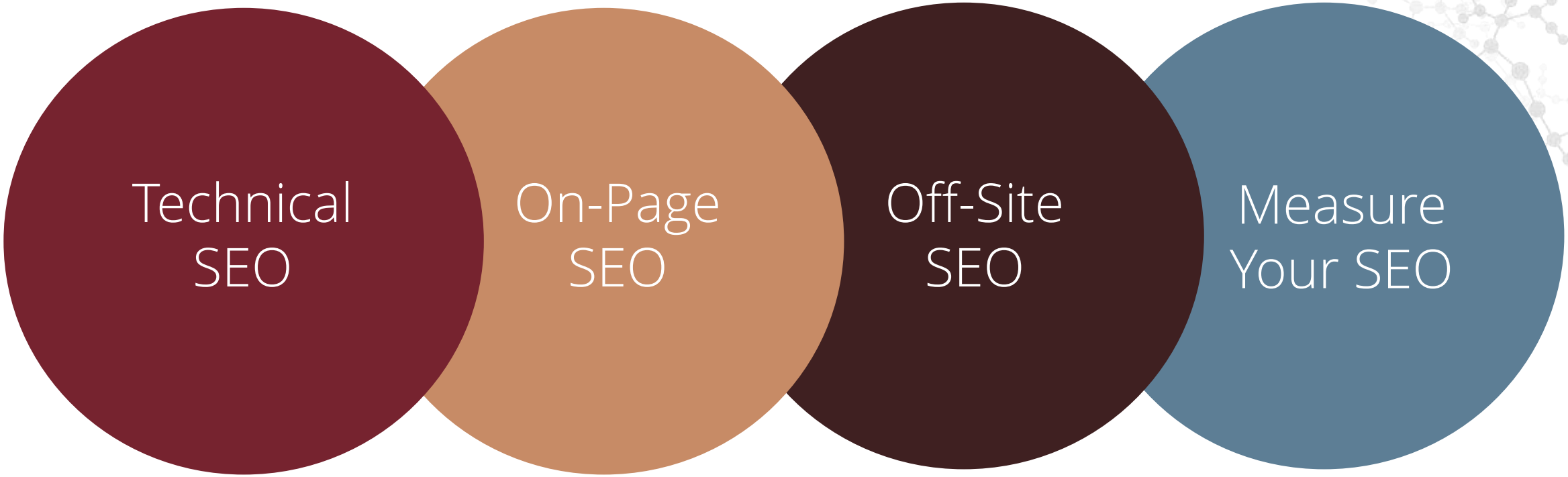
Four Keys to Creating a Winning SEO Strategy for Healthcare

GEONETRIC®

SEO Tactics



Technical SEO

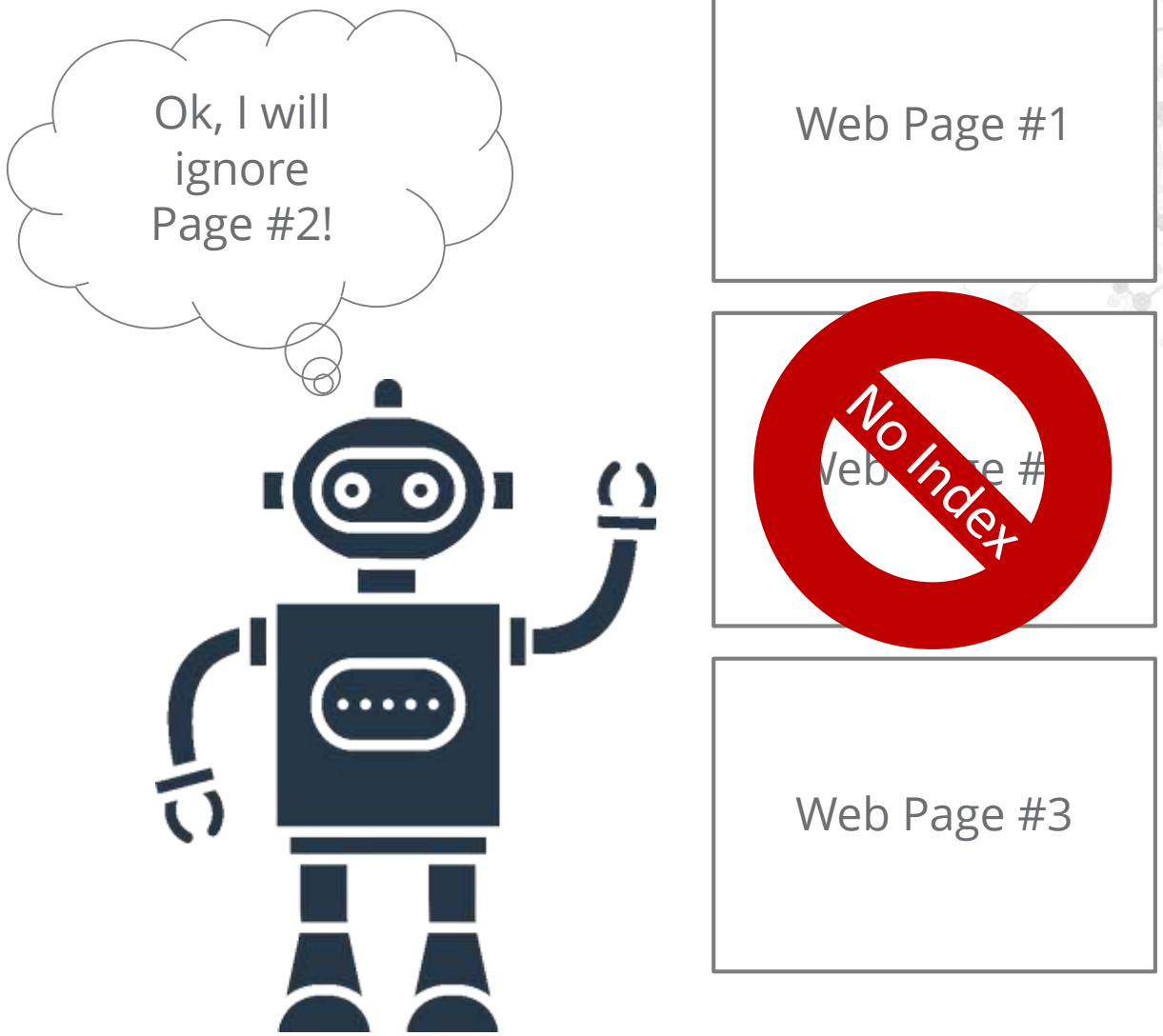
What is technical SEO?

A strong technical foundation will give your content its best chance to rank in search results.

Check for “noindex”

- Tells search engines not to index a page
- Example:

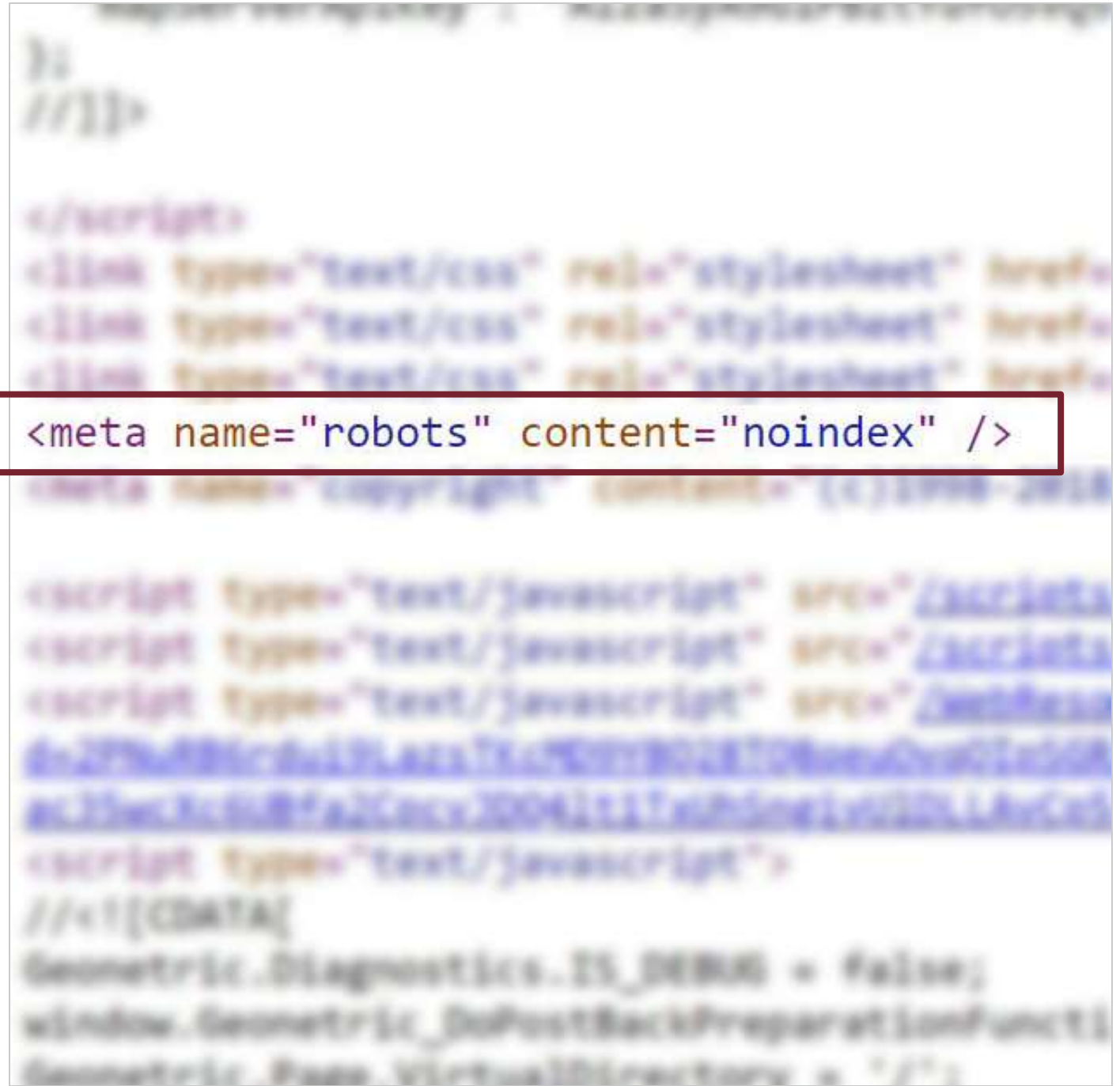
```
<meta name=“robots”
content=“noindex”/>
```



Check for “noindex”

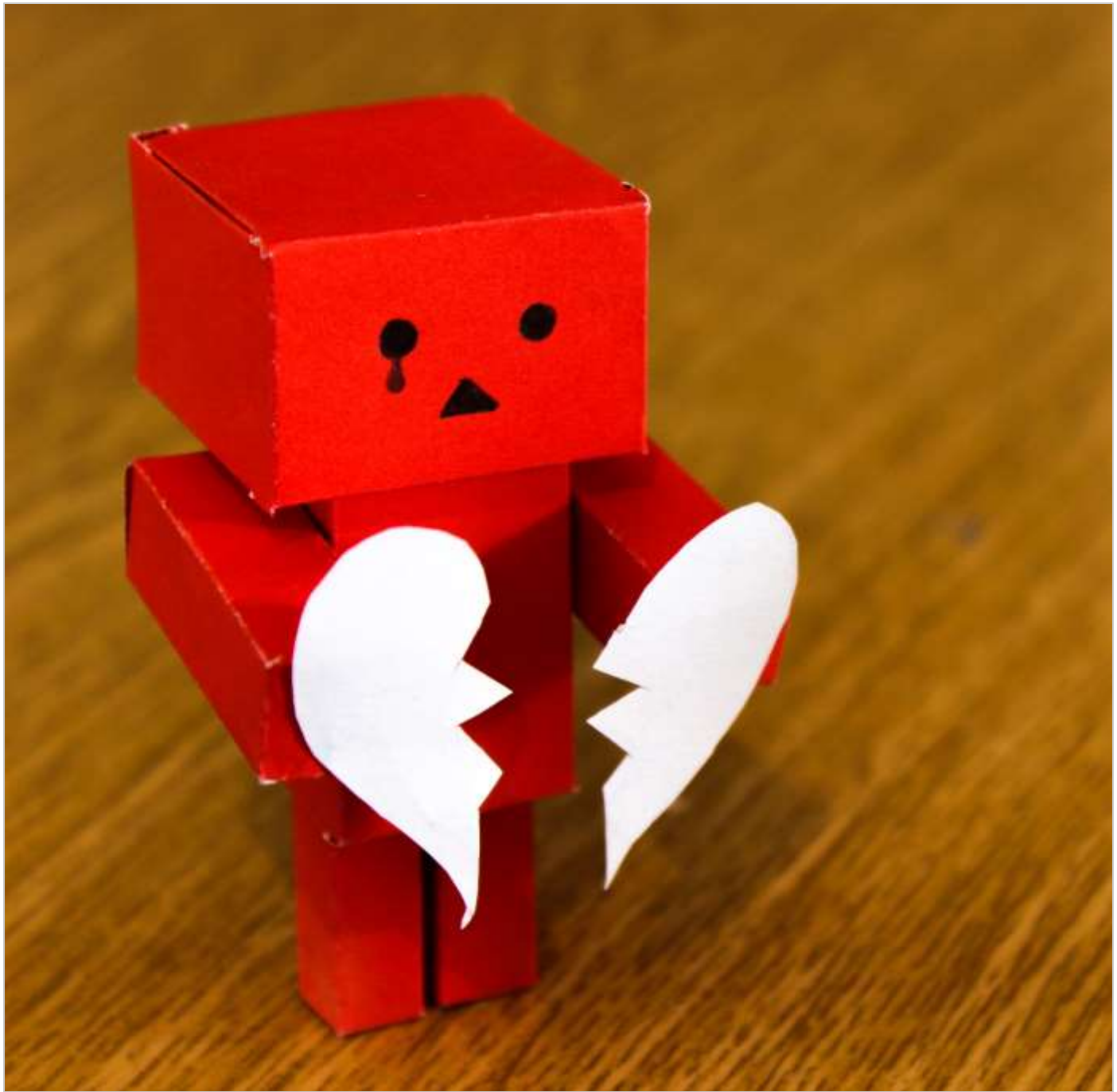
1. Open the page in a web browser
2. Ctrl + U to view page source
3. Ctrl + F to search for “noindex”

Alternatively, use a tool to crawl your site such as Screaming Frog or Moz.

