

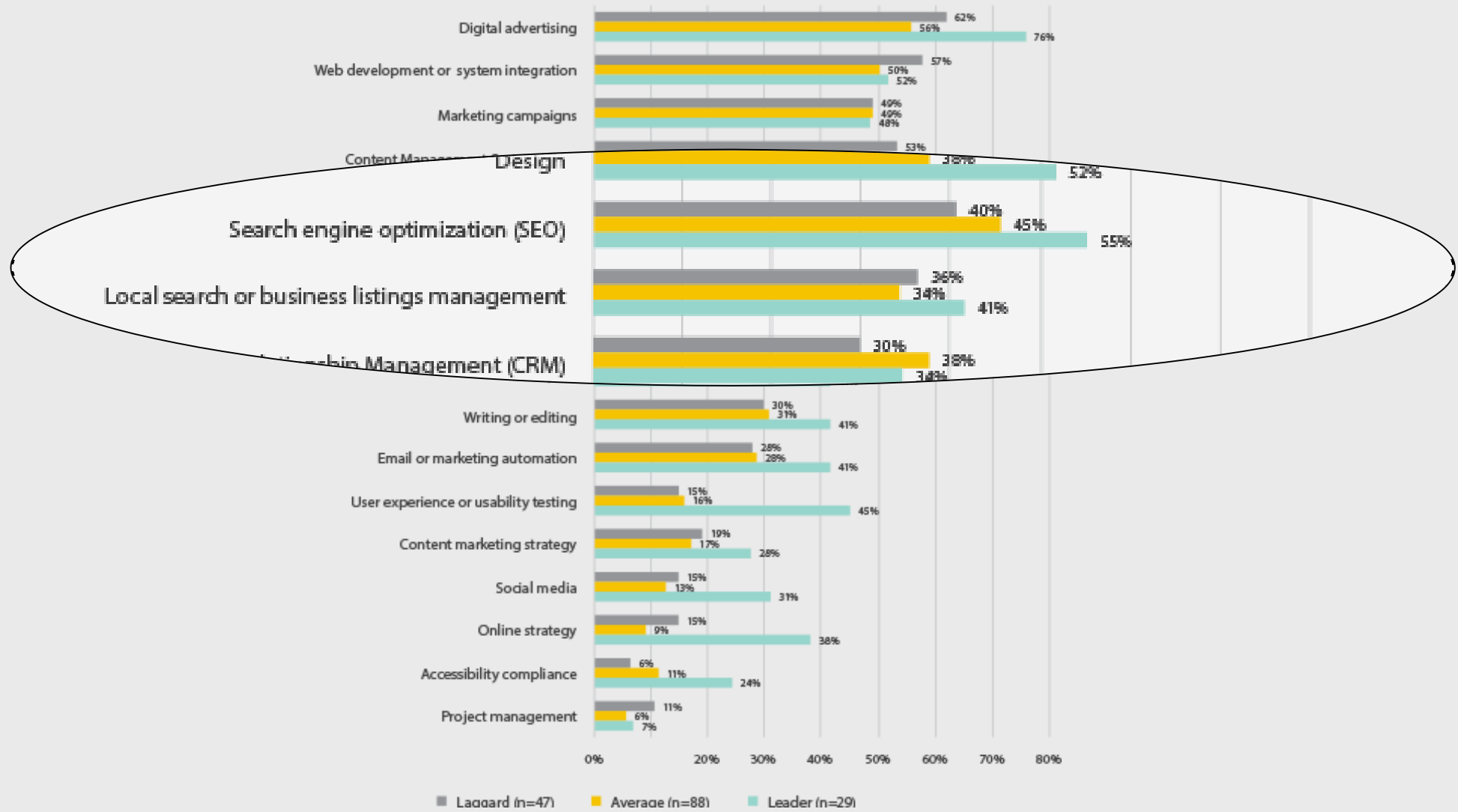
Local SEO Strategy

for Healthcare Organizations

GEONETRIC®



Which Do You Purchase Externally?



Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

Possum Update
courtesy of Google.



Centroids?
Oh my.

What are we covering today?



