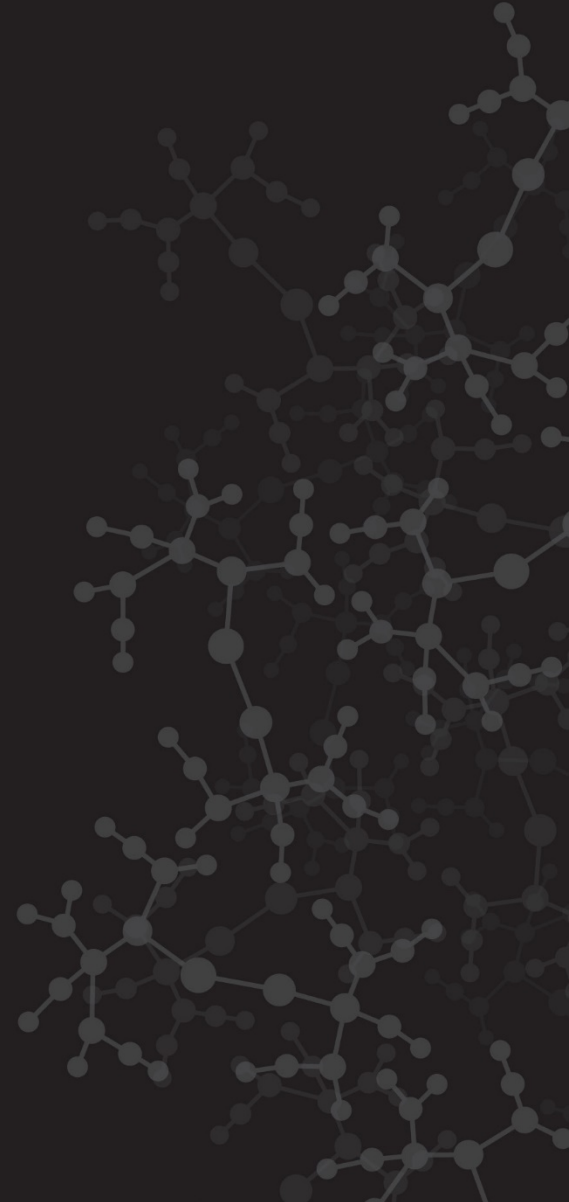


# How to Succeed When Google is Your Homepage



## Agenda

- *Why is SEO so difficult today?*
- *Three approaches to optimization.*
- *Two case studies illustrating approaches to success.*



# Today's Speakers



**Lindsey Steinkamp**

Senior Digital Strategist,  
Geonetric



**Dan Small**

Director of Digital Strategy,  
Hartford HealthCare



**Megan Yezak, APR**

Marketing Manager,  
MidMichigan Health



# Learning Objectives

- Review your current efforts and uncover where you should focus.
- Take actionable steps to “own” organic search for your service lines, locations, and providers.
- How to make search optimization a priority in your organization.

# The Evolution of Google Search, 1999-2010



Google™

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)

[Explore the world.](#) Local experts share their favorite places with you.

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

# The Evolution of Google Search, 2015-Now



Google



Google Search

I'm Feeling Lucky

# The Changing Search Results Page



## Before

Search results for "Arthritis" (About 71,100,000 results (0.60 seconds))

**[PDF] 2015 American College of Rheumatology Guideline for the Treatment ...**  
<https://www.rheumatology.org/Portals/0/Files/ACR%202015%20RA%20Guideline.pdf> ▼  
Guideline for the Treatment of Rheumatoid Arthritis. JASVINDER A. SINGH,1 KENNETH ... Guidelines and recommendations developed and/or endorsed by the ...

**Rheumatoid Arthritis - American College of Rheumatology**  
<https://www.rheumatology.org/Practice-Quality/...Guidelines/Rheumatoid-Arthritis> ▼  
Rheumatoid Arthritis guidelines and updated literature searches.

**Clinical Practice Guidelines - American College of Rheumatology**  
<https://www.rheumatology.org/Practice-Quality/Clinical.../Clinical-Practice-Guidelines> ▼  
Clinical practice guidelines on the management of rheumatoid arthritis, juvenile idiopathic arthritis, glucocorticoid-induced osteoporosis, osteoarthritis, lupus ...  
Rheumatoid Arthritis · Osteoarthritis · Psoriatic Arthritis · Juvenile Idiopathic Arthritis

**Rheumatoid Arthritis Guidelines: Guidelines Summary, Treating to ...**  
<https://emedicine.medscape.com/article/331715-guidelines> ▼  
Jun 5, 2018 - The 2016 update of the EULAR RA management guidelines includes the following key recommendations for pharmacologic therapy: Therapy with disease-modifying antirheumatic drugs (DMARDs) should be started as soon as the diagnosis of RA is made. (Level of evidence: Ia; grade of recommendation: A)

**Arthritis and Joint Pain - American Family Physician**  
<https://www.aafp.org/afp/topicModules/viewTopicModule.htm?topicModuleId=77>  
This collection features AFP content on arthritis and joint pain, including ... 12/01/2017, Acute Gout: ACP Provides Guideline on Diagnosis [Practice Guidelines].  
Screening and Diagnosis · Treatment

**Osteoarthritis Treatments | Osteoarthritis Guidelines**  
<https://www.arthritis.org/...arthritis/.../osteoarthritis/.../acr-treatment-recommendations-...> ▼  
Whether osteoarthritis (OA) affects your knees, your hips or your hands, guidelines and recommendations published by groups including the American College ...

## Today

Search results for "Arthritis" (About 116,000,000 results (0.90 seconds))

**Arthritis** is inflammation of one or more of your joints. The main symptoms of arthritis are joint pain and stiffness, which typically worsen with age. The most common types of arthritis are osteoarthritis and rheumatoid arthritis. Mar 7, 2018

**Arthritis - Symptoms and causes - Mayo Clinic**  
<https://www.mayoclinic.org/diseases-conditions/arthritis/symptoms.../syc-20350772>

About this result Feedback

**People also ask**

- What are the early signs of arthritis? ▼
- What happens when you have arthritis? ▼
- What is the best treatment for arthritis? ▼
- Where does arthritis usually start? ▼

Feedback

**Arthritis Foundation | Symptoms Treatments | Prevention Tips | Pain ...**  
<https://www.arthritis.org/> ▼  
The Arthritis Foundation is the leading nonprofit organization dedicated to the prevention, control and cure of arthritis in the United States.

**What Is Arthritis? - Arthritis Foundation**  
<https://www.arthritis.org/about-arthritis/understanding-arthritis/what-is-arthritis.php> ▼  
Actually, "arthritis" is not a single disease; it is an informal way of referring to joint pain or joint disease. ... Common arthritis joint symptoms include swelling, pain, stiffness and decreased range of motion. ... When the cartilage – the slick, cushioning surface on the ends of ...

**Arthritis**  
Also called: joint inflammation

ABOUT SYMPTOMS TREATMENTS

Joint inflammation causes pain and stiffness

Inflammation of one or more joints, causing pain and stiffness that can worsen with age.

**Very common**  
More than 3 million US cases per year

- Treatment can help, but this condition can't be cured
- Requires a medical diagnosis
- Lab tests or imaging often required
- Chronic: can last for years or be lifelong

Different types of arthritis exist, each with different causes including wear and tear, infections, and underlying diseases.

Symptoms include pain, swelling, reduced range of motion, and stiffness.

