

Volunteer Sign-up

Am I eligible?

Learn More



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Diabetes

A short sentence to introduce what to expect in the about condition section

[Learn more →](#)



The Study

A short sentence to introduce what to expect in the about condition section

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About Clinical Trials

A short sentence to introduce what to expect in the about condition section

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Diabetes

What is Diabetes?

A large percentage of viewers are on mobile devices, so keep it short and to the point. Have you ever noticed how long a 5 sentence paragraph looks on a smart phone? If you read it via desktop/laptop, you realize it is really not that much information. A suggestion is to plan on "marrying" the two and keep the chatter down. Conversely, don't sacrifice the "meat and potatoes" of what you're trying to convey; this will help to keep the organic SEO strong.

What causes Diabetes?

Viewers need to be given a direction every now and then. Use your headers to draw the eye where you want it. Imagine the website as a term paper and your outline will guide your structure. Focus broad topics on the main headers and help guide the viewer down the right path! Appropriately introducing call-to-action buttons also helps with guiding the reader and connecting content writing with your website's goal.

How is Diabetes treated?

Here are a few website content writing tips to make sure your website content gets the attention it deserves • Know your audience • Write short, simple sentences – Nix the jargon – Mix up your word choice • Make text scannable • Incorporate multimedia Capturing reader's interests with good website content and information can be challenging. Most visitors will spend just a few seconds on a webpage, before deciding what to do next. Therefore, good website writing is the key to beating these odds.

More information about Diabetes

National Diabetes Foundation National Diabetes Foundation – Support Network American Academy of Diabetes International Diabetes Council International Federation of Diabetes Associations

Call 1800-9860-568 now to find out if you are eligible.

The Study

Who is eligible?

It sounds simple, but so many writers put pen to paper—or finger to keyboard—before thinking about who it is they're trying to reach. Before drafting content, ask yourself these questions: Who is my primary audience? What about a secondary audience who can influence and inform my primary audience? How will they find my site online? For example, say you're creating a website for a law firm. Your primary audience might be existing clients. However, your secondary audience is much broader and could include other attorneys, law reporters, or anyone who might need your services in the future. You'll need to make sure your content is both accessible and interesting to all of these audiences. What kind of questions might these groups ask about a particular topic? Where are they most active online? What kind of information do they need? Audiences find web content through many different paths—social media sharing, links from other websites, email sharing, and search engine results. That last method is especially important when you write for the web. Text could be extremely well-written and informative, but if it's not optimized for search engines, chances are few people will find it. Think of your audience again: what search terms would they type into Google? Make sure to include those terms in headlines and sub-headers.

What is the purpose of the study?

Web readers have short attention spans—they'll decide whether your site has the information they need in seconds. Structure your content like an upside-down pyramid or cone. The most important messages go at the top of the page. Then, gradually drill down to the more specific, supporting information. End with tangential details. For example, say you're creating a webpage about a conference. The most pertinent details—a description of the theme, date, and location—would appear at the top of the page. Supporting details like speakers and their lecture topics would follow. The less important information—such as conference organizers, the history of the conference series or a list of related resources—would appear at the bottom of the page.

What is the study medicine?

Long sentences are for Charles Dickens—the short attention span of today's reader demands sentences of 35 words or fewer. So website content that's accessible and easy to read will naturally reach a wider audience. Focus on using nouns and verbs. Use adverbs and adjectives sparingly. Don't use words like "equanimity" or "obfuscate" when words like "calm" or "confuse" will do. If you're not sure what grade level you write at (like most of us!) then it's useful to check how your texts score with an online readability tool. Most of the popular models are based on the length of words and sentences in a text. Your text's readability is then scored by a number or an education level. These three tools will scan your text and score its readability: • The Readability Test Tool • The Readability Calculator • Microsoft Word Can your text be easily understood at a 7th to 9th-grade reading level? Check how it scores on the Flesch-Kincaid Grade Level to find out.

About Clinical Trials

What is a clinical trial?

If you are eligible and decide to join the clinical research study, you will take part for up to 22 weeks. You can expect to visit the study site about 10 times, with one follow-up telephone call. If you are eligible and decide to join the clinical research study, you will take part for up to 22 weeks. You can expect to visit the study site about 10 times, with one follow-up telephone call.

What are the phases of a clinical trial?