Getting started

Directories & citations

Content strategy

Engagement

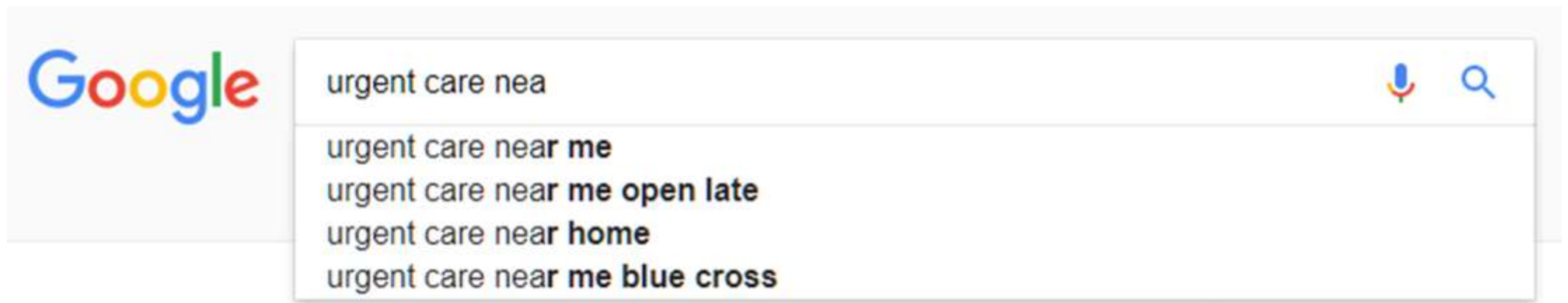
Looking ahead

Goal:
Keep you competitive
in search.



Why do people search?

Local Search Intent






“Nearly **one third** of all mobile searches are related to location.”

Lost organic real estate

Local Pack and Knowledge Graph panels reduce prominence of organic results

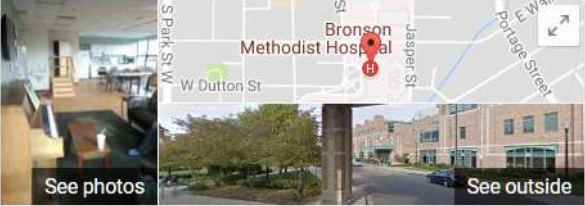


Map data ©2017 Google

Rating ▾ Hours ▾

Physicians Immediate Care - Lincoln Park <small>Ad</small> 4.1 ★★★★★ (18) · Urgent care center 933 W Diversey Pkwy · (312) 445-8805 Open until 8:00 PM	WEBSITE	DIRECTIONS
MedSpring Urgent Care - River North 4.5 ★★★★★ (16) · Urgent care center 219 W Chicago Ave · (312) 878-1945 Open until 8:00 PM	WEBSITE	DIRECTIONS
Michigan Avenue Immediate Care 4.2 ★★★★★ (44) · Urgent care center 180 Michigan Avenue #1605 · (312) 201-1234 Open until 6:00 PM	WEBSITE	DIRECTIONS
MedSpring Urgent Care - Lakeview 3.9 ★★★★★ (37) · Urgent care center 2868 North Broadway · (773) 569-3525 Open until 8:00 PM	WEBSITE	DIRECTIONS

[More places](#)



Bronson Methodist Hospital ★
3.7 ★★★★★ 102 Google reviews
Hospital in Kalamazoo, Michigan [Website](#) [Directions](#)




Address: 601 John St, Kalamazoo, MI 49007
Hours: Open today · Open 24 hours · See more hours
Phone: (269) 341-7654

[Suggest an edit](#)

Know this place? Answer quick questions

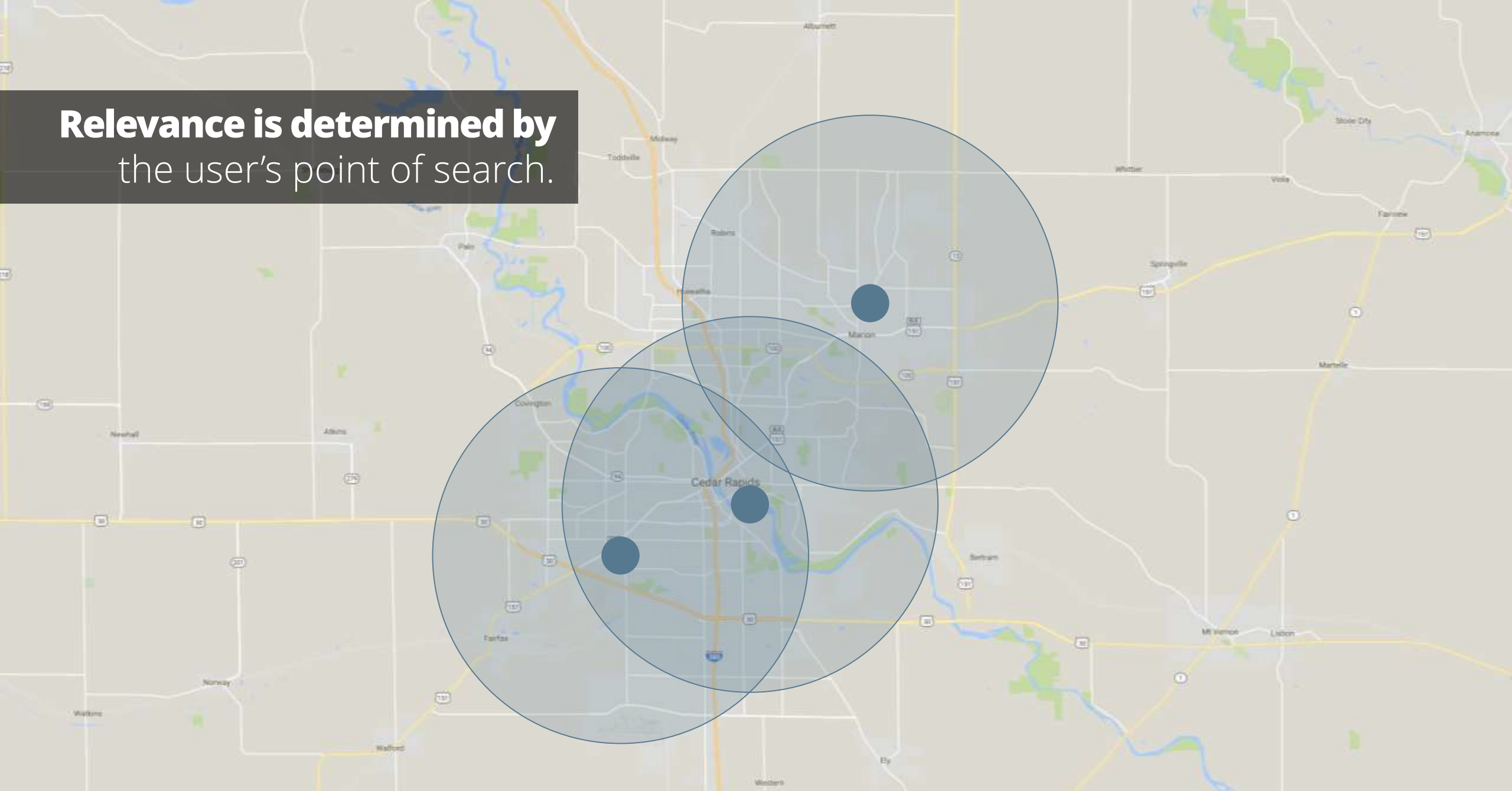
[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