Medications, physical therapy, or sometimes surgery helps reduce



# The Changing Search Results Page



User Experience



Monetization

## Today

The screenshot shows a Google search for 'Arthritis'. The top navigation bar includes links for All, News, Images, Shopping, Videos, More, Settings, and Tools. Below the search bar, it indicates 'About 116,000,000 results (0.90 seconds)'. The main content area features a snippet from the Mayo Clinic, stating that arthritis is inflammation of one or more joints, with symptoms like joint pain and stiffness. It lists the most common types as osteoarthritis and rheumatoid arthritis, dated Mar 7, 2018. Below this is a link to 'Arthritis - Symptoms and causes - Mayo Clinic' with the URL <https://www.mayoclinic.org/diseases-conditions/arthritis/symptoms.../syc-20350772>. To the right of the text is an illustration of a knee joint showing inflammation. Below the snippet is a 'People also ask' section with four questions: 'What are the early signs of arthritis?', 'What happens when you have arthritis?', 'What is the best treatment for arthritis?', and 'Where does arthritis usually start?'. Each question has a dropdown arrow. Below this is a link to 'Arthritis Foundation | Symptoms Treatments | Prevention Tips | Pain ...' with the URL <https://www.arthritis.org/>. The text describes the Arthritis Foundation as a leading nonprofit organization dedicated to the prevention, control and cure of arthritis in the United States. Below this is a link to 'What Is Arthritis? - Arthritis Foundation' with the URL <https://www.arthritis.org/about-arthritis/understanding-arthritis/what-is-arthritis.php>. The text explains that 'arthritis' is not a single disease but an informal way of referring to joint pain or joint disease, and lists common symptoms like swelling, pain, stiffness, and decreased range of motion. On the right side of the search results, there is a large blue card titled 'Arthritis' with the subtitle 'Also called: joint inflammation'. The card has tabs for 'ABOUT', 'SYMPTOMS', and 'TREATMENTS'. Below the tabs is an illustration of an elderly person walking with a cane. The text on the card states 'Joint inflammation causes pain and stiffness' and 'Inflammation of one or more joints, causing pain and stiffness that can worsen with age.' Below this, it says 'Very common' and 'More than 3 million US cases per year'. A list of facts follows: 'Treatment can help, but this condition can't be cured', 'Requires a medical diagnosis', 'Lab tests or imaging often required', and 'Chronic: can last for years or be lifelong'. At the bottom, it mentions 'Different types of arthritis exist, each with different causes including wear and tear, infections, and underlying diseases.' and 'Symptoms include pain, swelling, reduced range of motion, and stiffness. Medications, physical therapy, or sometimes surgery helps reduce'.





**62%** of mobile searches are  
no-click searches.

*Source: Rand Fishkin, SparkToro*



Mobile click-through rate on paid ads has increased by **125%**.

*Source: Rand Fishkin, SparkToro*



Why does this matter?





**77%** of patients search online prior to booking an appointment.

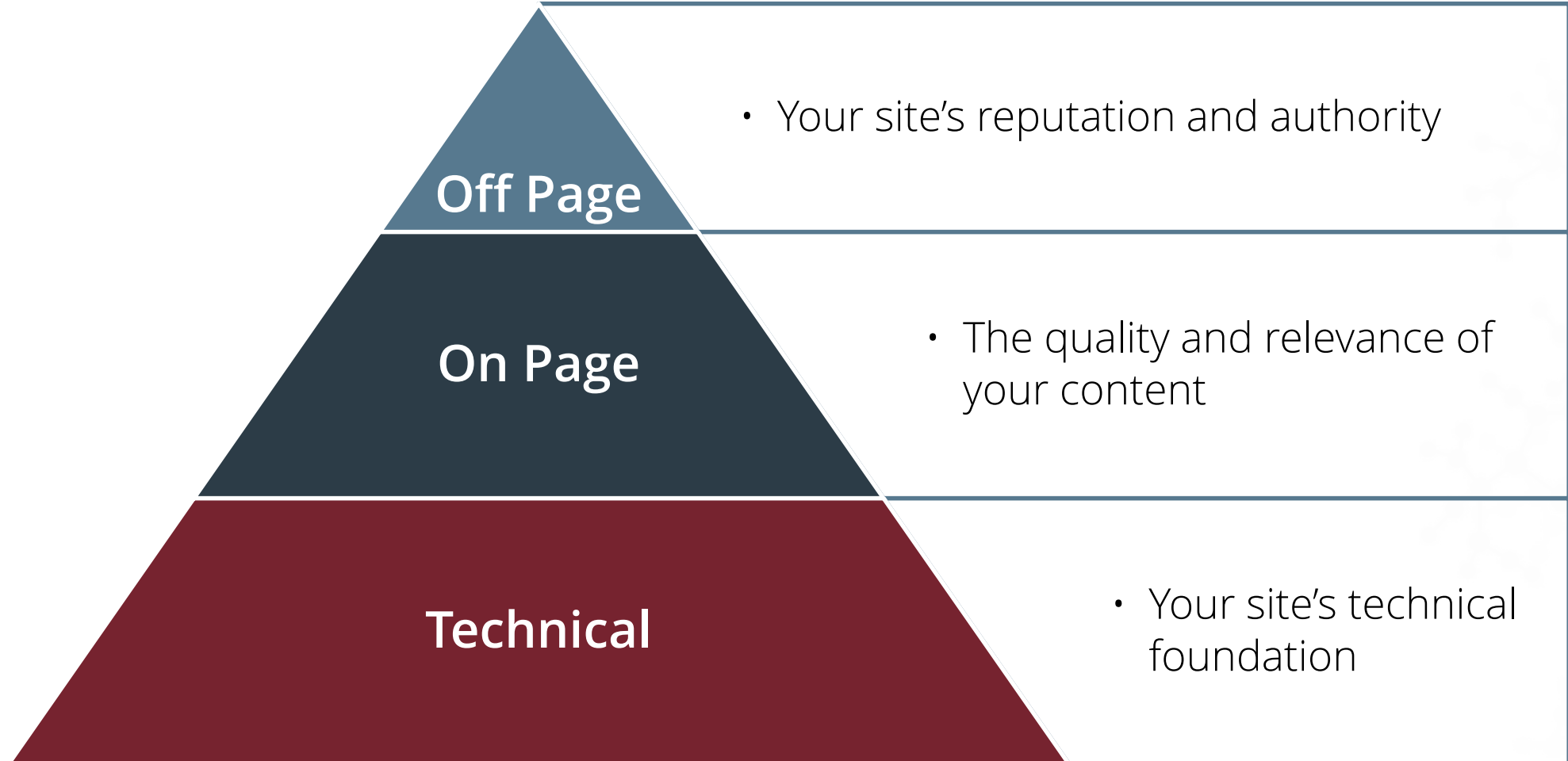
*Source: Google/Complete Hospital Study*





**62%** of website traffic to healthcare organizations comes from organic search.

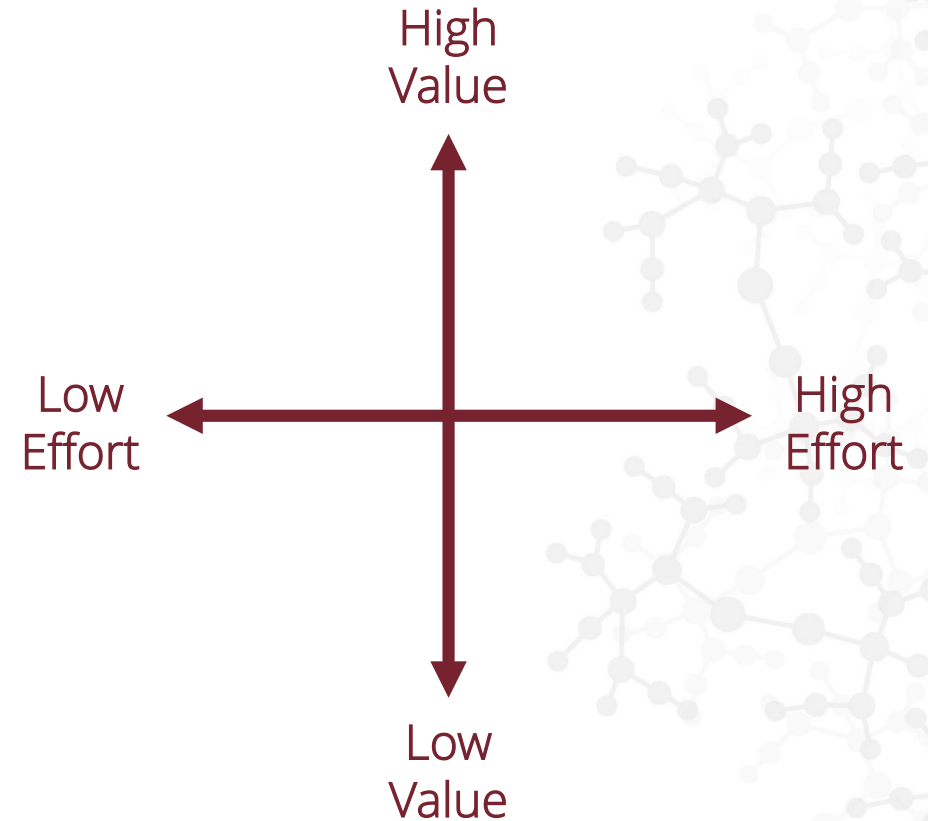
# Prioritize Your Efforts





# Where Should You Focus First?

- Understand your organizational goals
- Evaluate your site and your competition
- Consider your budget and team size
- Create a value vs. effort matrix
  - Prioritize low-hanging fruit and ROI
  - Consider the changing SERPs



