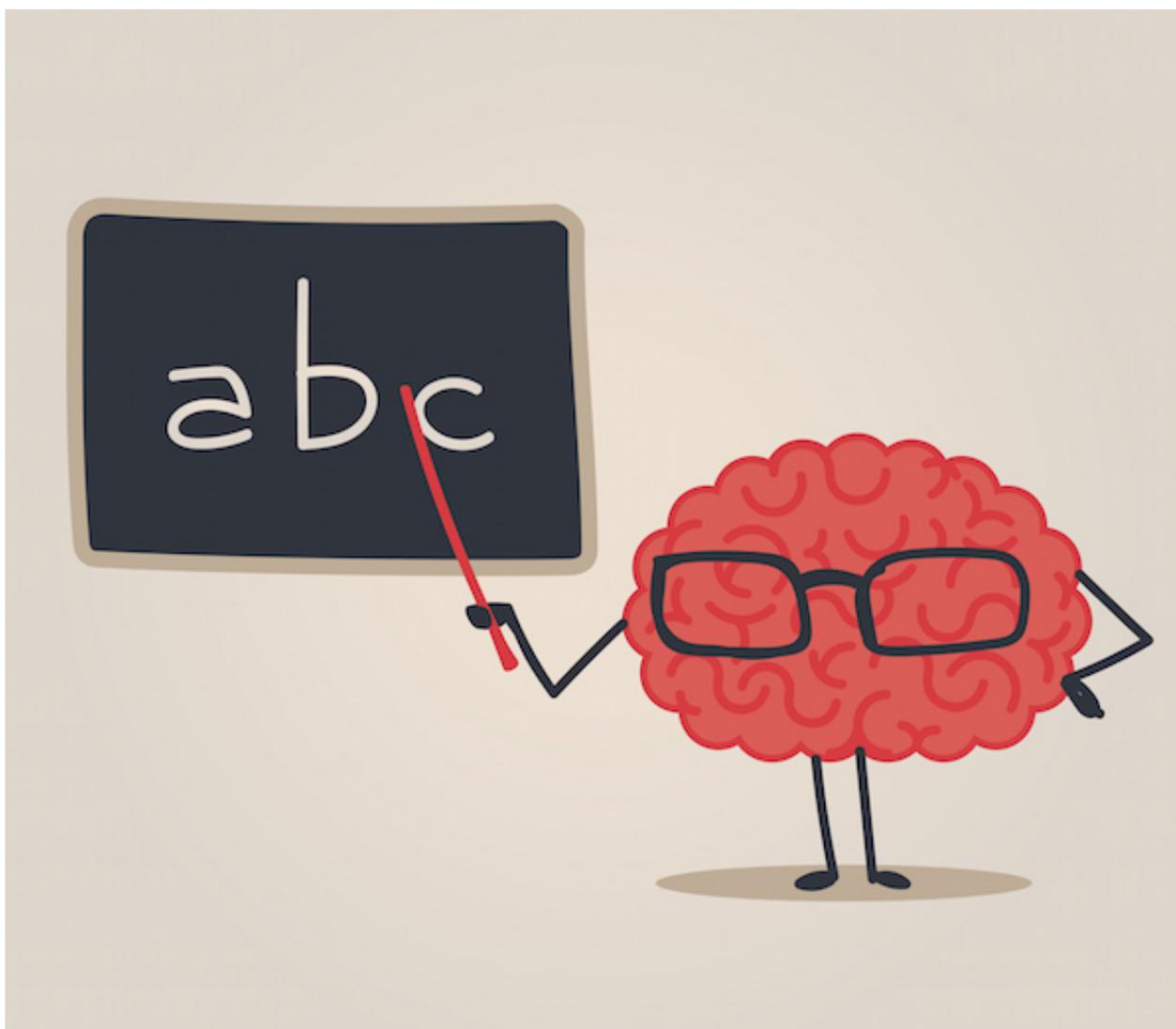


Anatomy of a Good Medical Blog Post

May 1, 2015 by [Bliss Mishler](#) + [3 Comments](#)

A look at a post by NYC physical therapist [Marianne Ryan](#)



Here at Coffee Break we are always on the lookout for good medical blogs, and we would like to start sharing them with you.

This week I found a terrific post by New York City physical therapist [Marianne Ryan](#). (We have no affiliation with this practice. I just found her post while perusing [Twitter](#).)

Her post is called [New Parents: Preventing Aches and Pains by Lifting Baby Safely](#). I suggest you go take a look at it.

Her post has four main elements that make up a good medical blog post: clinical validity, good writing, nice formatting, and effective marketing.

1. Clinical Validity

In her post, Ryan gives recommendations for safe lifting and carrying a baby from a crib, a stroller, and a carrier.

I am also a physical therapist, so I can vouch that her concepts are well grounded in evidence-based physical therapy practice.

Her topic is also relevant to new moms or new caregivers and, if her advice is taken, will likely benefit readers.

2. Good Writing

The writing was clear and without a lot of [medical jargon](#).

I ran the post through the [Hemmingway App](#) (my favorite [editing](#) tool) and she scored a **grade 5**. That is a terrific score for a medical blog post; it means it will be easy to read for the majority of people. This post scored a (not quite as good but still OK) **grade 7**.

Ryan also [used few adverbs](#) and there were only two instances of the [passive voice](#). Both are common in clinical writing but not so good in blog writing.

3. Nice Formatting

The first thing you will notice when you look at her post is that she has a bunch of illustrations. They are well drawn and break up the text at just the right points.

Ryan uses subheadings, bullet points and her paragraphs are not too long. All of these things make her post [easy to read](#).

Her website is also mobile-ready, meaning the formatting is good if you decide to read the article on

your phone. This is pretty important now that [Google has added that dimension](#) to the way they rate websites.

4. Effective Marketing

Honestly this category is a little redundant here because when you add clinical validity, good formatting, and good writing together you get effective marketing. But Ryan goes the extra mile and adds in some direct marketing too.

She saves that for the very end of her blog post, though, so it is not obtrusive. There, she has a call to action—buy her book to get more information along the same lines. She also has social media sharing buttons and a place to subscribe to her blog (which I did).

Last but certainly not least, she used social media to broadcast her blog post—I know this because, as I said, I found her post on [Twitter](#).

If you have read any good medical blog posts lately, please tell us about them in the comments section below. We are always looking for practitioners leading the way in [content marketing](#).

Related:

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[How to Blog Like a Person: 4 Tips for Doctors](#)

[Content vs. Copy: Treat Your Medical Blog Like a Magazine](#)

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Comments



Marianne Ryan PT says

MAY 1, 2015 AT 7:48 PM

Thank you so much for all your kind words about my blog post! But, need to work on getting that 7 to a 10:)

REPLY



Bliss Mishler says

MAY 1, 2015 AT 11:16 PM

My pleasure. I love finding people like you who are moving good practice forward with content marketing. Keep up the good work and we'll keep reading your blog!

REPLY



Amy Rogers says

MAY 2, 2015 AT 11:22 AM

Marianne, thanks for commenting. We are so excited to start featuring good examples of medical blogs, and Bliss found a great one to kick off the feature! Really well done.

REPLY

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