



TEST USE ONLY – MEDICAL WRITING SAMPLE

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SAMPLE MEDICAL WRITER ASSIGNMENT

Deliverables

Content Type: Medical Web Page

Industry/Niche:

Project Title: TRT therapy in Cleveland OH

Word Count: 650

SEO/Topic Research? no

Meta Data? YES

Images? no

Delivery Notes? normal



What type of content is this?

Web Page

What company is your content for?

lowtohio.com Advanced Age Management

What are the topic(s) for your medical copy?

Men's Clinic in Cleveland, OH

Please tell us what your content piece(s) should discuss.

The content will be used as a location service page so it should discuss both TRT therapy and Cleveland, OH

Do you have any keywords for us to optimize the content with?

Men's Clinic in Cleveland, OH

What's your preferred voice for us to write in?

- 2nd person - You/Yours

What tone should your writers use? (Select one or more.)

- Formal/Professional
- Persuasive

Sample URL: Is there a sample you admire? Send here.

<https://www.berkeys.com/fort-worth> - <https://www.berkeys.com/dallas-tx/> - I know these are plumbing pages but this is how the page should be set up for a location service page.

What size is your practice? Do you have an office location and see your clients in that office?

2 providers

Medina, OH

What is your specialty?

TRT

Which conditions do you most often treat?

Low Testosterone

What specific locations do you sell in?

Cleveland, OH

What type of helpful health/medical content would you like to see?

- Content focused on a particular age (children, parents, seniors)
- Content for a specific gender: male

Are you always accepting new patients?



yes

Describe your typical clientele briefly.

Men over 35

How do you prefer people make an appointment?

online or phone