

Four Keys to Creating a Winning SEO Strategy for Healthcare

GEONETRIC®

SEO Tactics

Technical
SEO

On-Page
SEO

Off-Site
SEO

Measure
Your SEO

Technical SEO



What is technical SEO?

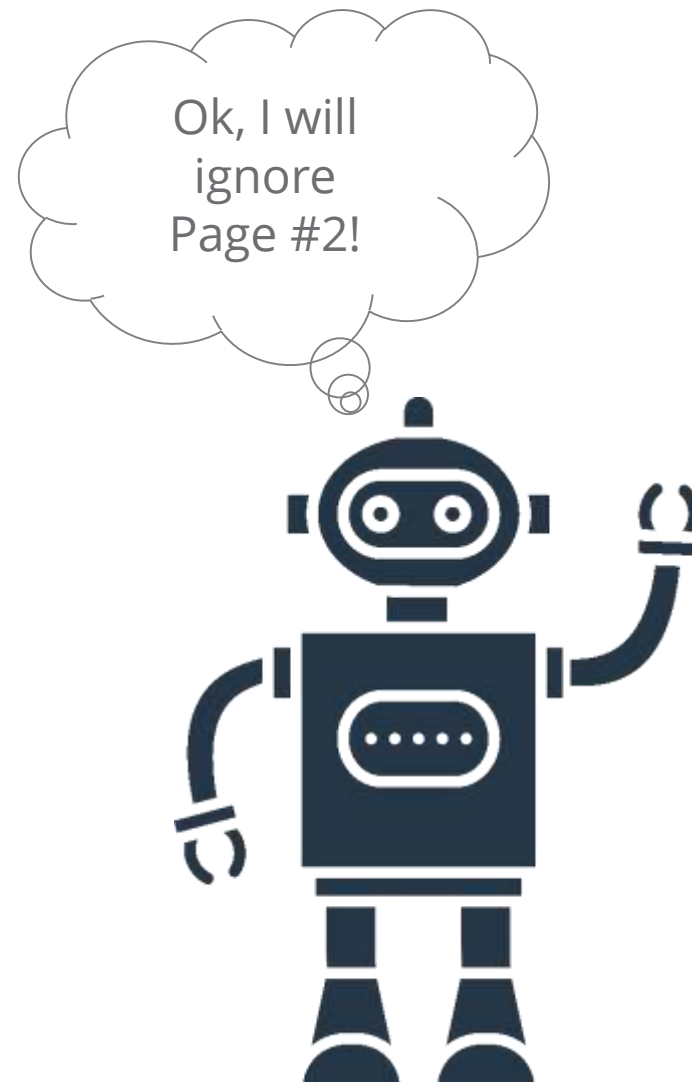


A strong technical foundation will give your content its best chance to rank in search results.

Check for “noindex”

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

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



Check for “noindex”

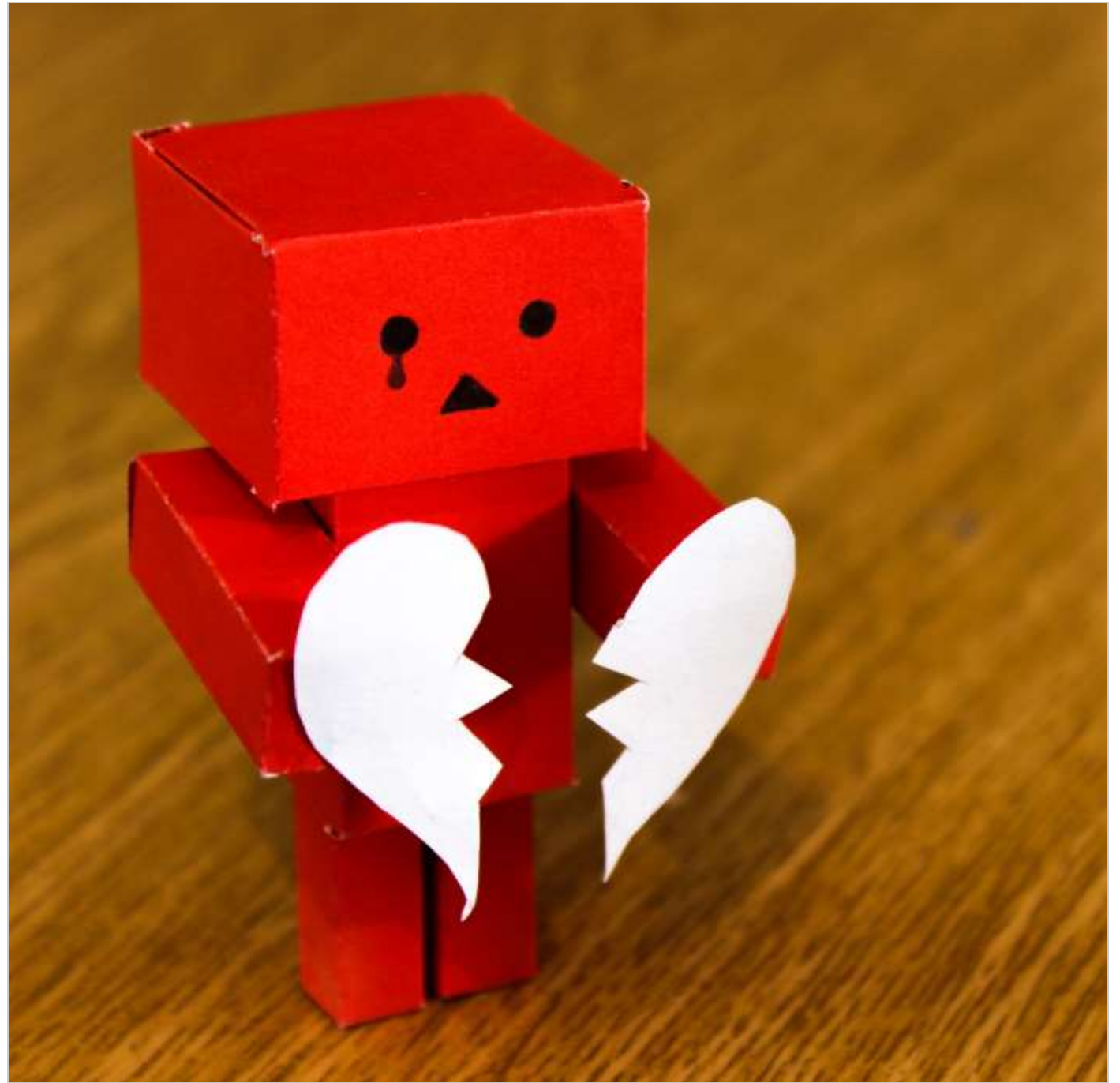
1. Open the page in a web browser
2. Ctrl + U to view page source
3. Ctrl + F to search for “noindex”