-  "The **nurses** and **doctor** from the pediatric **sedation area** were really great."
-  "My **experience** with the **doctors** and **staff** was wonderful."
-  "Grandma **home** today from high **quality dx** and **rx!!!!**"

[View all Google reviews](#)

Relevance is determined by
the user's point of search.



A complete approach
to going local.

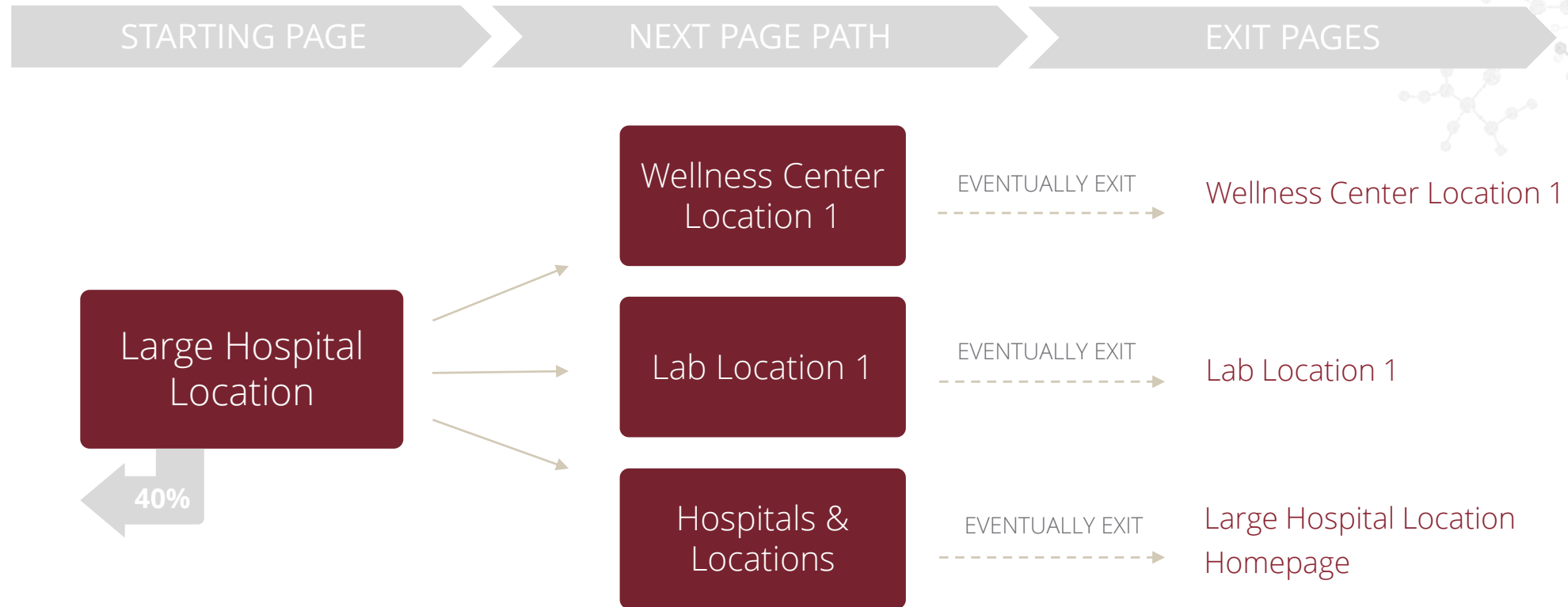


Getting Started



Understand your users' behaviors.