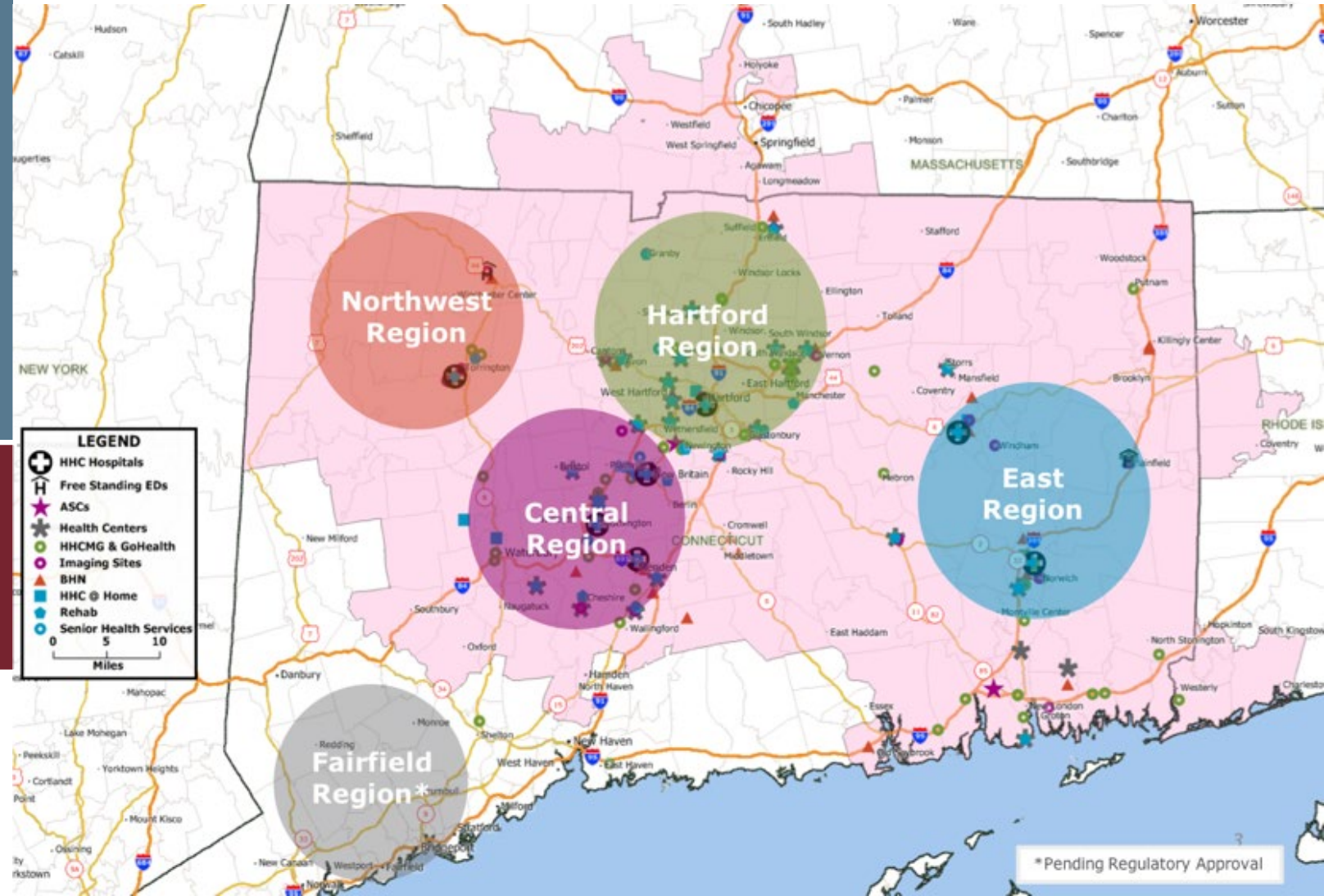




# Hartford HealthCare at a Glance

6 Hospitals  
11 Surgical and Diagnostic Centers  
33 Health Centers  
17 HHC/GoHealth Centers  
33 Imaging Locations  
89 Practice sites  
41 Physical Rehab Sites  
270 Total Locations  
126 Towns & Cities in Service Area

20,000+ Employees  
\$3.1B Operating Revenue  
A-Rated

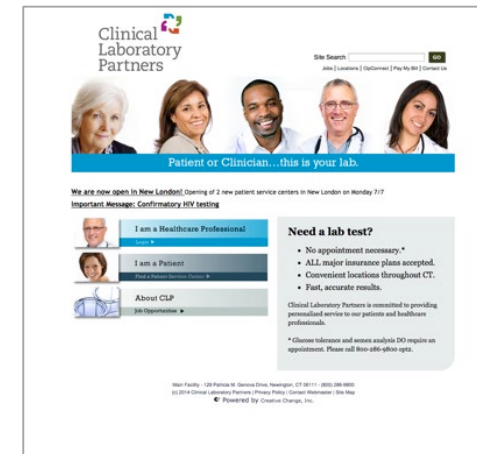
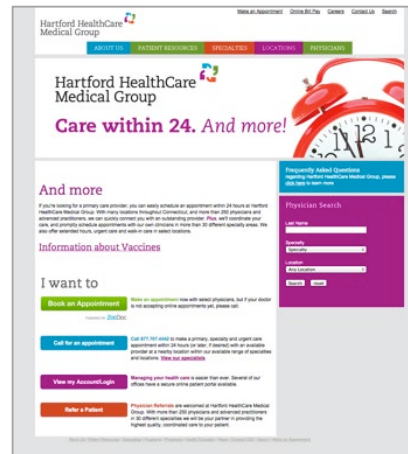
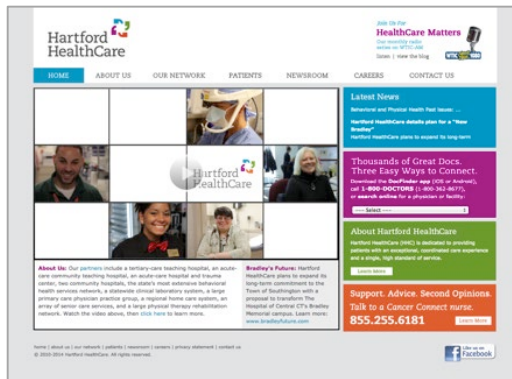
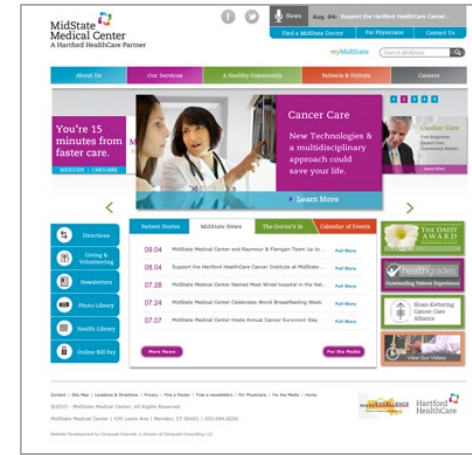
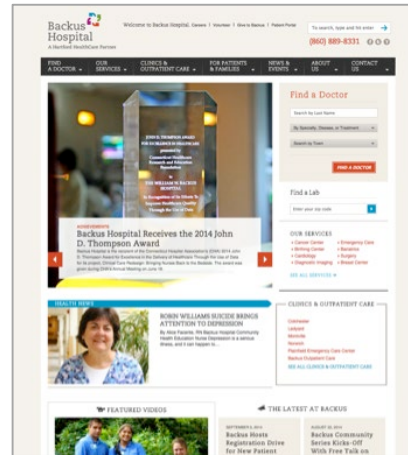
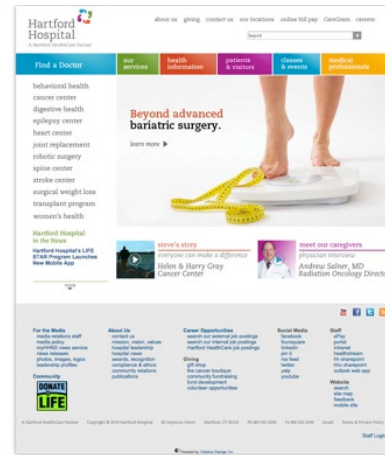