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

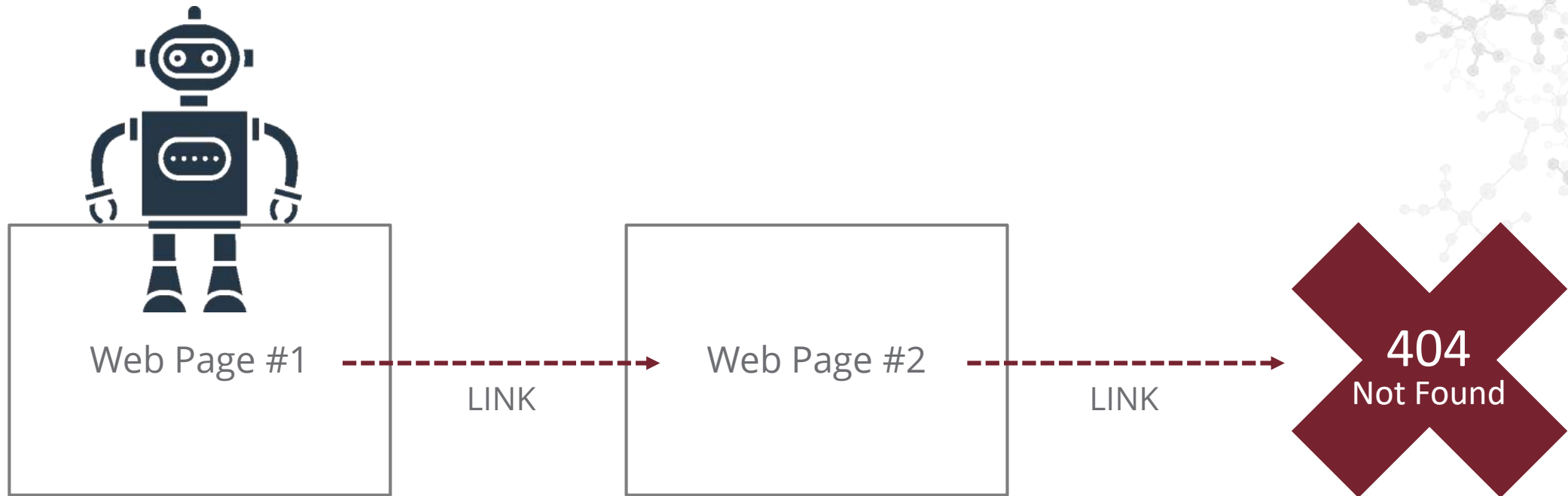
```
<meta name="robots" content="noindex" />
```


Look for 404 errors

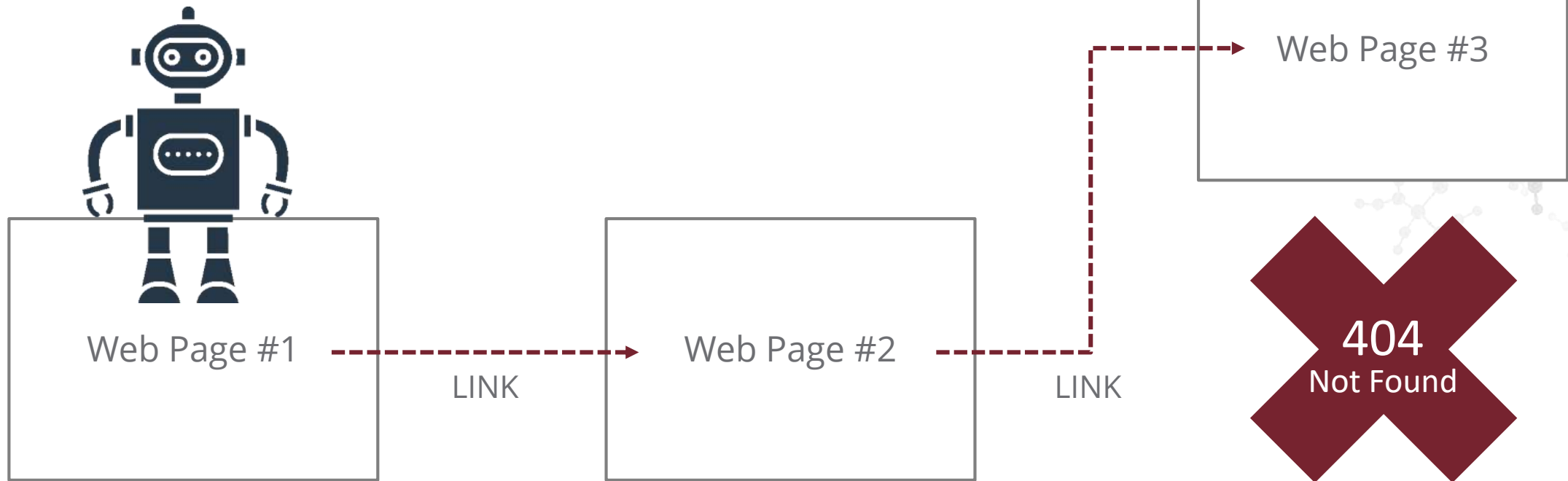
- Means a page wasn't found by the server
- Create a poor user experience
- Can hurt your SEO



