

Ask Me Anything: The Healthcare SEO Edition

70+ Healthcare Clients

500+ Websites

20 Years of Experience



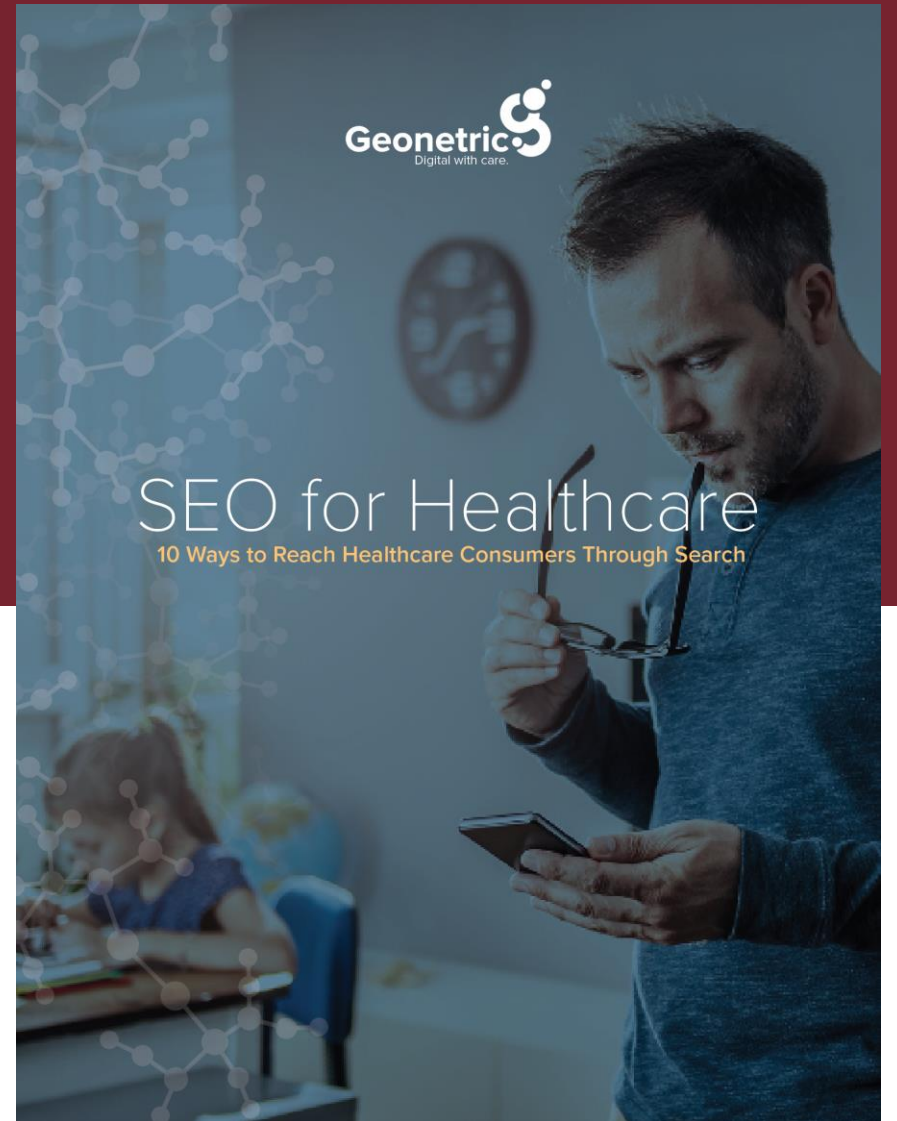
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Webinar best practices

Speakerphone tip

Mute your microphone for best audio quality.

Have questions?

We'll try to answer as many as possible. Enter them in the Q&A field.

We love feedback

Please complete the survey at the end of the webinar.

We're recording

Video of today's webinar will be posted on geonetrix.com in the Ideas section.