# Digital Journey 2015 - Now

# 29

## Internet Websites



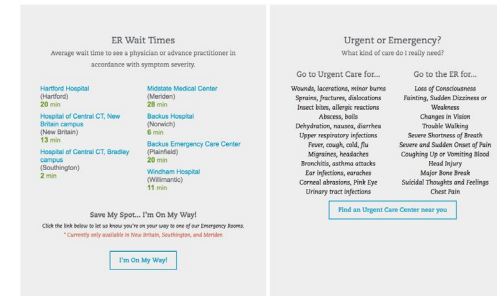
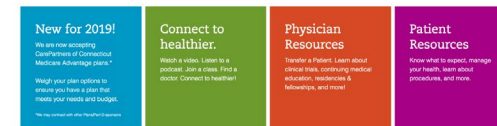
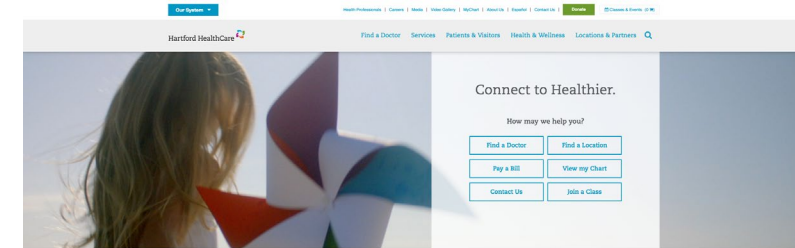
Multiple Vendors  
Inconsistent Navigation  
Hidden Pages  
Broken Links  
Not All Mobile Friendly





# Laying the Foundation

- Focus on efficiency and efficacy, with a single CMS and vendor
- Dynamic content feeds (service-based website)
- Redesign and branding
- Quick wins with paid search
- Organic SEO deprioritized



CarePartners of Connecticut Medicare Advantage Plans





# Complete SEO Site Audit

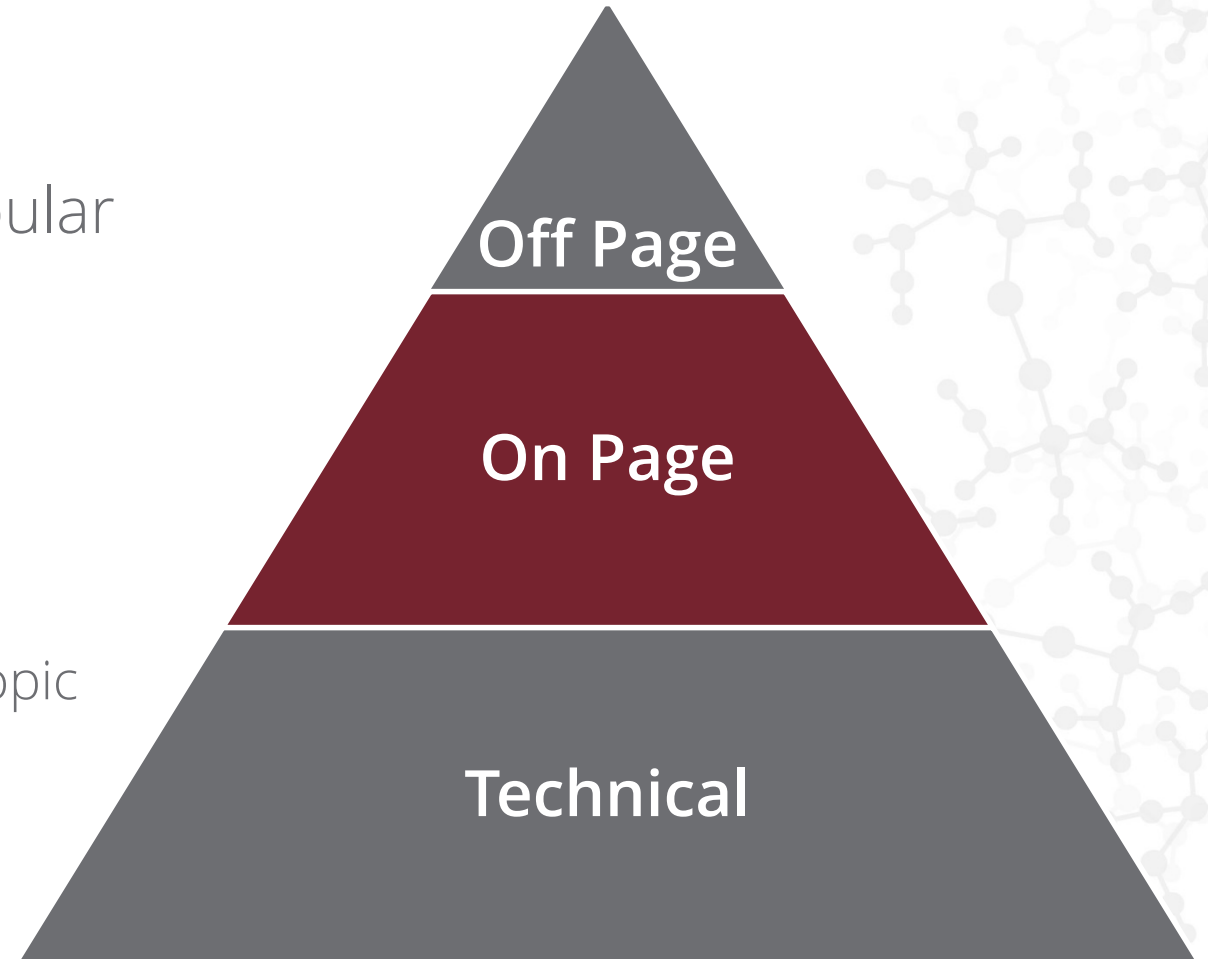
- Identified and prioritized both technical and on-page SEO efforts
- Gained quick wins by optimizing site's technical foundation
  - Crawling and Indexing, Redirects, Metadata
- Evaluated site with a focus on four key service lines

Hartford HealthCare's homepage saw a nearly double increase in organic traffic almost immediately following the foundational technical SEO work.



