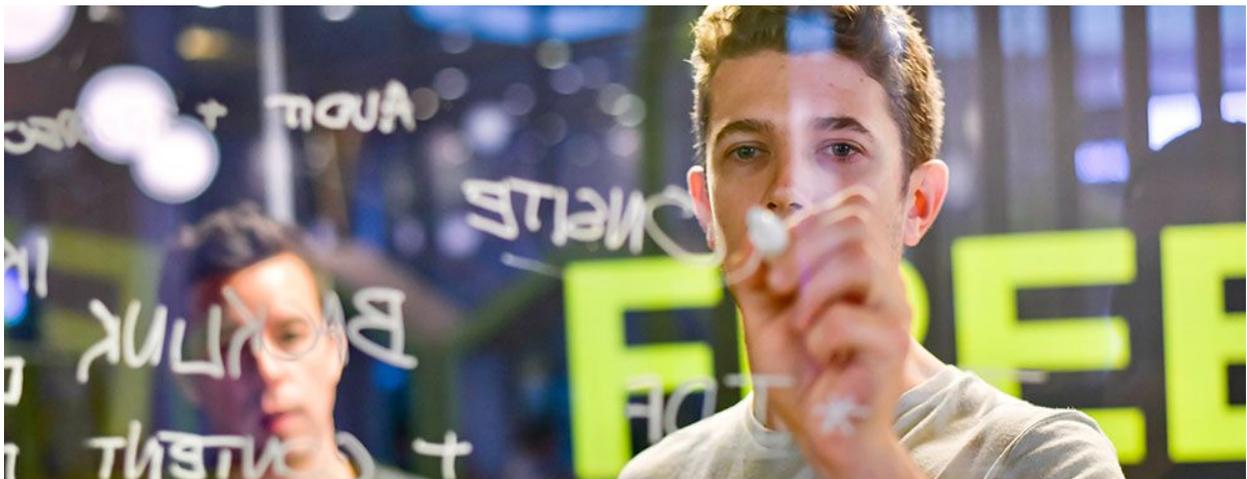
Additional Web Writing Techniques to Put Into Action

It's important to target your audience when writing for the web. By knowing who you are writing for, you can write at a level that will be meaningful for them. Use the personas you created while designing the site to help you visualize who you are writing for.

- **Use Accessible Language** – By using keywords that your users use, you will help them understand the copy and will help optimize it for search engines.
- **Chunk Your Content** – Chunking makes your content more scannable by breaking it into manageable sections.
- **Use Pronouns** – The user is “You” and the organization or government agency is “we”. This creates cleaner sentence structure and more approachable content.
- **Use Active Voice and [Avoid Passive](#)** – “The board proposed the legislation” not “The regulation was proposed by the board.”
- **[Use Short Sentences and Paragraphs](#)** – The ideal standard is no more than 20 words per sentence, five sentences per paragraph. Use dashes instead of semi-colons or, better yet, break the sentence into two. It is ok to start a sentence with “and,” “but,” or “or” if it makes things clear and brief.
- **[Use Bullets and Numbered Lists](#)** – Don’t limit yourself to using this for long lists—one sentence and two bullets are easier to read than three sentences.
- **Use Clear Headlines and Subheads** – Questions, especially those with pronouns, are particularly effective.

Words for Words: 13 Critical Internet Marketing Vocabulary Terms for Web Content Writing

Understanding The following internet marketing terms, and how they relate to one another will help you seamlessly write quality and strategic copy that ranks high on search engines, establishes you as an authority in your vertical, and reaches a larger and larger audience.



- **SEO (Search Engine Optimization)** – The process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results, and excludes direct traffic/visitors and the purchase of paid placement.
- **SEO Keywords** – Keywords and phrases in your web content that make it possible for people to find your site via search engines.
- **Meta Descriptions** – Synopsis of up to about 155 characters – a tag in HTML – which summarizes a page's content. Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimizing the meta description is crucial for on-page SEO.
- **Google Analytics** – Web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google Analytics has become the most commonly utilized resource for organizations to track their web performance and SEO framework.
- **Internal Linking** – Linking from one page on your domain to another. Internal linking allows users to navigate a website; helps establish information hierarchy for the given website; and helps spread link equity (ranking power) around websites.
- **Bounce Rate** – Percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- **Header Tags (H1, H2, H3, Etc.)** – Tiers of title tags within your web content that boost keyword performance and establish hierarchy within a piece. H1 tags are considered the most important and are reserved for the title of the piece itself.
- **Alt Tags** – An alt tag, also known as "alt attribute" and "alt description," is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact an ecommerce store's search engine rankings.
- **Backlinking** – Link one website gets from another website. Backlinks make a huge impact on a website's prominence in search engine results.
- **Authority** – Refers to the authority of a website, which is measured by a variety of metrics and different services. A website that has attributes such as good rankings, strong backlinks and popularity, would be considered to have a high authority.
- **Google AdWords** – Google's Pay Per Click online marketing platform that lets buy advertising across the Google network of web properties and also on other third-party websites via the Google Display Network.
- **Organic Traffic** - Visitors that land on your website as a result of unpaid ("organic") search results. Visitors who are considered organic find your website after using a search engine like Google or Bing, so they are not "referred" by any other website.
- **Landing Page** – Single web page that appears in response to clicking on a search engine optimized search result, marketing promotion, marketing email, or an online advertisement.
- **Content Management System** – Application that is used to manage web content, allowing multiple contributors to create, edit and publish. Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates.