Large hospital location



Lab location



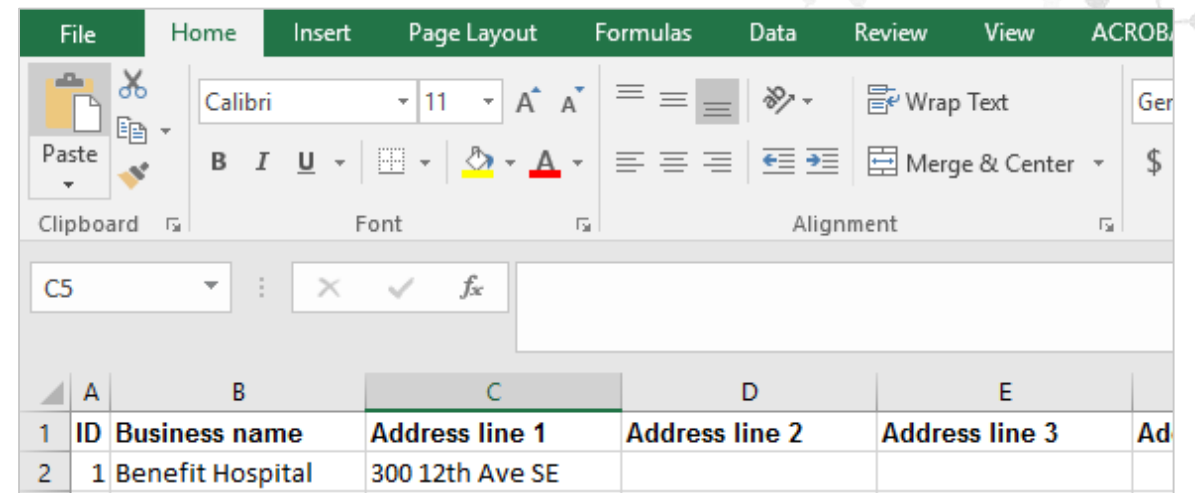
Neurosurgery specialists location



Identify what you have.

Take inventory

- Brands (multiple locations)
- Physical locations
- Departments
 - *Public-facing departments*
 - *Unique name*
 - *Separate entrance*
 - *Distinct category*
 - *Different hours*
- Practitioners



The screenshot shows the Microsoft Excel interface with the 'Home' ribbon selected. The ribbon includes options for Font (Calibri, size 11, bold, italic, underline, color) and Alignment (wrap text, merge & center). The active cell is C5. Below the ribbon is a data table with the following content:

	A	B	C	D	E	
1	ID	Business name	Address line 1	Address line 2	Address line 3	Ad
2	1	Benefit Hospital	300 12th Ave SE			

Identify location types

- General hospital
- Specialty hospital
- Specialty clinic
- Primary care practice
- Urgent care
- Medical center
- Wellness center
- Blood donation facility
- Laboratory and/or imaging center
- Assisted living / long-term care facility

Set priorities

Decide (and document) how you will prioritize efforts, e.g.,:

1. Main listing for patient-facing, physical locations
2. Critical/high-volume departments within locations
3. Ancillary departments
4. Individual practitioners

Determine where your efforts are at today, and where you need to go next.

Priority 1

Priority 2

Priority 3

Directories & Citations



**Where do
you begin?**



Build your Google My Business listing

Priority 1

- Information needs to match the real world
- Select categories carefully
<https://moz.com/local/categories>
- Set the hours of operation
- Upload photos
- Choose attributes
- Take advantage of Action URLs
- Look for Q&A features



Google My Business Locations import sample

File Edit View Insert Format Data Tools Help

View only

	A	B	C	D	E	F	G	H	I
	Store code	Business name	Address Line 1	Address Line 2	City	District	State	Country	Postal Code
1	example001	Google Store	1234 Charleston Rd	Building 43	Mountain View		CA	US	94043
2									
3	example002	Google Store	2300 Mission St		San Francisco		CA	US	94110
4	example003	Google Store	5678 Polk St	Suite A-7	San Francisco		CA	US	94129
5	example004	Google Store	1234 Charleston Rd	Building 44	Mountain View		CA	US	94043
6	example005	Google Store	2301 Mission St		San Francisco		CA	US	94110
7	example006	Google Store	5678 Polk St	Suite B-8	San Francisco		CA	US	94129
8	example007	Google Store	1234 Charleston Rd	Building 45	Mountain View		CA	US	94043
9	example008	Google Store	2302 Mission St		San Francisco		CA	US	94110
10	example009	Google Store	5678 Polk St	Suite C-9	San Francisco		CA	US	94129
11	example010	Google Store	2303 Mission St		San Francisco		CA	US	94110
12									
13									
14									
15									

Manage additional directories

Priority 2



Clean up citations

Your business name, plus additional information (phone, address, URL, etc.)