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

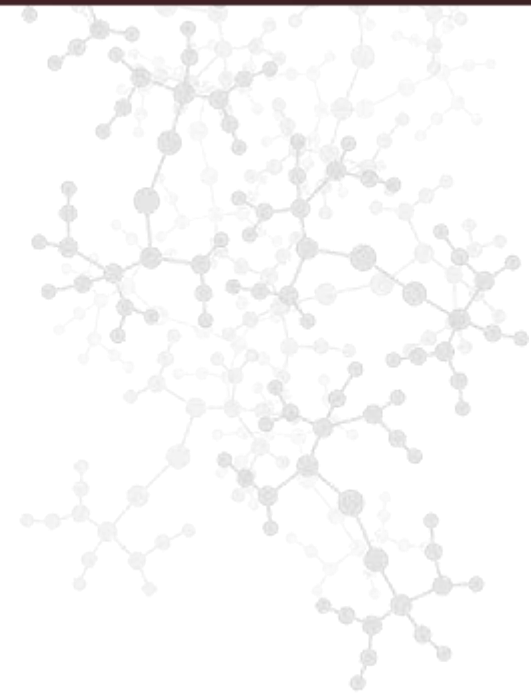


301 redirects pass ranking power

NO REDIRECT

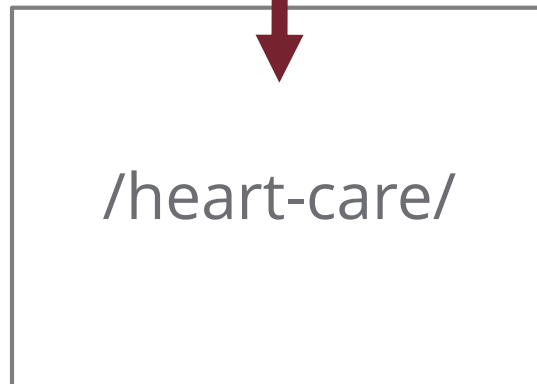
~~Ranking
/cardiac-care/
Power~~

/heart-care/



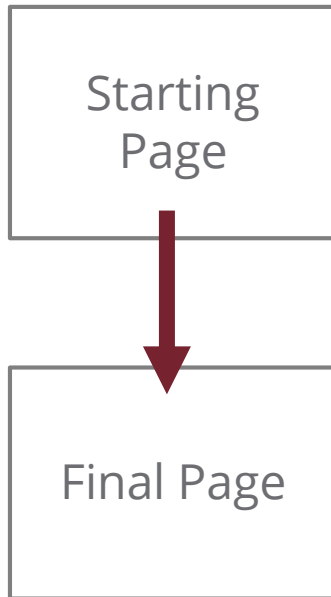
301 redirects pass SEO authority

301 REDIRECT

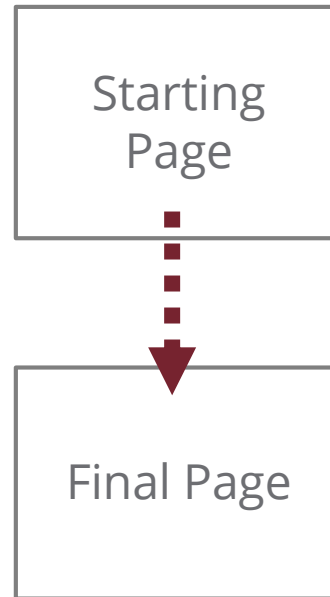


Use the right redirect

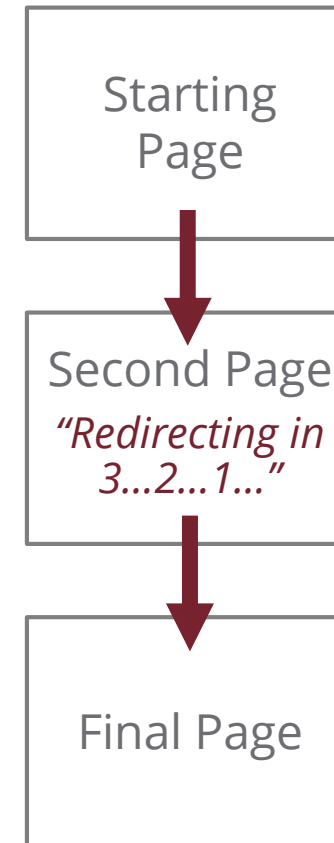
301
"Moved Permanently"



302
"Moved Temporarily"



meta refresh
page-level redirect



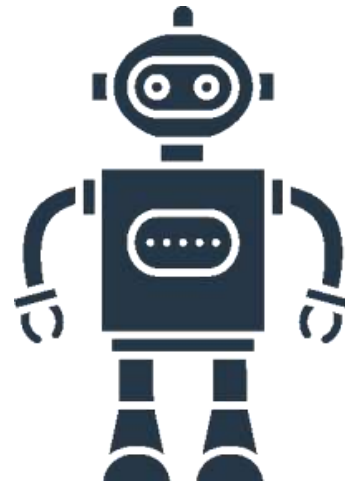
Use canonicalization

<http://example.com>

<https://example.com>

<https://www.example.com>

Hmm...what's
the difference?



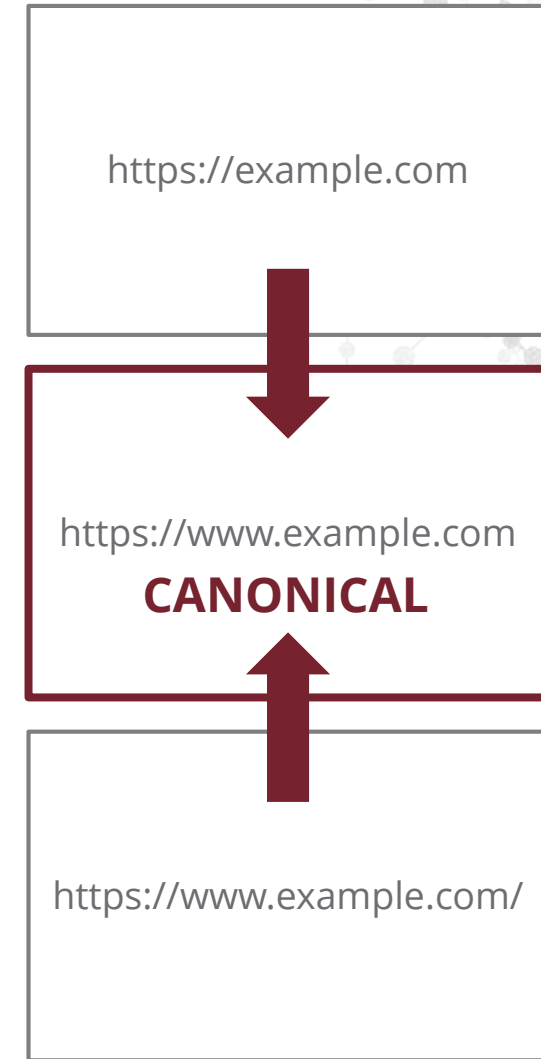
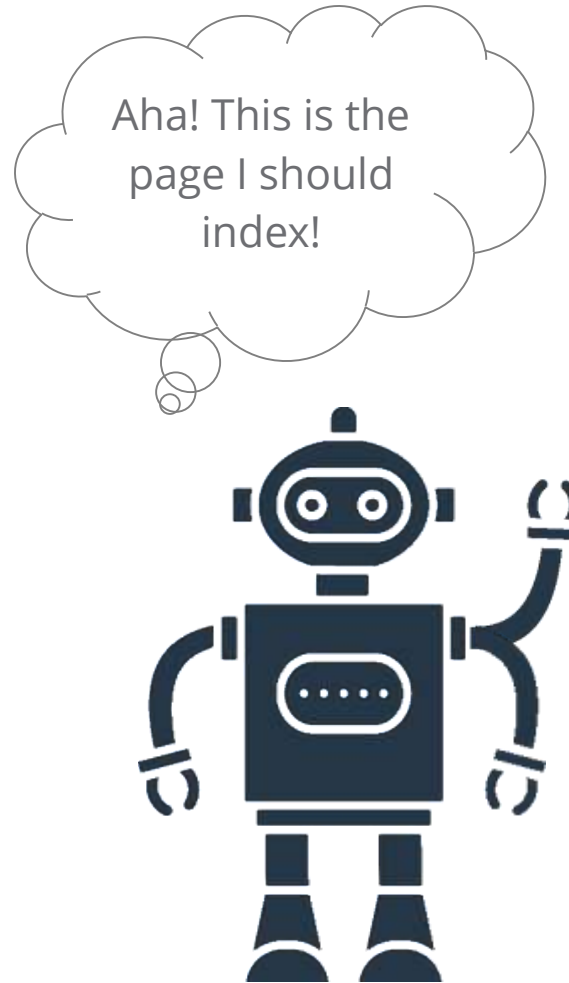
<https://www.example.com/>