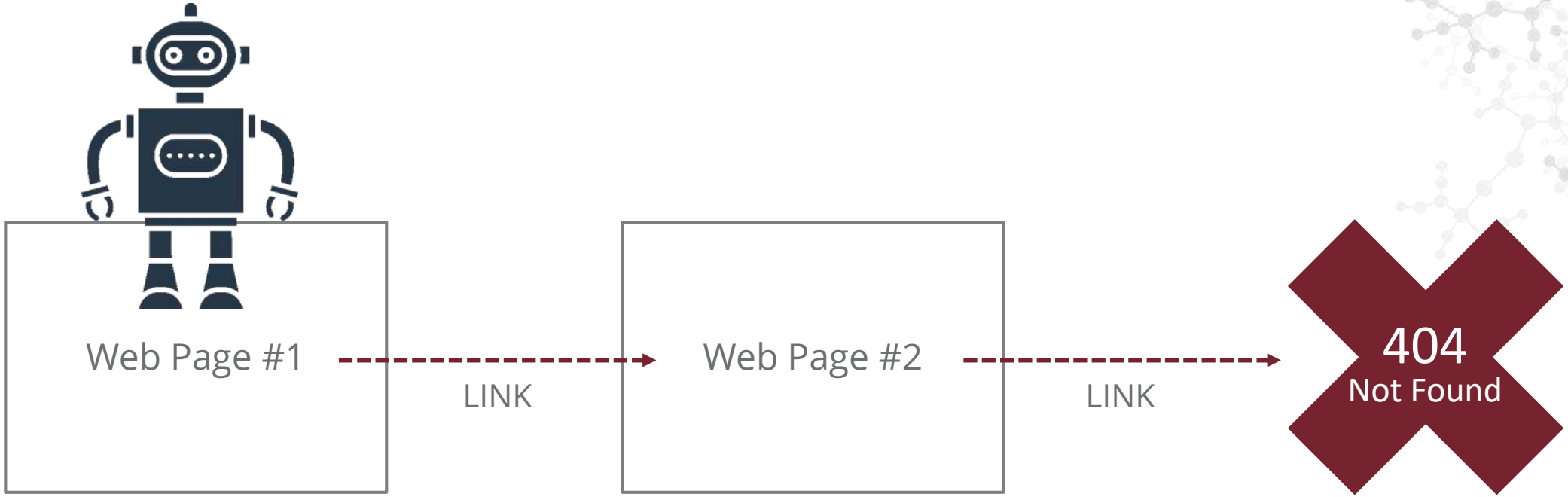


Look for 404 errors

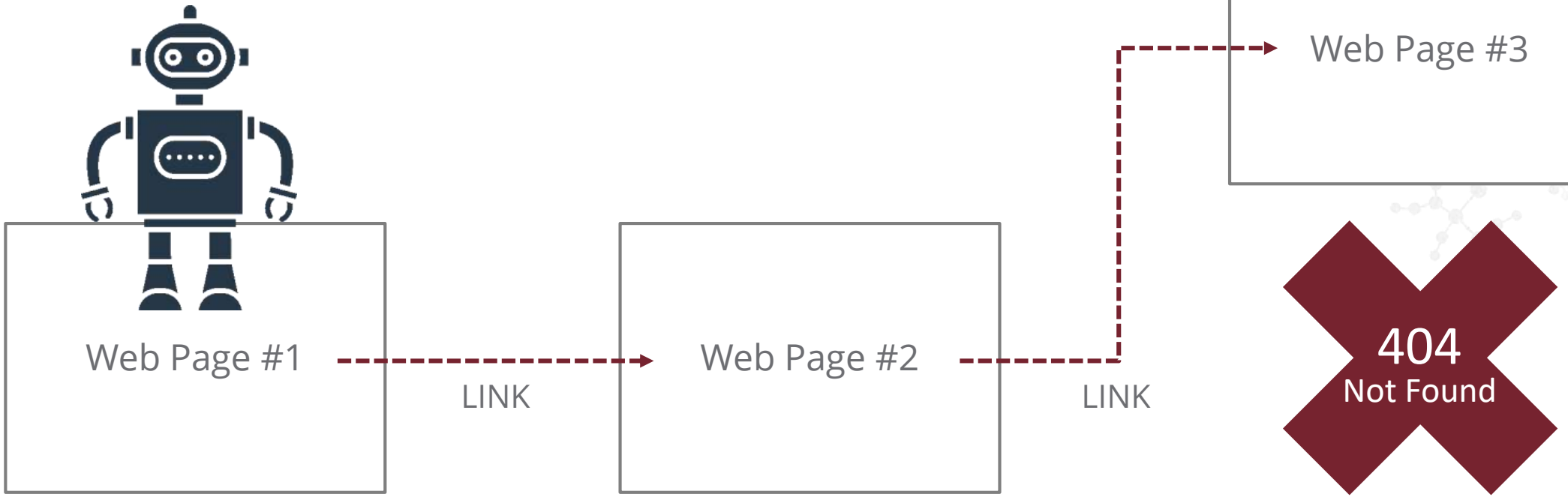
- Means a page wasn't found by the server
- Create a poor user experience
- Can hurt your SEO



Look for 404 errors



Look for 404 errors



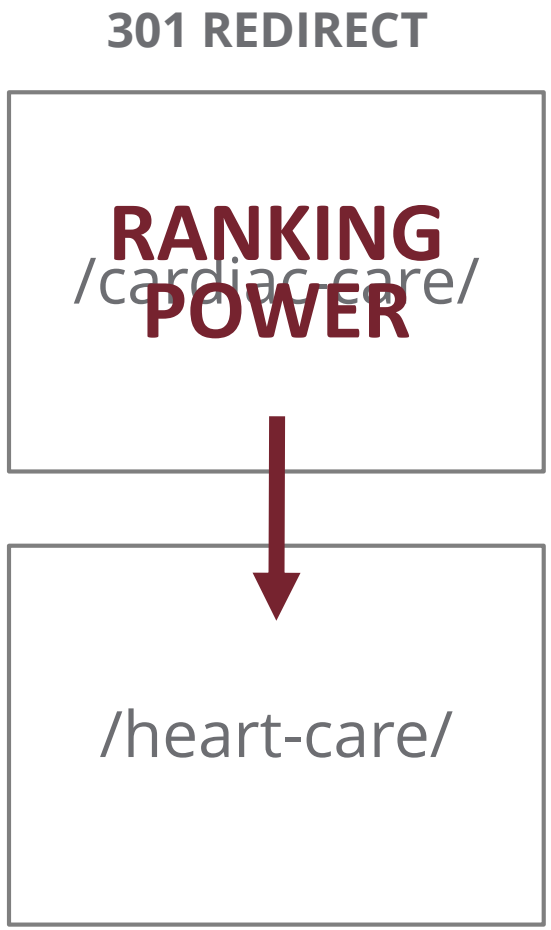
Use 301 redirects

- Redirect pages that have been moved or removed
- Missing or improper redirects will hurt your SEO

301 redirects pass ranking power

NO REDIRECT

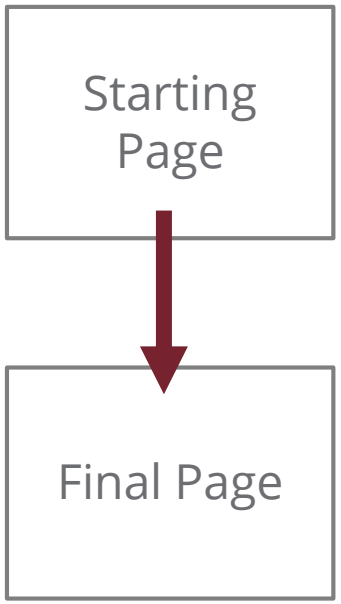
301 redirects pass SEO authority



Use the right redirect

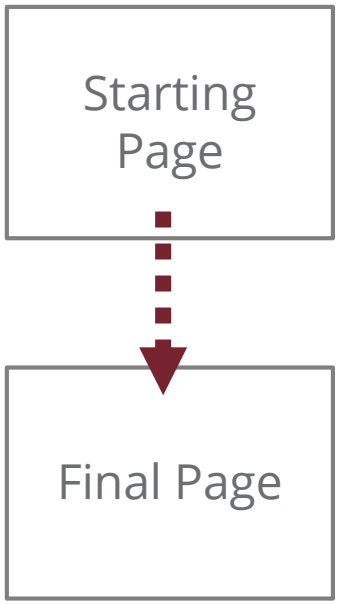
301

"Moved Permanently"



302

"Moved Temporarily"



meta refresh

page-level redirect

Use canonicalization

http://example.com

https://example.com

https://www.example.com

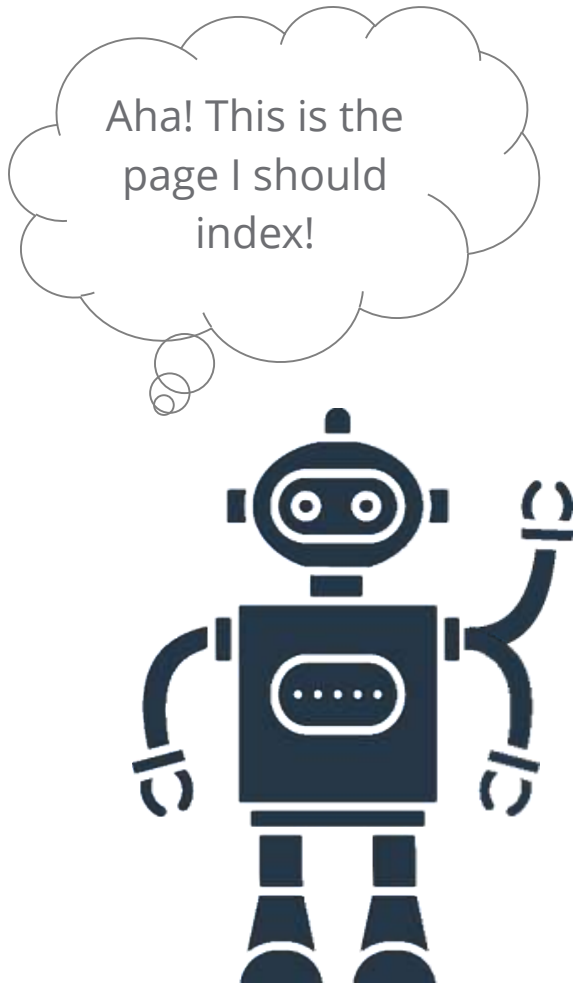
https://www.example.com/

https://example.com/index.html

https://example.com?utm_source=ad

Use canonicalization

- Tells search engines which URL is the original or “master” URL (aka canonical)
- Indicates the URL you want to appear in search results