Focus on:

- Consistency
- Authority of sources

Consider adding a toolset or service that provides data directly to data aggregators.

Priority 3



Top Citation Sources for Medical Services



Top Citation Sources for Doctors



Local Content Strategy



Benefit Health Hospital

300 3rd Ave SE

Cedar Rapids, IA 52401

Phone: 319-221-1667

Directions

Slapping basic directory info
on your site isn't going to cut it.



🕒 October 4, 2017 [Share](#) 

DIGITAL STRATEGY

Power Up Your Locations Content

Maintaining and optimizing content for your system's location profiles is key to competing in search and meeting user needs.

Have you noticed webpages for your healthcare system's location profiles ranking higher than system-wide service-line pages in Google search results?

Locations content

Consider:

- Stakeholder goals
- User behavior
- Competition
- Connecting relevant content
- On-page SEO

<https://www.geonetric.com/digital-strategy/power-up-your-locations-content/>

Build local landing pages

Key information:

- Phone number
- Products/services
- Hours of operation
- Driving directions
- Coupons / offers
- Ratings & reviews

The screenshot displays the Forrest General Hospital website's local landing page. The top navigation bar includes links for 'Our Services', 'Find a Doctor', 'Our Locations', 'Patients & Visitors', and 'Classes & Events'. The main header features the hospital's logo and a search bar. A prominent banner image shows a woman and a child, with the headline 'Forrest General Hospital—World-class care, right here in South Mississippi.' Below this, a map of Hattiesburg, Mississippi, is shown with a red pin indicating the hospital's location. A 'View All Services' button is visible next to a list of services including Behavioral Health, Emergency & Trauma, Heart & Vascular, Cancer Center, The Orthopedic Institute, and Women & Children's. The page also features sections for 'Health and Wellness' (with a laptop icon), 'Honors and Awards' (highlighting 'CARECHEX TOP 100 HOSPITAL 2017 National Patient Safety Overall Medical Care'), and 'Upcoming Events' (listing 'Dare to C.A.R.E.', 'Pregnancy Exercise', and 'Mommie & Me - The Toddler Years'). At the bottom, there are sections for 'From Our Blog', 'Recent News', and a 'Symptom Checker'.

Priority 1


Use schema

Look specifically at: LocalBusiness, Physician, Medical Office. Medical Business

- Local Business Listing
- Parent entity for Reviews
- Rich Card
Preview available, though not yet displaying.
- Place Actions
Partner-only pilot currently. E.g., ZocDoc

← Physician

PREVIEW 0 ERRORS

@type	Physician
name	Kelly J Nest, MD
url	http://www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/
sameAs	 Kelly J Nest, MD 4.9 ★★★★★ (60)
telephone	
faxNumber	
image	
medicalSpecialty	
@type	
name	
location	
@type	
addressLocality	

Make an appointment

zocdoc.com Continue booking

Select a procedure (optional)

- Abscess
- Acne
- Alcoholism
- Annual Pap Smear / GYN Exam
- Annual Physical
- Anxiety
- Arthritis
- Asthma
- Bad breath/Halitosis
- Birth Control / Contraception
- Black Stool / Melena
- Cholesterol / Lipids Checkup
- Chronic Illness
- Colon Cancer Screening
- Daytime Sleepiness

photo or.* Send

Priority 2

Get “hyperlocal” with supporting content

Priority 3

- What is your “district” or “neighborhood”?
- What location-specific content already exists on your site?
- What other content on your site relates to locations?

Consider:

- Local references in location and physician profiles
- Blog content
- Multimedia content
- Connecting with local media

Engagement



A close-up photograph of a white smartphone and a pair of white earbuds resting on a rustic wooden surface. The smartphone is positioned diagonally in the background, with its screen dark. The earbuds are in the foreground, with their white cables extending across the frame. The lighting is soft, highlighting the textures of the wood and the smooth surfaces of the devices.

Thinking engagement –
from online to offline.

Get reviews

Priority 1

Google recommends:

- Remind your customers to leave reviews.
- Create a link for customers to write reviews.
https://search.google.com/local/writereview?placeid=<place_id>
- Reply to reviews to build your customers' trust.

Google My Business reviews can be a significant ranking factor.

Consider keywords and local terms when encouraging and replying to reviews.

Improve click-through rates

Priority 2

Clicks and interactions that may boost ranking include:

- Website clicks
- Phone number clicks/calls
- Driving directions

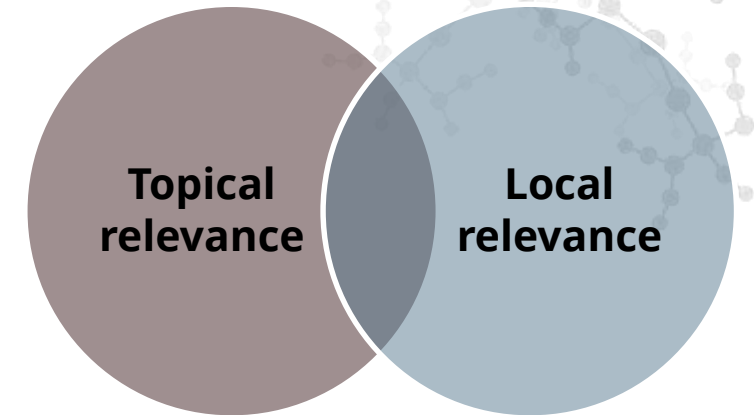
Boost rates with a complete, clear, and trustworthy profile that addresses users' information needs.

