

# SEO for Healthcare

Reaching Healthcare Consumers Through Search

GEONETRIC®



# About Geonetric

- Helps healthcare brands thrive through effective marketing and distinctive websites
- Healthcare-specific CMS, hosting, marketing strategy, and creative services

# Today's Presenter



Joanna Basile  
Senior Digital Marketing Strategist

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# SEO for Healthcare

Reaching Healthcare Consumers Through Search

GEONETRIC®

# Target your health consumers through search

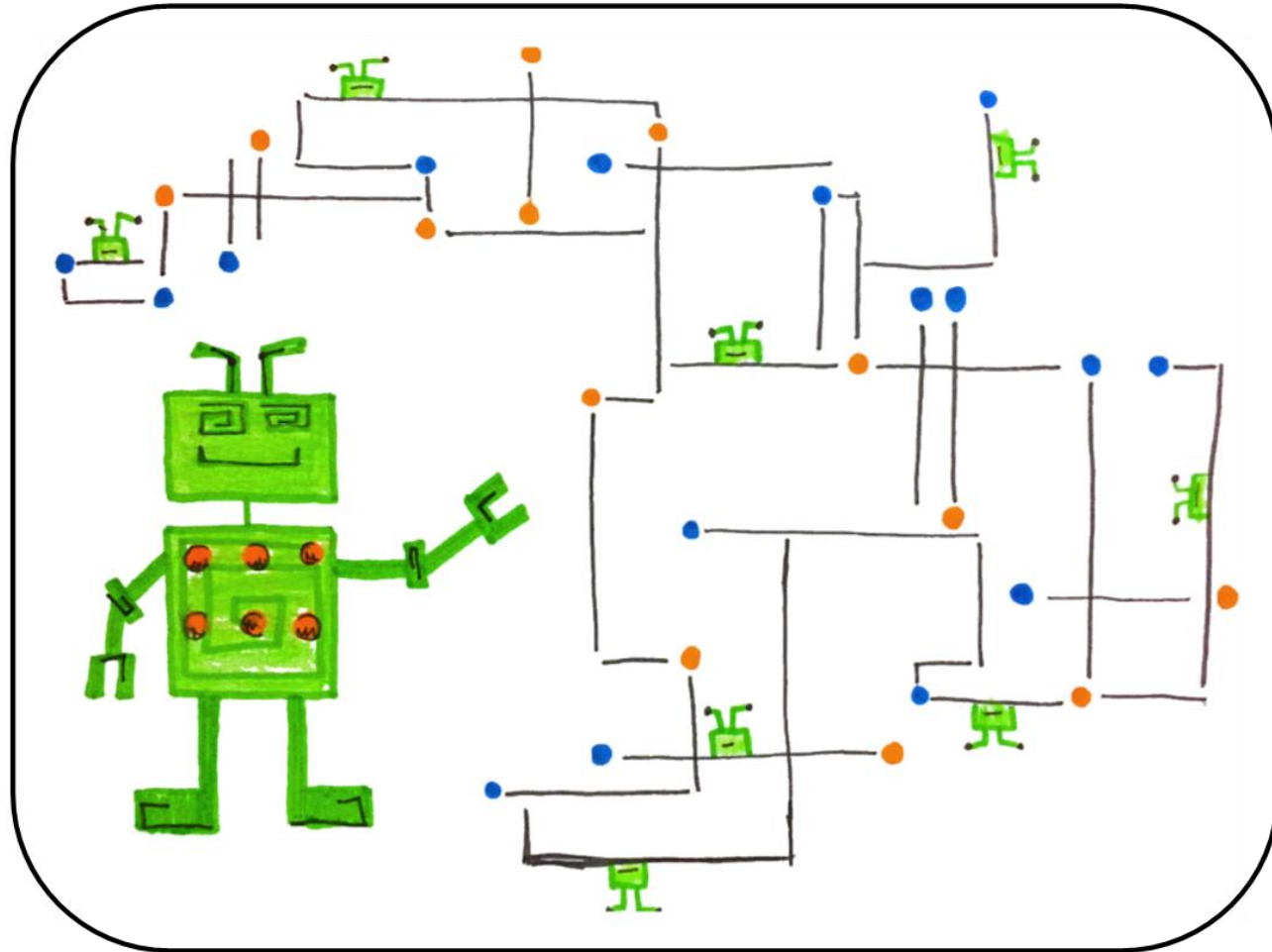


1. Choose the right CMS.
2. Make your site secure.
3. Get to know your users.
4. Target your content appropriately.
5. Provide a good UX.
6. Optimize for voice search.
7. Implement schema across your site.
8. Curate your business listings.
9. Pay for the right traffic at the right time.
10. Market your organization holistically.

Choose the right CMS



# Auto-generated sitemap



ART CREDIT: STICKSBYNYX

## Tweet It

*For SEO success, no website should be without a sitemap.*

# Easy-to-add page headers

- Only one H1 per page
- Properly nested sub-heads
- Phrases optimized for SEO

## H1 → LUNG CANCER

There are two primary types of lung cancer. The most common type, called non-small cell lung cancer, accounts for almost 90 percent of lung cancers. Non-small cell lung cancers are further divided into several classifications, depending on which cells they develop in, each with a different treatment and prognosis. The other primary lung cancer, called small cell lung cancer, begins in the bronchi and usually spreads quickly to other parts of the body. Aside from skin cancer, lung cancer is the second most common cancer affecting both men and women. It usually affects people over 65 and is slightly more likely to affect men than women.

### LUNG CANCER

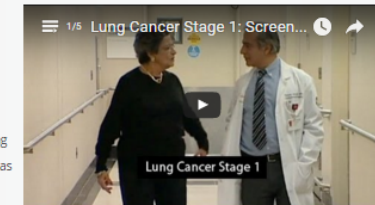
Mediastinal Tumors

Pleural Tumors

At NewYork-Presbyterian, patients with lung cancer are cared for by a multi-disciplinary team of physicians and researchers dedicated to improving the prospects for all patients with this disease. They meet regularly to discuss research, review patients' cases, and plan courses of treatment. Additionally, we have a robust clinical research program aimed at developing novel treatments for lung cancer, and we offer a wide range of clinical trials to patients with lung cancer.

## H2 → Risk Factors

Smoking is the biggest single risk factor for lung cancer in general, although it is not uncommon for non-smokers to develop small cell lung cancer. Exposure to radon gas or asbestos, and to certain workplace ores or chemicals including uranium, arsenic, and diesel exhaust are also known to increase the risk of contracting the disease. Having a family history of lung cancer can be a contributing factor, as can previous radiation therapy to the chest. Air pollution is also believed to contribute to risk for lung cancer.



## H2 → Symptoms

In its early stages lung cancer may not cause any symptoms. As the disease advances, however, the following symptoms may develop: a persistent or worsening cough; trouble breathing or shortness of breath; constant chest pain; bloody cough; a hoarse voice; frequent lung infections, such as pneumonia; fatigue; and unexplained weight loss. Conditions other than lung cancer can also cause these symptoms, and patients with any symptoms should see a doctor to determine the cause.

## H2 → Treatment

Our doctors determine the best treatment approach for each patient with lung cancer by taking into account the type and stage of the disease, its location - particularly its proximity to vital structures such as the heart or the aorta - and the patient's age and physical health. Treatment may include surgery, radiation, chemotherapy, immunotherapy, targeted therapies, or a combination.

## H3 → Surgery

Treatment for early-stage, non-small cell lung cancer often involves surgery, during which surgeons remove the tumor and a



# Image alt tags



## Tweet It

*Adding alt text to your images helps screen readers and search engines understand the visual content on a page.*

# Usage of lightweight code

# 40%

of people abandon a website that takes longer than three seconds to load

*KISSmetrics*



# Friendly—and customizable—URLS

## Perfect!

<https://www.mysite.com/medical-services/womens-health/>



## Not so much

<https://www.mysite.com/body.cfm?id=521>



## Ability to set canonical URLs

Selecting a single, canonical URL for the pages on which duplicate content occurs can prevent search penalization.



# Customizable metadata



## Tweet It

*HTML page titles are one of the first things Google looks at when ranking search results.*

# Allowance of schema placement

- Helps search engines better understand your content and its context
- Can help your site rank better in search
  - Regular organic links
  - Search enhancements