# Optimizing on-page content for SEO

- Focused on priority service lines
- Used keyword research to identify popular search terms
- Built robust, search-optimized content
  - Keyword-to-content map to identify gaps
  - Answered questions users ask about the topic in search
- Improved internal linking strategies

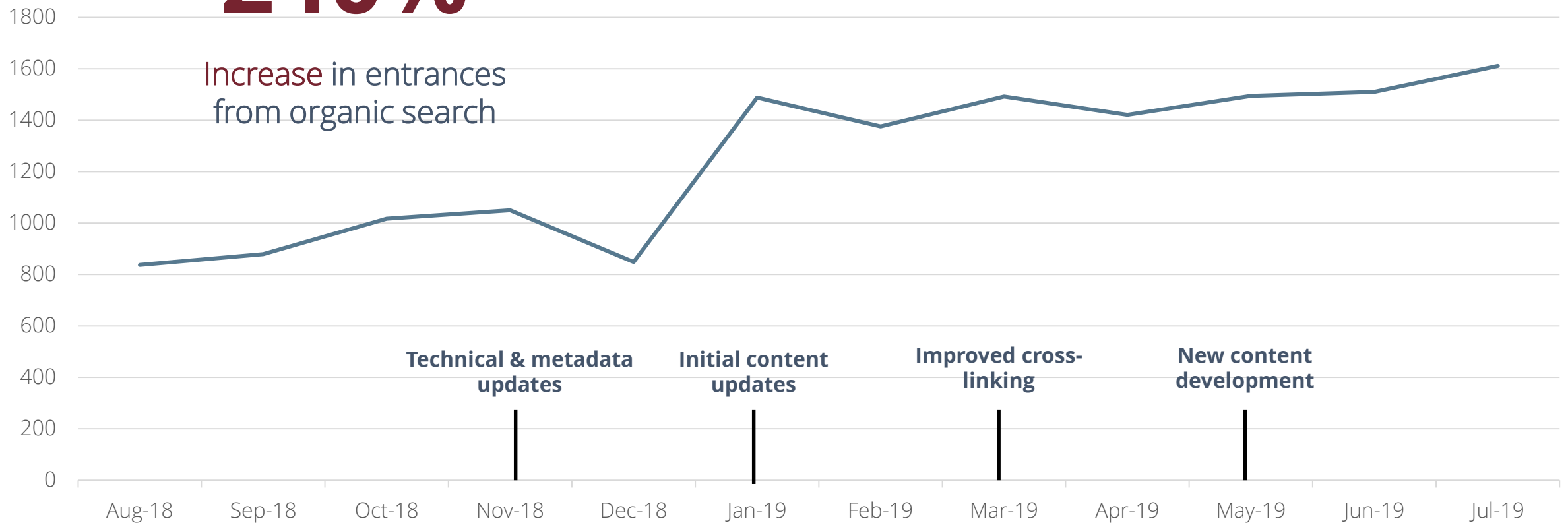


# Optimizing content for SEO

Heart & Vascular Institute  
Organic Search Traffic

**240%**

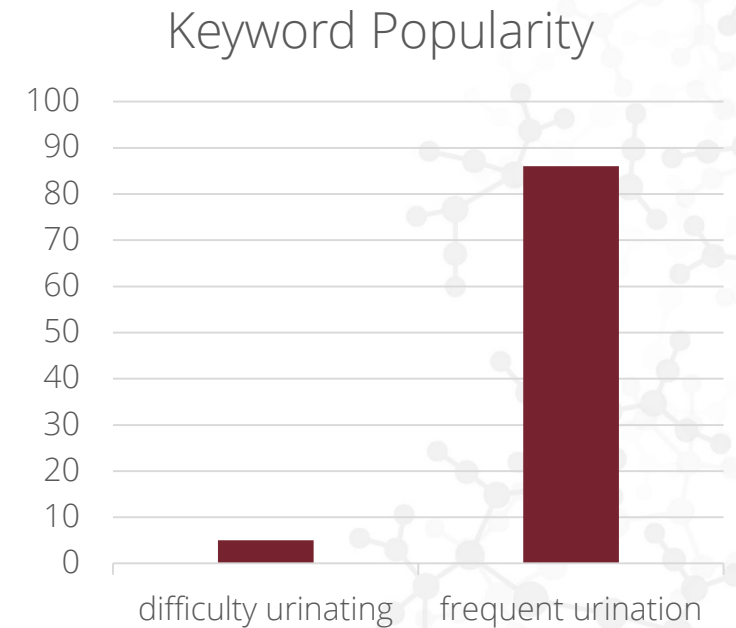
Increase in entrances  
from organic search





# Research before decisions

- Provider requests
  - “urinary difficulties” vs “frequent urination”
- PDF requests
  - Patient education materials
- Site migrations
  - Ensure SEO is preserved through migration

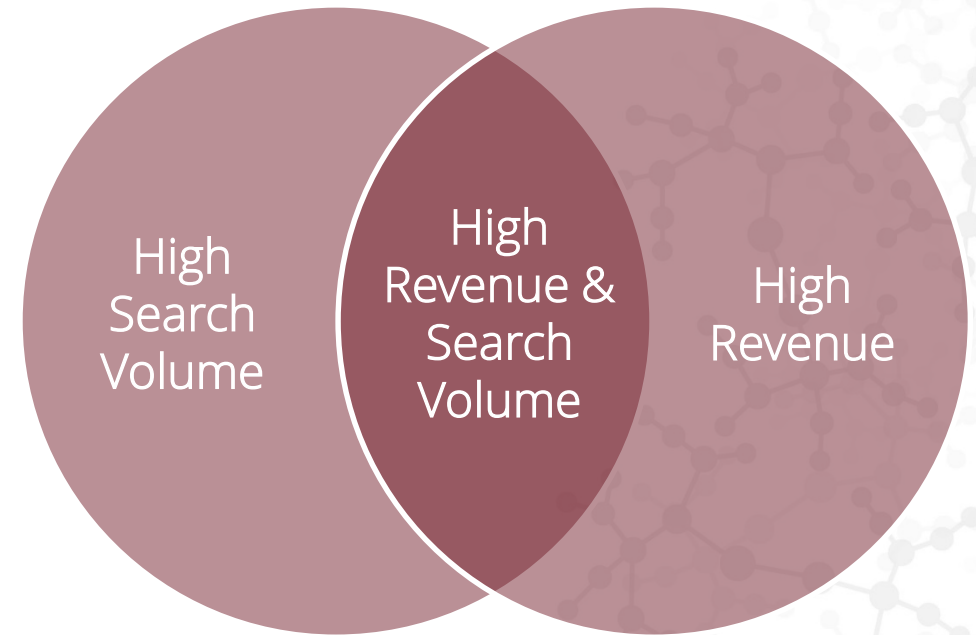






# Leveraging search

- Using SEO and SEM for business decisions
  - Upcoming program evaluated based on consumer search, capacity and revenue
- Determine marketing efforts based on research
  - Search data
  - Patient volume
  - Revenue
- Structure site and promote services based on research
- Identify and create conversion opportunities
  - Phone call, form, patient education classes





# Tracking marketing efforts

- Consolidated multiple Google Analytics accounts
  - Created “roll-up” account to track behavior across all domains
- Leveraged Google Tag Manager for tracking
  - Button clicks
  - Phone number clicks
  - Class and event registrations
  - Conversion funnels



## Results

# 41%

year-over-year increase in  
organic traffic to  
HartfordHealthCare.org

# 10%

increase in phone number  
clicks on physician profiles  
from organic traffic since  
launching phone numbers in  
January

# 165%

year-over-year increase in  
organic traffic to the Heart &  
Vascular Institute





# Tips

- Go for quick wins and technical errors, while developing long term plans for your strategic institutes/main service lines
- Develop a comprehensive search strategy. SEO is only one of three major pillars.
  - SEM
  - SEO
  - 3<sup>rd</sup> Party Listings and Reviews (*Google My Business etc.*)
- Bake SEO research into new program development