Ask Me Anything: The Healthcare SEO Edition

Today's Presenters



Tim Lane

*Senior Digital Marketing
Strategist*

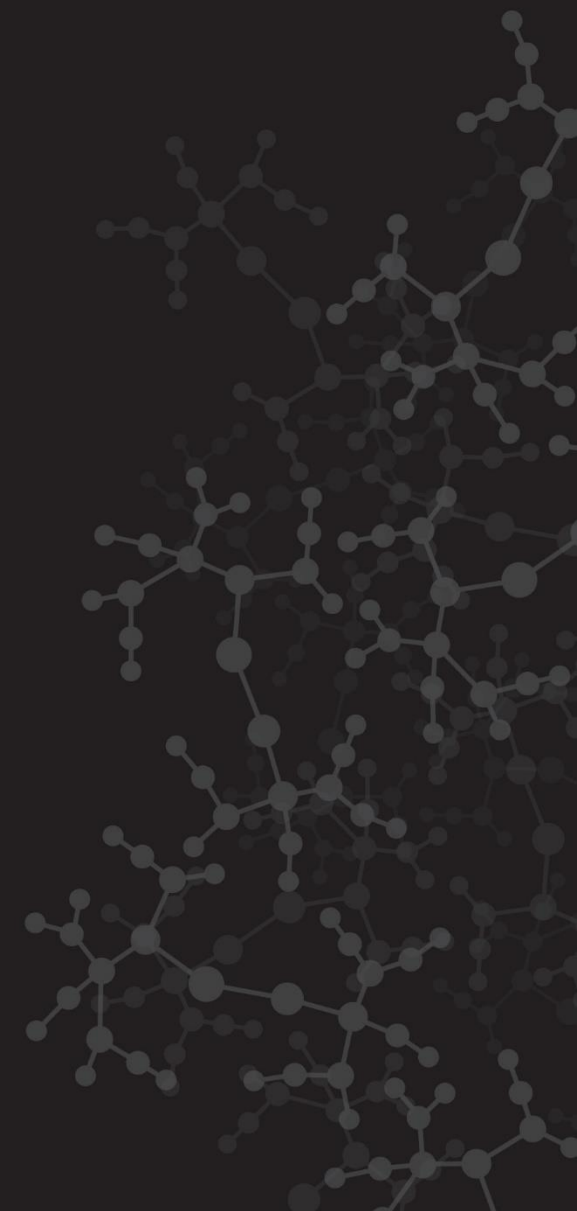


Kelly Collins

Digital Marketing Strategist



Early Submissions





Explain the recent Google core update and how it impacts healthcare.



Google's May 2020 Core Update

- Google released their latest core algorithm update, the May 2020 Core Update, on May 4th, 2020
- Healthcare fared OK – especially if you were WebMD (saw a 22% increase in rankings)
- What to do if negatively impacted?
 - Improve E-A-T (Expertise, Authority, Trustworthiness)
 - Use keywords thoughtfully
 - Answer your audience's questions
 - Ensure your content is user-focused



What is a crawl budget?



Crawl budget

- Crawl budget is a certain number of pages Google crawls on a website in a given timeframe. If you have more pages than crawl budget, there will be pages that aren't indexed.
- What to do?
 - Address errors
 - Review redirects
 - Control sections that don't need crawled
 - Develop link strategy