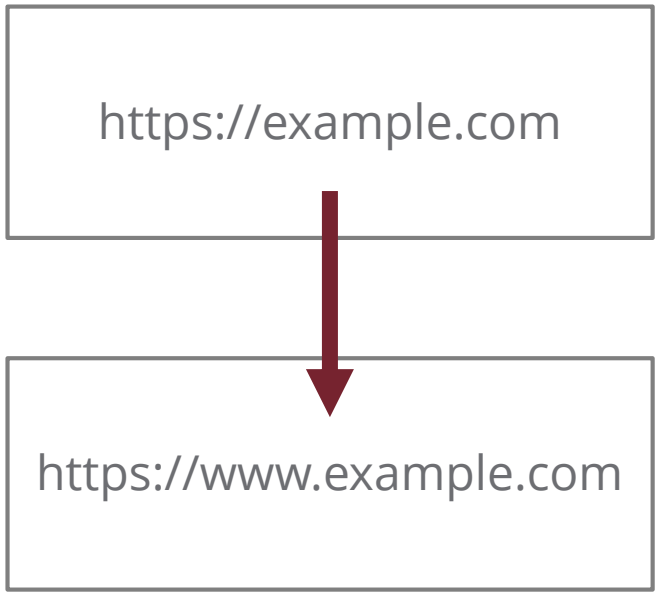
https://example.com

https://www.example.com
CANONICAL

https://www.example.com/

Canonicalization methods

301 redirect



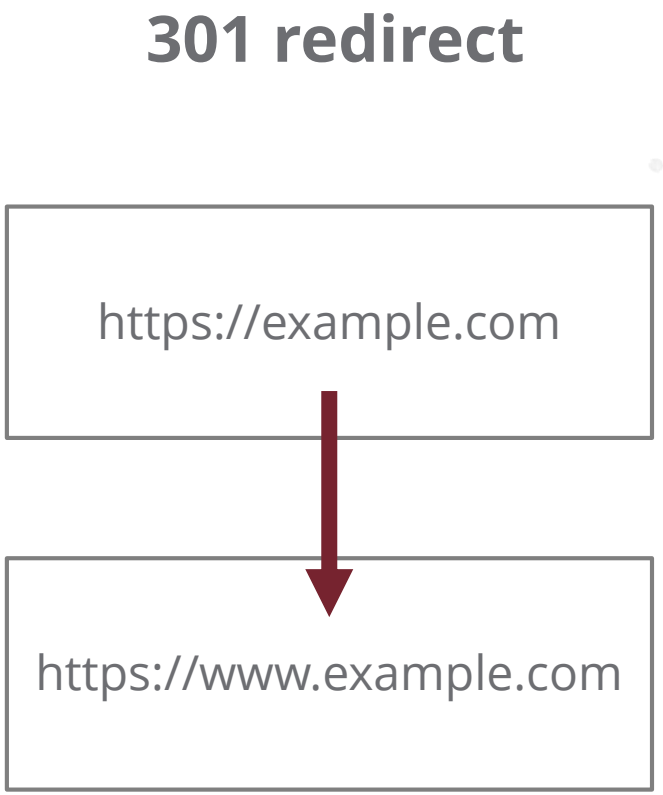
Canonical tag

```
<link rel="canonical"
href="https://www.example.com"/>
```

Canonicalization methods

Use 301 redirects for:

- www and non-www
- Trailing slashes
- HTTPS and HTTP
- /index.html URLs



Canonicalization methods

Use canonical tag for:

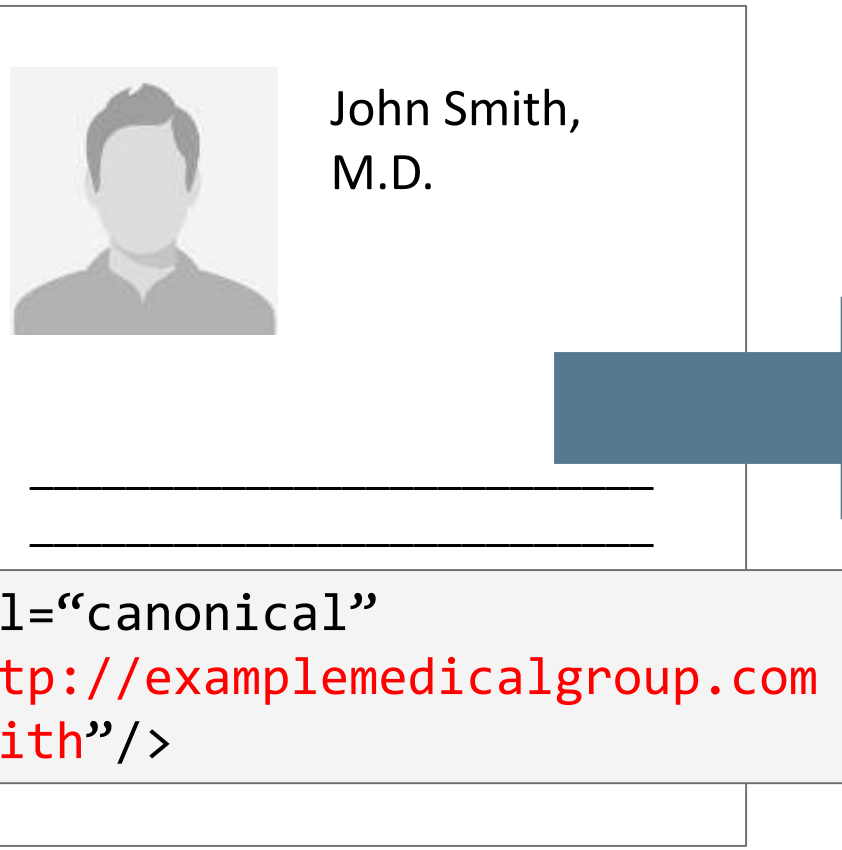
- Dynamic URLs
- Duplicate pages that need to remain live
- Duplicate content across domains

Canonical Tag

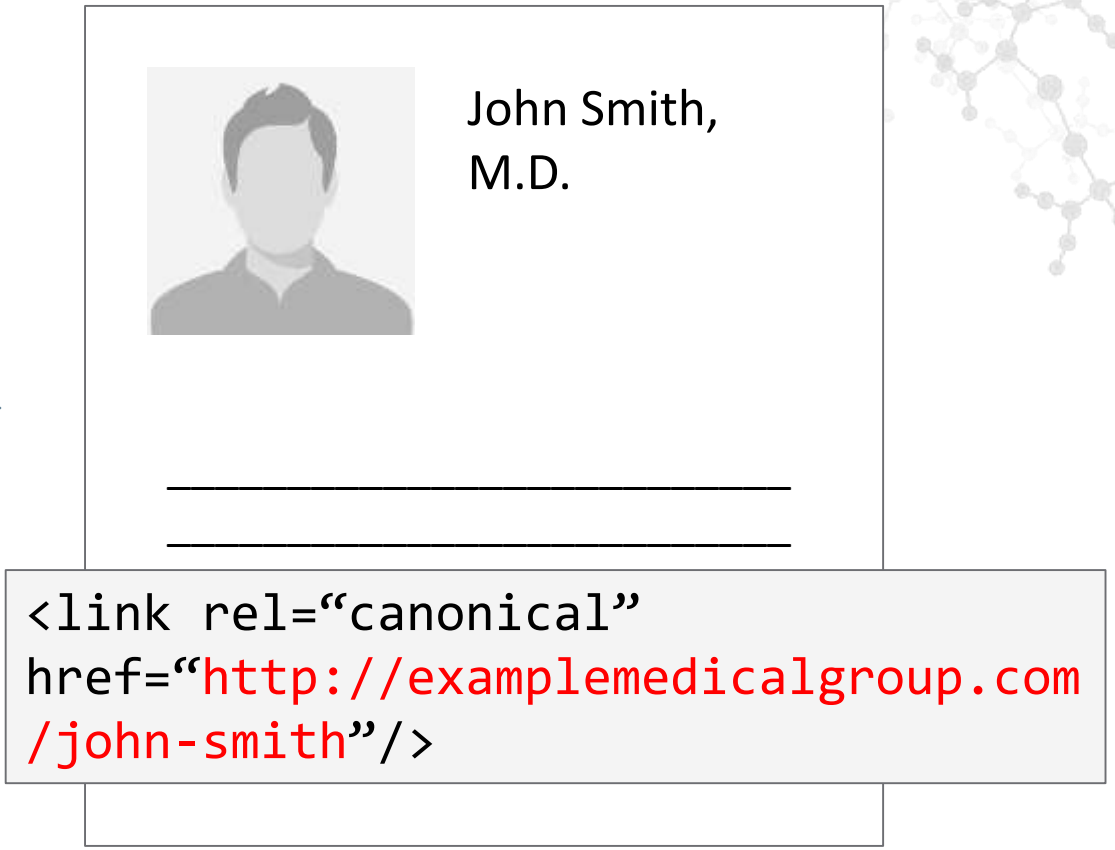
```
<link rel="canonical"
href="http://examplemedicalgroup.com
/doctor/john-smith"/>
```

Canonicalization methods

examplehospital.com/john-smith



examplemedicalgroup.com/john-smith



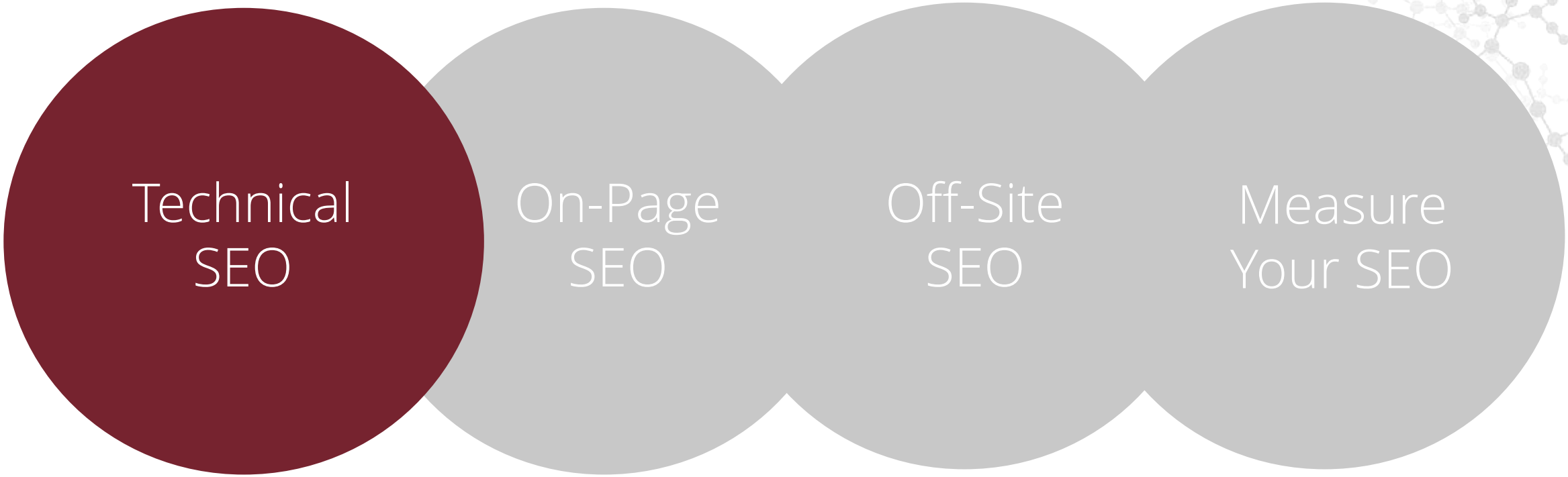
Compress images

- Large images slow down a web page
- Implement processes and guidelines for images before uploading to your site
- Compress images as much as possible without limiting quality

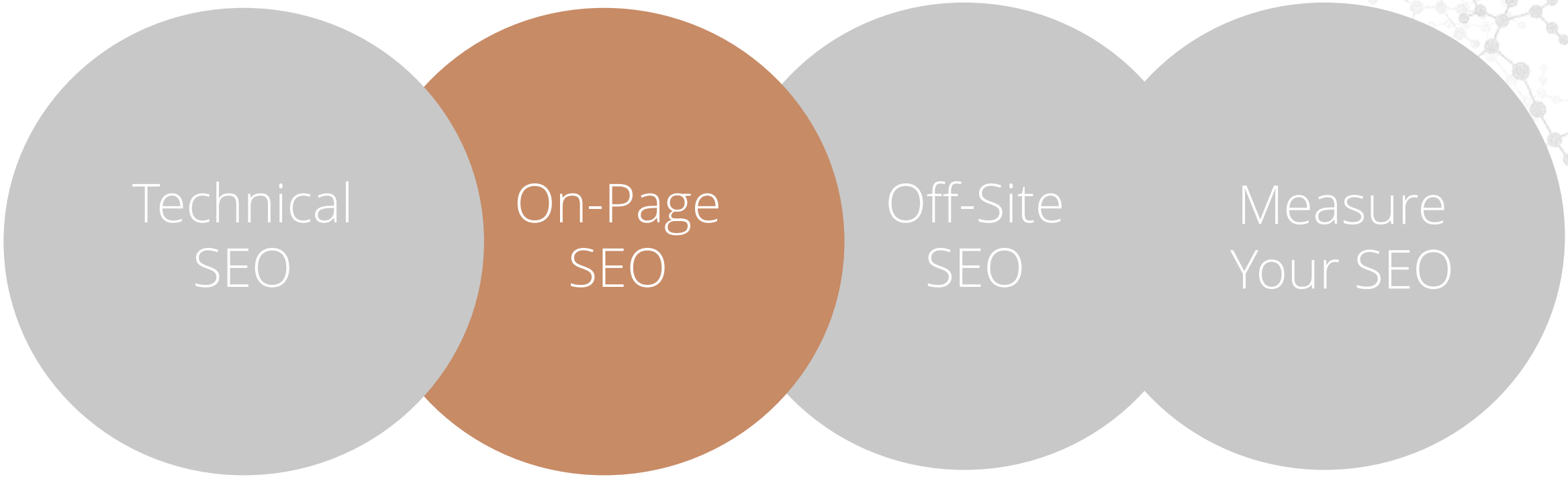
Technical SEO

- Check for “noindex”
- Look for 404 errors
- Use 301 redirects
- Canonicalization
- Compress images

SEO Tactics



SEO Tactics



What is On-Page SEO?