# MidMichigan Health





# Our market

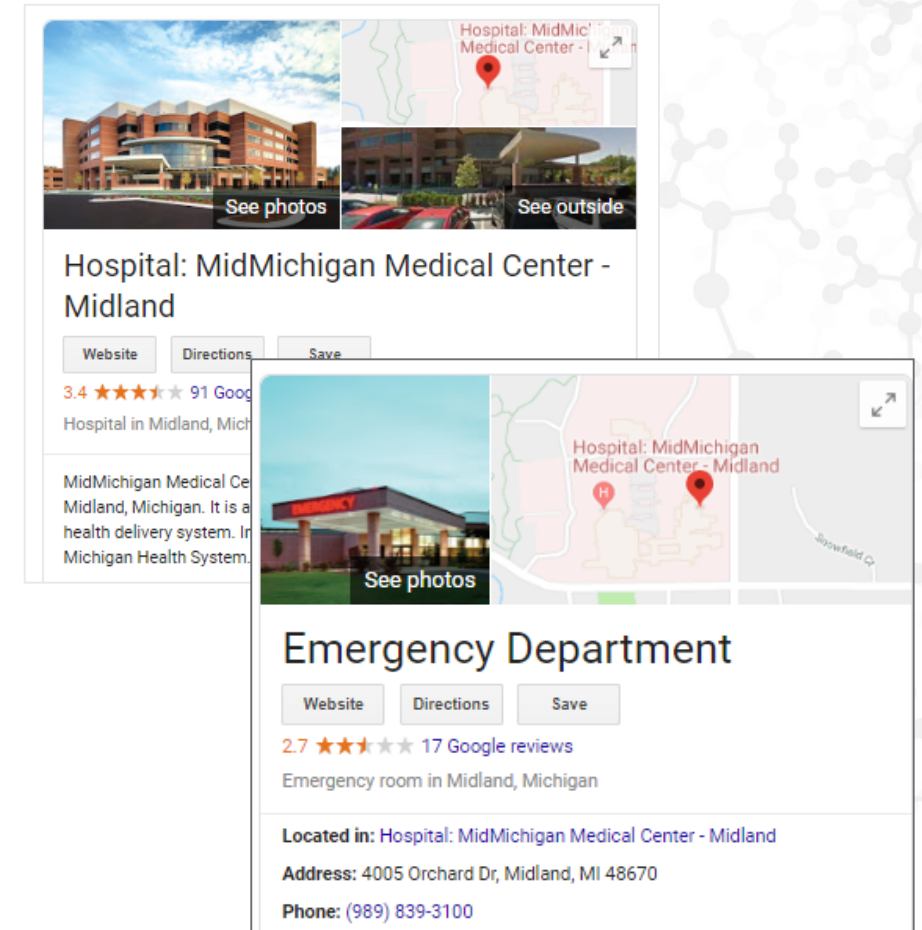
- Large geographic area
  - 23-county region
  - Rural market
- MidMichigan's system has
  - 7 medical centers
  - Over 7,400 employees
  - Over 1,000 associated physicians and advance practice providers
  - 721 licensed beds and 617 operated beds





# Our challenges

- Stamp out misinformation
  - Google was controlling our story
  - Aggregators, screen-scraped data
  - If there was a wrong phone number, we felt it
  - Outrank other review sites
- Increase relevant traffic to our website
  - Connect consumers to doctors and services
- Improve user experience/wayfinding
  - Get them to the right location, on time







# In-house vs. outsource

- Limited resources in-house
  - Time-consuming
  - Need to keep on top of constant changes
- Working as a partnership
  - We contribute expertise about our facilities
  - Partner knows Google/Bing, keeps on top of changes
  - Can advocate for several health clients





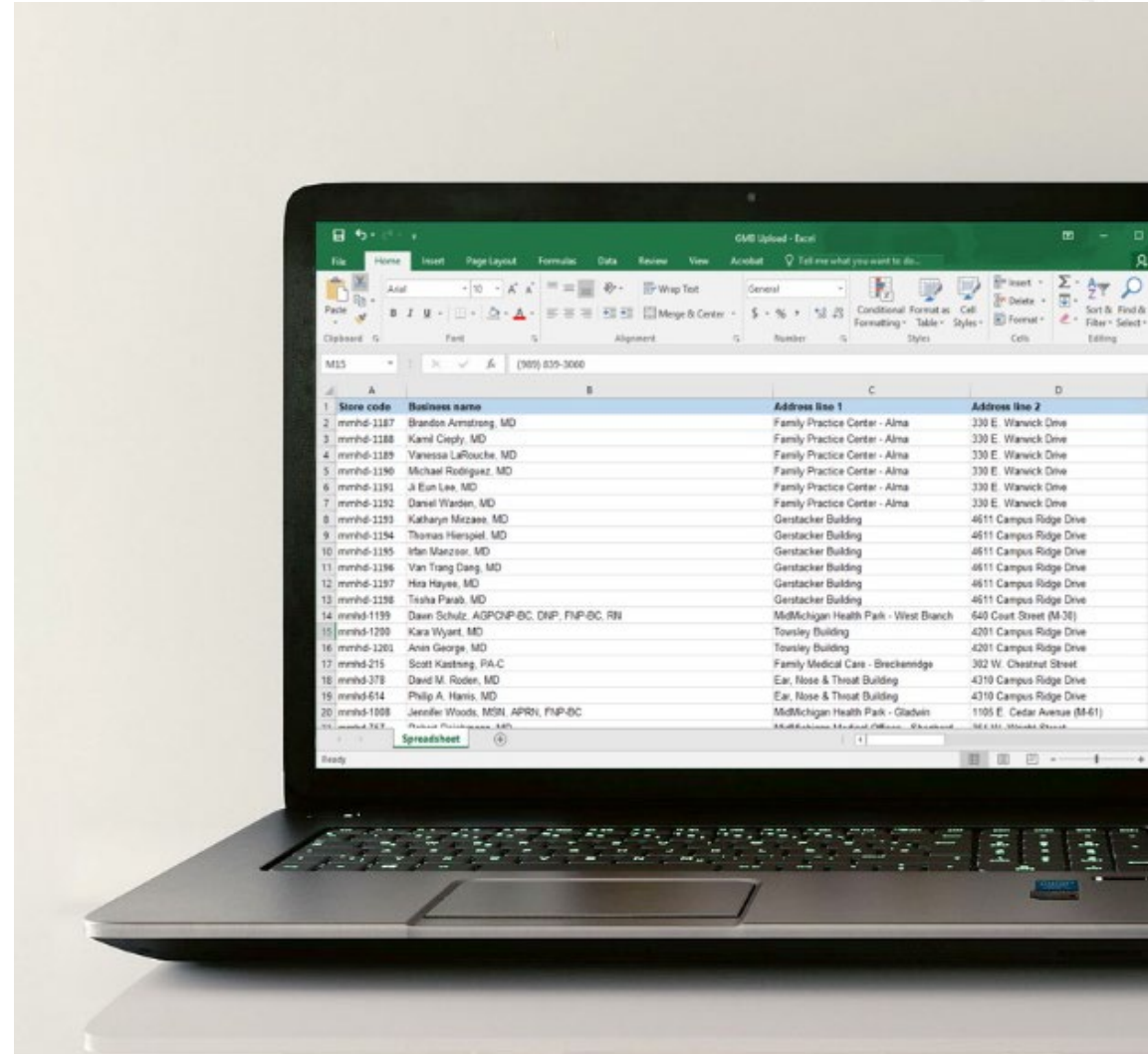
# Working with Google

- Wayfinding for healthcare is not like restaurants or retail.
- Work with Google to
  - Provide descriptive wayfinding for patients
    - Help them identify building names
  - Accurately represent locations as they are
    - Nested listings (“Located In” and “Departments”)