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Physician",
  "name": "James Davis, DO",
  "medicalSpecialty": [
    {
      "@type": "MedicalSpecialty",
      "name": "Osteopathic Medicine"
    },
    {
      "@type": "MedicalSpecialty",
      "name": "Family Medicine"
    }
  ],
  "sameAs": "https://npiregistry.cms.hhs.gov/registry/provider-view/1497713515",
  "image": "http://www.mywheaton.org/app/files/public/img-doctors-Davis_James_web.jpg",
  "location": [
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      "addressRegion": "WI",
      "postalCode": "53089",
      "streetAddress": "N64 W24086 Main Street",
      "telephone": "262-785-7720"
    }
  ],
  "employee": {
    "@type": "Person",
    "givenName": "James",
    "additionalName": "",
    "familyName": "Davis",
    "honorificSuffix": "DO",
    "gender": "Male"
  },
  "hospitalAffiliation": [
    {
      "@type": "Hospital",
      "name": "Elmbrook Memorial"
    }
  ]
},
]
```





# Optimize at the foundational level

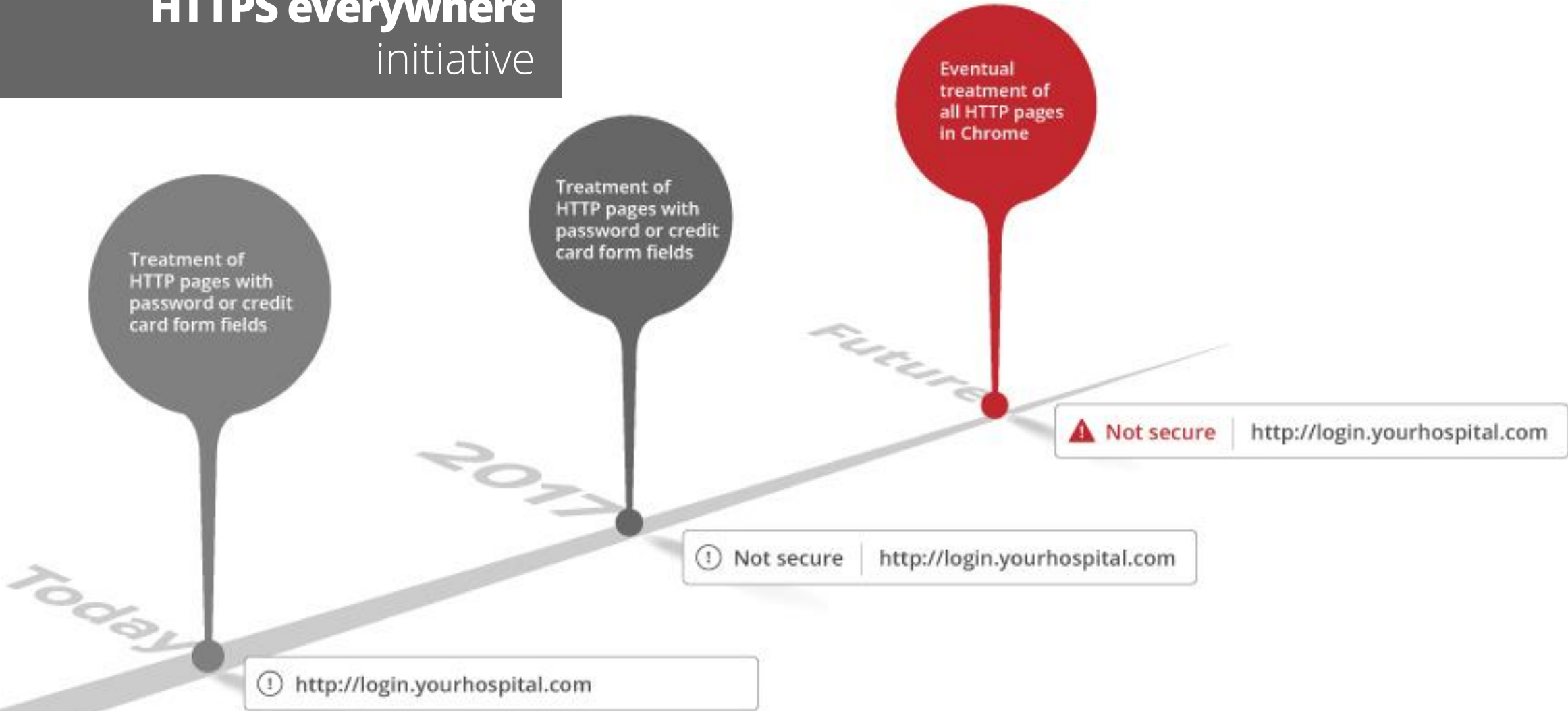
1. Auto-generated sitemap
2. Easy-to-add page headers
3. Image alt tags
4. Usage of lightweight code
5. Friendly—and customizable—URLs
6. Ability to set canonical URLs
7. Customizable metadata
8. Allowance of schema placement

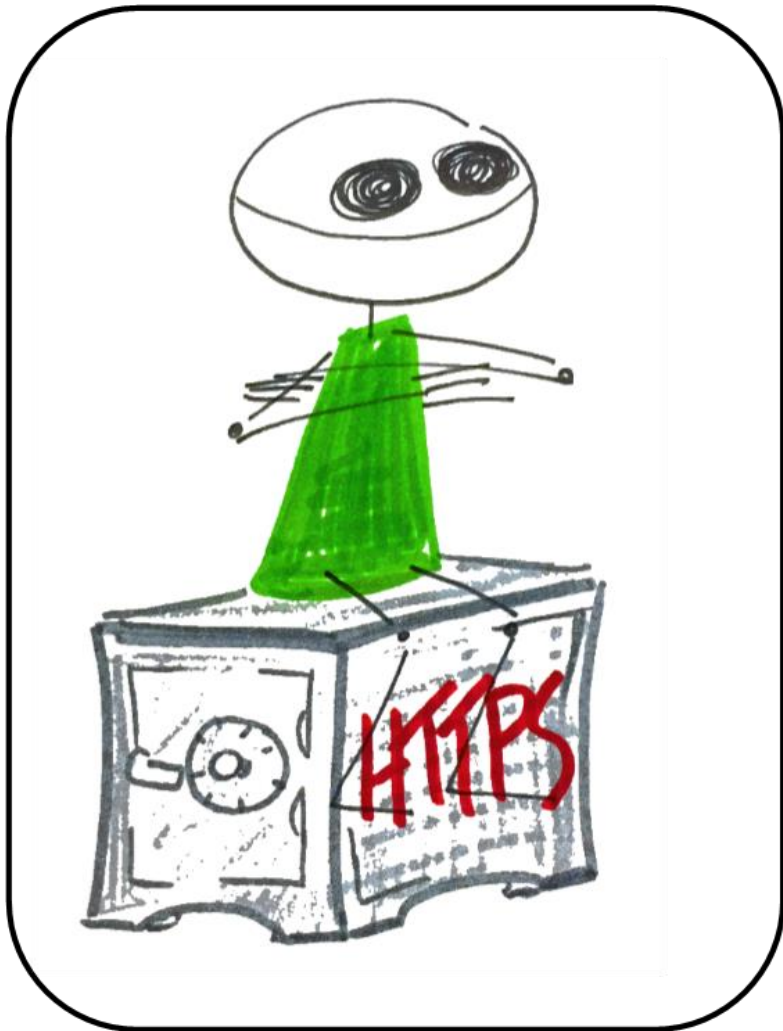
Make your site secure





# HTTPS everywhere initiative





ART CREDIT: STICKSBYNYX

## Tweet It

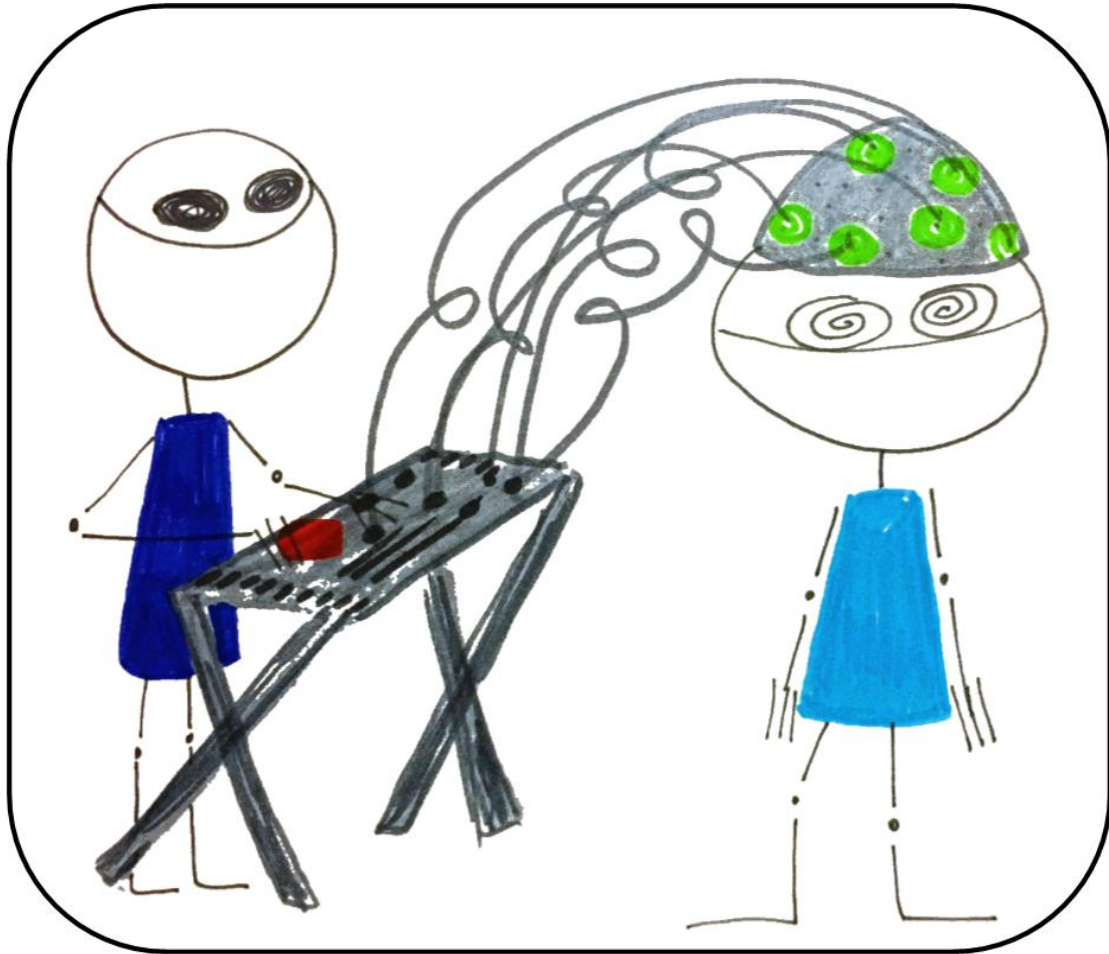
*Switching to an HTTPS site will make your users feel more secure and give you a small SEO boost.*

Get to know your users



**Dig into the data**  
to learn about your users



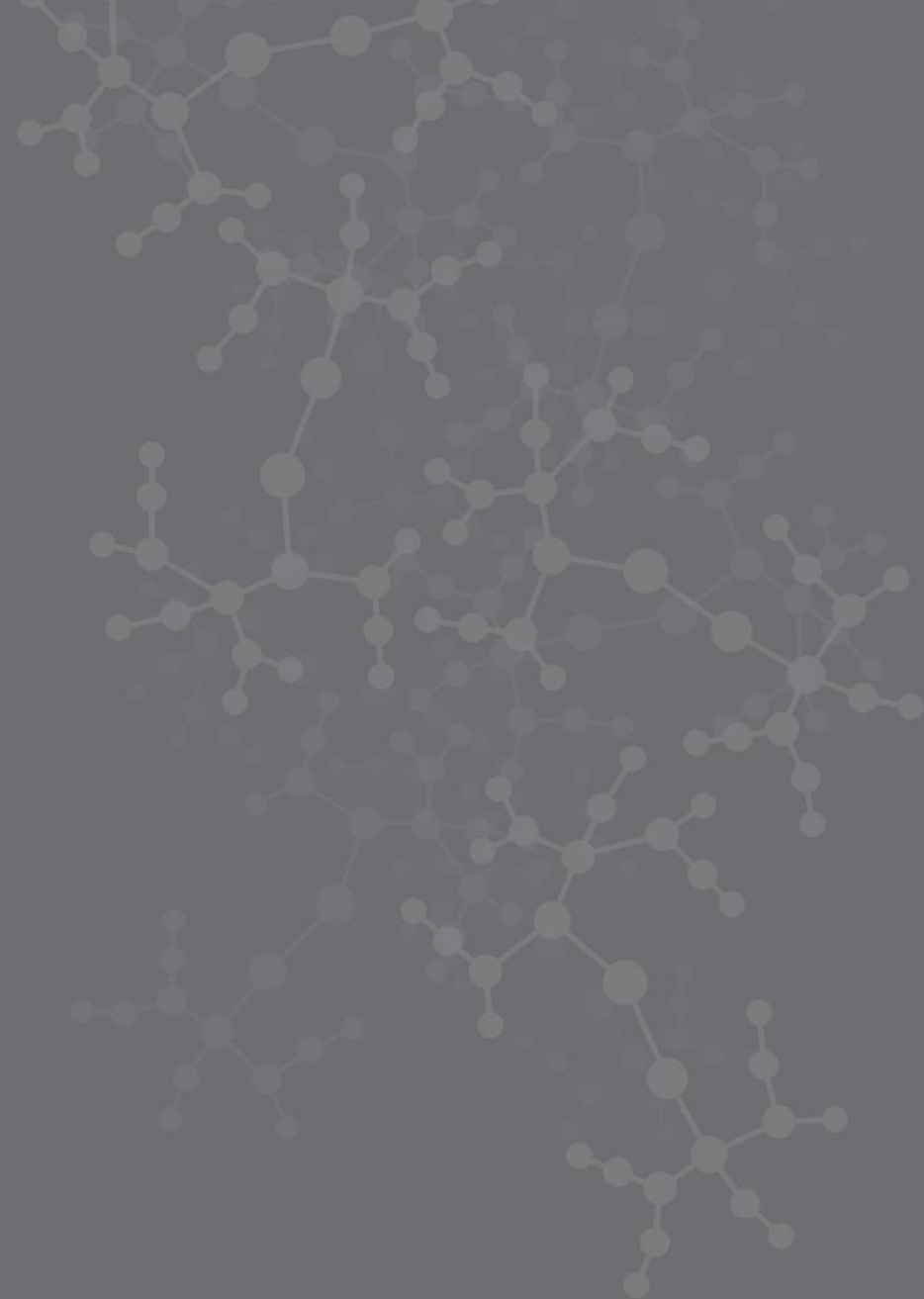


ART CREDIT: STICKSBYNYX

## Tweet It

*Get to know your users  
so you can properly  
optimize your site for  
SEO.*

Target your content  
appropriately



Focus It.



If SEO is all about optimizing for search engines, and search engines focus on providing users with what they seek, then modern SEO is all about the users.



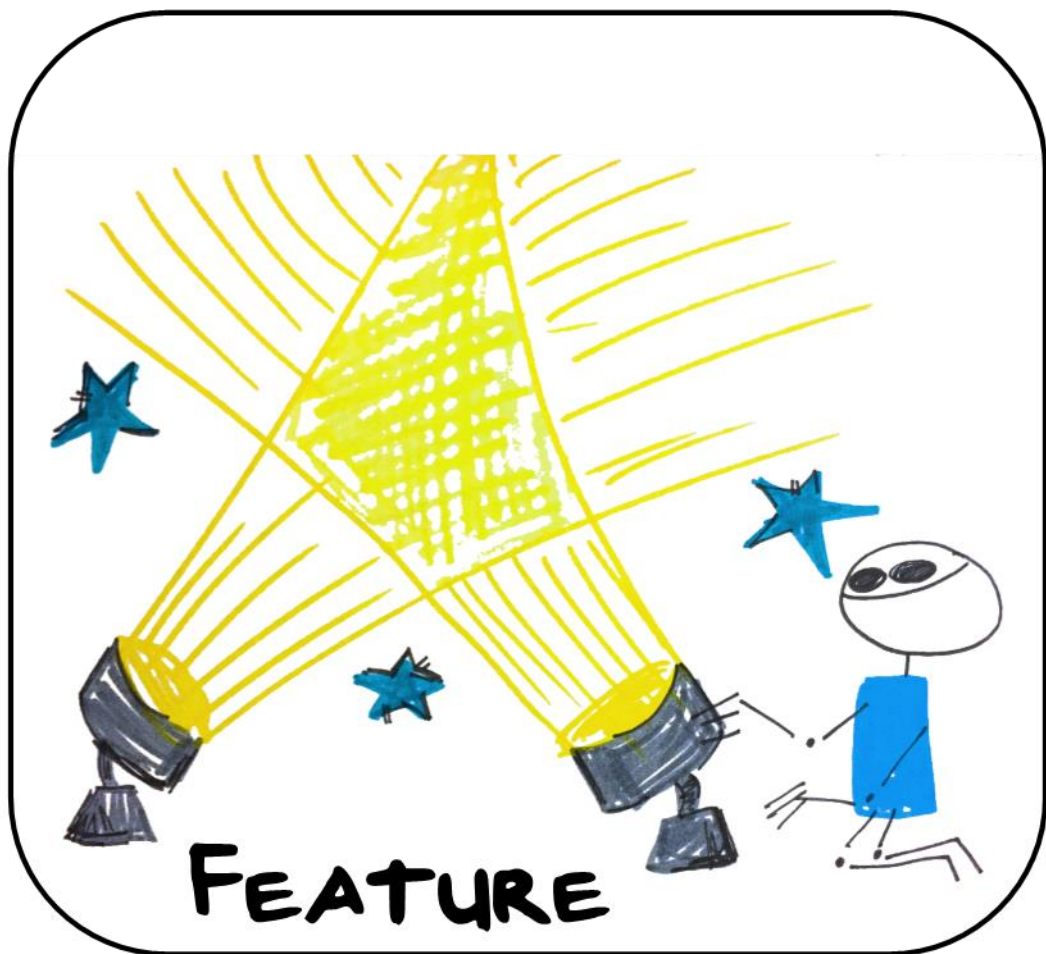


ART CREDIT: STICKSBYNY

## Tweet It

*A solid SEO and content strategy based on keyword research can help you focus your content.*