Search engines serve content with valuable information that best meets a user's needs.

On-Page SEO factors

- Keyword Research
- Page Titles
- Meta Descriptions

Benefits of keyword research

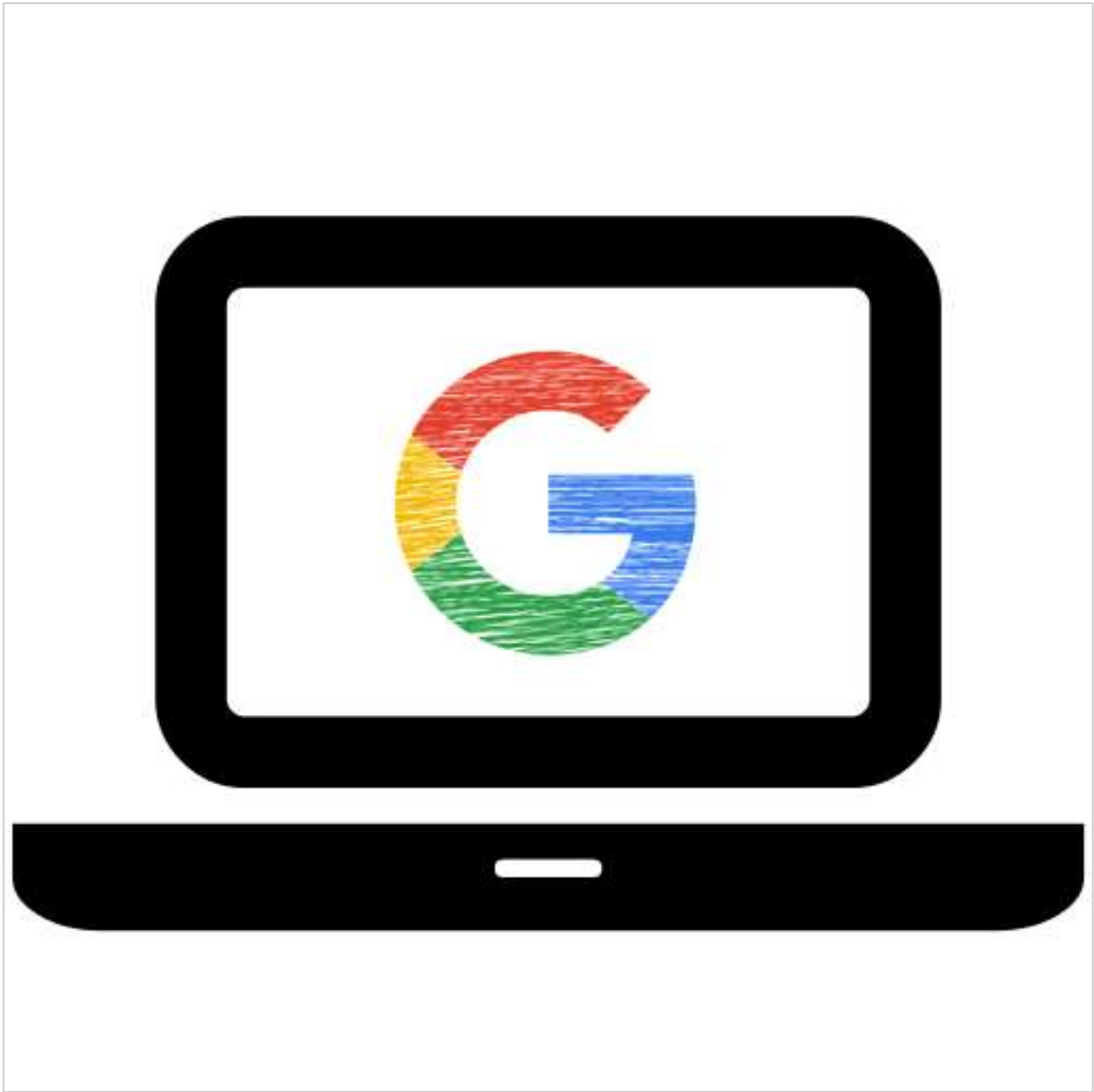
- Understand people's search behavior
- Locate important keywords
- Find keyword search volume
- Improve content and digital strategy

Establish goals & objectives

- What keywords are going to give the best SEO value to your page?
- What geographic areas do you want to target?

Use Google's Keyword Planner tool

- Free tool for gathering keyword data
- Find keyword suggestions based off of your primary keyword
- Gather search volume data



Gather keywords

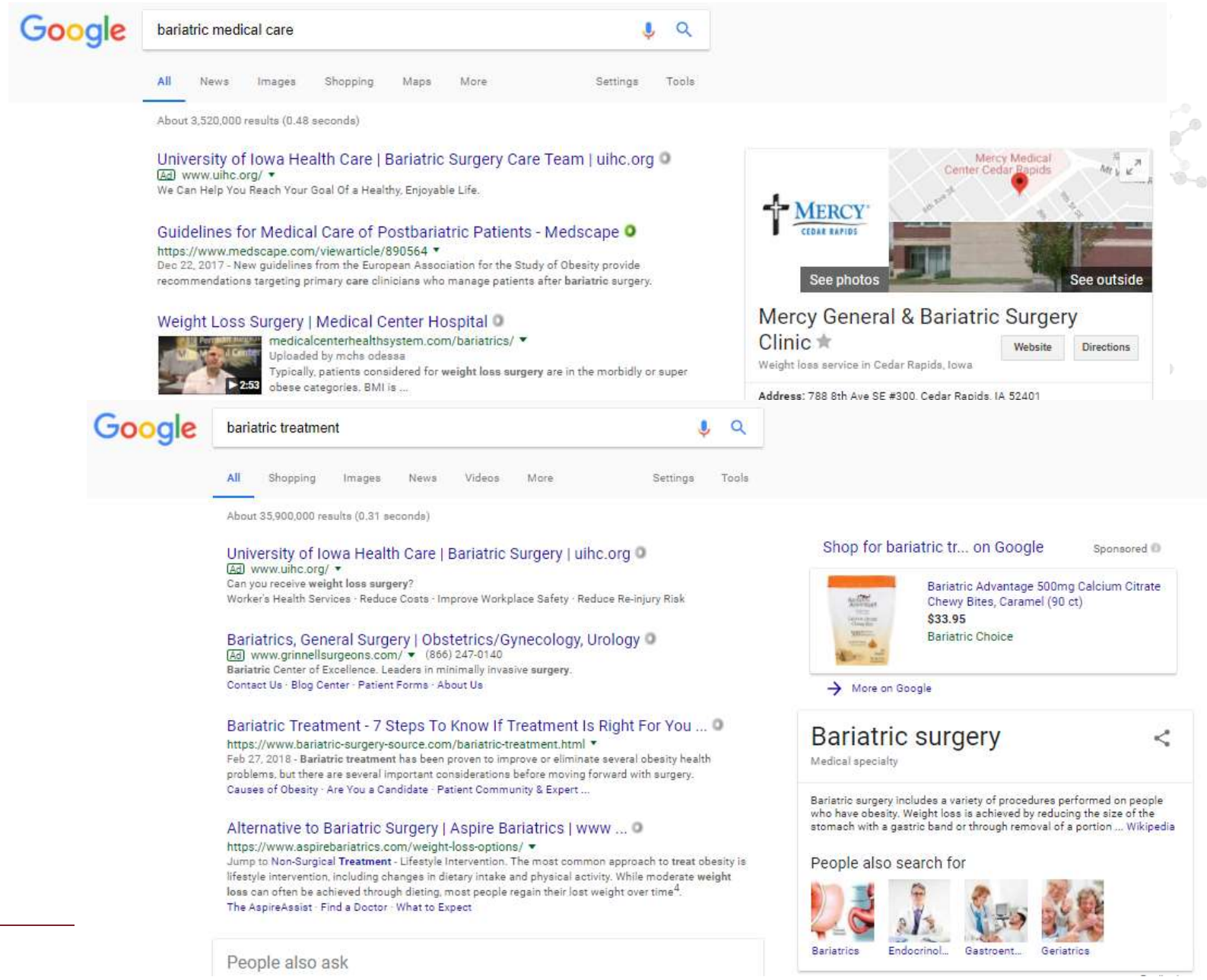
- Compile big list of keywords related to your primary keyword
- Pull together search volume
- See how keyword phrases shows up in Google SERPS

Organize list by user intent

- Understand what and how people search
- The type of search results a keyword generates in search engines
- Make sure the keyword(s) have search volume

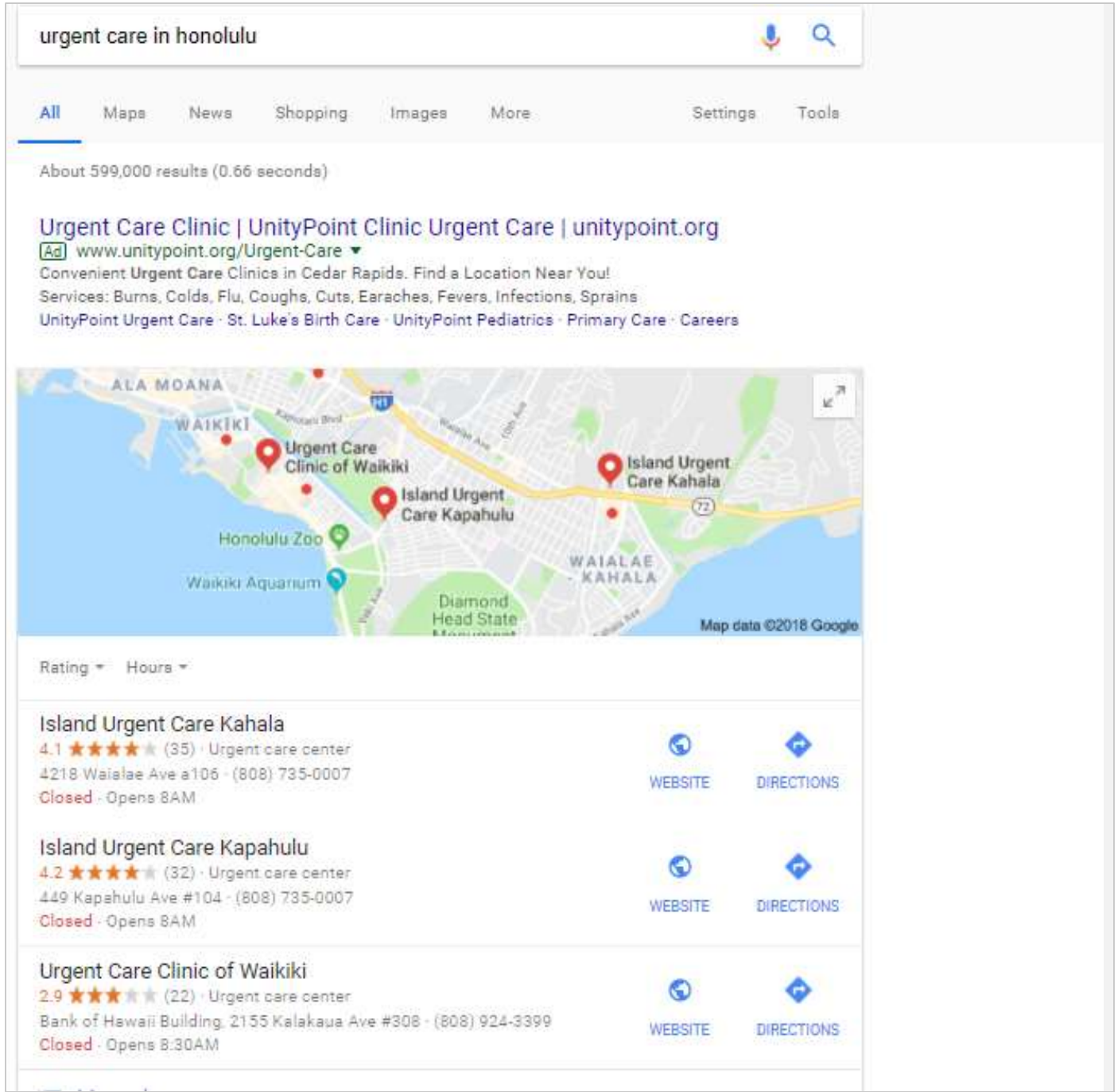
Example

- Search bariatric treatment and bariatric medical care
- Two different search results shows two different user intent
- Good keyword research can help you focus on the most relevant searches