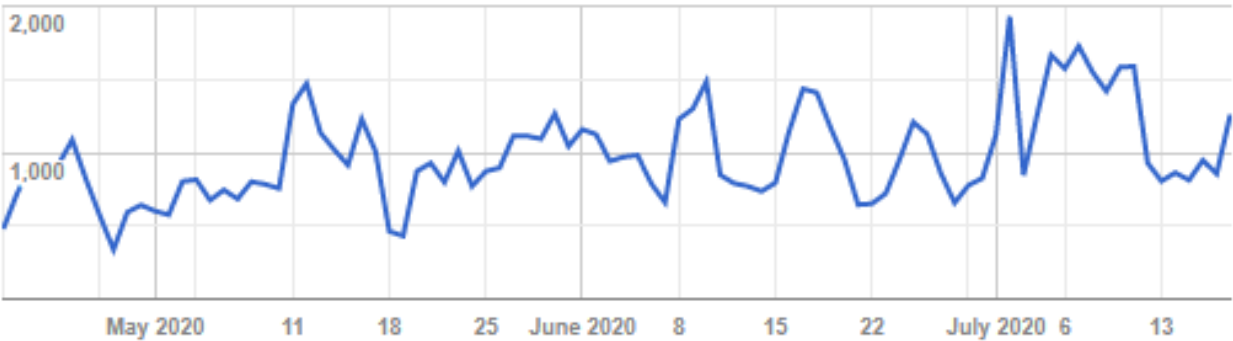
Crawl Budget



Crawl Stats

Googlebot activity in the last 90 days

Pages crawled per day	High	Average	Low
	1,929	976	337





How much does site speed affect
my rankings?



Site speed

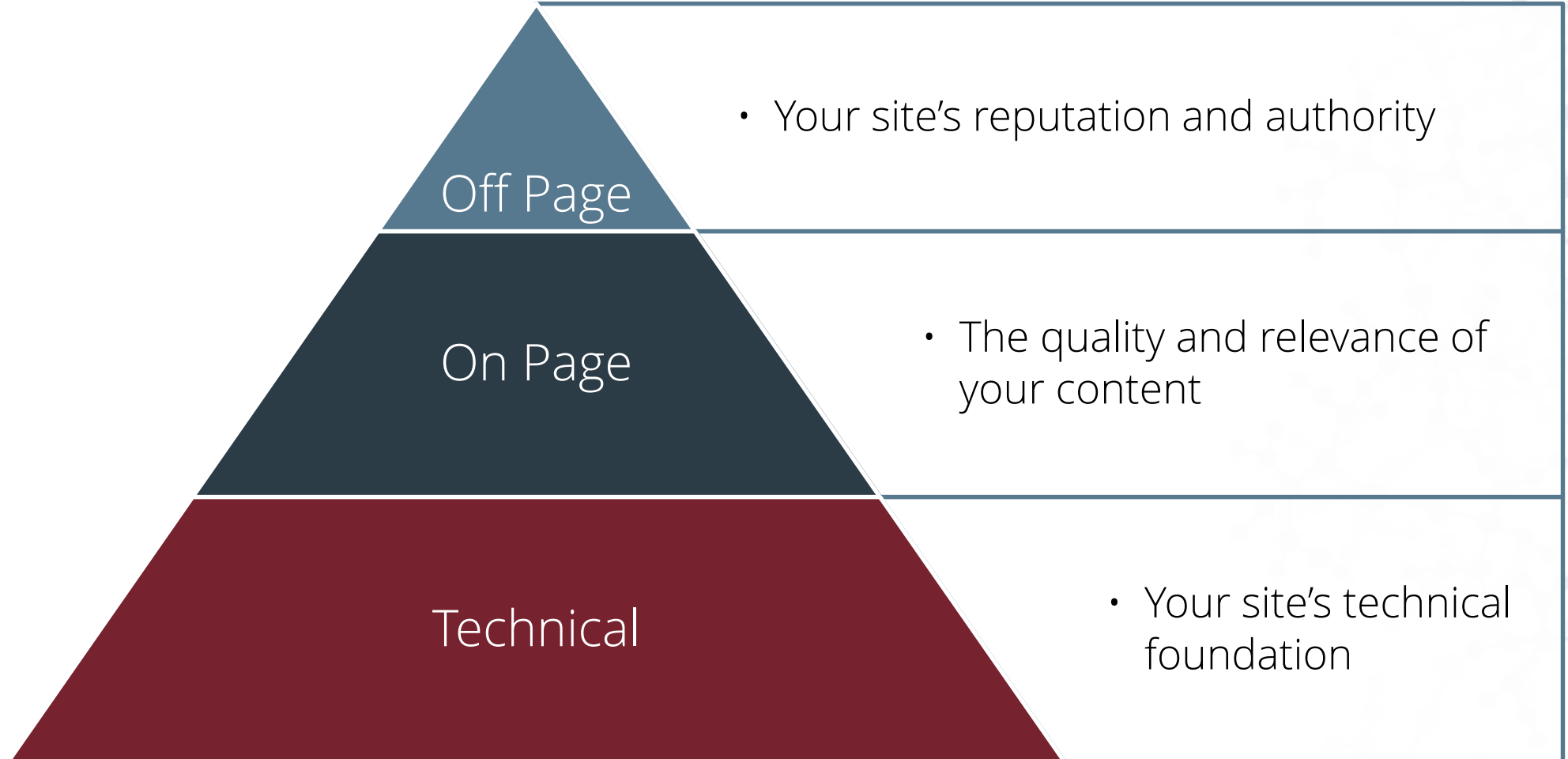
- Core Web Vitals
 - Largest Contentful Paint (LCP)
 - First Input Delay (FID)
 - Cumulative Layout Shift (CLS)
- Different speed milestones