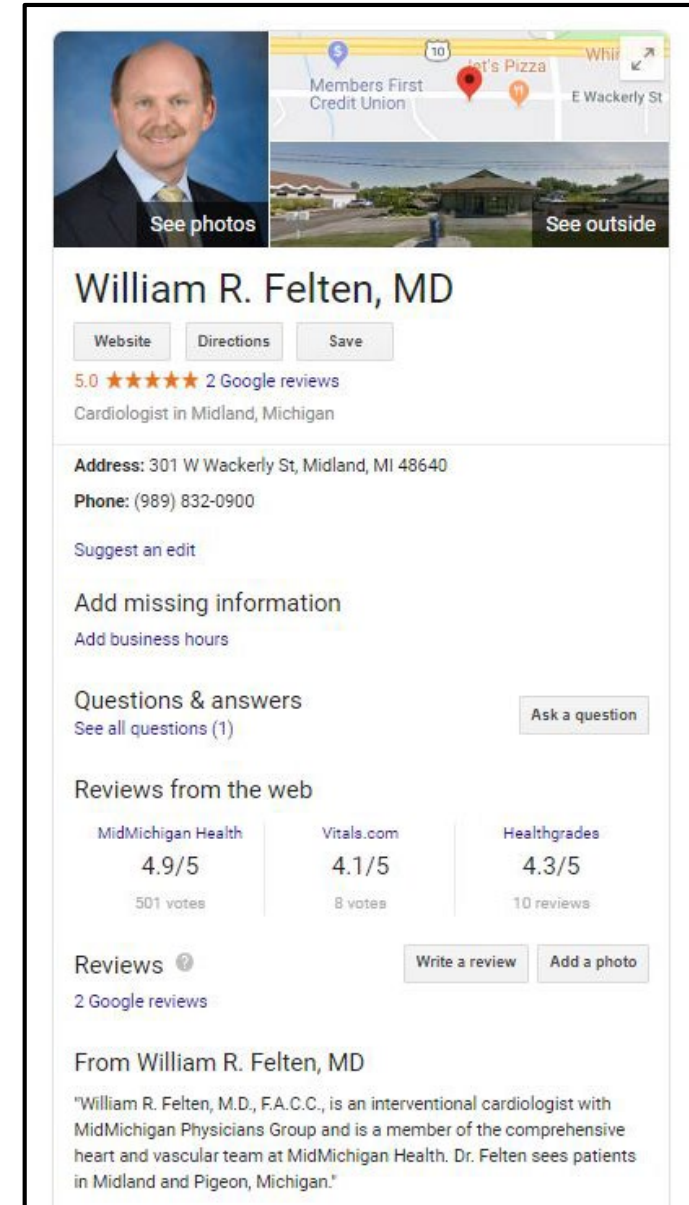
# The process

- Routinely submit data to Google and Bing
- Match 900+ listings to our source of truth – our website
- Repeat – monthly maintenance



# Enhancing listings

- Update images, descriptions, etc.
  - Work with Google to remove irrelevant user photos
- UTM parameters for tracking
- Regularly remove duplicate listings
  - Transfer reviews to claimed listings
- Take advantage of new features
  - Provider videos







# Investments on-site as well

- Website investments
  - Find a doctor directory and location directory with Schema.org
  - Energy into page titles and page descriptions
  - Location naming conventions
  - Ratings & reviews

The screenshot displays the MidMichigan Health website. The header includes the MidMichigan Health logo, navigation links (Careers, Education, About, Quality & Safety), a search bar, and a 'MyMidMichigan' login section. A secondary navigation bar highlights 'LOCATIONS & PHONE'. The main content area shows the breadcrumb 'Home > Locations & Phone > Profile' and a title 'Rehabilitation Services at MidMichigan Health Park - Harrison'. It features a photo of the building, a map, and contact information: 815 N. Clare Avenue, Suite A, Harrison, MI 48625. Hours of operation are Monday - Friday, 7 a.m. - 5:30 p.m. Physical therapy services listed include Cancer Rehabilitation, Lymphedema, Manual Therapy, Orthopedics, Sports Medicine, and Vestibular/Balance Dysfunctions.



# Find a Doctor Ratings & Reviews

[New Search](#)



**William R. Felten, M.D.**

★★★★★

4.92 out of 5 (497 Ratings, 134 Comments)

[See Patient Reviews](#)

- Cardiology
- Interventional Cardiology

Provider Type: Physician

Welcoming new patients. Please see Participating Insurances for c

**MyMidMichigan**

**Recommend** 4 people recommend this. Be the first of your friends.

[Address, Phone & Map](#) [Profile](#) [Biography](#) [Patient Reviews](#)

## Reviews

Overall Provider Rating

★★★★★

4.89 out of 5

Provider Explains in a Wa

★★★★★

4.93 out of 5

Provider Listens Carefully

★★★★★

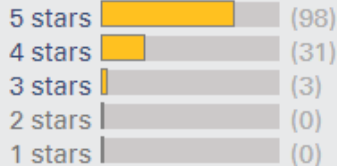
4.95 out of 5

Provider Shows Respect

★★★★★

4.95 out of 5

## Filter Reviews By:



★★★★★

Jun 28, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
outstanding physician

★★★★★

Jun 27, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
All staff goes above and beyond to meet the needs of the patient.

★★★★★

Jun 27, 2019

**What could have been done to improve your experience?**

verified MidMichigan Health patient  
Staff nurse for Dr. Felten and Laura when she was there definitely has an attitude problem. or practitioner.

★★★★★

Jun 10, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
Dr. Felton was very punctual. He shows his patients so much respect.

★★★★★

Jun 6, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
Everyone was so helpful & kind, I felt that all were concerned about my health.

★★★★★

Jun 5, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
I feel that I am receiving the best cardiology care possible with Dr. Felten

★★★★★

May 8, 2019

**Was there anything that you feel was outstanding?**

verified MidMichigan Health patient  
Follow-up recommendations based on successful outcomes

### Dr. William Felten, M.D. |Cardiology |Interventional Cardiology ...

<https://www.midmichigan.org/doctors/find-a-doctor-basic-profile/felten-william/>

★★★★★ Rating: 4.9 - 501 votes

301 W. Wackerly Street. **Midland**, Michigan 48640. aLocate on Map. Scheurer Medical Center. 170 N. Caseville Road. Pigeon, Michigan 48755. bLocate on Map.

### Dr. William R Felten MD Reviews | Midland, MI | Vitals.com

[https://www.vitals.com/doctors/Dr\\_William\\_Felten.html](https://www.vitals.com/doctors/Dr_William_Felten.html)

★★★★★ Rating: 4.1 - 8 votes

Dr. William R Felten, MD is a Doctor primarily located in **Midland**, MI, with another office in **Midland**, MI. He has 32 years of experience. His specialties include ...

### Dr. William Felten, MD - Reviews - Midland, MI - Healthgrades

<https://www.healthgrades.com> › Find Cardiologists › MI › Midland Cardiologists

★★★★★ Rating: 4.3 - 10 reviews

Dr. William Felten, MD is a cardiology specialist in **Midland**, MI. He graduated from University Of Wisconsin Medical School and specializes in cardiology and ...

### Dr. William Felten, Cardiologist in Pigeon, MI | US News Doctors

<https://health.usnews.com> › Health › Doctors

Find Dr. Felten's phone number, address, hospital affiliations and more. ... More Cardiologists Like Dr. Felten .... MidMichigan Medical Center-Midland. **Midland** ...

### Dr. William Felten, Cardiologist in Midland - Amwell

<https://amwell.com> › Finder › Midland › Cardiologist

Dr. William Felten: one of 7 Cardiologists in **Midland**, Michigan.

### William Felten, MidMichigan Physicians Group - Cardiovascular ...

<https://doctor.webmd.com> › Cardiovascular Disease › Michigan › Clare

★★★★★ Rating: 4.2 - 8 votes

Dr. Felten is affiliated with MidMichigan Medical Center Clare, MidMichigan Medical Center Gladwin and MidMichigan Medical Center **Midland**.

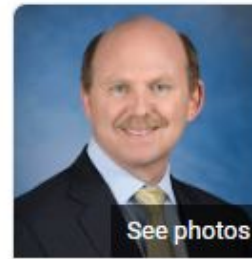
### Appointments and Hours of Operation for Dr. William Felten, Clare, MI

<https://doctor.webmd.com> › ... › Michigan › Clare › Dr. William Roy Felten, MD

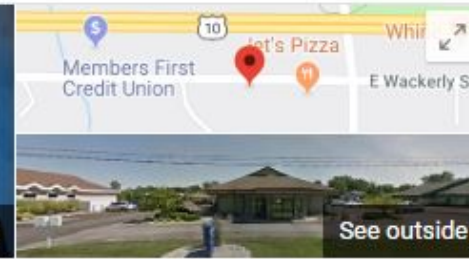
★★★★★ Rating: 4.2 - 8 votes

Get appointment information and hours of operation for William Felten, practicing ... **Midland**, MI 48640. Get Directions ... Other Physicians in Dr. Felten's Practice.