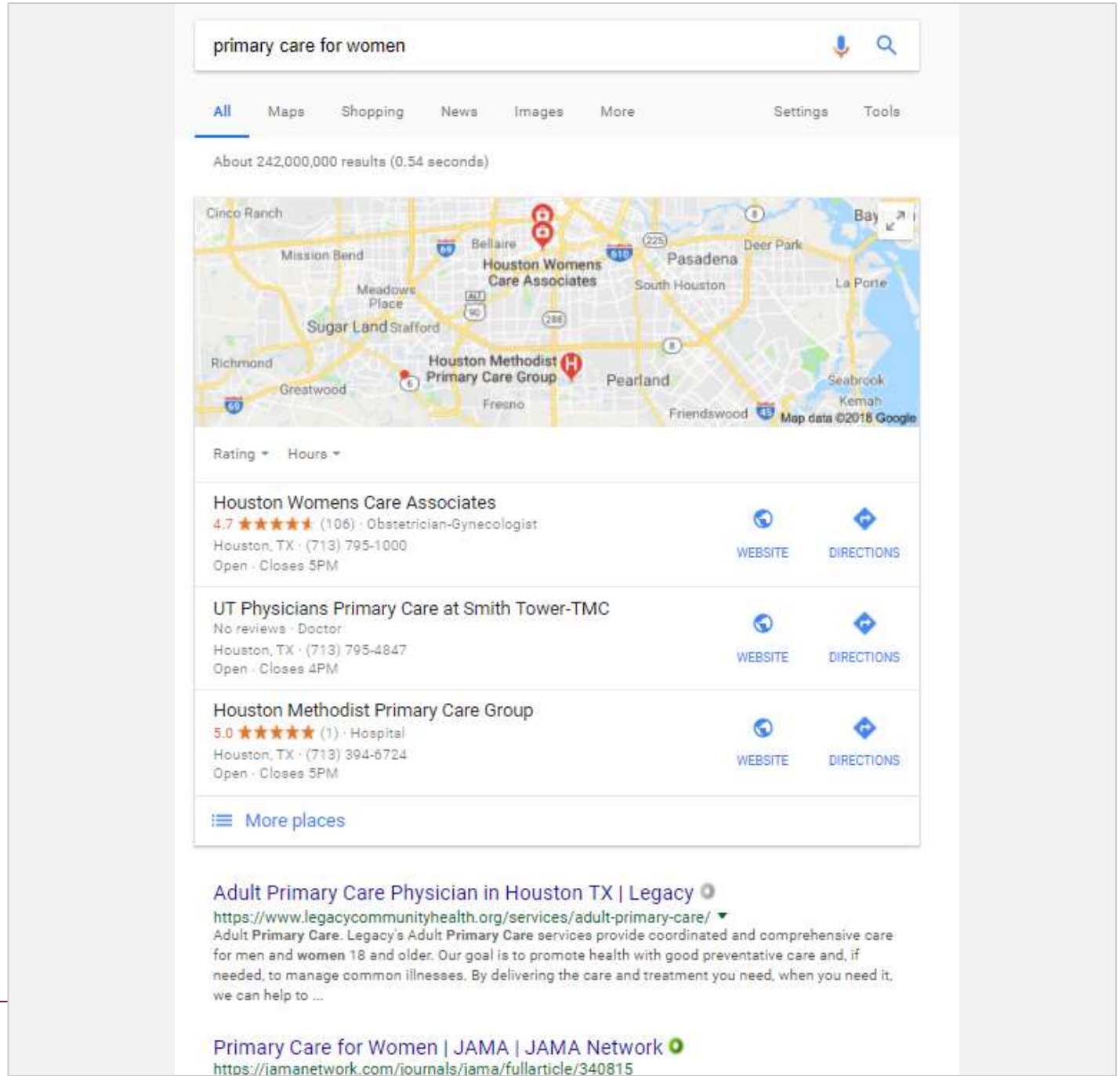
Identify local keyword indicators

- Google looks at proximity as a ranking factor
- Increase in people using voice search services
- Optimize content with keywords that bring up local search results



Create long-tail keywords

- Longer, more specific search terms with three or more words
- Reach more qualified people
- Long-tail keywords can help you rank for primary keywords you otherwise couldn't rank well for.



Keyword research

- Establish Goals and Objectives
- Use Google's Keyword Planner tool to gather keyword list
- Organize keywords by user intent
- Identify Local Keyword Indicators
- Find Long-Tail Keywords

On-Page SEO

How to optimize your page titles and meta descriptions

What's the big deal with page titles and meta descriptions?

- Page titles are a key factor in on-page SEO
- Well-written meta descriptions can help improve click-through rates
- Duplicate or missing page titles can negatively impact SEO

How to write good page titles

Write a unique page title for each page

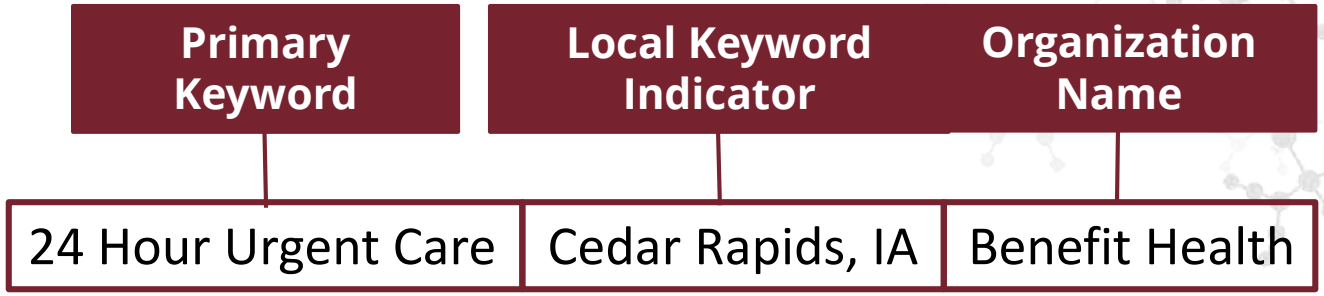
Be Concise. Use about 60 characters or less

Avoid starting with nonessential phrases

Duplicate or missing page titles can negatively impact SEO

Page title formula

- There's no "one-size-fits-all" formula.
- Start with the page topic and put your most important keyword(s) first.
- If locality is important to the page, add a local keyword indicator
- Put the organization name towards the end of the page title



Benefits of meta descriptions

- Summarize the content of a webpage
- Although not a ranking factor, they do help with improving click-through rates
- Highlight important keywords that otherwise can't fit in your page titles
- Better control over what Google shows on SERPs

How to write good meta descriptions

Write a unique meta description for each page

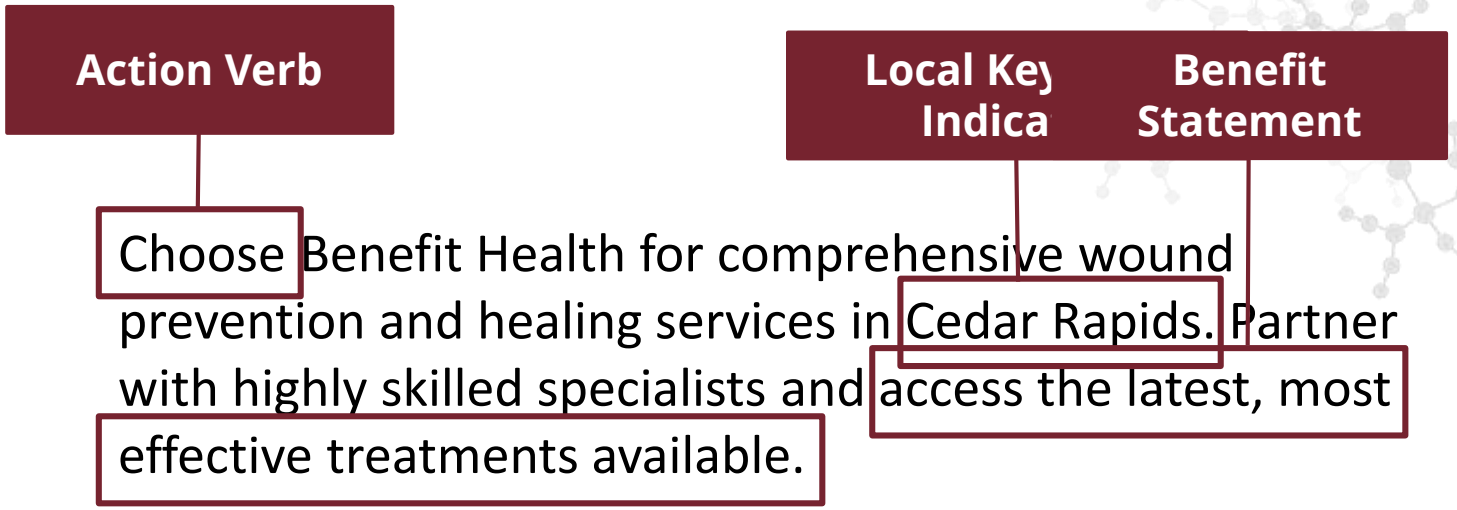
To optimize for Google, stay between 50 to 300 characters.

Write compelling, descriptive relevant copy

Incorporate important keywords.

Meta description formula

- Start with an action verb that leads into your organization name
- Use a local keyword indicator if it's relevant to the page
- Provide a benefit and incorporate your most important keywords



How to find metadata errors

- Run a site crawler through key sections of your site
- Pull together a full list of pages with errors
- Prioritize your list by severity of errors

