



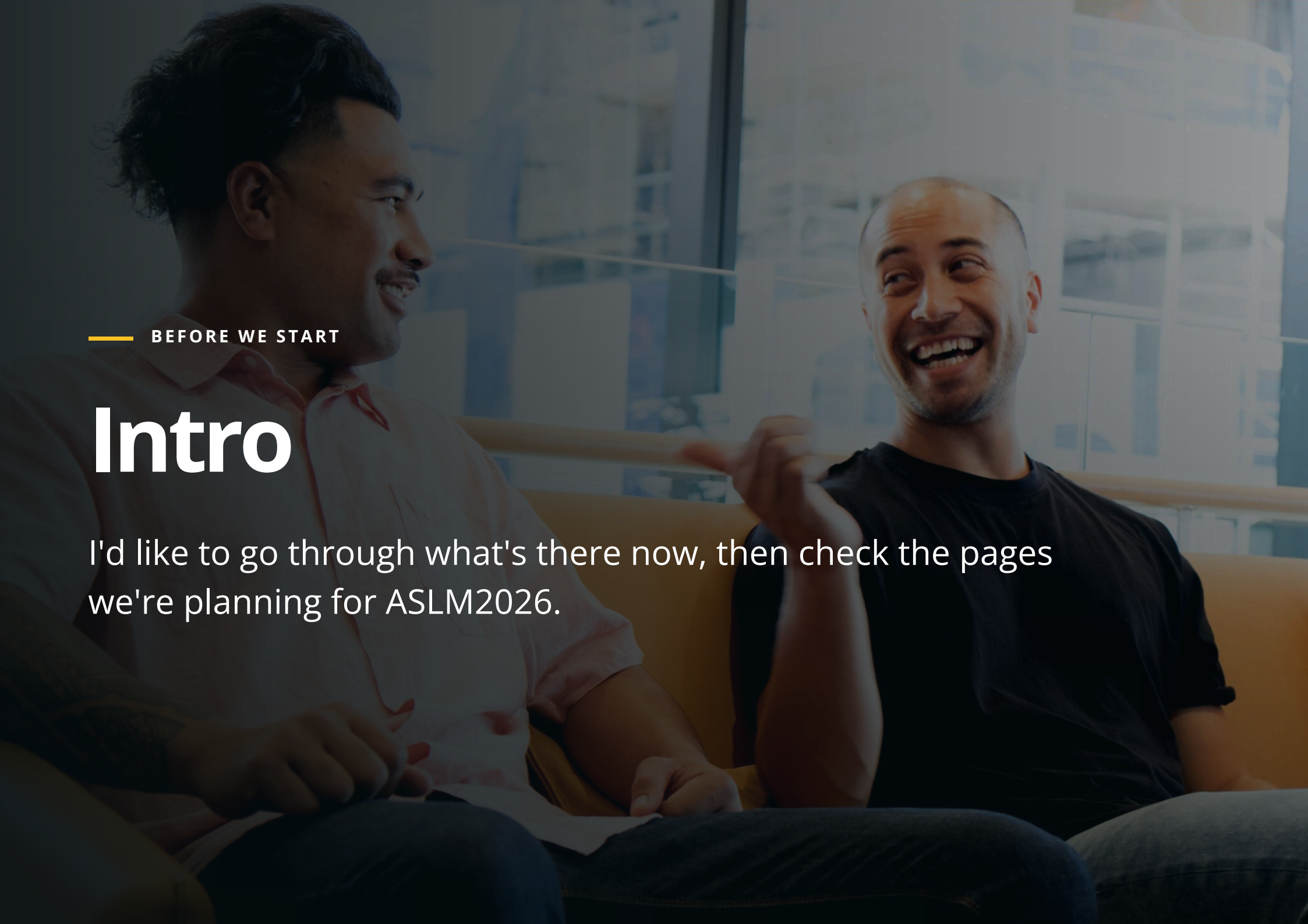
— WEBSITE CONTENT

ASLM2026 Content review

Let's go through the existing site and the plan for the new one.

Agenda

- Intro
- Existing website
- ASLM2026
- Writing the content
- ASLM voice profile

A photograph of two men sitting on a yellow couch in a modern office setting. The man on the left is wearing a light pink shirt and has a mustache. The man on the right is wearing a black t-shirt and is gesturing with his hand while speaking. They are both smiling and looking at each other. In the background, there is a large window showing a city skyline.

— BEFORE WE START

Intro

I'd like to go through what's there now, then check the pages we're planning for ASLM2026.

Existing

- Which pages do you still need?
- What needs updating?

Open existing sitemap ↗

[Open existing website ↗](#)

ASLM2026

- Are any pages missing?
- Are the pages under the right menu headings?
- We still need to sort out a few links.

Open ASLM2026 sitemap ↗

[Open work-in-progress site ↗](#)

How we'll write the content

- Use the existing copy where it still makes sense.
- Rewrite it to fit the new pages.
- Check the clinical details and references with you.
- Send the drafts through for your comments.

ASLM voice profile

- "Warm authority", from the questionnaire.
- Speak to practitioners as colleagues.
- Keep clinical claims specific and supportable.

[Open ASLM voice profile ↗](#)

[Branding questionnaire ↗](#)