<https://example.com/index.html>

https://example.com?utm_source=ad

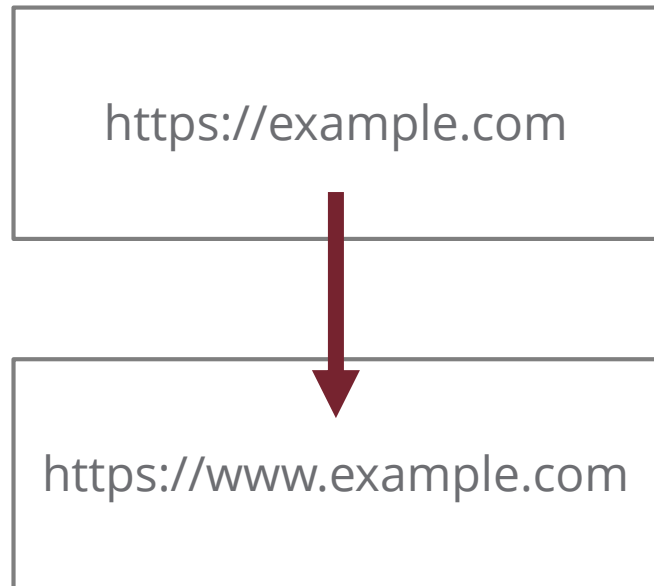
Use canonicalization

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



Canonicalization methods

301 redirect



Canonical tag

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

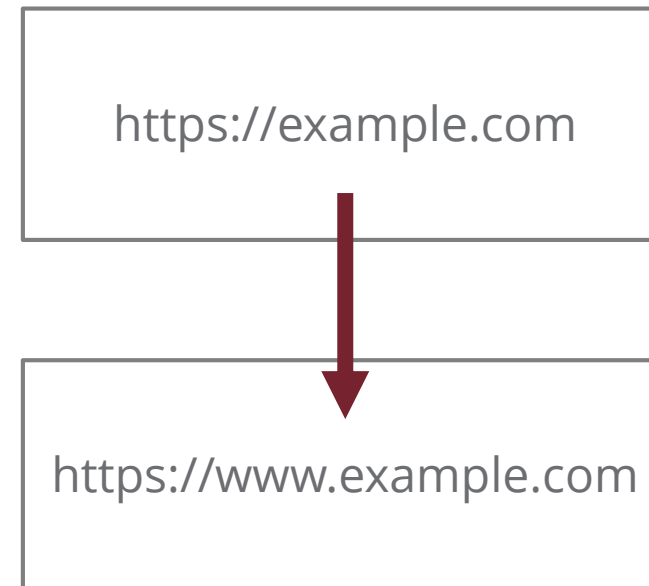


Canonicalization methods

Use 301 redirects for:

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

301 redirect



Canonicalization methods

Use canonical tag for:

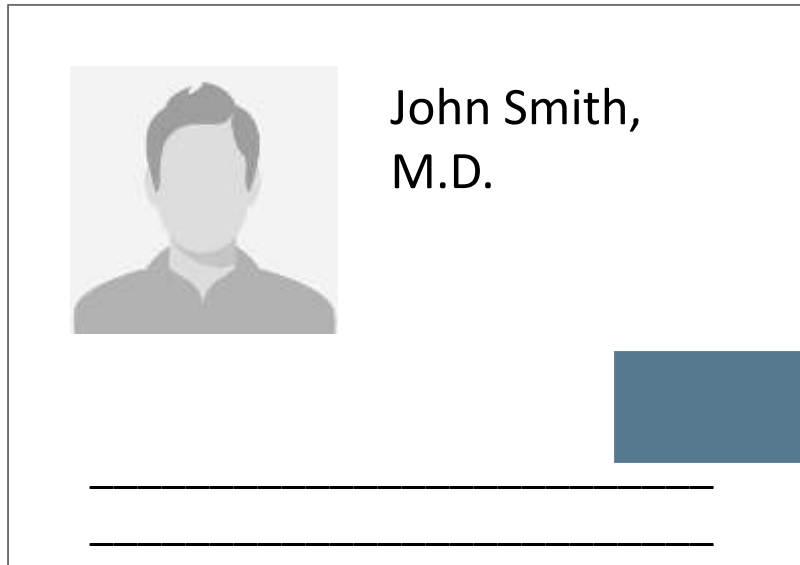
- Dynamic URLs
- Duplicate pages that need to remain live
- Duplicate content across domains

Canonical Tag

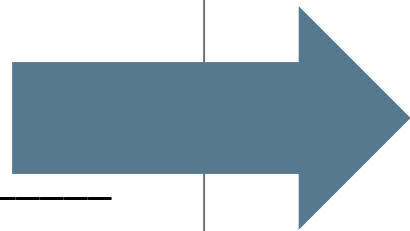
```
<link rel="canonical"
href="http://examplemedicalgroup.com
/doctor/john-smith"/>
```