Feature It.



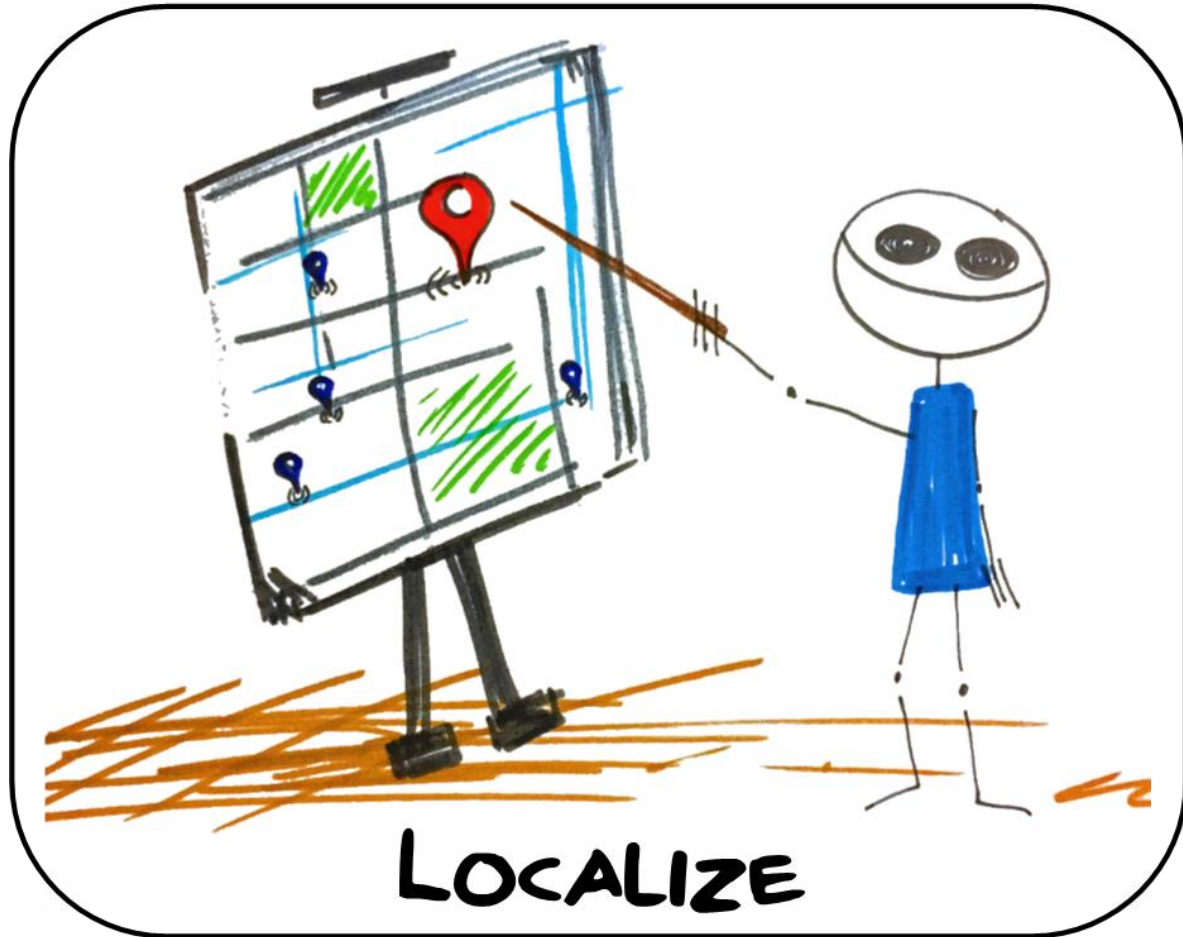
ART CREDIT: STICKSBYNY

## Tweet It

*Provide the right information in the right way to optimize your content for search enhancements like featured snippets.*



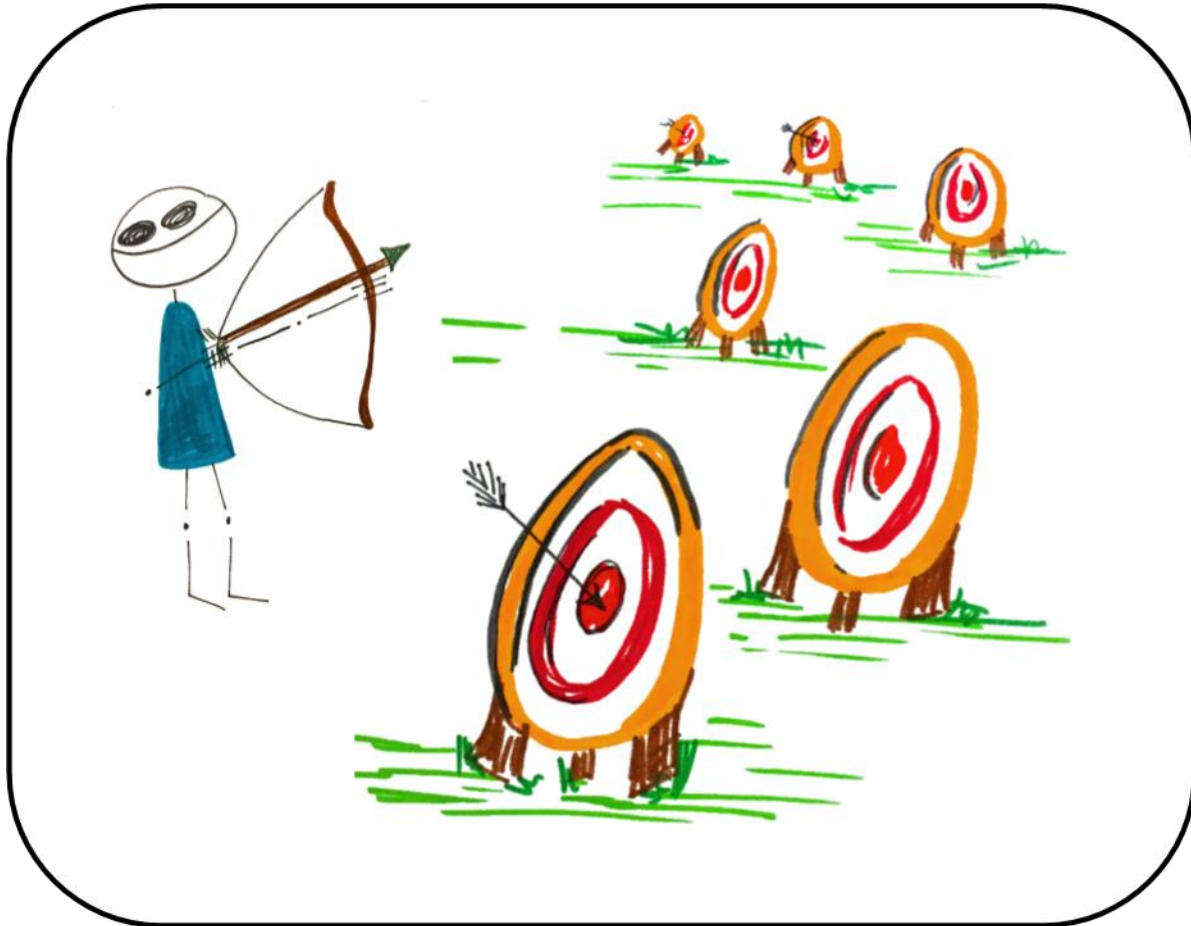
Localize It.



ART CREDIT: STICKSBYNYX

## Tweet It

*The more localized you can make your healthcare content, the better it is for SEO.*



ART CREDIT: STICKSBYNYX

## Tweet It

*If your website isn't showing in search, it could mean search engines think you're not providing users with the answers they need.*

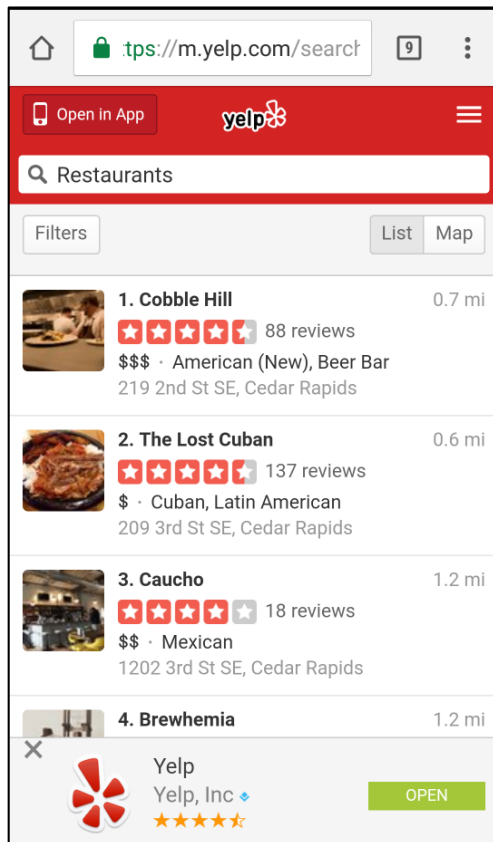
Provide a good UX





# Pop-ups & interstitials

Totally good



Not so much



Image credit:  
<http://bit.ly/2bfvTTD>



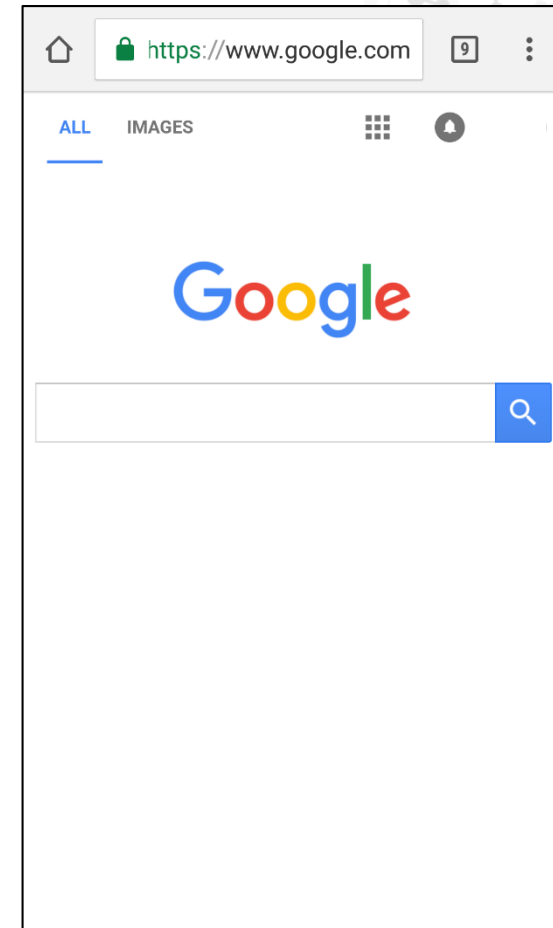
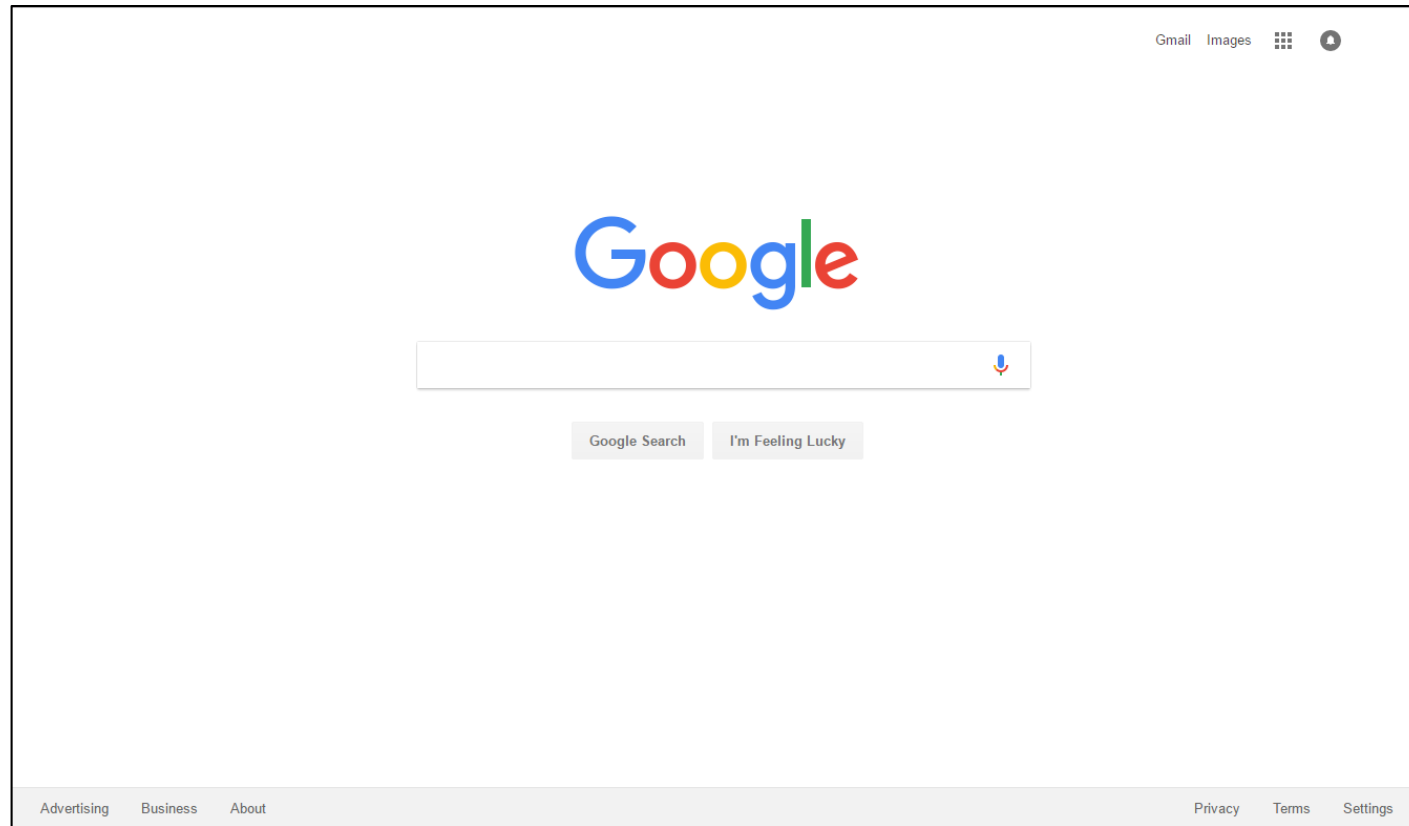
# Accelerated mobile pages (AMPs)

# 4x

faster page-load speed



# Split Indexes





## Home

All Messages

Other Resources

## Welcome to Search Console

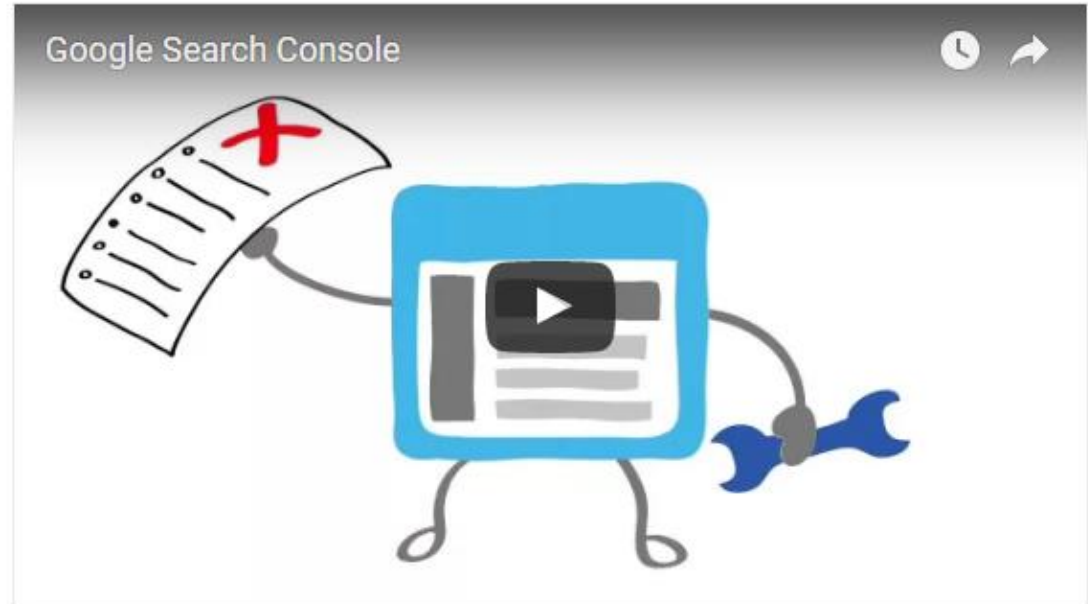
Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps. To get started, just add your site or app now.

Website ▾

[ADD A PROPERTY](#)

Here are some of the things you can do once you add your property:

- Analyze clicks from Google Search. [Learn more.](#)
- Get alerts for critical errors or issues. [Learn more.](#)
- Test whether Google can successfully understand your content. [Learn more.](#)



measles

Wikipedia › wiki › Measles

Mobile-friendly - Measles, also known as morbilli, rubeola, or red measles, is a highly contagious infection caused by the measles virus.  
[Measles virus](#) - [Measles vaccine](#) - [Koplik's spots](#)

People also ask

Is measles a disease or virus? ▼

Is the measles fatal? ▼

Can adults get the measles? ▼

Can you get measles more than once? ▼

[WHO | Measles](#)  
 World Health Organization › factsheets

Mobile-friendly - WHO fact sheet on measles providing key fact, signs and symptoms, who is at risk, treatment, prevention, WHO ...

Google

home care

ALL NEWS MAPS IMAGES BOOKS

Home Health Care Service - Eastern Iowa's #1 Choice For Care  