Grow inbound links

Priority 3

Domain level:

- Quality links from authoritative, **topically relevant** sites
- Links from **locally relevant** sites



Page level:

- Quality links to Google My Business landing page

Measuring Success



Start with your web analytics

Priority 1

- Organic traffic to local landing pages
- CTAs
 - Click to call
 - Request an appointment
- On-page and on-site engagement
 - Video plays
 - Expanded content
 - Visit depth



Add local business reports to the mix

Priority 2

- Total searches
- Direct searches
- Discovery searches
- Total views
- Search views
- Maps views
- Total actions
- Website actions
- Directions actions
- Phone call actions



Track your broader local search metrics

Priority 3

Tools and services can help to keep an eye on leading indicators and ongoing maintenance of your efforts:

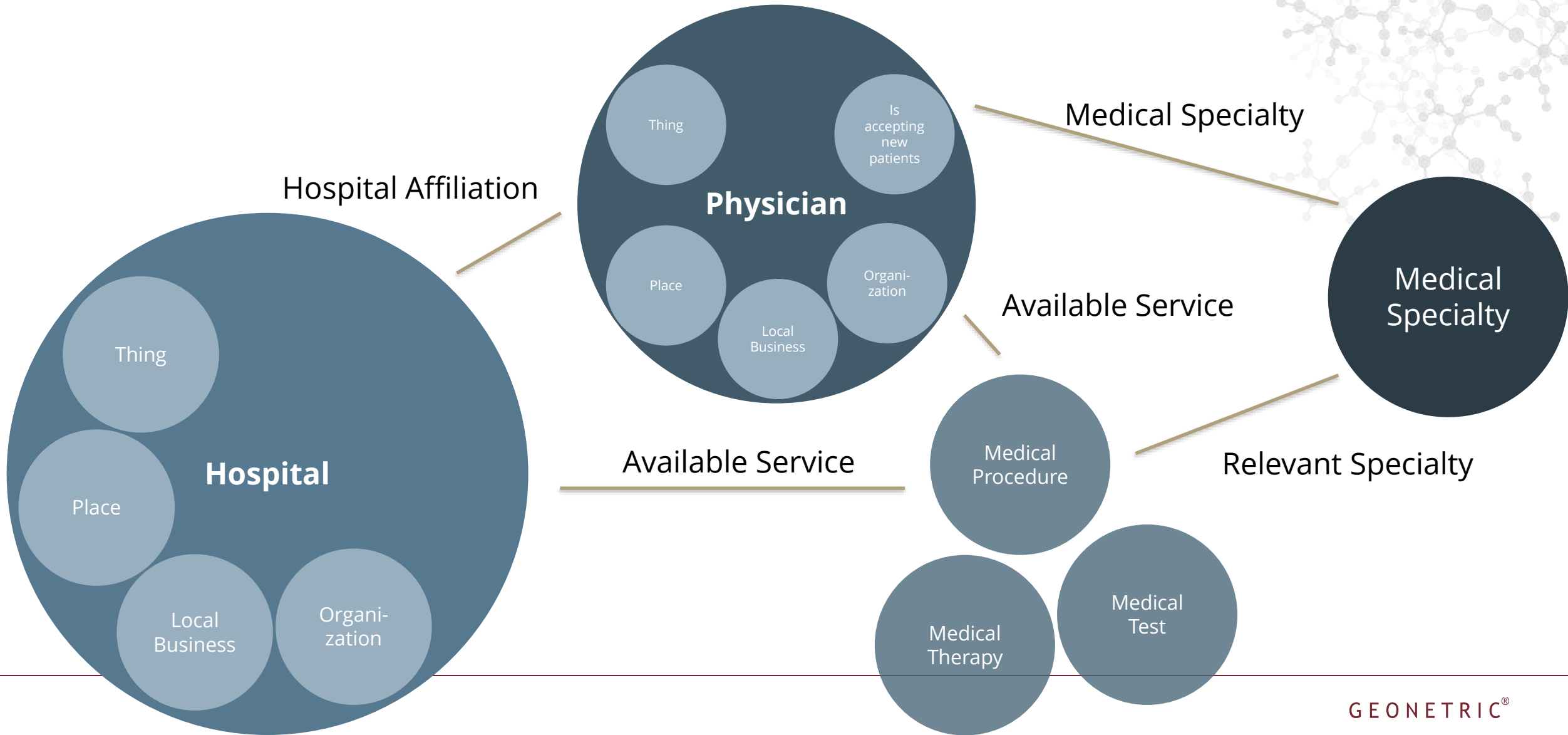
- Local rank tracking
- On-page and on-site consistency
- Citation monitoring

Looking to the Future



What gets searched?