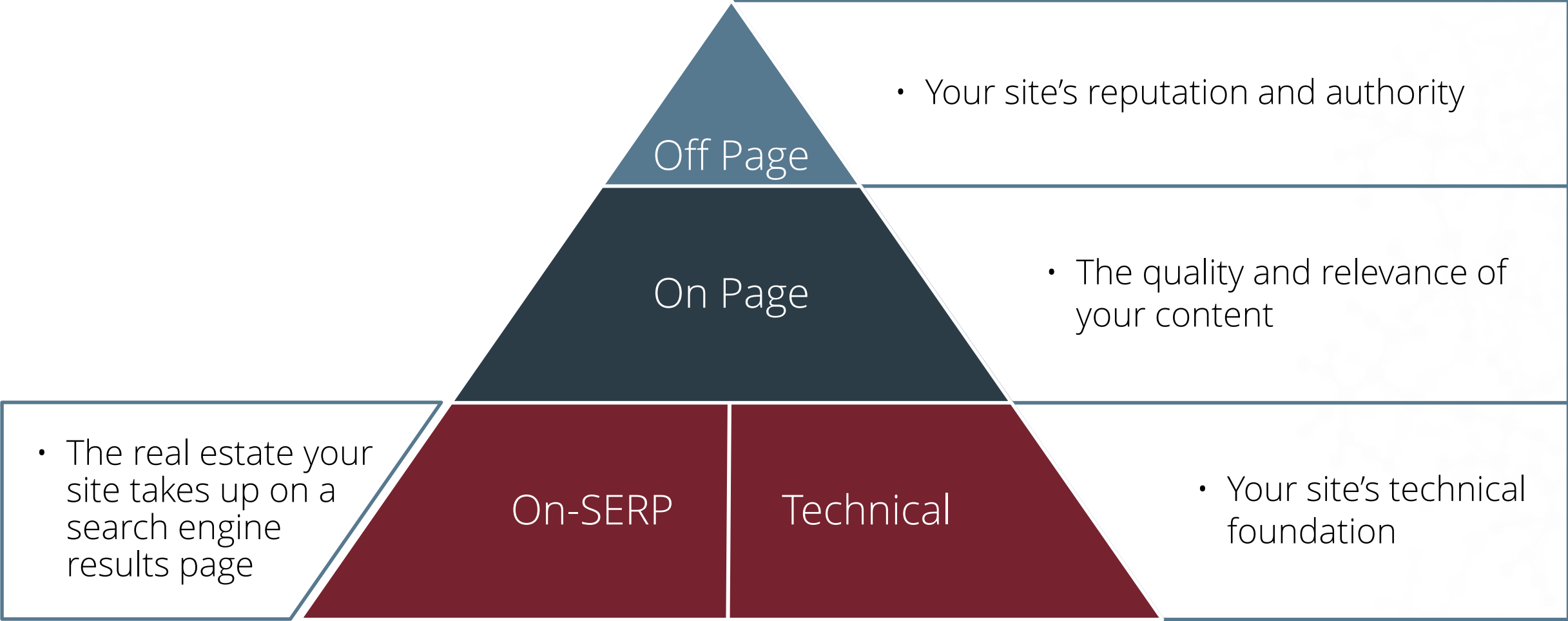
How do I tackle local SEO?

