

DIGITAL MARKETING & COMMUNICATIONS MANAGER

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CHOC Health Hub Website Redesign

OVERVIEW

As a cornerstone digital project, the CHOC Health Hub project was a strategic initiative aimed at educating caregivers and enhancing organic traffic to key programs and services and cementing CHOC's reputation as one of the leading children's hospitals in California.

The redesign involved upgrading technical components, implementing SEO and user experience improvements, and optimizing content management.

KEY ACHIEVEMENTS

Traffic Doubling

- Successfully redesigned and optimized the website, resulting in a 100% increase in organic traffic.

Content Management Excellence

- Organized and structured over 2000 articles into a more accessible and user-friendly format.
- Trained content teams in producing search-optimized content and introducing team to WordPress Gutenberg.
- Standardized layouts and dynamic components.

Web Standards and Training

- Maintained a comprehensive web standards style guide with detailed tutorials for consistency.
- Conducted organic training sessions for new content writers and established ongoing coaching sessions for continuous improvement.

Notable Features

- Implemented AMP-powered pages for quick loading, providing a competitive advantage in search.
- Collaborated with clinical staff to design 30+ curated in-depth printable guides with custom layouts.
- Created a custom article page with vertical featured images for an immersive mobile experience.
- Enabled print functionality for articles, handouts, and guides through a custom stylesheet and branded header/footer.
- Organized articles into 100 topics using custom taxonomies aligned with programs and services.

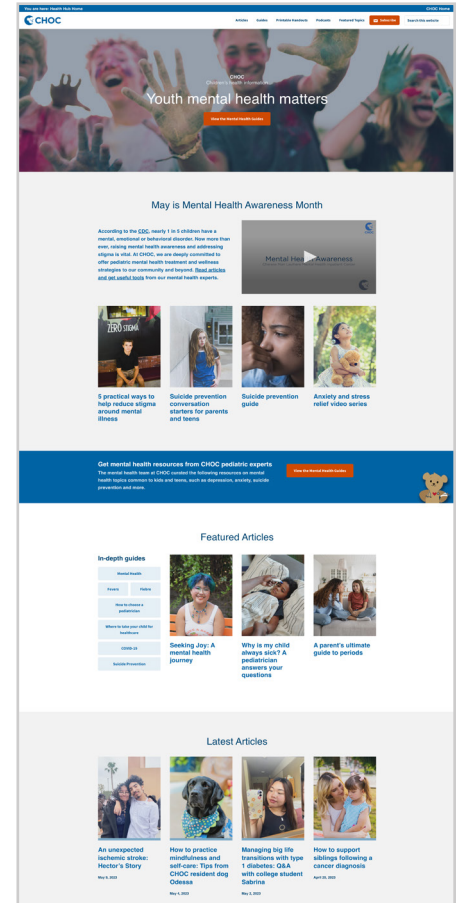
OUTCOME

The CHOC Health Hub now stands as a testament to effective redesign, content optimization, and user-focused enhancements, resulting in increased visibility and engagement.

Before



After



CTA & Curated related articles by topic, provider, type, child age

Learn more about the Thompson Autism and Neurodevelopmental Center at CHOC


The Thompson Autism and Neurodevelopmental and Neurodevelopmental Center at CHOC is dedicated to bringing the latest treatments and resources to the autism community in Orange County.

Visit CHOC.org


Related Topics

Autism | Dr. Jonathan Megerian | Dr. Lauren Couch | Patient Stories


Related Articles



Enjoy the Journey: Advice from one autism parent to another



Mapping out success: Lucas' journey at the Thompson Autism and Neurodevelopmental Center



Autism

In-depth topic page

CHOC HEALTH HUB HOME - Autism

CHOC

MENTAL HEALTH GUIDE

Anxiety

All children and teens experience some anxiety. It's a normal part of growing up. However, when worries and fears do not go away and interfere with a child's or adolescent's usual activities, an anxiety disorder may be present. Children of parents with an anxiety disorder are more likely to develop an anxiety disorder.