 Ad [www.synergyhomecare.com/](http://www.synergyhomecare.com/)

Free Initial Care Visit, Call Now!

Caregivers FAQ  
 Services Welcome

Cedar Rapids · 1239 1st Avenue Southeas...

Home Care - homechoiceseniorcare.com  
 Ad [www.homechoiceseniorcare.com/](http://www.homechoiceseniorcare.com/)

Affordable Senior Care Services. Let Us Provide The Right Care.  
 Caring Professionals · Reliability Guarantee  
[Services We Provide](#) - [Meet our Staff](#)

Iowa Home Care - Kindred.com  
 Ad [gentiva.kindred.com/IA](http://gentiva.kindred.com/IA)

Google

cost of hip replacement

ALL SHOPPING NEWS VIDEOS IMAGES

“The average cost for a total hip replacement procedure followed similar trends. Though the average price is **\$30,124**, the same procedure could cost **\$11,327** in Birmingham, Alabama, and **\$73,987** in Boston.”

[Report Finds Significant Cost Variations in Knee and Hip ...](#)  
[www.bcbs.com](http://www.bcbs.com) › [knee-hip-cost-variation](#)

Home /www com/r 9

## Advanced Approaches for Joint Replacement

Whenever possible, we'll perform the operation with a minimally invasive technique that speeds your recovery by using a shorter incision that affects fewer muscles. Your surgeon also may replace your joint with help from a computer, which precisely guides surgical tools and reduces the risk of postoperative complications.

- Joint Replacement Procedures +
- Preparing for Joint Replacement +
- Recovering After Joint Replacement +

↑ TOP

Home » Medical Services » Orthopaedics & Sports Medicine » Joint Care & Replacement

## Joint Care & Replacement

If you have joint pain, \_\_\_\_\_ can help. The experienced joint experts offer a wide range of conservative and surgical treatment options, so you receive the care that benefits you most. Trust us to ease your pain and get you moving again as soon as possible.

### Advanced Approaches for Joint Replacement

Whenever possible, we'll perform the operation with a minimally invasive technique that speeds your recovery by using a shorter incision that affects fewer muscles. Your surgeon also may replace your joint with help from a computer, which precisely guides surgical tools and reduces the risk of postoperative complications.