### Dr. William Felten, Interventional Cardiology - Midland, MI | Sharecare



See photos



## William R. Felten, MD

Website

Directions

Save

5.0 ★★★★★ 2 Google reviews

Cardiologist in Midland, Michigan

**Address:** 301 W Wackerly St, Midland, MI 48640

**Phone:** (989) 832-0900

Suggest an edit

Add missing information

Add business hours

Questions & answers

See all questions (1)

Ask a question

Reviews from the web

MidMichigan Health

4.9/5

501 votes

Vitals.com

4.1/5

8 votes

Healthgrades

4.3/5

10 reviews

Reviews ?

2 Google reviews

Write a review

Add a photo

From William R. Felten, MD

"William R. Felten, M.D., F.A.C.C., is an interventional cardiologist with MidMichigan Physicians Group and is a member of the comprehensive heart and vascular team at MidMichigan Health. Dr. Felten sees patients in Midland and Pigeon, Michigan."







## Results

**24%**

increase in traffic from Google  
local listings

**14%**

increase in conversions (clicks  
on phone numbers)

**12%**

increase to physicians from  
local listings and organic  
search traffic

**Clinically-focused searchers are  
outnumbering job seekers and other  
audiences as top visitors.**

# Tips

- You must do it
- You don't have to do it alone
- It's not one and done





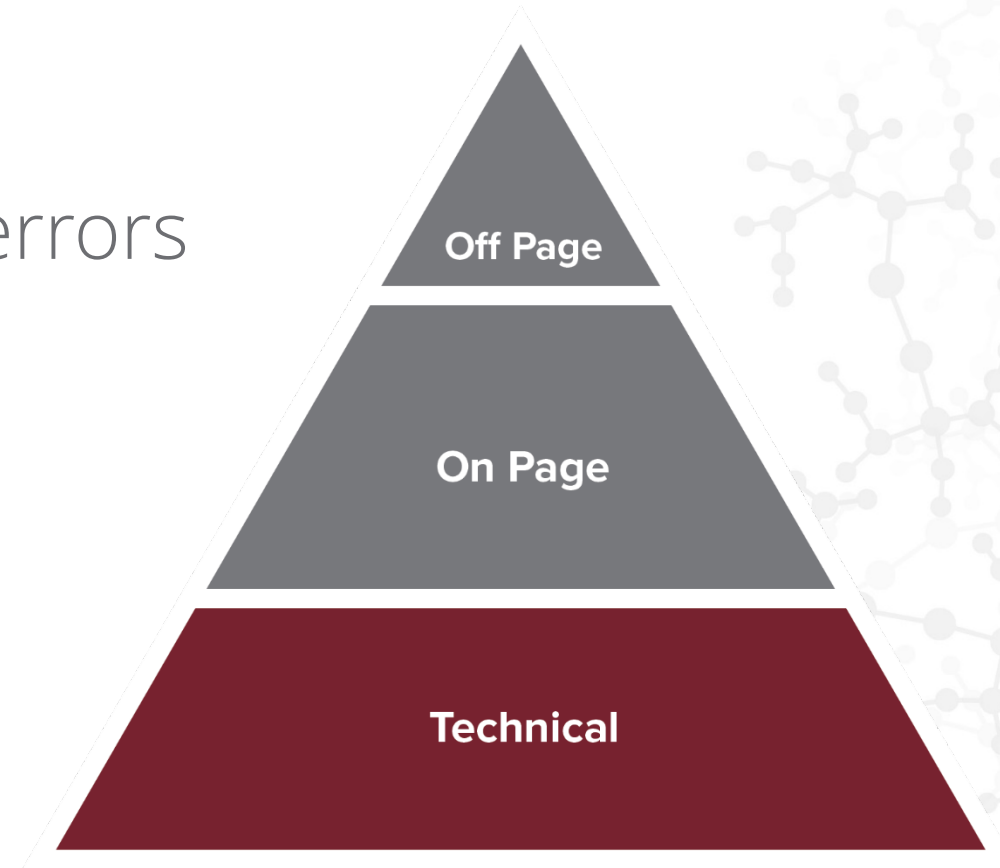
## Three Key Take-Aways

1. Create a strong technical foundation
2. Optimize your on-page content
3. Build your off-site presence



# Create a strong technical foundation

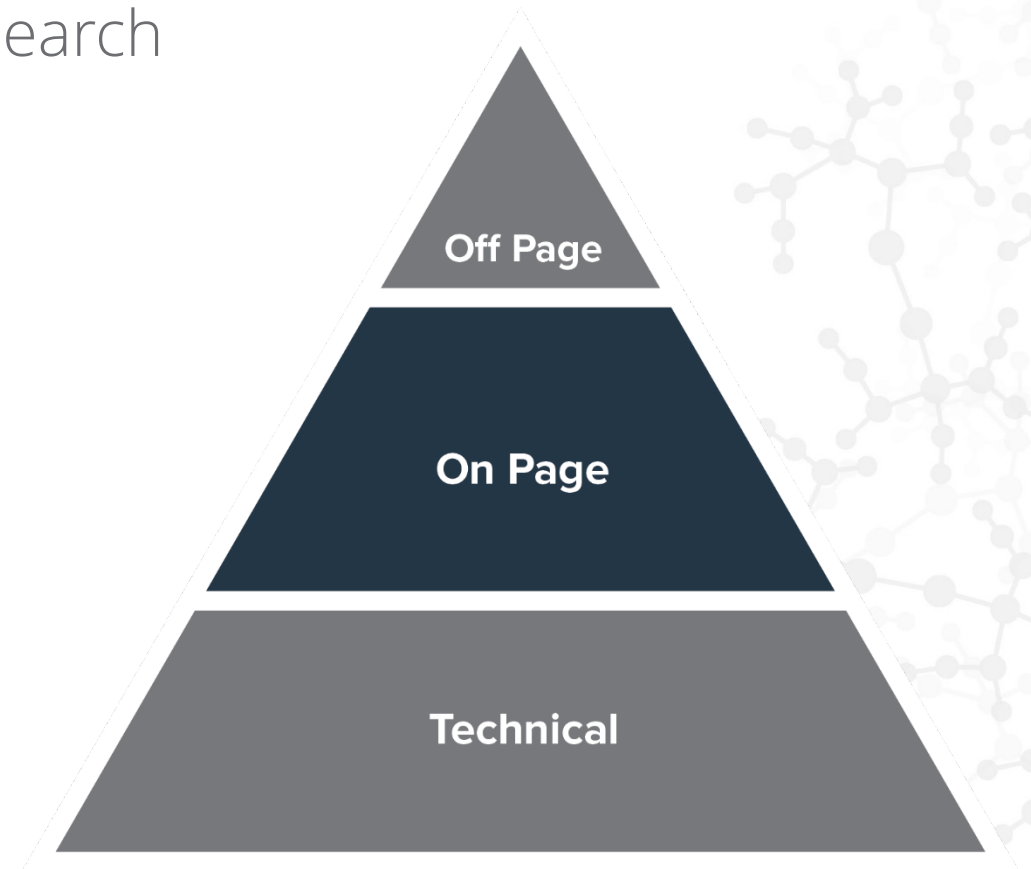
1. Crawl your site to identify issues
2. Prioritize indexing and crawling errors
  - Meta noindex, nofollow, etc.
3. Create an SEO governance plan
  - Identify touchpoints
  - Establish workflow and guidelines





# Optimize your on-page content

1. Understand words and phrases people search
2. Prioritize keywords
  - Consider volume, user intent, and competition
  - Evaluate potential ROI
3. Build targeted content
  - Write valuable, keyword-targeted content
  - Create measurable conversion opportunities







# Build your off-site presence

1. Claim and manage your business listings
  - Identify and correct data inaccuracies
  - Build out robust listings
  - Routinely eliminate duplicate listings
2. Build your reputation
  - Identify opportunities to build links
  - Maintain an active digital presence (social media, reviews, etc)