Duplicate Meta Description

Missing Meta Description

Duplicate Page Titles

Meta Description Too Long

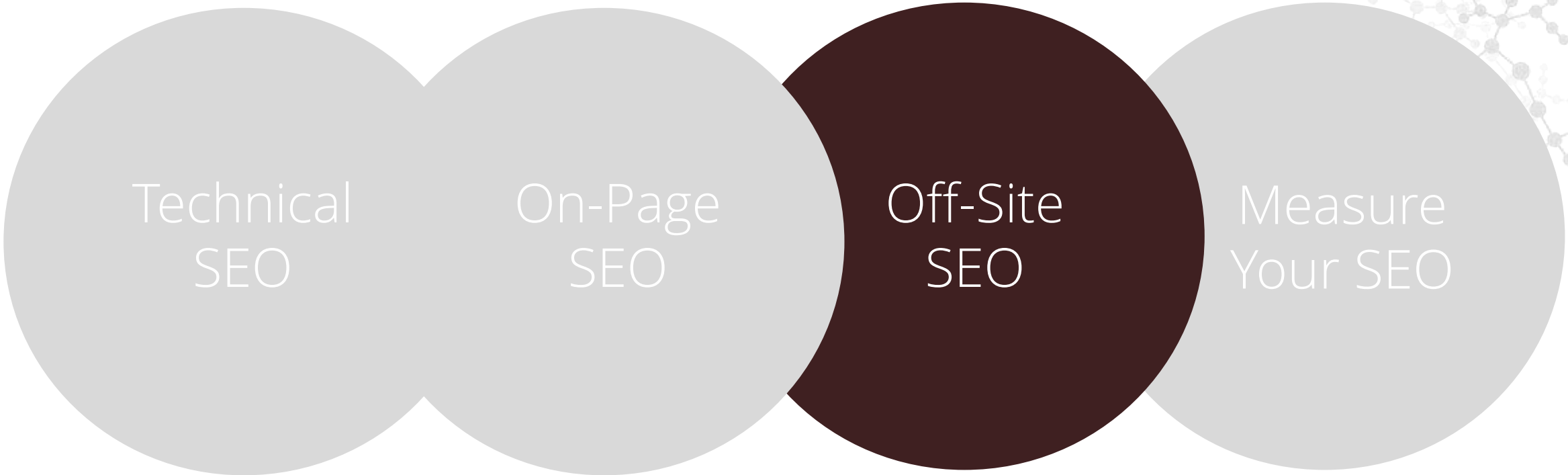
Missing Page Title

Page Titles Too Long

Page Title Too Short

Meta Description Too Short

SEO Tactics



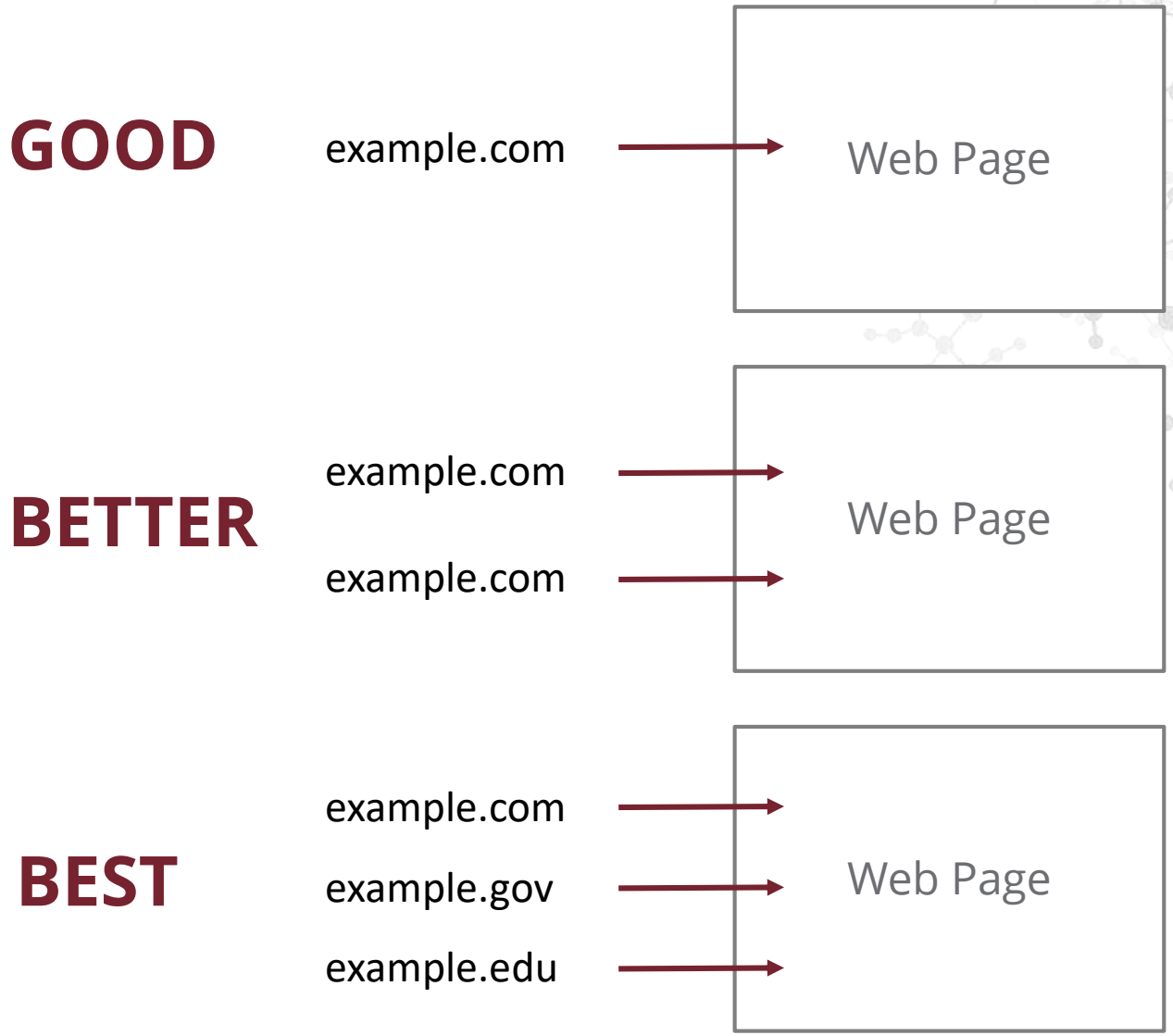
Off-Site SEO

What is off-site SEO?

Off-site factors carry over 50% of the weight in your site's ranking ability

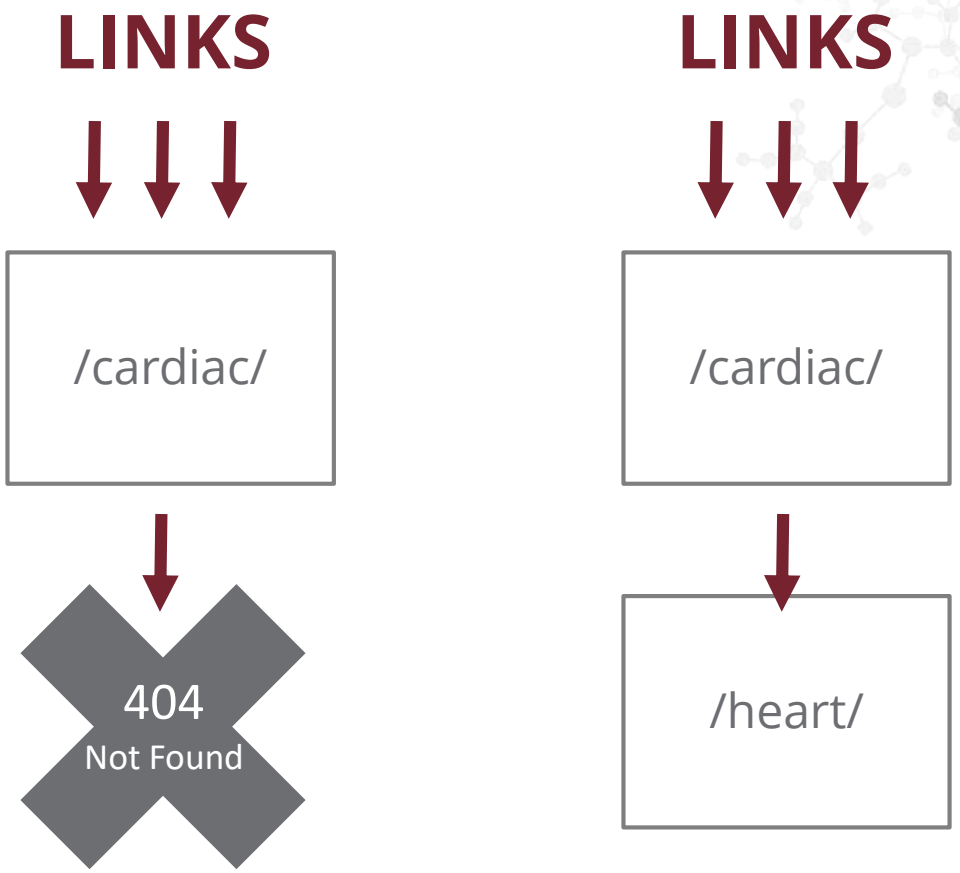
Build inbound links

- Have quality content
- Focus on link quantity AND quality
- Take advantage of opportunities
  - News stories
  - Sponsorships
  - Business listing sites
  - Other sites in your system



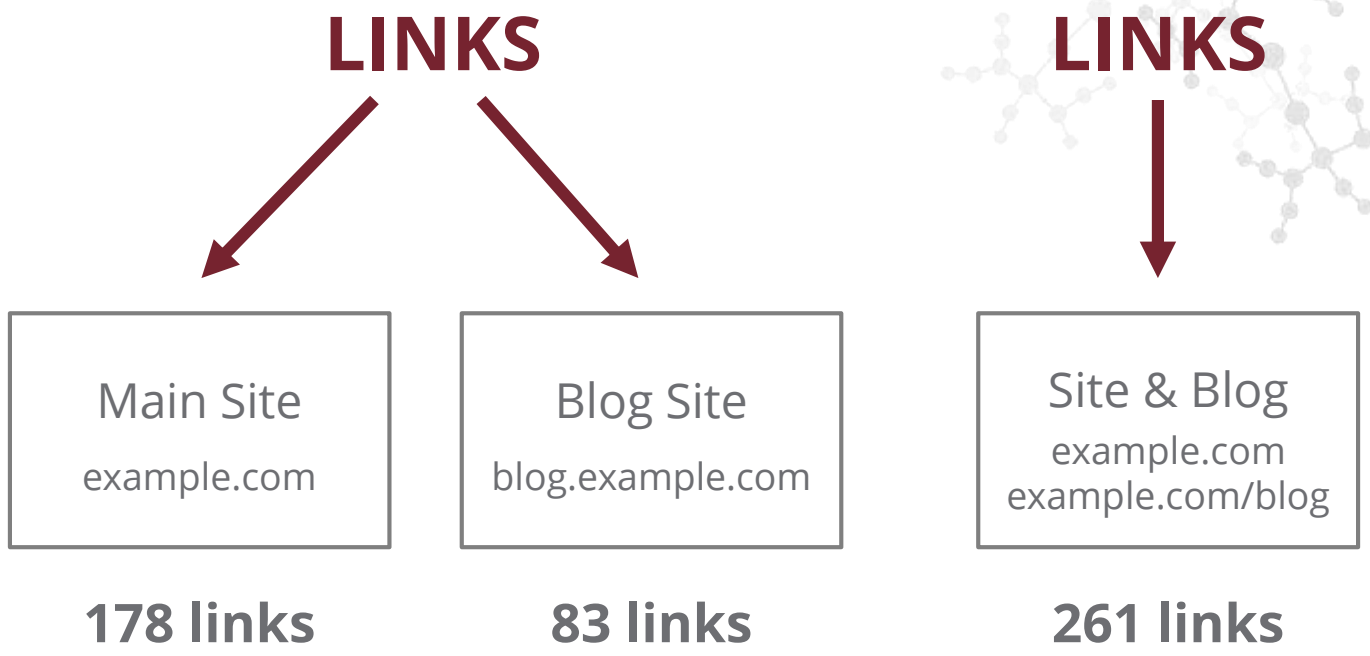
Make the most of your links

- Use 301 redirects, which pass ranking power to other pages
- Forgetting redirects is a big missed opportunity



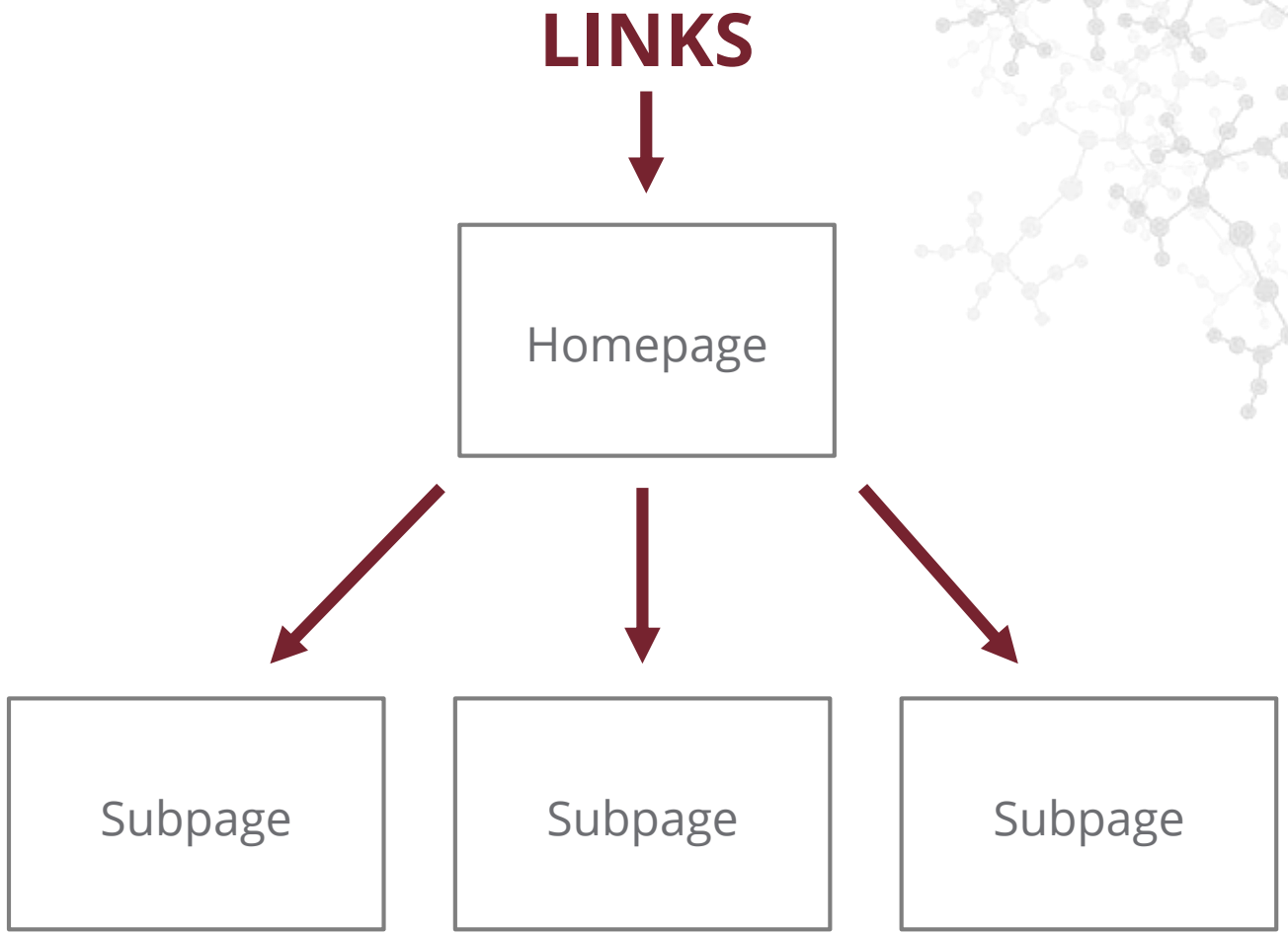
Make the most of your links

- Build your site's authority by keeping content on the same domain
  - Preferred: example.com/blog
  - Not preferred: blog.example.com
  - Not preferred: examplehealthblog.com