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Why should I join a clinical research study?

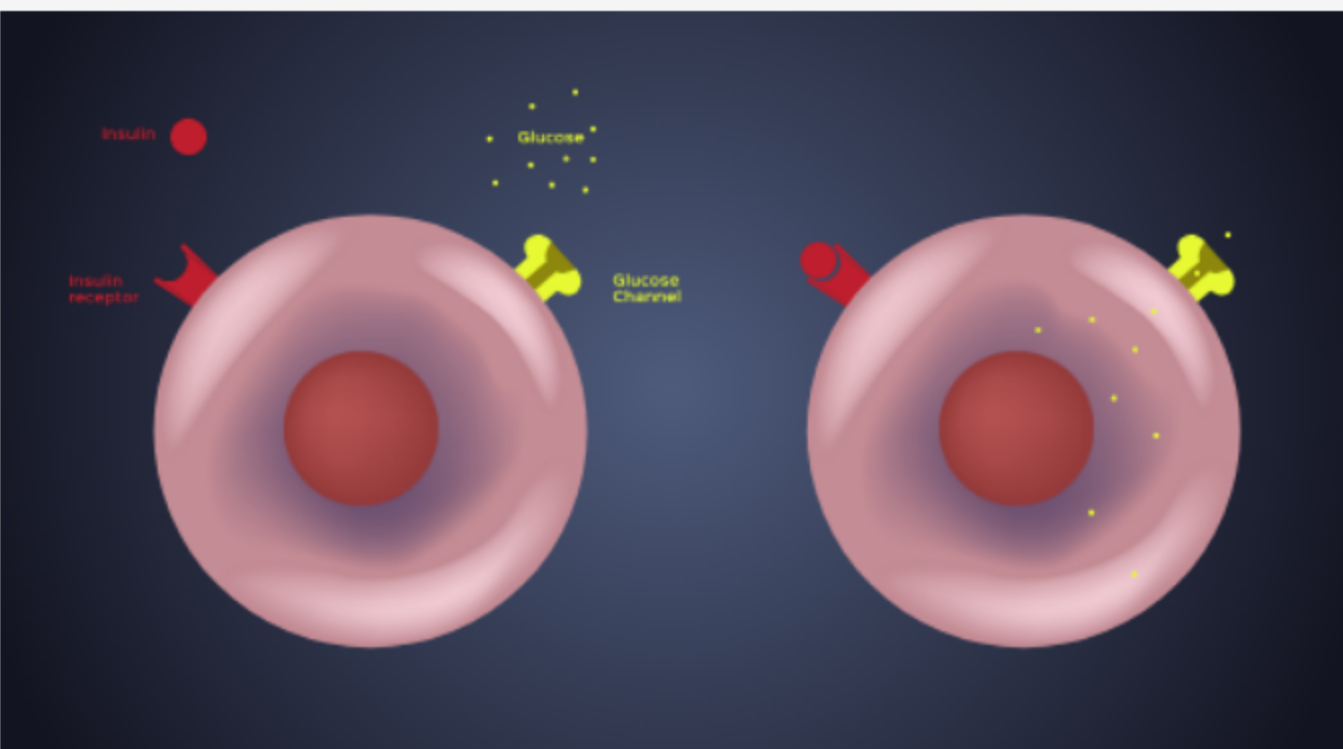
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What questions should I ask if I am thinking about a clinical research study?

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What to expect if you participate?

Speak To Your Demographic - So how does one speak to such a broad audience without junking up their website? One most effective method is creating different portals or paths for each demographic to follow. Start with the home page; use specific "call outs" to direct the viewer to his/her preferred section of the site. Then cater the content to appeal to that specific cross section. Are you speaking to both groups and individuals? Have a call to action about groups so that the viewer can find and read pertinent information without having to click around and get annoyed with the 'This doesn't apply to me' syndrome. Make them comfortable and confident that you know what you're doing on all fronts!



Get in touch

Contact the Diabetes Clinical Research Study screening center to find out if you may be eligible to participate.

1800 443 6547

Email: Diabetes.Study@ePharmaSolutions.com

Find a site near you

Address,city or postal code

Entire World

Results (3 sites found)

- 1 Display Name Here n
- 2 new site for testing 49www Long island
- 3 Testing Site display name dsfs

Connect
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