Relationships in Schema.org





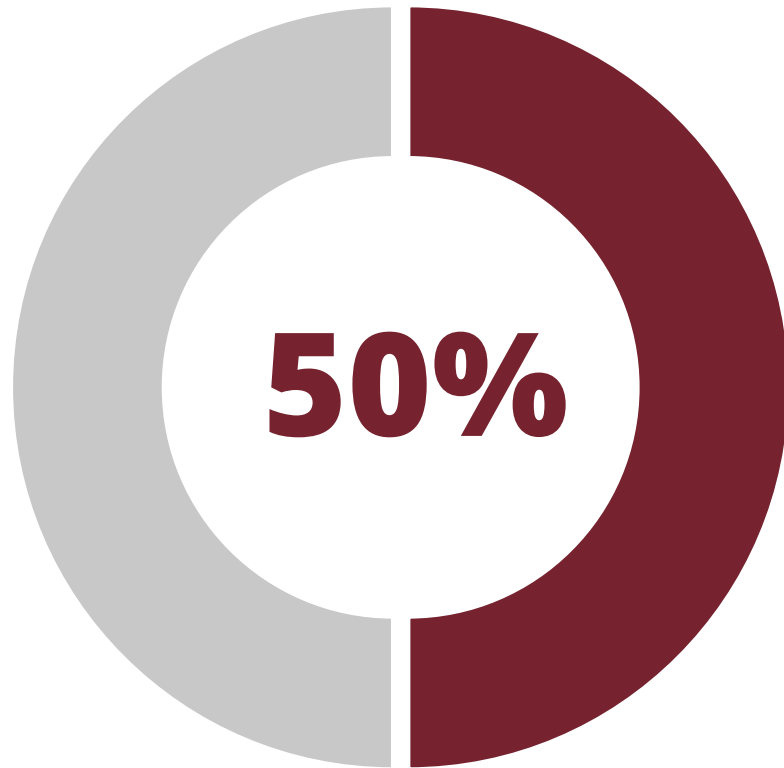
Google is creating a map (graph)
of entities (real world people, places, and things)
& (actionable) information about them.

What gets searched?

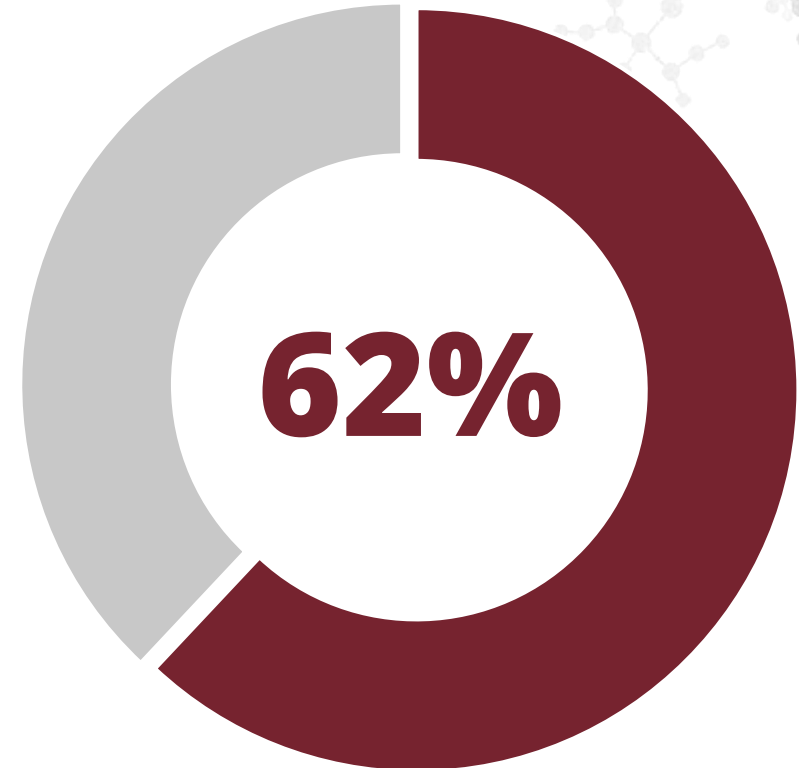
How do people search?

The coming age of voice search

**50% of searches
will be voice-led by 2020**



**62% of marketers
have no plan for voice search**



Voice search

Key players in voice search:

- Microsoft Cortana
- Amazon Alexa
- Google Assistant
- Apple Siri (*now using Google*)

Major players coming soon:

- Samsung Bixby
- Facebook assistant (name TBD)



What does this mean for your brand?