[Anxiety overview](#) | [Signs and symptoms](#) | [How to talk to your child](#) | [Treatment options, tests, and advice](#)

Child Resources

For your child's experience, we offer a variety of resources to help them understand and manage their anxiety. Visit our [Anxiety Resources](#) page for more information.

Webinars

[Anxiety Overview](#) | [How to Talk to Your Child](#) | [Treatment Options](#)

What is anxiety?

Anxiety is a normal part of growing up. It's a feeling of worry or fear that is often accompanied by physical symptoms like a racing heart, sweating, or trouble breathing. For some children, these feelings can be so intense that they interfere with their daily lives.

What are the different types of anxiety disorders?

- Generalized Anxiety Disorder (GAD)
- Separation anxiety
- Specific phobia
- Obsessive Compulsive Disorder
- Post-Traumatic Stress Disorder
- Agoraphobia
- Anxiety disorder due to another medical condition

What are some of the symptoms of anxiety?

- Worries that are difficult to control
- Feeling nervous or jittery
- Feeling very nervous
- Feeling restless
- Feeling tired
- Difficulty concentrating
- Increased heart rate
- Feeling dizzy, lightheaded, or other physical symptoms
- Irritability
- Being easily startled

Learn more about CHOC's Pediatric Mental Health Services

At CHOC, we specialize in providing a full continuum of pediatric mental healthcare, including individual, group, and family therapy.

Content Strategically drives traffic to programs and services pages

You are here: Health Hub Home - Autism

CHOC HOME

Autism

Autism is a complex neurodevelopmental disorder that affects communication, social interaction, and behavior. At CHOC, we understand the unique challenges that families face when caring for a child with autism. Our team of experts at the Thompson Autism and Neurodevelopmental and Neurodevelopmental Center are dedicated to providing comprehensive care and support to help children with autism reach their full potential.

Learn more about Autism at CHOC.org

Autism Resources from CHOC

TOPIC GUIDE

Autism

ARTICLE

Enjoy the Journey: Advice from one autism parent to another

ARTICLE

Hugs and smiles: Katherine's autism story

RECOMMENDED OPTION

Mapping out success: Lucas' journey at the Thompson Autism and Neurodevelopmental Center

ARTICLE

Age-by-age healthy habits for children with autism spectrum disorder (ASD)

ARTICLE

Signs, symptoms and treatments for autism spectrum disorder (ASD)

Printable branded documents

CHOC HEALTH HUB HOME - Autism

CHOC

Safe Sleep for Infants

How to reduce the risk of Sudden Unexpected Infant Death (SUID)

Follow the ABCs of Safe Sleep

A - Alone in a crib, bassinet or cot.

B - Back to sleep every night.

Article page with multimedia

CHOC HEALTH HUB HOME - Autism

CHOC

How to practice mindfulness and self-care: Tips from CHOC resident dog Odessa

Published on Nov 4, 2023
Last updated: Nov 4, 2023

Odessa, CHOC resident dog, and Jessica, CHOC MD, specialist for her family, encourage healthy hygiene and self-care habits for kids in honor of Mental Health Awareness Month.



Get more health tips on YouTube

Practicing personal hygiene and self-care can be difficult for kids and teens, especially mental health challenges. Watch this video to get tips on how to practice mindfulness and self-care with your dog, Odessa.

Be mindful during your self-care routine

Odessa has a daily self-care routine like brushing her teeth, getting dressed, going to her vet and taking her walks. In this video, she shares her tips on how to practice mindfulness and self-care with your dog, Odessa.

Take charge of your thinking

Thinking about things that worry you can be hard. It's important to take control of your thoughts and feelings. In this video, Odessa shares her tips on how to practice mindfulness and self-care with your dog, Odessa.

Get support

When you feel sad or stressed, it's important to get support. In this video, Odessa shares her tips on how to practice mindfulness and self-care with your dog, Odessa.

Learn more about anxiety symptoms and treatment

At CHOC, we specialize in providing a full continuum of pediatric mental healthcare, including individual, group, and family therapy.