Canonicalization methods

examplehospital.com/john-smith



examplemedicalgroup.com/john-smith



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

```
<link rel="canonical"
href="http://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



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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

Google search for "bariatric medical care". Results include:

- University of Iowa Health Care | Bariatric Surgery Care Team | uihc.org
www.uihc.org/ We Can Help You Reach Your Goal Of a Healthy, Enjoyable Life.
- Guidelines for Medical Care of Postbariatric Patients - Medscape
https://www.medscape.com/viewarticle/890564
Dec 22, 2017 - New guidelines from the European Association for the Study of Obesity provide recommendations targeting primary care clinicians who manage patients after bariatric surgery.
- Weight Loss Surgery | Medical Center Hospital
medicalcenterhealthsystem.com/bariatrics/
Uploaded by mchs odessa
Typically, patients considered for weight loss surgery are in the morbidly or super obese categories. BMI is ...

Advertisement for Mercy General & Bariatric Surgery Clinic, Cedar Rapids, Iowa. Address: 788 8th Ave SE #300, Cedar Rapids, IA 52401.

Google search for "bariatric treatment". Results include:

- University of Iowa Health Care | Bariatric Surgery | uihc.org
www.uihc.org/ Can you receive weight loss surgery?
Worker's Health Services · Reduce Costs · Improve Workplace Safety · Reduce Re-injury Risk
- Bariatrics, General Surgery | Obstetrics/Gynecology, Urology
www.grinnellsurgeons.com/ (866) 247-0140
Bariatric Center of Excellence. Leaders in minimally invasive surgery.
Contact Us · Blog Center · Patient Forms · About Us
- Bariatric Treatment - 7 Steps To Know If Treatment Is Right For You ...
https://www.bariatric-surgery-source.com/bariatric-treatment.html
Feb 27, 2018 - Bariatric treatment has been proven to improve or eliminate several obesity health problems, but there are several important considerations before moving forward with surgery.
Causes of Obesity · Are You a Candidate · Patient Community & Expert ...
- Alternative to Bariatric Surgery | Aspire Bariatrics | www ...
https://www.aspirebariatrics.com/weight-loss-options/