- Voice search isn't replacing search
- Look at where data is coming from and devise a plan
- Balance focus between Bing and Google as alignments shift
- Key areas of focus are featured snippets and local listings





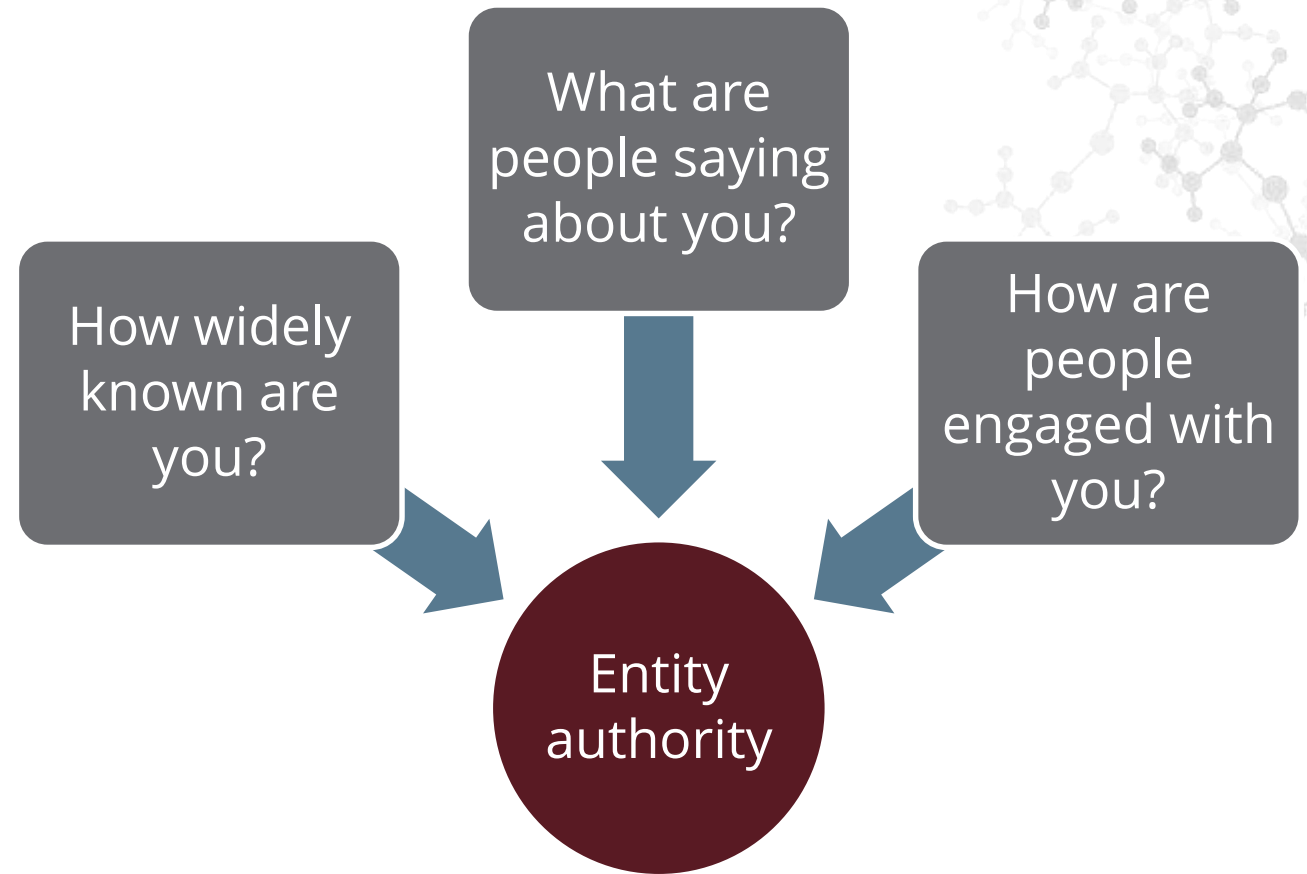
What gets searched?

How do people search?

Who ranks best?

Entity authority

- Engagement a much more accurate signal of the quality of local businesses than traditional ranking factors
- Offline experiences impact your online presence.



Key Takeaways



Get started

Begin

Review users' behaviors

- Where are visits with local intent landing?
- What do visitors do next?
- What *should* they be doing next? (And are those options available?)

Identify what you have

- What brands, locations, and points of contact exist?
- How will we prioritize our efforts?

Build your foundation

Priority 1

Directories & citations

- Claim and complete Google My Business listings

Engagement

- Solicit Google My Business reviews as necessary

Content strategy

- Build out local landing pages

Measurement

- Establish local-focused reporting with web analytics

Go bigger

Priority 2

Directories & citations

- Expand focus to include additional directories: Facebook, Bing, Yelp

Engagement

- Work to improve click through rates on local listings

Content strategy

- Add schema markup to your locations landing pages

Measurement

- Add local business analytics from GMB and other platforms

Get competitive

Priority 3

Directories & citations

- Review & improve citations
- Consider data aggregator tools/services

Engagement

- Identify opportunities to grow inbound links at domain and landing page level

Content strategy

- Develop local and topical content supporting landing pages

Measurement

- Consider specialized tools for tracking and monitoring ranks and citations

A complete approach
to going local.