Make the most of your links

- Use internal links to pass ranking power from high-ranking pages
- Important to have a good cross-linking strategy and site architecture



Engage on social media

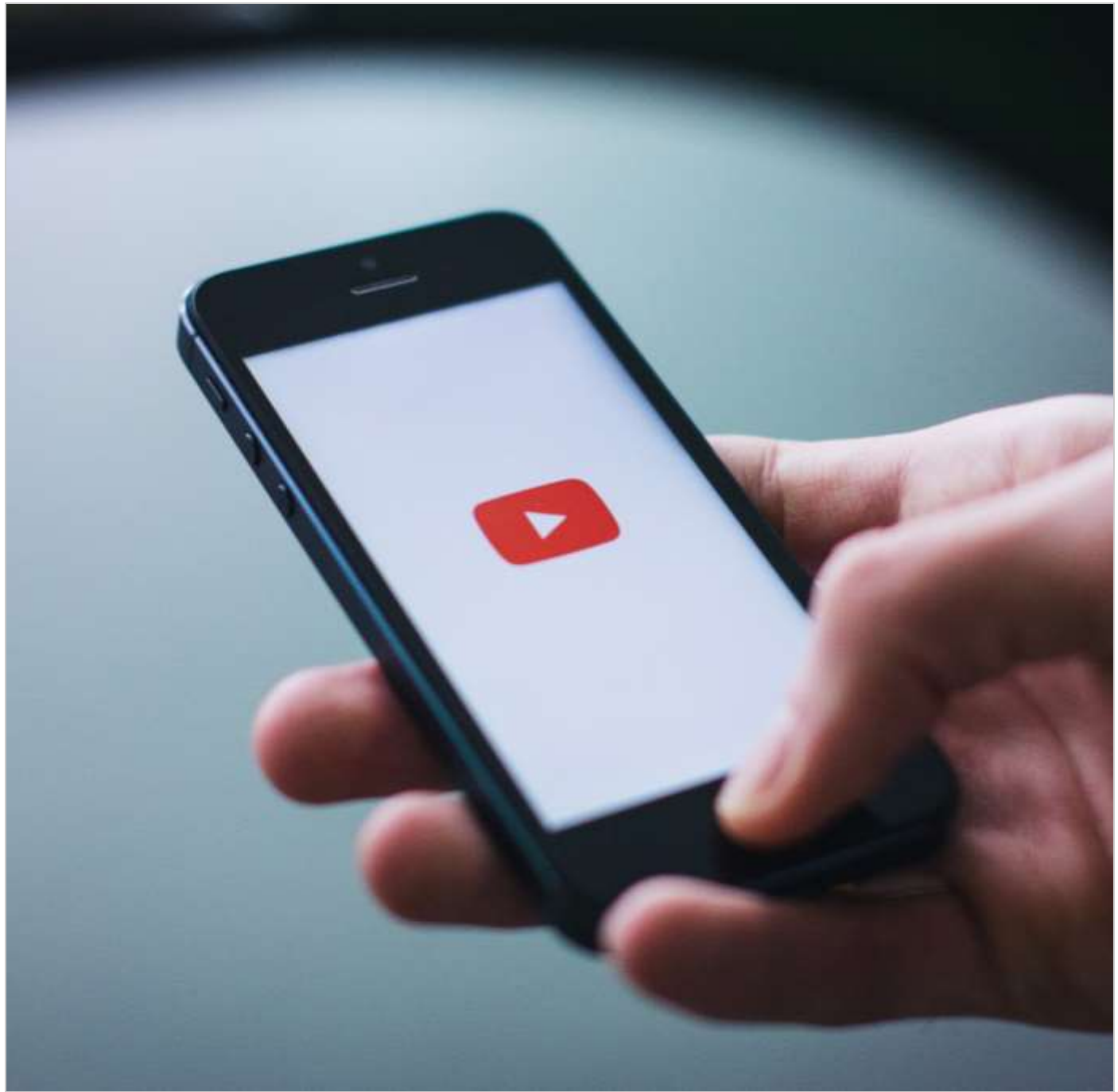
- Social engagement can affect rankings
- Increasing challenges for brands unless they “pay to play”
- Recycle & re-post to get the most out of your content

Engage on social media

- Recycle and re-post to get the most out of your content
- Use a different image or feature a new angle

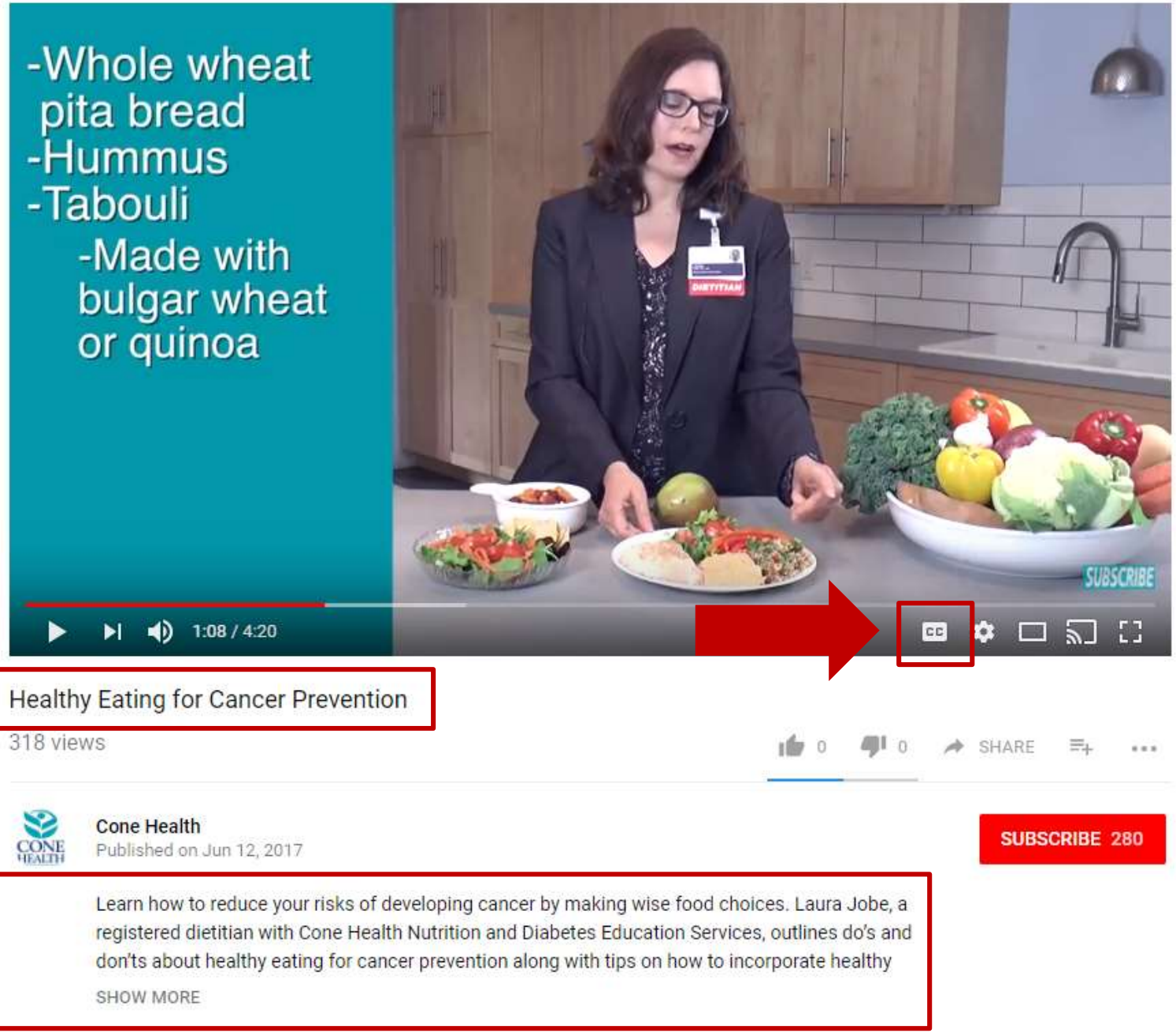
Optimize on YouTube

- Videos are a highly valued component of SEO
- YouTube is the second most-visited site on the web



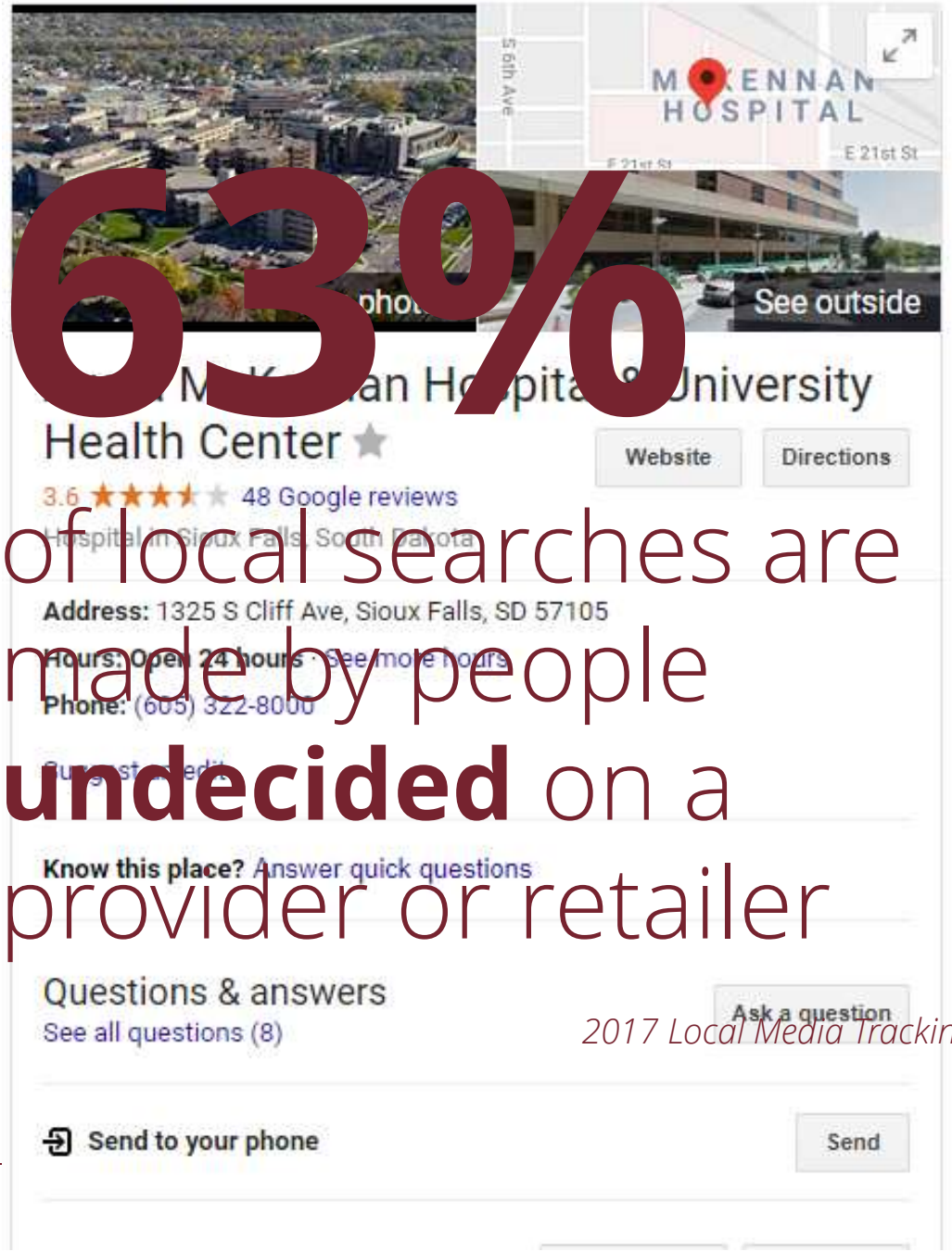
Optimize on YouTube

- Optimize your video titles
- Write in-depth descriptions
- Add closed captions



Claim your business listings

- Your new “homepage” in search
- Appear for many searches for:
  - healthcare services
  - locations
  - providers
- Important to claim and ensure accuracy