- Joint Replacement Procedures +
- Preparing for Joint Replacement -
- Recovering After Joint Replacement

Help your joint replacement procedure go smoothly by learning how to prepare for it and discovering what you can do to recover successfully. Take our 60-minute pre-surgery class and meet your orthopaedic care team, whom you'll work with while regaining strength and range of motion after surgery. Also, pave the way for an easier recovery by learning simple strength-training exercises you can do at home in \_\_\_\_\_ free pre-habilitation program.

#### Find an Orthopaedic Surgeon

Find an orthopaedic surgeon or call our Physician Referral Call Center at \_\_\_\_\_ and one of our representatives will be happy to refer you to a doctor who meets your healthcare needs.

#### Upcoming Events

- Mar 24 Friday**  
Preparing for Your Total Joint Replacement  
11:00 AM - 12:30 PM
- Mar 31 Friday**  
Preparing for Your Total Joint Replacement  
11:00 AM - 12:30 PM

More Events ▶

Optimize for voice search



The rise of voice search

**20%**

of all mobile queries are currently voice searches

*Google*

Join the conversation on Twitter using #geonetric.

GEONETRIC®



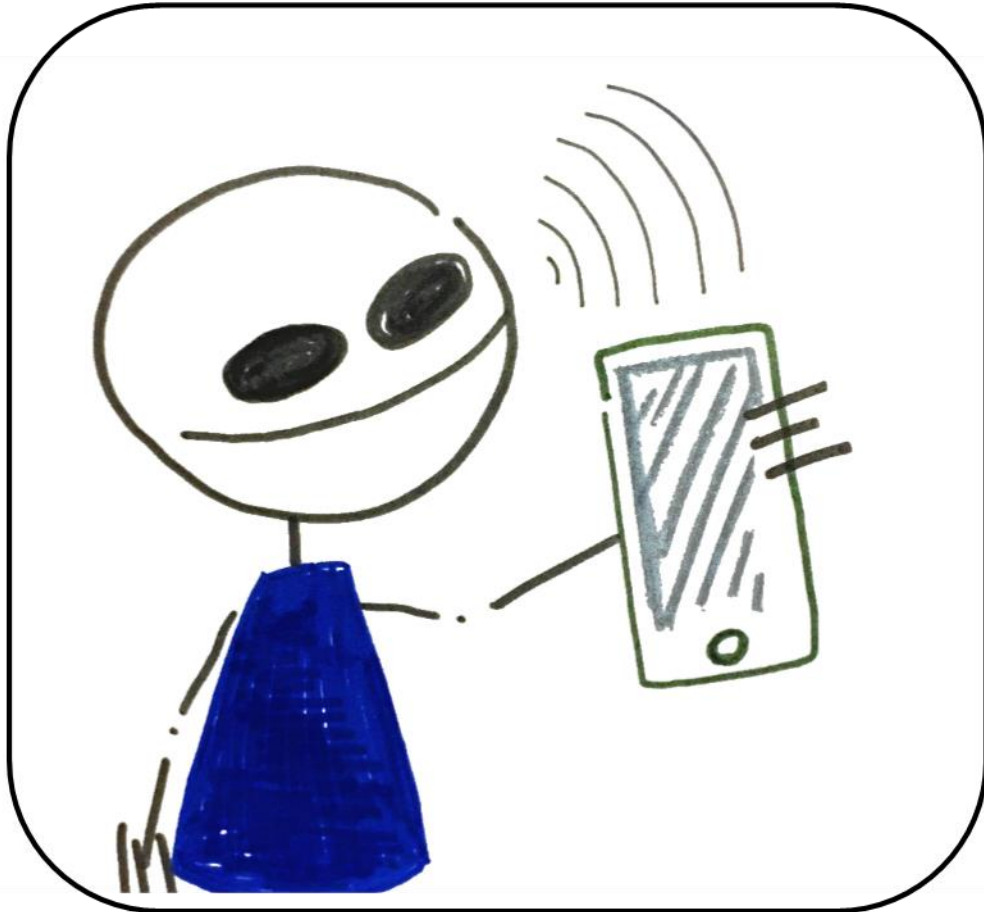
# Voice search answers

Pulled from easily digestible chunks of information

- Featured snippets
- Answer boxes
- Related questions panels
- Knowledge panels
- FAQ pages







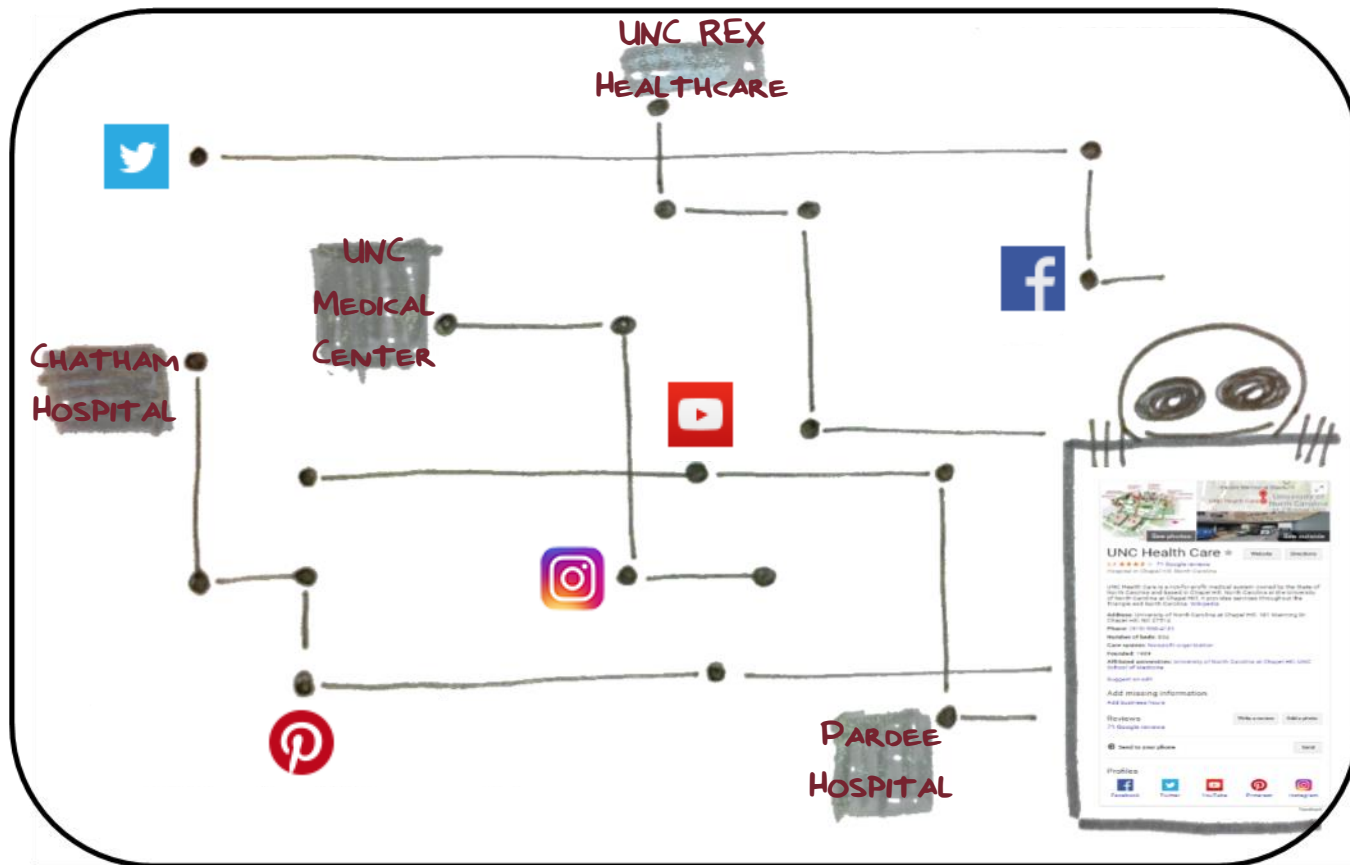
ART CREDIT: STICKSBYNY

## Tweet It

*Voice-search-focused keyword research needs to emphasize how people talk about, not type, the questions they have.*

Implement schema across  
your site





ART CREDIT: STICKSBYNYX

## Tweet It

*Schema helps search engines connect the dots about the scope of your web presence.*



**Making connections**  
across the web

Image credit: <http://bit.ly/2nIqCXr>

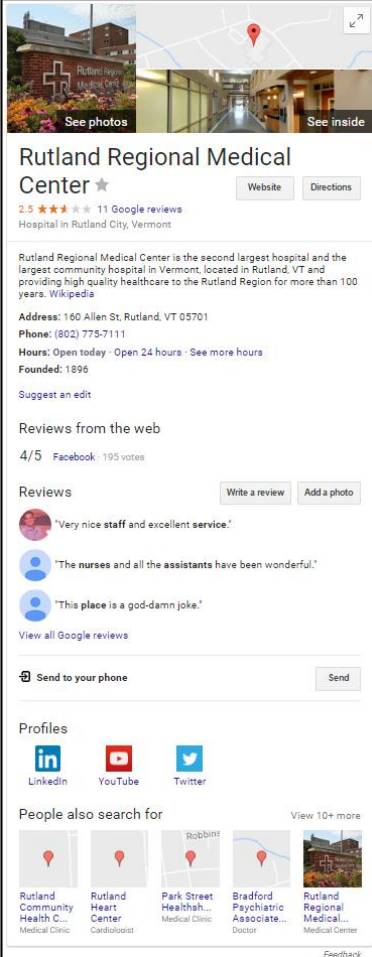
Join the conversation on Twitter using #geonetric.

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Curate your business listings



# Schema markup & business listings



**Rutland Regional Medical Center** ★  
2.5 ★★★★★ 11 Google reviews  