Jump to Non-Surgical Treatment - Lifestyle Intervention. The most common approach to treat obesity is lifestyle intervention, including changes in dietary intake and physical activity. While moderate weight loss can often be achieved through dieting, most people regain their lost weight over time.
The AspireAssist · Find a Doctor · What to Expect

Advertisement for Bariatric Advantage 500mg Calcium Citrate Chewy Bites, Caramel (90 ct) for \$33.95.

People also search for: Bariatrics, Endocrinol..., Gastroent..., Geriatrics.

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

The screenshot shows a Google search for "urgent care in honolulu". The search bar at the top contains the text "urgent care in honolulu" and a microphone icon. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Shopping", "Images", "More", "Settings", and "Tools". The search results indicate "About 599,000 results (0.66 seconds)".

The first result is an advertisement for "Urgent Care Clinic | UnityPoint Clinic Urgent Care | unitypoint.org". The ad includes the URL "www.unitypoint.org/Urgent-Care" and a description: "Convenient Urgent Care Clinics in Cedar Rapids. Find a Location Near You! Services: Burns, Colds, Flu, Coughs, Cuts, Earaches, Fevers, Infections, Sprains. UnityPoint Urgent Care · St. Luke's Birth Care · UnityPoint Pediatrics · Primary Care · Careers".

Below the ad is a map of Honolulu, Hawaii, showing several urgent care locations marked with red pins: "Urgent Care Clinic of Waikiki", "Island Urgent Care Kapahulu", and "Island Urgent Care Kahala". Other landmarks like the Honolulu Zoo and Waikiki Aquarium are also visible.

Below the map, there are filters for "Rating" and "Hours". The results list three urgent care centers:

Urgent Care Clinic of Waikiki	Island Urgent Care Kapahulu	Island Urgent Care Kahala
2.9 ★★★★★ (22) · Urgent care center	4.2 ★★★★★ (32) · Urgent care center	4.1 ★★★★★ (35) · Urgent care center
Bank of Hawaii Building, 2155 Kalakaua Ave #308 · (808) 924-3399	449 Kapahulu Ave #104 · (808) 735-0007	4218 Waiialae Ave #106 · (808) 735-0007
Closed · Opens 8:30AM	Closed · Opens 8AM	Closed · Opens 8AM
WEBSITE	WEBSITE	WEBSITE
DIRECTIONS	DIRECTIONS	DIRECTIONS

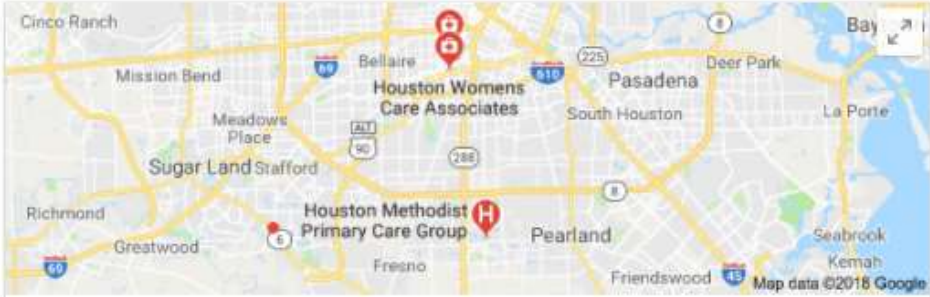
Create long-tail keywords

- 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.

primary care for women

All Maps Shopping News Images More Settings Tools