Search Engine Optimization (SEO)





Search Engine Optimization (SEO)



- Your site's reputation and authority

Off Page

- The quality and relevance of your content

On Page

- The real estate your site takes up on a search engine results page

On-SERP

Technical

- Your site's technical foundation



How do I outrank local competitors for non-branded “urgent care” searches?



Factors Affecting Local Search Rankings

Top Foundational Ranking Factors

- Proper GMB Category Associations
- **Geographic Location**
- Completeness of GMB Listing
- **Consistency of Citations**
- HTML NAP Matching GMB Listing NAP
- **Quality/Authority of Inbound Links**
- **Keyword Relevance of Domain Content**

Top Competitive Difference-Makers

- **Quality/Authority of Inbound Links**
- Quantity of Google Reviews
- **Domain Authority of Website**
- Product/Service Keywords in Reviews
- High Numerical Ratings of Business
- **Click-Through Rate from Search Results**
- **Volume of Quality Content on Entire Website**



Is schema markup effective in moving
search results?



Schema

Schema.org markup is metadata that helps search engines understand the information on webpages and provide richer search results. As search engines rely on machine learning more and more, Schema.org will become increasingly important.

- Add Schema.org markup
- Optimize content

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Specialty 2: [Family Medicine](#)
Specialty 3: [Diabetes](#)
Specialty 4: [Infectious Disease](#)



Schema



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Hours or services may vary due to COVID-19

Cardiologist in chicago il

Dr. Thomas Holly

Doctor

29 years of experience
Bluhm Cardiovascular Instit...
(312) 664 - 3278
675 N St Clair St Galter Pavil...



Dr. Dominic J. Tolitano

Thoracic surgery (cardi...
36 years of experience
Nuovo Aesthetics & Smart L...
(312) 496 - 3069
2037 S Indiana Ave, Chicag...



Dr. David Leon Fishman

Doctor

★★★★★ (4.7/5)
47 years of experience
Chicago Weight Loss Institute
(773) 282 - 3311



Dr. Charles Davidson

Internal medicine - inter...
36 years of experience
Bluhm Cardiovascular Instit...
(312) 664 - 3278
675 N St Clair St Galter Pavil...



Dr. Lloyd W. Klein

Doctor

41 years of experience
Associates In Nephrology
(773) 296 - 3003
3000 N Halsted St Ste 625, ...



COVID-19

Fever, cough, and difficulty breathing are the most common symptoms of the coronavirus. If you're experiencing these symptoms and think you may have been exposed to COVID-19, contact your health care provider.

Source: [Centers for Disease Control and Prevention](#)

Information on Bing is not intended as medical advice.

THE BEST 10 Cardiologists in Chicago, IL - Last Updated ...

https://www.yelp.com/search?cflt=cardiology&find_loc=Chicago,+IL

1. Lincoln Park Heart Center 9 Cardiologists. (779) 601-0210. 2266 N Lincoln Ave. Lincoln Park. "I am ...
2. Mukesh C Jain, MD 10 Cardiologists. (312) 726-9518. 111 N Wabash Ave. The Loop. "This is how ...
3. Tanenbaum Seth MD 4 Cardiologists. (773) 871-7384. 2800 N Sheridan Rd. Lakeview. "AMAZING ...
4. Ian Cohen MD - West Suburban Cardiologists 2 Cardiologists. (773) 564-6060. 4646 N Marine Dr. ...

[See full list on yelp.com](#)



Related searches

[best cardiologists in chicago il](#)

[best cardiologists in chicago](#)



Is SEO declining in importance because of other platforms like Facebook & Amazon?



Are there any solutions to better creating/controlling Google business listings for clinics that have multiple locations but no centralized scheduling number?



Business listings for specialty clinics

- If a location or department has its own unique address, suite number, or phone number, it should have its own business listing
- Develop a location strategy to ensure name, address, and phone number of your locations are consistent across your website and business listings
- Make it as clear and straightforward for the user as possible



What's the best way to craft content for medical fields?



Crafting content for medical fields

- Conduct keyword research to find valuable search terms in your market
 - Try to focus each piece of content on one specific keyword you want to target
- Focus on search intent and consider micro moments
- Develop personas and patient journey mapping



How does content marketing impact SEO?