Hospital in Rutland City, Vermont

Rutland Regional Medical Center is the second largest hospital and the largest community hospital in Vermont, located in Rutland, VT and providing high quality healthcare to the Rutland Region for more than 100 years. [Wikipedia](#)

**Address:** 160 Allen St, Rutland, VT 05701  
**Phone:** (802) 775-7111  
**Hours:** Open today · Open 24 hours · [See more hours](#)  
**Founded:** 1896  
[Suggest an edit](#)

**Reviews from the web**  
4/5 Facebook · 195 votes

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

- “Very nice staff and excellent service.”
- “The nurses and all the assistants have been wonderful.”
- “This place is a god-damn joke.”

[View all Google reviews](#)

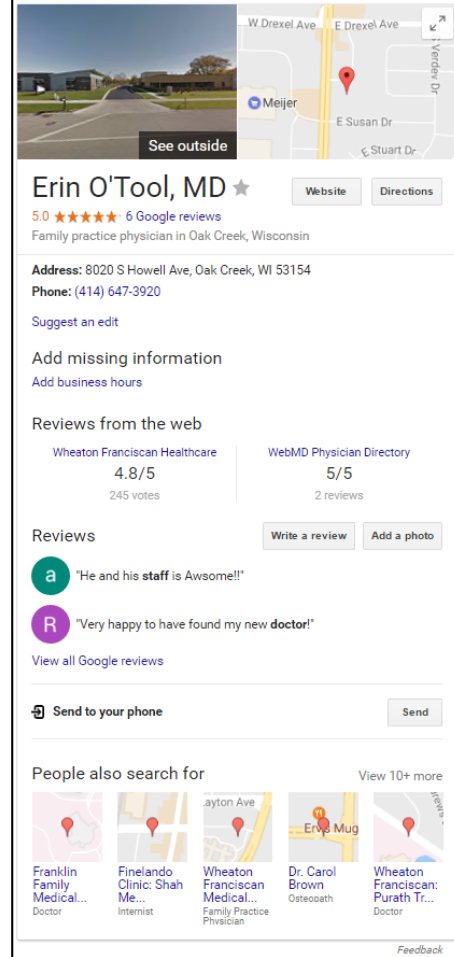
[Send to your phone](#) [Send](#)

**Profiles**  
[LinkedIn](#) [YouTube](#) [Twitter](#)

**People also search for** [View 10+ more](#)

- Rutland Community Health C... Medical Clinic
- Rutland Heart Center Cardiologist
- Park Street Healthsh... Medical Clinic
- Bradford Psychiatric Associate... Doctor
- Rutland Regional Medical... Medical Center

[Feedback](#)



**Erin O'Tool, MD** ★  
5.0 ★★★★★ 6 Google reviews  
Family practice physician in Oak Creek, Wisconsin

**Address:** 8020 S Howell Ave, Oak Creek, WI 53154  
**Phone:** (414) 647-3920  
[Suggest an edit](#)

**Add missing information**  
[Add business hours](#)

**Reviews from the web**

<a href="#">Wheaton Franciscan Healthcare</a> 4.8/5 245 votes	<a href="#">WebMD Physician Directory</a> 5/5 2 reviews
---	---

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

- a** “He and his staff is Awesome!!”
- R** “Very happy to have found my new doctor!”

[View all Google reviews](#)

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

**People also search for** [View 10+ more](#)

- Franklin Family Medical... Doctor
- Finlando Clinic: Shah Internist
- Wheaton Franciscan Medical... Family Practice Physician
- Dr. Carol Brown Osteopath
- Wheaton Franciscan: Purath Tr... Doctor

[Feedback](#)





ART CREDIT: STICKSBYNY

## Tweet It

*Remember the three C's  
of business listings:  