About 242,000,000 results (0.54 seconds)



Rating Hours

Houston Womens Care Associates 4.7 ★★★★★ (106) · Obstetrician-Gynecologist Houston, TX · (713) 795-1000 Open · Closes 5PM	WEBSITE	DIRECTIONS
UT Physicians Primary Care at Smith Tower-TMC No reviews · Doctor Houston, TX · (713) 795-4847 Open · Closes 4PM	WEBSITE	DIRECTIONS
Houston Methodist Primary Care Group 5.0 ★★★★★ (1) · Hospital Houston, TX · (713) 394-6724 Open · Closes 5PM	WEBSITE	DIRECTIONS

[More places](#)

Adult Primary Care Physician in Houston TX | Legacy

<https://www.legacycommunityhealth.org/services/adult-primary-care/>

Adult Primary Care. Legacy's Adult Primary Care services provide coordinated and comprehensive care for men and women 18 and older. Our goal is to promote health with good preventative care and, if needed, to manage common illnesses. By delivering the care and treatment you need, when you need it, we can help to ...

Primary Care for Women | JAMA | JAMA Network

<https://jamanetwork.com/journals/jama/fullarticle/340815>

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



geonetric.com/metadadata

How to write good page titles



Write a unique page title for each page



Be Concise. Use about 60 characters or less



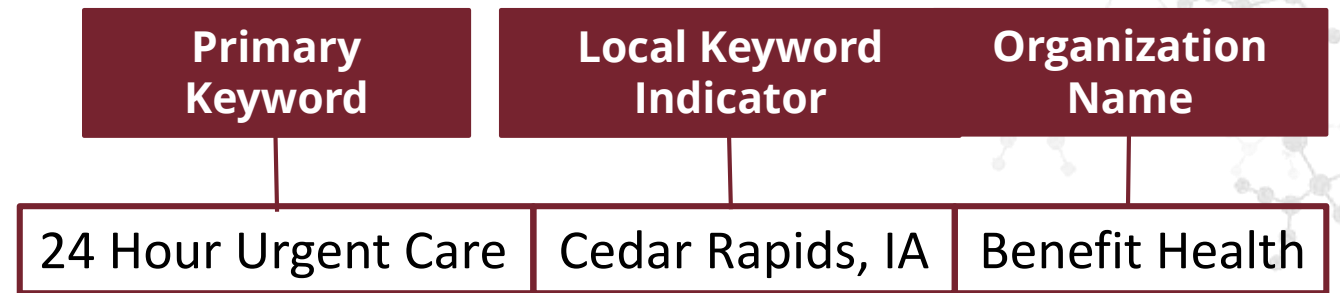
Avoid starting with nonessential phrases



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.



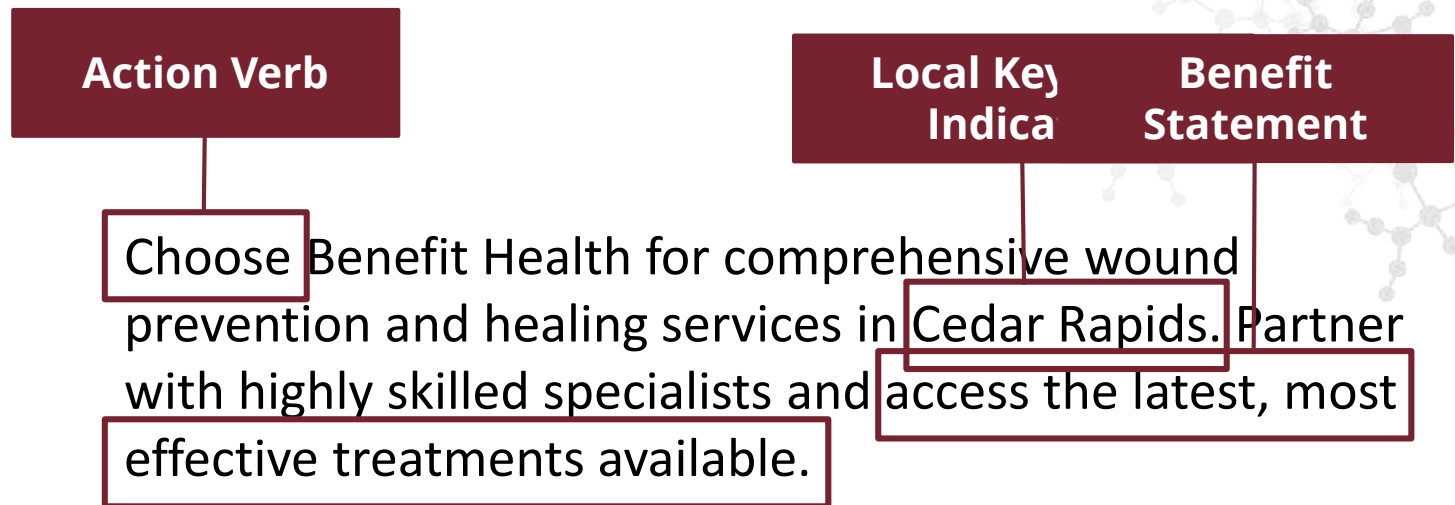
Write compelling, descriptive relevant copy



Incorporate important keywords.

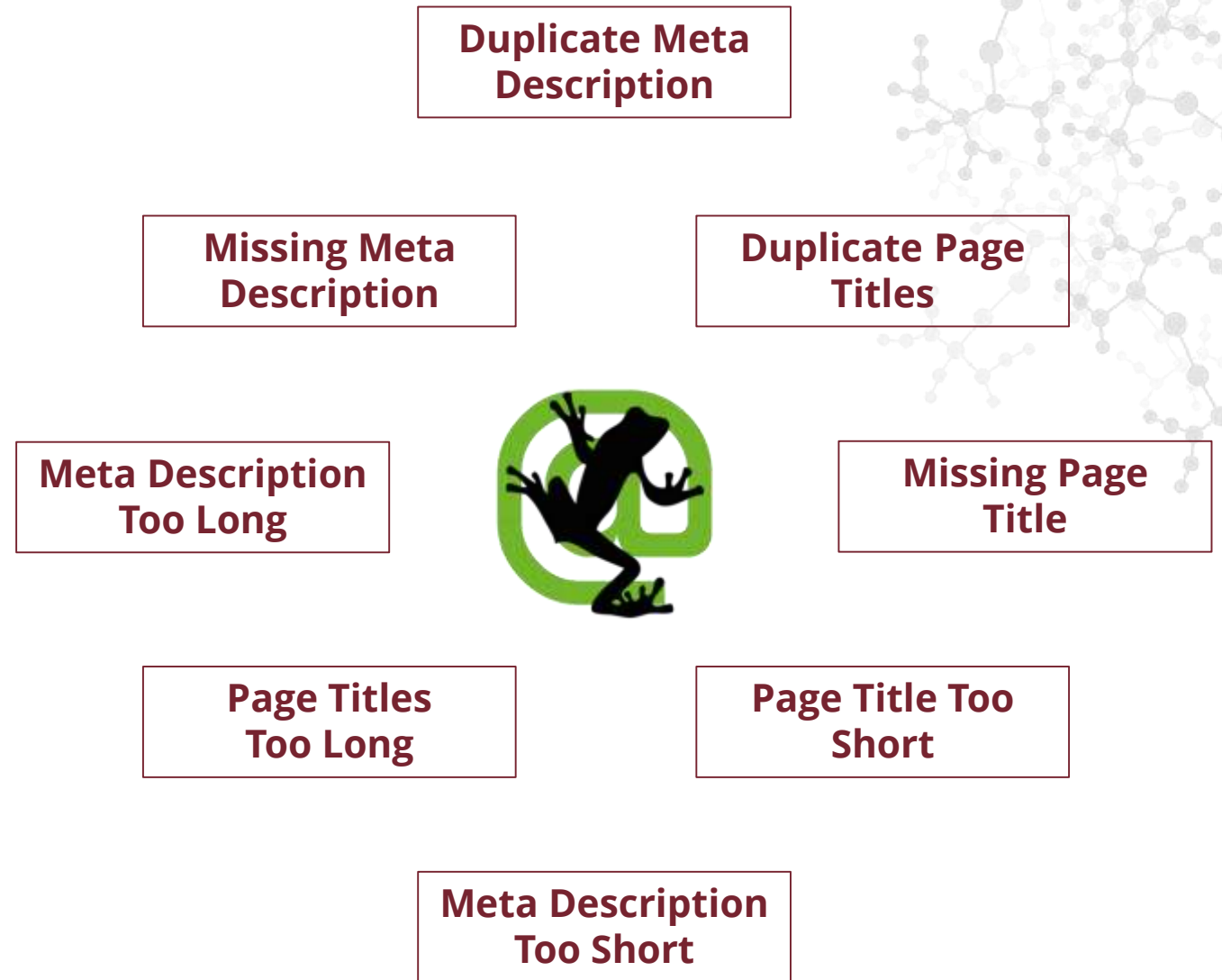
Meta description formula

- 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



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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

GOOD

example.com



Web Page

BETTER

example.com



Web Page

example.com



BEST

example.com



example.gov



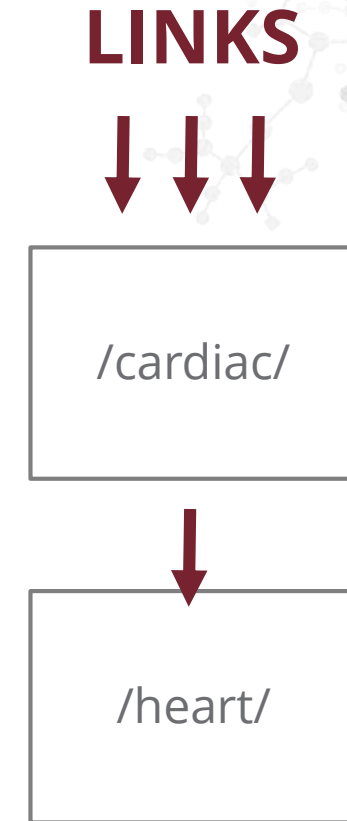
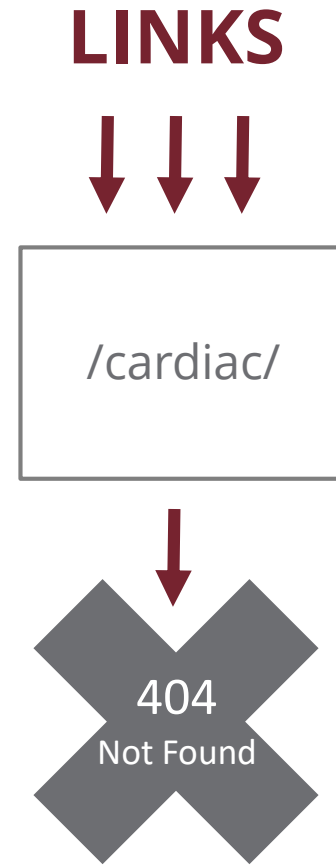
example.edu



Web Page

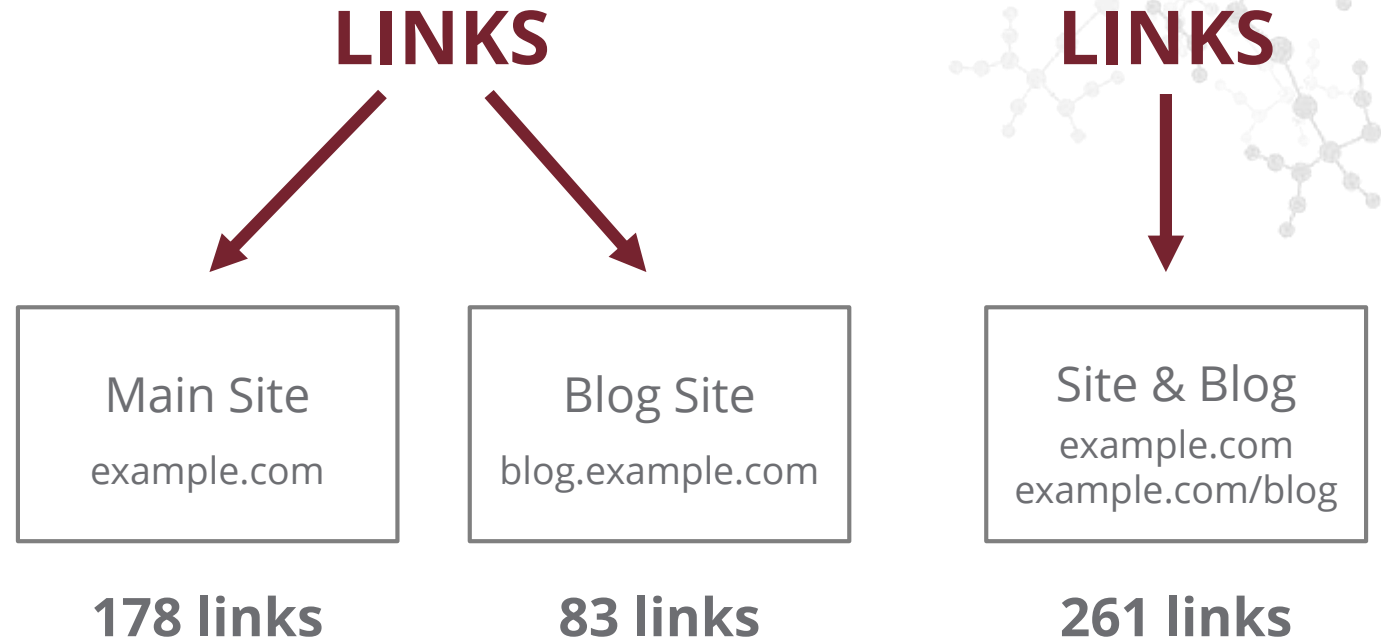
Make the most of your links

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



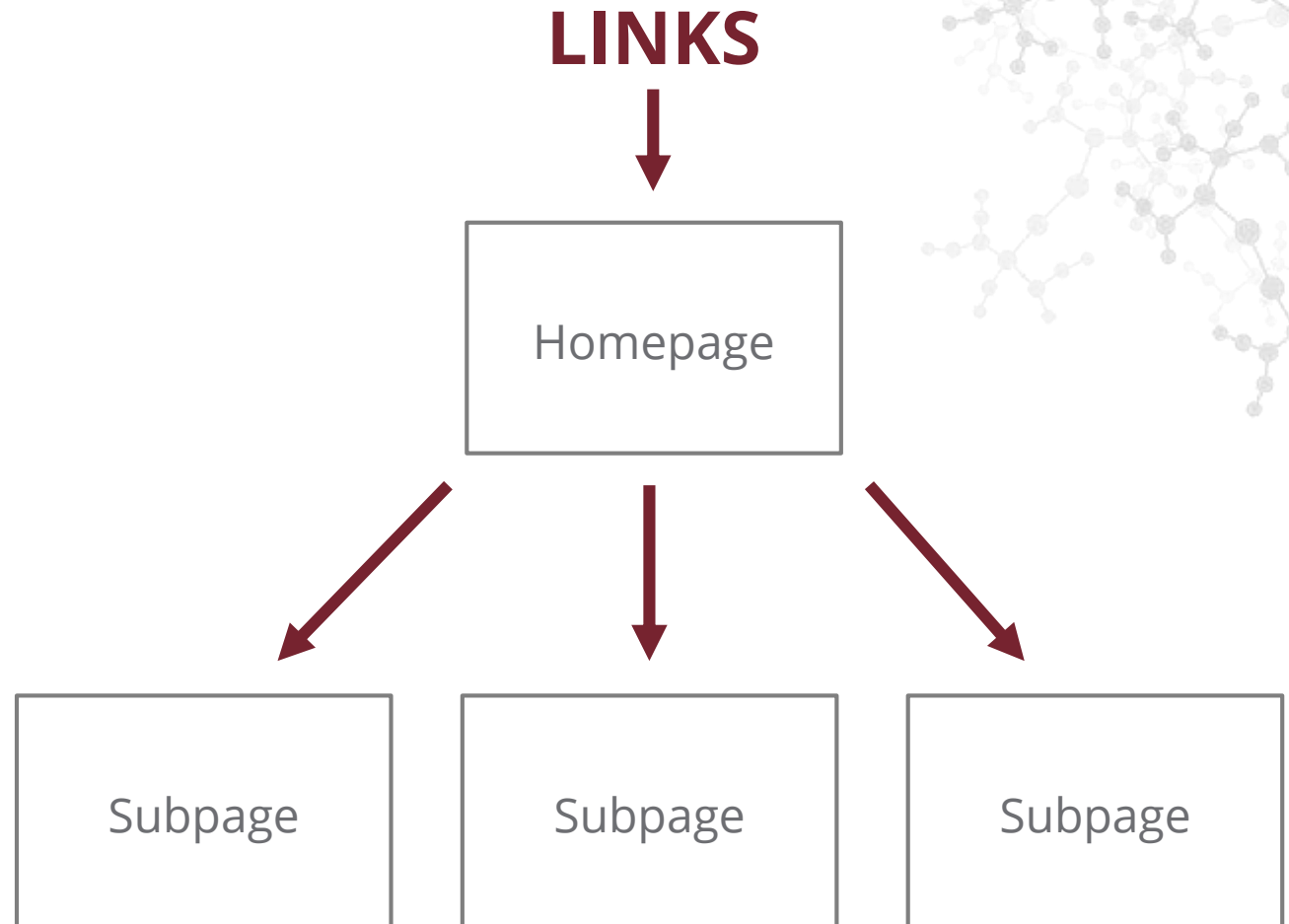
Make the most of your links

- 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



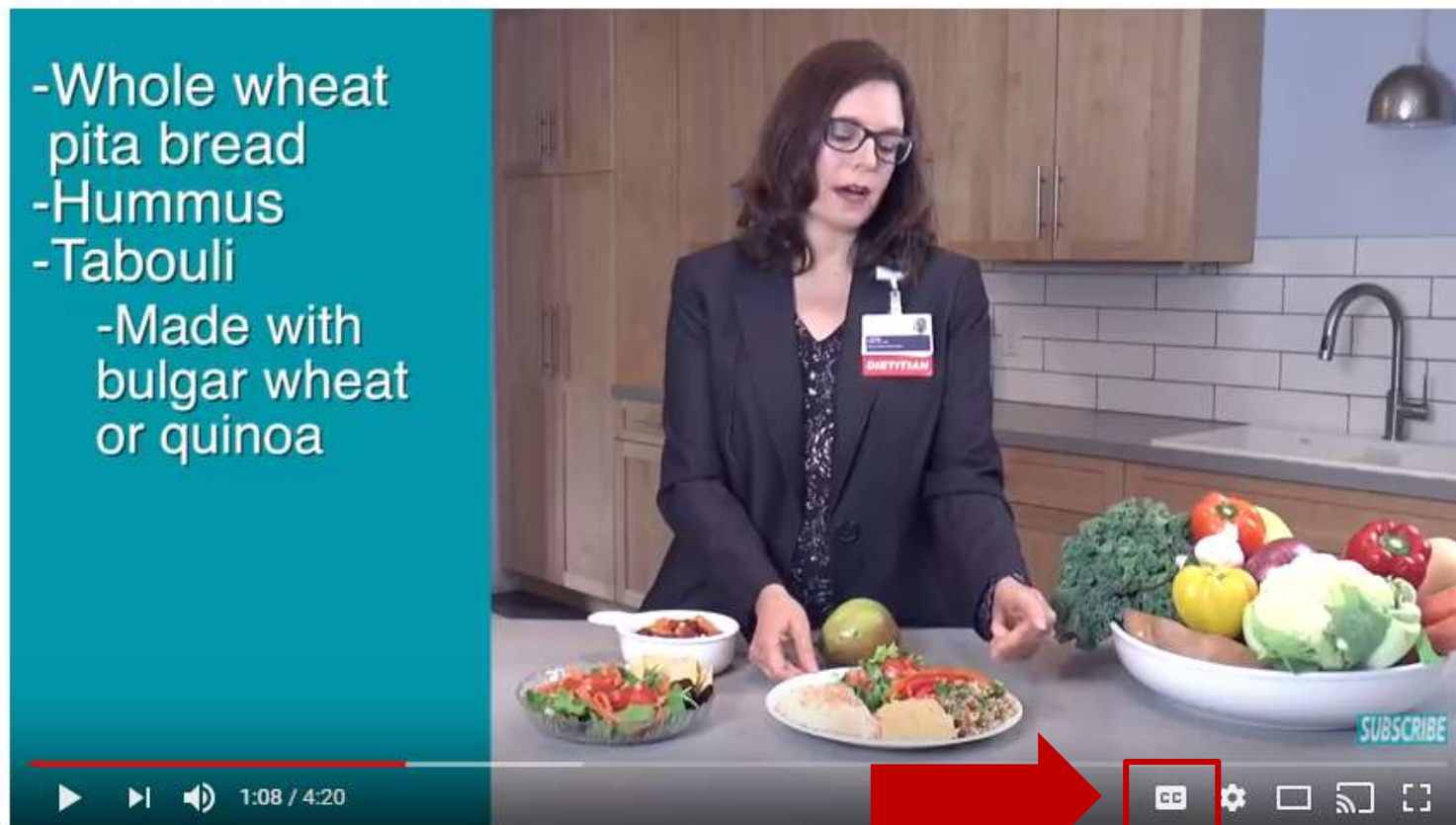
Optimize on YouTube

- 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



