



Editorial review

Definition | Process | Essentials

Table of contents

I. About editorial review

- What is editorial review?

- What we work on

- Core content principles

II. Editorial review: The process

III. Rules and guidelines: The essentials

- Digital best practices

- SEO best practices

- Copy and brand guidelines

- Readability

- Accessibility

IV. Resources

About editorial review

What is editorial review?

Editorial review ensures all digital content created for the Optum Digital Marketing Platform (DMP) follows Optum brand guidelines and best practices for the web.

As a **steward of quality** for all content on optum.com and beyond, our review is essential for an optimal user experience that generates desired actions and outcomes. The editorial review step ensures content is:

- **Final:** Content requires minimal refinement — if any — before production.
- **Accessible:** Images and videos meet our [accessibility requirements](#).
- **User-focused:** Copy makes sense and prioritizes the user's questions and challenges.
- **Easily digestible:** Copy meets [readability requirements](#) for the given audience — [see why it matters](#).
- **Actionable:** Copy is clear, compelling and action-oriented.
- **Adaptable:** Content follows our mobile-first methodology.
- **On-brand:** Adhering to our [brand guidelines](#), copy uses consistent [voice and tone](#) throughout.
- **Error-free:** Content contains no typos or errors.
- **Optimized:** Review includes [SEO](#), providing URLs and meta content to optimize page content for search.
- **Ready:** The page is complete, and the execution team has everything they need to perform their task.

What we work on

Project types:

New pages
Updates to existing pages
Site migrations to the DMP

New site builds
New microsite builds

Custom sites
Campaign landing pages

DMP properties include:

optum.com
optum360.com
optum.co.uk
optum.in
optum.com.br
lewin.com
optumforum.com
essentials.optum360.com
optumbank.com
optumbank.com/disney
optumbank.com/fcsc
optumbank.com/ohio

myaarphsa.com
optumbank.com/liberty
optumbank.com/qualcomm
optumbank.com/arizona
optumbank.com/tennessee
optumrx.com
optumlabs.com
optumcare.com
professionals.optumcare.com
empirephysicians.com
monarchhealthcare.com
primecare.com

pcamg.com
valleyphysiciansnetwork.com
prohealthmd.com
nammcal.com
ahni.com
smalv.com
prohealthcare.com
usmd.com
redlandsfamilypractice.com
mpmgdocs.com
sbmed.com
everettclinic.com
polyclinic.com

Core content principles

Questions that guide our strategy:

- Who is the content for?
- What should our content do?
- What should our content stand for?
- What does our content look/sound like?

Our content should be:

Accurate

Shareable

Usable

Relevant

Legally approved

Purposeful

Findable

Accessible

Simple

On-brand

User-centric

Get more information about the [Optum voice and tone](#).

Editorial review process

Note: Certain aspects of our process will change with the transition from silver platters to GatherContent. More to come.

Process requirements

1. Before editorial review, all content should be considered final, with all applicable prerequisites complete (DAM links, Writer.com grade level for readability, proofreading, legal and compliance approvals, etc.)
2. Context should be provided in a note from the marketing PM, answering these questions:
 - What is this project (landing page, etc.)?**
 - Is this a new or existing page? (If existing, provide URL and highlight new content in yellow if using a silver platter, or add comments alongside updated content if using GatherContent.)**
 - Who is it for (segment/business)?**
 - To whom should we address editorial feedback or questions?**
 - Please provide a link to the latest silver platter, so we make sure we're using the final version. If using GatherContent, include a link to your page.**
 - Is this part of a series? If so, please provide links to related items.**
3. In order to protect turnaround times for all stakeholders, all content must be present and final, with contextual information provided (points #1 and #2 above). Deadlines should align with our standard timeline (at least three business days) and correspond to the amount of content for review. We are unable to honor requests for rush reviews without prior approval from Jennifer Hiebert or Lisa Piper.
4. There may also be times that, due to resource limitations, your review may take longer than the standard TAT.

Rules and guidelines: The essentials

Digital best practices

- Every page should have a unique H1 heading that includes your primary keyword. The H1 appears at the top of the page. Use H2s, H3s and so on to indicate [hierarchy of content](#).
- Make sure calls to action (CTAs) are clear and not contradictory. Be as descriptive as possible (“View video” vs. “Learn more”).
- With a few exceptions, it’s not best practice to link directly to a PDF (unless it’s a download link to a fact sheet) or video. Instead, link to landing pages for assets.
- Use text links instead of listing URLs. Clearly specify which word or words you would like linked to the URL.
- Use the correct template for the content and use components properly. When in doubt, consult a DMX strategist *prior to writing the content for your submission*.
- Include all destination links and DAM links to help avoid delays in production. The editorial team cannot perform their review until all required elements are present and correct in your content submission.

Digital best practices (continued)

- For clarity and consistency, navigation and card titles should generally match the H1 headings of the pages they link to.
 - Titles of insights hub cards (also known as tiles) require sentence case, even when the title includes what would otherwise be a title-cased asset name.
 - For example, if a card is linking to a page about a webinar and the H1 of the page is the name of the webinar (“Pandemic Best Practices for Providers”), the associated card should still be titled “Pandemic best practices for providers” in sentence case for a consistent look in our hub.
- Images should be on-message and not repeated on the page.
- Do not rely on images to convey text — avoid placing text within images.