claimed, consistent,  
correct.*



Insights for your business, last month

1.38K

111% ↑

Searches

9.4K

5% ↑

Views

7.84K

17% ↓

Actions

[View insights](#)



Reviews for your business

3.2



Google rating

81

Reviews on Google

81

Unresponded reviews

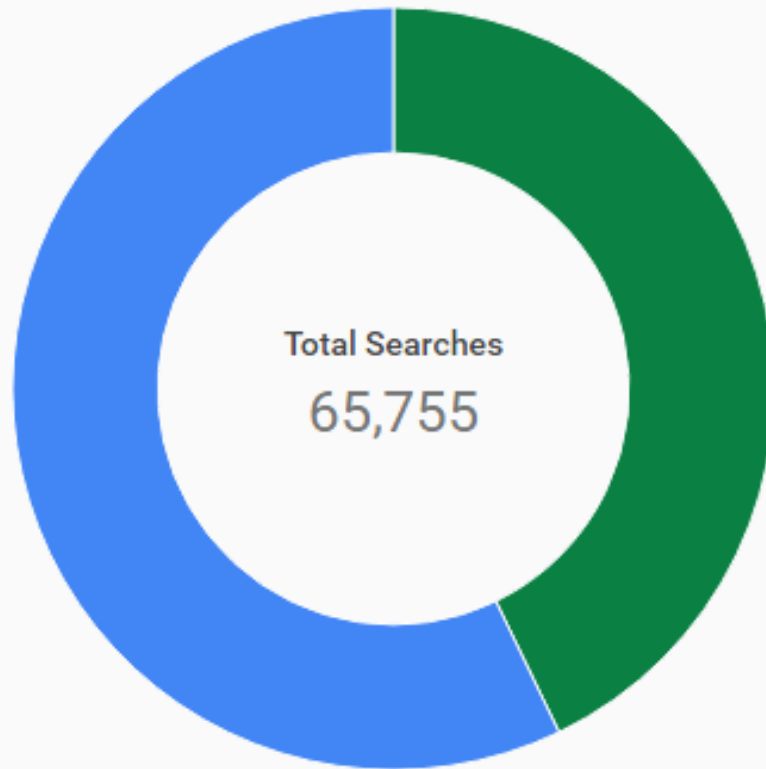
[Manage reviews](#)



## How customers search for your business



Last 30 days ▾



### Direct

Customers who find your listing searching for your business name or address.



### Discovery

Customers who find your listing searching for a category, product, or service.



Businesses with recent photos typically receive more clicks to their websites. [Post photos](#)

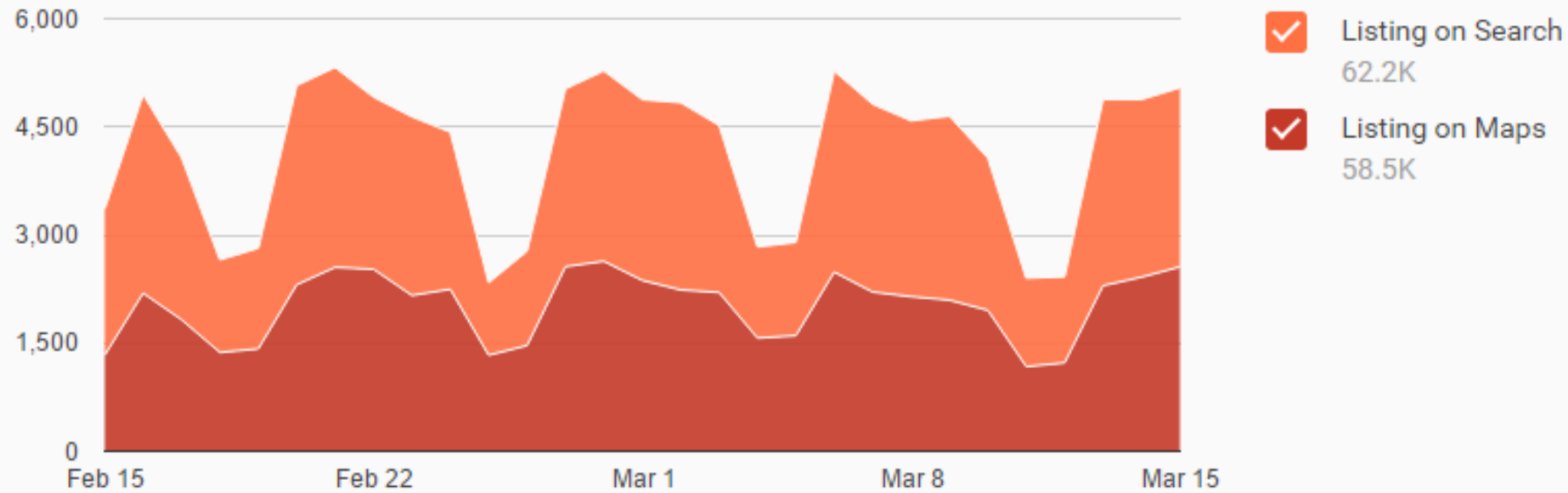
## Where customers view your business on Google



The Google services that customers use to find your business

Last 30 days ▾

Total views 121K



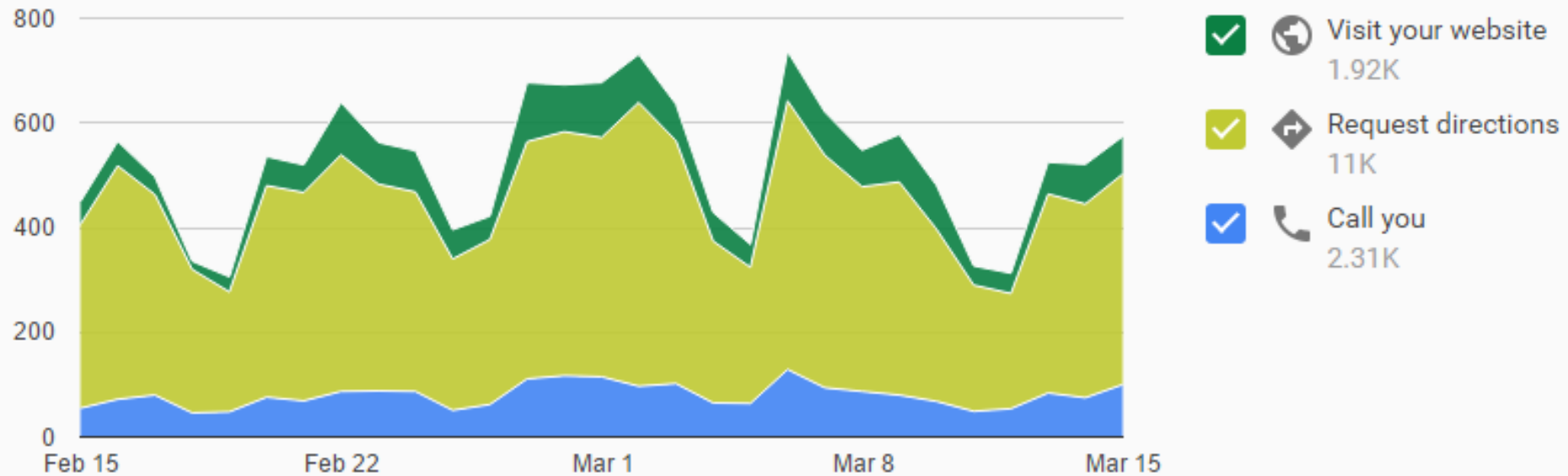
## Customer actions



The most common actions that customers take on your listing

Last 30 days ▾

Total actions 15.2K



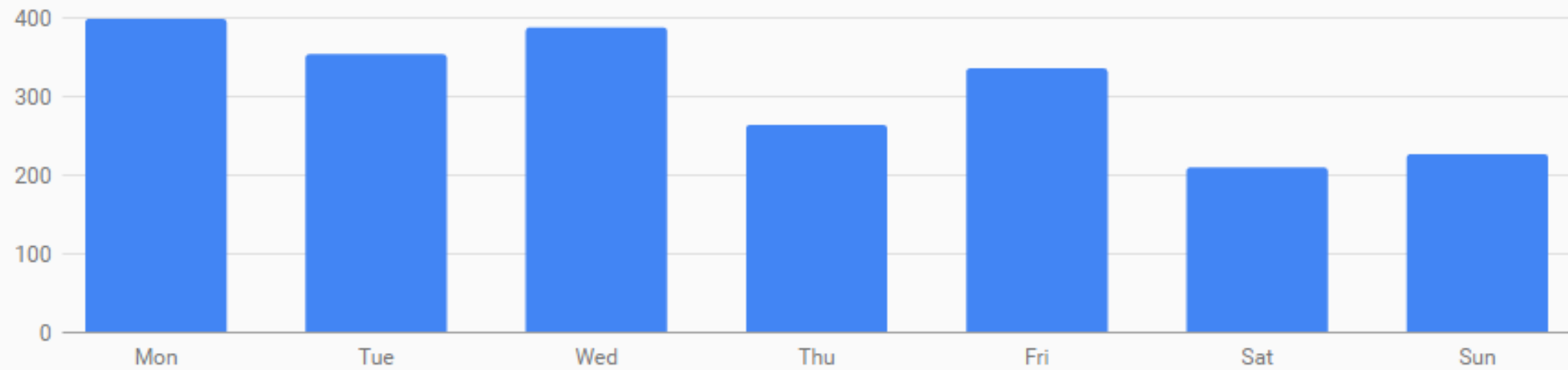
## Phone calls



When and how many times customers call your business

Day of week ▼ Last 4 weeks ▼

Total calls 2.19K





Claimed  
Consistent  
Correct

Pay for the right traffic at the  
right time



heart attack

All Videos Images News Books More Settings Tools

About 78,100,000 results (0.83 seconds)

**Heart Attack: Symptoms, Diagnosis, Treatment, and More - WebMD**

www.webmd.com > Heart Disease > Guide  
 Apr 11, 2015 - More than a million Americans have heart attacks each year. A heart attack, or myocardial infarction (MI), is permanent damage to the heart ...

**Heart Attack - American Heart Association**

www.heart.org/HEARTORG/.../HeartAttack/Heart-Attack\_UCM\_001092\_SubHomeP...  
 What is a heart attack, also called a myocardial infarction? What is coronary heart disease and coronary artery disease? The American Heart Association ...


**Warning Signs of a Heart Attack - American Heart Association**

www.heart.org/HEARTORG/.../HeartAttack/WarningSignsofaHeartAttack/Warning-Si...  