Content marketing & SEO

- Content is king
- Content marketing is a great way to answer user questions and align with user intent
- COVID-19 illustrated the power of content marketing
 - Some sites saw organic traffic increase by as much as 1,600% due to COVID-19 which most entrances on content hub pieces
- Many healthcare organizations see large traffic spikes to flu related content hub articles every year



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The background is a solid dark red color with a repeating pattern of small, light red icons. These icons include a laptop with a bar chart, a line graph, a magnifying glass over a gear, and a document with a checkmark.

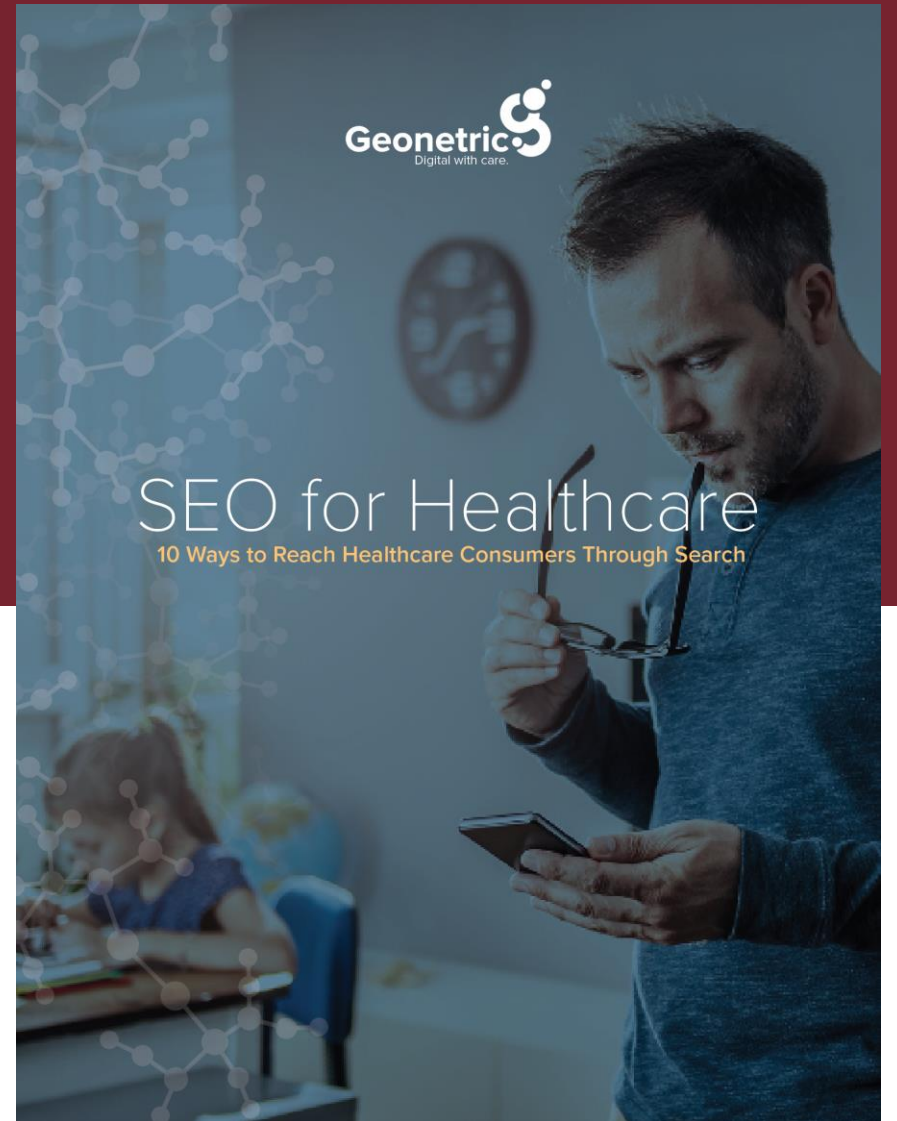
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Thanks for attending today's webinar!