Instructions Regarding Writing for Our Websites

The goal of the content that we are writing is to provide the best comprehensive answer for a user's search intent on the major engines. A great way to do this is to take the topic assignment and do a Google search. Read the top ten articles and create content that answers the search query better than the competition. The goal is to answer the question. Our keyword research team will be providing most of this data when you are assigned a task.

You will be assigned a topic (title of content) with a keyword phrase that you may include in the article as other headings or questions that need to be answered. You will have freedom to add more headings and questions that need to be answered. To reiterate, the idea is to answer the searchers intent as well as other questions they may be seeking related to the search query.

The following resources will help you in your content creation - Please take time to read them:

- **Writing for the Web –**
<https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>
- **Content Strategy Basics –** <https://www.usability.gov/what-and-why/content-strategy.html>
- **Checklist for Plain Language on the Web –**
<https://plainlanguage.gov/resources/checklists/web-checklist/>
- **Conversational Writing Tips –**
<http://grammar.yourdictionary.com/grammar-rules-and-tips/conversational-writing-tips.html>
- **Search Intent Optimization: Your Ticket To More Engagement –**
<https://marketingland.com/search-intent-optimization-ticket-engagement-122067>
- **How to Optimize for User Intent in Search –**
<https://searchenginewatch.com/2017/07/31/how-to-optimize-for-user-intent-in-search/>
- **Avoiding A Passive Voice –**
https://kb.yoast.com/kb/passive-voice/#utm_source=yoast-seo&utm_medium=software&utm_term=&utm_content=content-analysis&utm_campaign=wordpress-support
- **AP Style Guide Cheat Sheet –**
<https://www.thebalancesmb.com/associated-press-heat-sheet-1360728>
- **SEO Content: The Complete Guide for 2019 -** <https://backlinko.com/seo-content>
- **7 SEO Copywriting Tips To Take Your Copy From Zero to Hero -**
<https://www.semrush.com/blog/7-seo-copywriting-tips-to-take-your-copy-from-zero-to-hero/>

Sourcing Content With Trusted Information

Finding reputable and quality resources for your content is critical for building legitimacy, authority and context. The information must come from **trusted websites, books, news, journal and other information gathered**. Be sure to cite the information at the bottom of each article written. Use primary resources and **never link directly to another treatment center**.

- **Using Google Search** - Use Search Parameters Keyword site: .edu OR site:gov Example: [addiction site:.edu OR site:gov](#). Other reputable options include .gov's, .com's, .net's ect.. Just remember that anyone can purchase these types of domains and thus have incorrect information,
- **Using Books At Your Local Library** – A great place to look up resources (one that not many web content writers are utilizing) is your local library. Look for books and journals to source your writing.

Resource Links

To give our content more authority, it is best to include a bulleted list of the resources that were used in the content writing with the URL and the title of the resources that link out to that specific resource.

Example:

Resources:

- [medlineplus.gov – Self-Harm](#)
- [mentalhealth.gov – Self-Harm](#)
- [newsinhealth.nih.gov – Hurtful Emotions Understanding Self-Harm](#)
- [stopbullying.gov – What Is Cyberbullying](#)

Use Original Content

Be sure to use your own words for your content writing. We will be checking for duplicate content using [CopyScape](#). Direct quotes from reputable sources are acceptable; however, use them as sparingly as possible.

COPYSCAPE

Search for copies of your page on the web.

Examples of Quality Web Content:

- <https://www.treehouserehab.org/loved-one-functioning-alcoholic/>
- <https://americanaddictioncenters.org/central-nervous-system/>
- <https://www.drugrehab.com/guides/lgbtq/>
- <https://psychcentral.com/disorders/bipolar/>
- <https://www.alltreatment.com/inpatient-addiction-treatment/>

Resources Referenced in Content:

- time.com - [What You Think You Know About the Web Is Wrong](#)
- internetworldstats.com - [INTERNET USAGE STATISTICS - The Internet Big Picture - World Internet Users and 2019 Population Stats](#)
- semrush.com - [7 SEO Copywriting Tips To Take Your Copy From Zero to Hero](#)
- thebalancesmb.com - [AP Style Cheat Sheet](#)
- usability.gov - [Writing for the Web](#)
- grammar.yourdictionary.com - [Conversational Writing Tips](#)
- marketingland.com - [Search Intent Optimization: Your Ticket To More Engagement](#)
- backlinko.com - [SEO Content: The Complete Guide for 2019](#)
- searchenginewatch.com - [How to optimize for user intent in search](#)
- usability.gov - [Content Strategy Basics](#)
- plainlanguage.gov - [Checklist for Plain Language on the Web](#)
- kb.yoast.com - [Passive voice](#)
- digitalgyd.com - [51+ SEO Statistics For 2019: Facts, Trends & SEO By The Numbers](#)
- searchenginewatch.com - [Keyword stuffing is terrible for your SEO. Here's what to do instead](#)
- drugabuse.gov - [Overdose Death Rates](#)
- medlineplus.gov - [Opiate and opioid withdrawal](#)