SEO best practices

- URLs, metadata, and H1s should be unique for each page to avoid duplication of content. Always include your primary keyword.
- Aim to make page URLs short, concise and clear, with your primary keyword. Shorter URLs tend to rank higher. Use lowercase letters separated by dashes. Avoid using stop words (*the, but, to, and, etc.*), dates and numerals. An ideal slug length is 3–5 words.
- A good meta title can determine whether someone clicks or not. Motivate them, trigger their emotions. Front-load keywords to get searchers' attention. Write in title case and keep within 30–60 characters. Don't use ampersands. Include the brand name at the end, separated by a vertical pipe |.
- A well-written meta description can drive clicks, traffic, potential conversions and revenue. It should be action-oriented, provide an accurate summary of the page, contain target keywords and be written in sentence case. Keep within 70–160 characters.
- Make body content scannable. This includes using the primary keyword in the first 100–150 words on the page, targeting 5–10 additional keywords throughout, answering actual questions that people ask in search, use short paragraphs and lists, bold important text and add subheadings.

SEO best practices (continued)

- Add relevant links to internal and external pages to guide visitors to more information and to also show Google how content relates. Use descriptive links so that the audience understands what they're clicking on (avoid using generic text like "click here" or "the study"). Don't overdo it; too many links can dilute their value.
- Use original photography or graphics, when possible, to differentiate from our competitors. Compelling images are another way to increase our click-through rate (CTR). Images should be less than 200K in size, include alt text and have the primary keyword in the file name. Place images near relevant content and near the top of the page when possible.

Read the complete [SEO Best Practices Guide](#) for more optimization tips.

Copy and brand guidelines

- Use complete and punctuated sentences where required. A complete sentence is a complete thought and has a subject and a predicate (the verb).
- Avoid character overages. Unless bulleted, break up any paragraphs that go well over 270 characters, per mobile-first best practices. Smaller blocks of copy are easier to read on any device.
- Avoid overly long sentences (aim for 20 words or less).
- Watch for consistency issues, especially on longer pages and multi-page projects, where inconsistencies can pop up. (For example, “Dr. Anderson” on one page and “Dr. Andersen” on another.)
- Use only one space between words and sentences.
- Do not use *Optum* or our business names in the possessive sense.
- Use sign-in language consistently: Most of our sites use *sign in/sign off*, though Optum Care uses *log in/log off*.
- Check for correct registration symbol usage. See [symbol guidelines](#).
- Footnotes should follow AMA guidelines. See [source and footnote guidelines](#).

Copy and brand guidelines (continued)

- In general, Optum follows Associated Press (AP) Style and Webster’s Dictionary. Exceptions are noted in the [writers resource](#) section of the Optum Brand Center.
- Check for adherence to specific [style and formatting](#) guidelines — common issues include:
 - Abbreviations/acronyms
 - Hyphens, en dashes and em dashes
 - Dates and times
 - Professional titles, department/segment names
 - Academic credentials
- Check for proper terminology usage — common issues include:
 - Health care (two words)
 - e-book, e-newsletter (lowercase “e” with hyphen)
 - COVID-19 (all-caps, not “COVID”)
- Do not use a serial comma, except in the case of complex lists for clarity.

Copy and brand guidelines (continued)

- Use sentence-case capitalization in all headings. Exception: H1 headings on product pages (300- or 400-level/L4–L6) for industry professionals should be title-cased.
- Avoid capitalizing Optum capabilities, constituent groups, internal departments or generic offering descriptions. Only actual product or service names should be capitalized.

Readability standards

- Readability scores are required; it is important that we meet evidence-based standards for these scores. The editorial review team will send back content that does not include readability scores that fall within the correct range for your target audience.
- Document the content's grade level in the designated space in the silver platter, or in the grade level tab within GatherContent.

Optum standards for consumer-facing copy:

- 8th grade or lower for most audiences
- 6th grade or lower for Optum Care and Medicare audiences
- 4th grade or lower for Medicaid audiences

Optum standard for business-facing copy:

- 9th grade or lower
- If edits are needed, try to rephrase long sentences and passive voice. Use clear, direct language. Even highly literate audiences prefer copy that is easier to read.

Accessibility

- Images fall into one of three categories: **decorative**, **informative** or **complex**.
- **Decorative** images can have “n/a” in the alt text field. Decorative images — such as generic office or clinical scenes — serve only to set the mood and do not add messaging to the page.
- All non-decorative (**informative or complex**) images should have alt text that fully captures all information being portrayed visually. Non-decorative images include logos, headshots, thumbnail images of assets (such as the first page of a white paper), charts and infographics.
- Alt text should *not* begin with phrasing such as “**Image of** John Doe,” as the screen reader announces the presence of an image to the user. “**John Doe**” is sufficient.

Accessibility (continued)

- Alt text is hard-coded at 100 characters. This character limit is often not enough space to fully describe the messaging in a **complex** infographic.
 - When this situation occurs, create a general summary for the alt text, then
 - a) add a caption,
 - b) incorporate the details into the body copy, or
 - c) add a pulldown long description (the pulldown link appears as “View a text-only version of this graphic” and expands to reveal the text).
 - The third option allows you to offer the full description without taking up extra space on the page.
- For **videos**, include DAM links to **closed captions** and **transcripts** in the correct file formats. These must be provided prior to submission for editorial review.

Read and bookmark our accessibility guidelines in the [DMP User Guide](#).

Resources

[Optum Brand Center](#)

[Writers resource](#)

[DMP User Guide](#)

[Silver platter templates](#)

[SEO best practices](#)

Optum

Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2022 Optum, Inc. All rights reserved.