04

Content Strategy

A telehealth content program: what to write, how deep to research it, and how it got produced.

DECIDING WHAT TO WRITE

I built a content menu scored on search volume against difficulty.

Every keyword carries its monthly searches and its difficulty, so anyone could see which topics were worth writing and which were out of reach.

Ten categories	Weight loss, mental health, UTI, birth control, skin, asthma, ADHD, sinus and two more.
Volume over difficulty, every line	Sronyx birth control 1.9k/21. Generic viagra 33k/71. Wegovy side effects 110k/82.
Colour-coded by priority	Five fills mark what is chosen, what is held and what is out of reach.
Then assigned to a month	A separate tab places each chosen keyword into a month, by category.

HOW THE RESEARCH REACHES THE WRITER

The keyword research sits inside the outline, not in a separate file.

Every heading carries its own search volume and difficulty, so the writer sees what each section is for while writing it.

Built from what already ranks	Subheads and related terms pulled from the top-ranking pages, then expanded.
Numbers beside every term	Hydrocortisone cream 165k/77. Antibiotic cream 8.1k/56. Yeast diaper rash 19k/78.
Three levels of heading	H2 down to H3 down to the terms each section has to cover.
Seventeen required elements	Title tag, meta, breadcrumb, video, images, two doctor quotes, three reviews, eight related articles.

WHAT GOT PRODUCED

42 topics planned, outlined and published in four months.

Tracked by month, each one moving from topic to outline to final article, against the existing URL where there was one.

December through March	13, 10, 10 and 9 topics, each with its page type and target URL.
Two kinds of page	RX pages for a named medication, treatment pages for a condition.
A documented 27-step process	From pulling competitor subheads through to citations, internal links and the video script.

HEALTHCARE CONTENT STANDARDS

Every article I wrote was approved by a doctor before it published.

PlushCare required physician sign-off on every piece. On a health site that is not a courtesy, it is the evidence standard Google applies to anything that affects someone’s health or money.

Doctor approval on every article	Mandated by their process. Nothing I wrote went live without it.
Every factual claim footnoted	Each statement carries a named source on the page.
Physician quotes in the body	So the expertise is visible to a reader, not only in a byline.
The same bar applies in orthodontics	Health content is YMYL. Google holds it higher, and so do the editors you pitch.