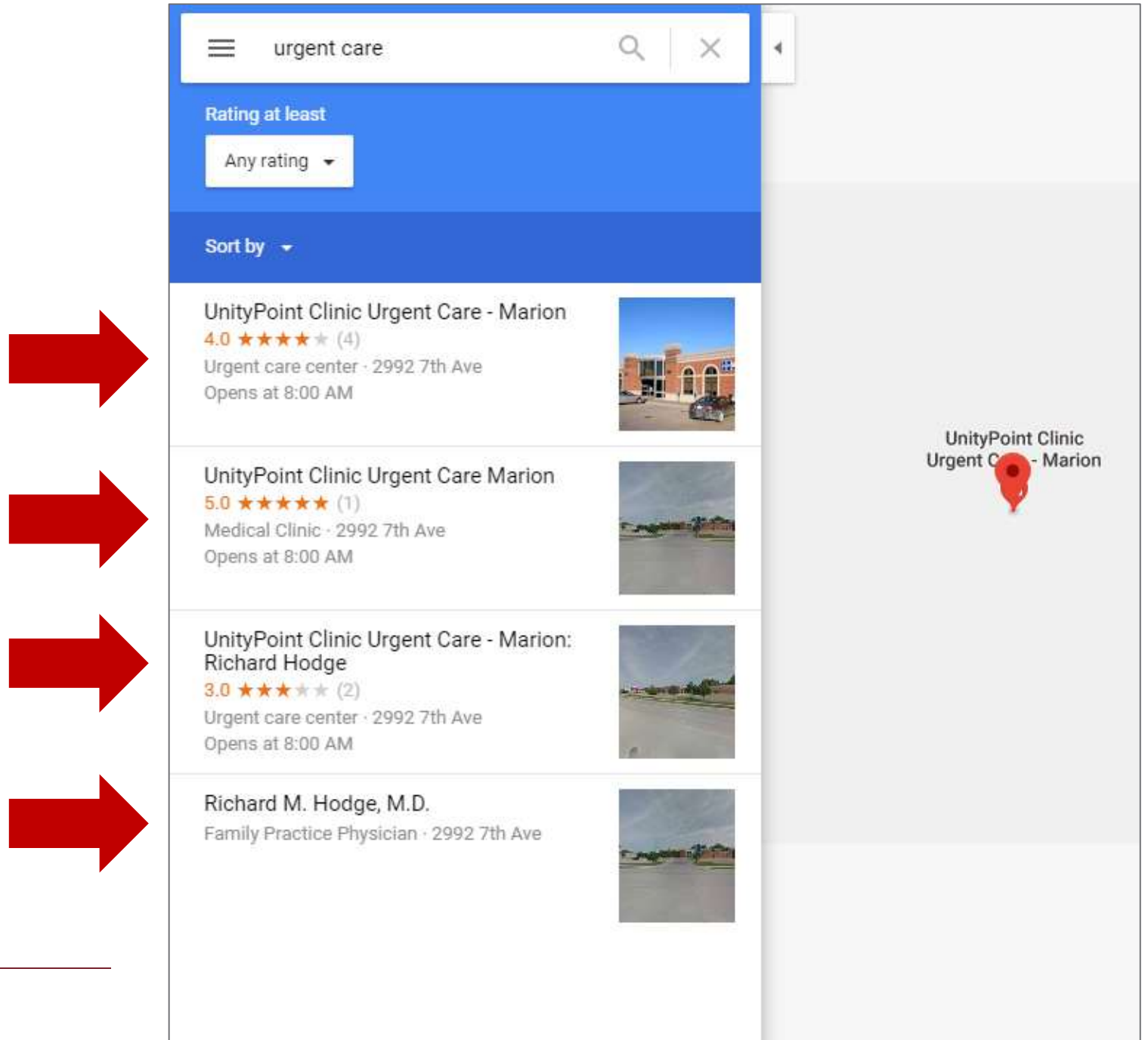


63% of local searches are made by people **undecided** on a provider or retailer

2017 Local Media Tracking Study

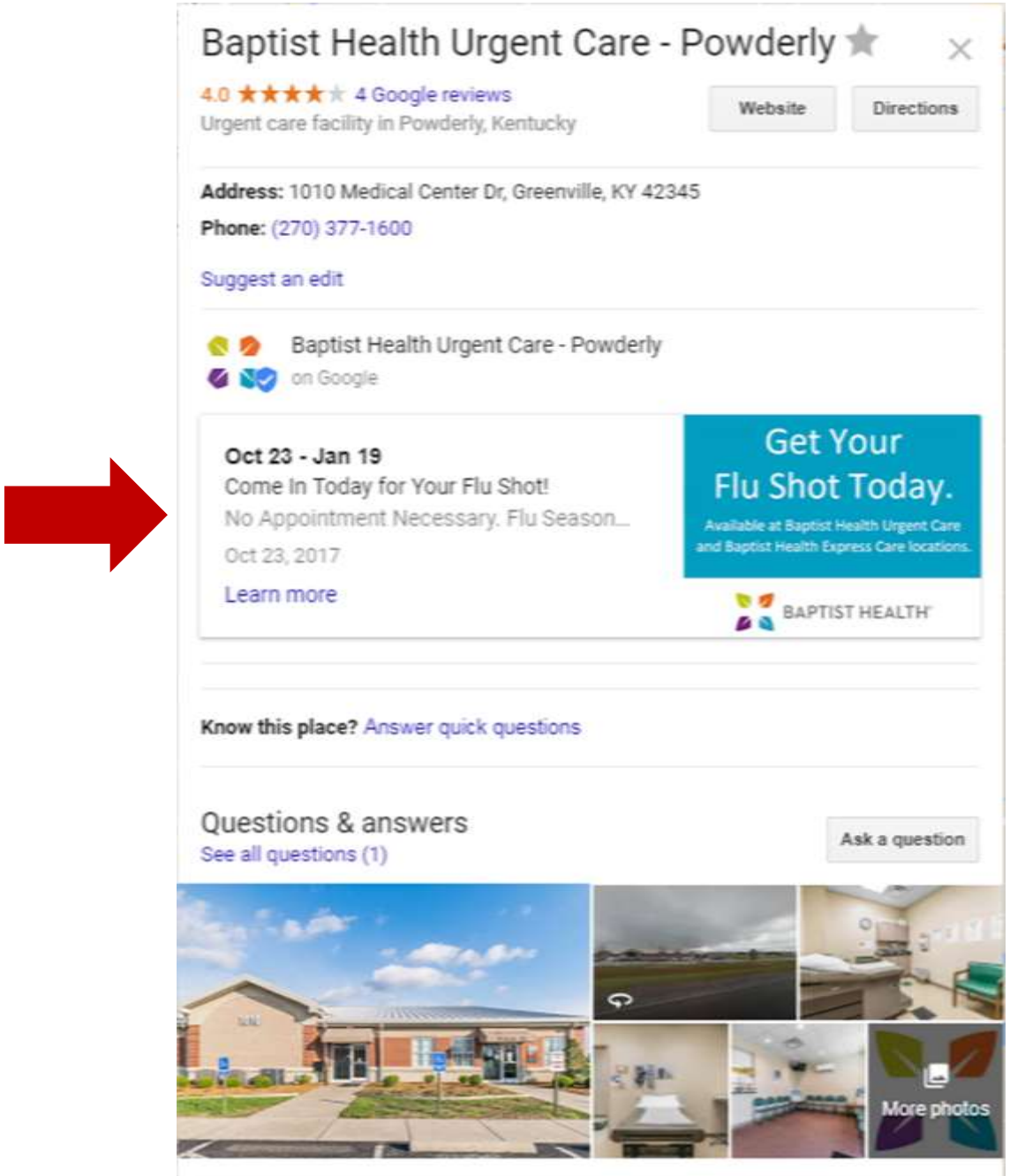
Check for duplicate listings

- Duplicate listings confuse your users
- Find and take care of these duplicates

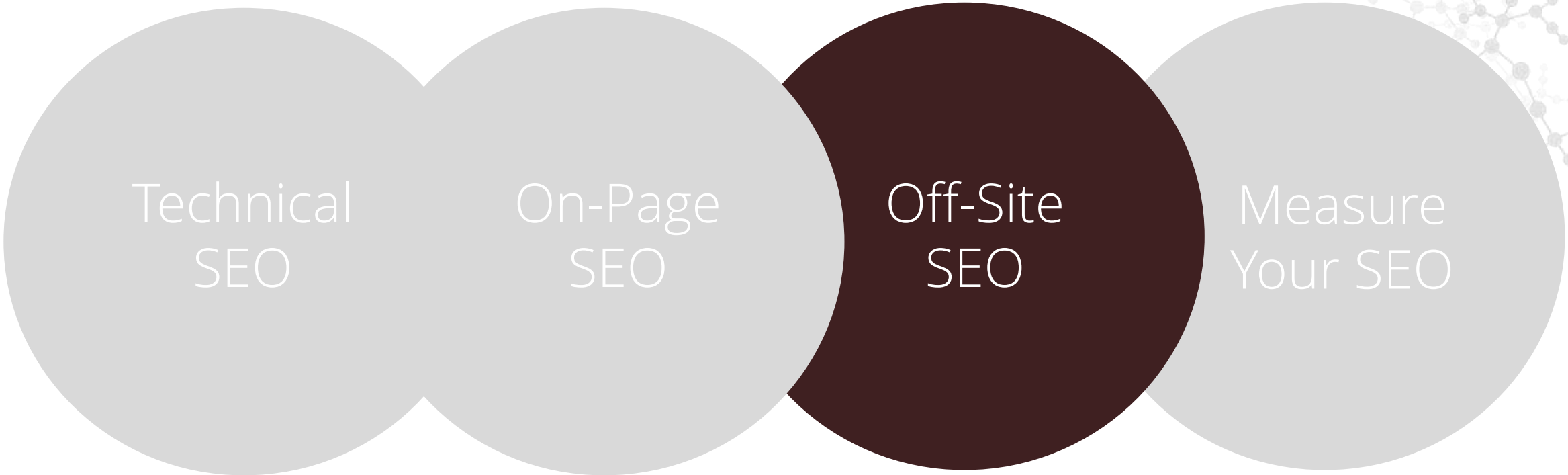


Build out your listings

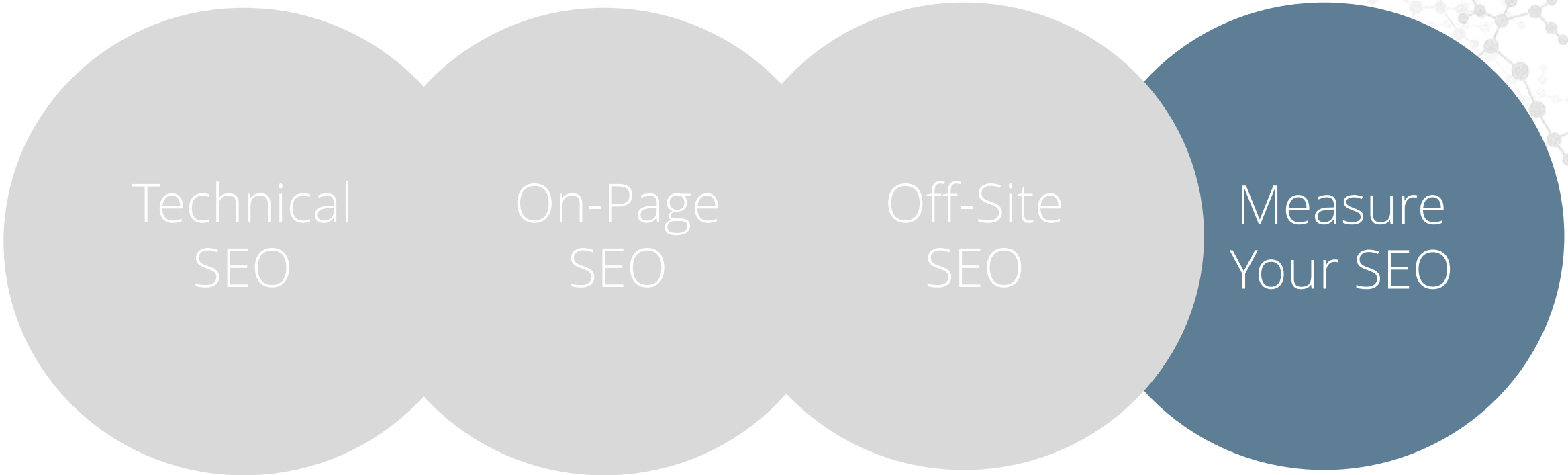
- Boost engagement with Google Posts
- Add photos and videos to your listings



SEO Tactics



SEO Tactics



Measure Your SEO

Collect the right data and learn how to successfully measure your SEO efforts.

Google Analytics reporting

- Tons of website data and information
- Understand the different type of metrics and terminology
- Determine what reports are most impactful to your and your team

Start the conversation

- Determine what success looks like across your organization
- Identify your KPIs and how you're going to record them
- Set up conversion and event tracking on your site

Conversion report

- Records valuable information on how effective your website is at converting organic traffic
- Requires set up in Google Analytics
- Track macro and micro conversions
- Determine the return on investment by adding dollar values

Organic traffic report

- Dive deep into how organic traffic is using your site
- Compare organic traffic year-over-year to see how performance has changed
- See how much new organic traffic entered your site and what sections of your site saw the most organic growth

Google's Search Console report

- Free resource for gathering search analytics and seeing how well your website performs on Google Search
- Dive deeper to understand what pages are driving the highest click-through rates
- In addition to search analytics, uncover key technical issues