Healthy Eating for Cancer Prevention

318 views

Like 0 Dislike 0 SHARE



Cone Health
Published on Jun 12, 2017

SUBSCRIBE 280

Learn how to reduce your risks of developing cancer by making wise food choices. Laura Jobe, a registered dietitian with Cone Health Nutrition and Diabetes Education Services, outlines do's and don'ts about healthy eating for cancer prevention along with tips on how to incorporate healthy

SHOW MORE

Claim your business listings

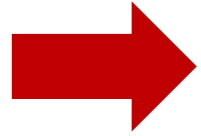
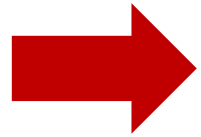
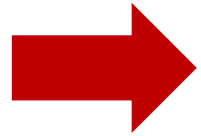
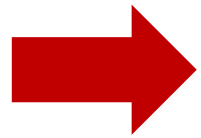
- Your new “homepage” in search
- Appear for many searches for:
 - healthcare services
 - locations
 - providers
- Important to claim and ensure accuracy

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



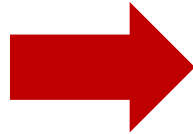
Search results for "urgent care" in Marion. The results are sorted by rating and include the following listings:

Listing Title	Rating	Address	Opening Hours
UnityPoint Clinic Urgent Care - Marion	4.0 ★★★★★ (4)	Urgent care center · 2992 7th Ave	Opens at 8:00 AM
UnityPoint Clinic Urgent Care Marion	5.0 ★★★★★ (1)	Medical Clinic · 2992 7th Ave	Opens at 8:00 AM
UnityPoint Clinic Urgent Care - Marion: Richard Hodge	3.0 ★★★★★ (2)	Urgent care center · 2992 7th Ave	Opens at 8:00 AM
Richard M. Hodge, M.D.		Family Practice Physician · 2992 7th Ave	

A map on the right side of the screen shows a red pin for "UnityPoint Clinic Urgent Care - Marion".

Build out your listings

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




Baptist Health Urgent Care - Powderly ★

4.0 ★★★★★ 4 Google reviews
Urgent care facility in Powderly, Kentucky

[Website](#) [Directions](#)


Address: 1010 Medical Center Dr, Greenville, KY 42345
Phone: (270) 377-1600

[Suggest an edit](#)

 Baptist Health Urgent Care - Powderly
on Google







Oct 23 - Jan 19
Come In Today for Your Flu Shot!
No Appointment Necessary. Flu Season...
Oct 23, 2017
[Learn more](#)

Get Your Flu Shot Today.
Available at Baptist Health Urgent Care and Baptist Health Express Care locations.

 BAPTIST HEALTH

Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(1\)](#) [Ask a question](#)



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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

