

# Does your Web site need a checkup?

> **Concept searches** can automatically find headlines for targeted topics.

The (Charleston, S.C.) Post and Courier wanted content to populate a series of Web pages on health and medical issues. The Web team built pages for topics such as diabetes and women's health, with the latest news headlines, health calendars, links to directors of hospitals and doctors, reviews and more.

Using concept searches available in AP Exchange, such as `subjectname=cardiovascular` system and `subjectname=cancer`, they were able to pull content directly relevant to the targeted audience on the specific pages. An "AP Heart Health News" box appears on the cardiovascular page, while a box of cancer research headlines appears on the oncology page. The targeted headlines update on the specific pages automatically when new content matching the search criteria becomes available.

"The health services are working great. We're getting just what we want," said Paul Crawford, online director.

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Health and medical news is in demand in Charleston, S.C., so the Post and Courier built out its online health section with specific pages on oncology, cardiovascular health, orthopedics, women's health, digestive disorders, and pediatrics & children.

Check out the results: [www.charleston.net/news/health](http://www.charleston.net/news/health)

**"I've told my designers to implement the new modules on any projects they are working on."**

Mark McGregor  
Web design manager  
The Post and Courier in Charleston, S.C.

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- > **AP Breaking News** – the core service – offers comprehensive breaking news coverage and represents about 90 percent of all AP content.
- > **AP Complete** adds deeper content in news, business, sports, entertainment and lifestyles to supplement breaking news coverage with in-depth analysis, trends and features.

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