 Sep 29, 2016 - Don't wait to get help if you experience any of these heart attack warning signs. ... As with men, women's most common heart attack symptom is chest pain or discomfort. ... Learn about the warning signs of heart attack in women.  
 Heart Attack Symptoms · Angina (Chest Pain) · Cardiac Arrest

**Heart attack - Mayo Clinic**

www.mayoclinic.org/diseases-conditions/heart-attack/basics/definition/con-20019520  
 A heart attack occurs when the flow of blood to the heart is blocked, most often by a build-up of fat, cholesterol and other substances, which form a plaque in the ...

Top stories




An End to Heart Disease? Not Quite

The New York Times · 1 day ago



Hard, not soft, plaque buildup may predict risk of heart attack

Medical News Today · 3 days a...

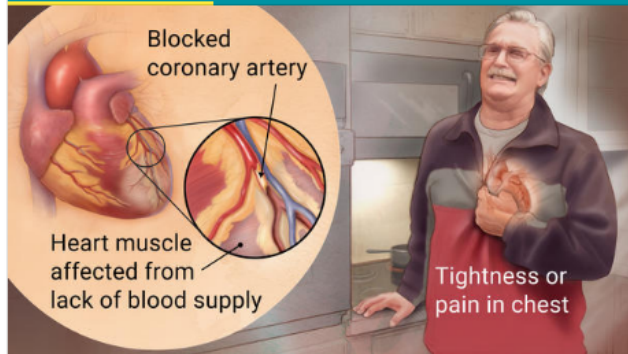


Lincoln Park basketball player dies from sudden heart attack

Fox 2 News · 4 hours ago

**Heart attack**  
 Also called: myocardial infarction

ABOUT SYMPTOMS TREATMENTS



Blocked coronary artery

Heart muscle affected from lack of blood supply

Tightness or pain in chest

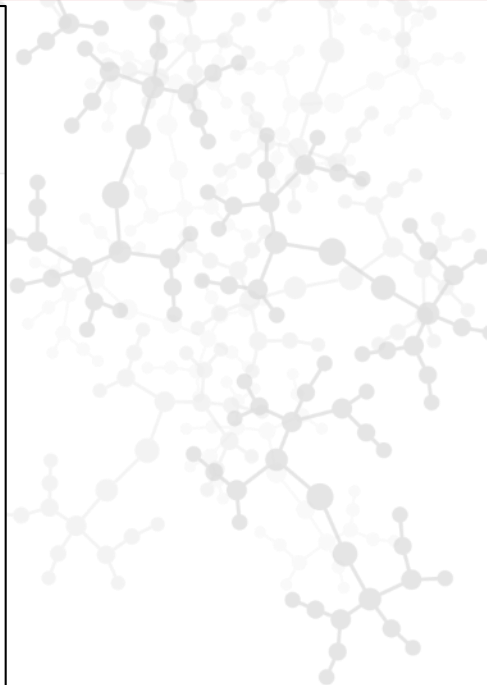
A blockage of blood flow to the heart muscle.

Very common

- More than 3 million US cases per year
- Requires a medical diagnosis
- Lab tests or imaging often required
- Treatable by a medical professional
- Short-term: resolves within days to weeks

A heart attack is a medical emergency. A heart attack usually occurs when a blood clot blocks blood flow to the heart. Without blood, tissue loses oxygen and dies.

Symptoms include tightness or pain in the chest, neck, back, or arms, as well as fatigue, lightheadedness, abnormal heartbeat, and anxiety. Women are more likely to have atypical symptoms than men.





ART CREDIT: STICKSBYNY

## Tweet It

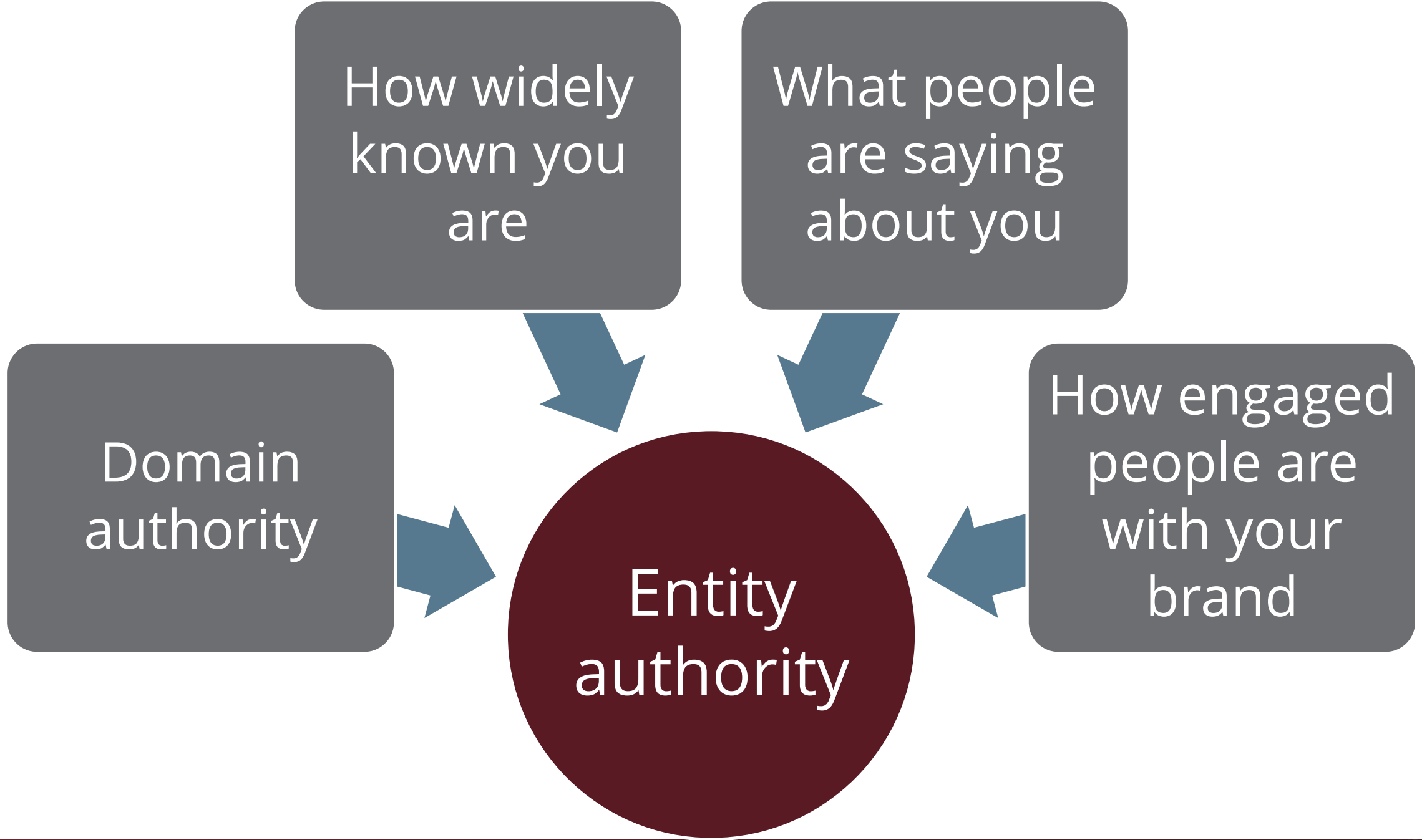
*SEO tip: Use well-performing PPC keywords and ad copy to improve your website content and meta descriptions.*

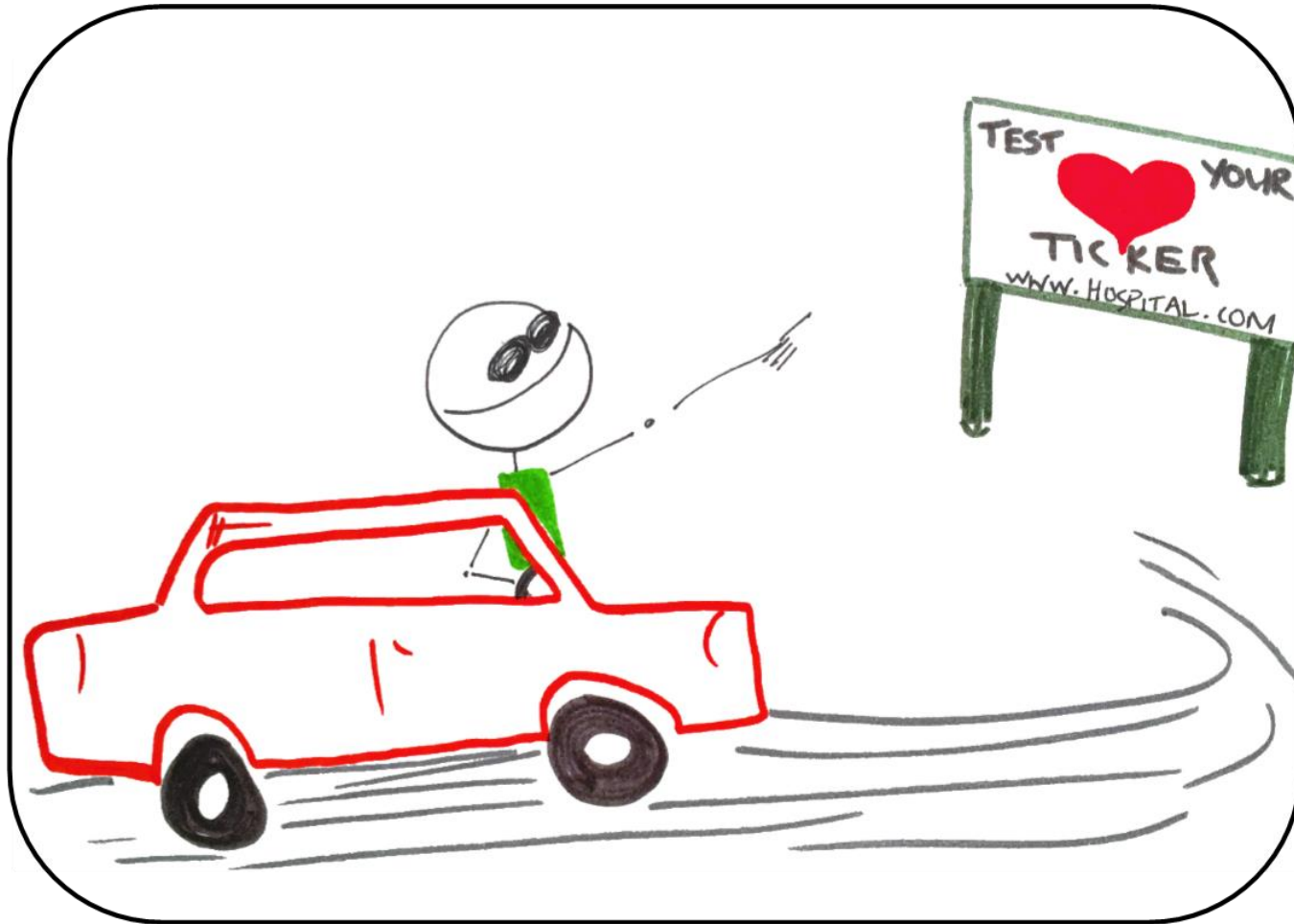


As ads continue to take over the search results page, it will be even more important to appropriately balance organic and paid traffic.

Market your organization  
holistically







ART CREDIT: STICKSBYNY

## Tweet It

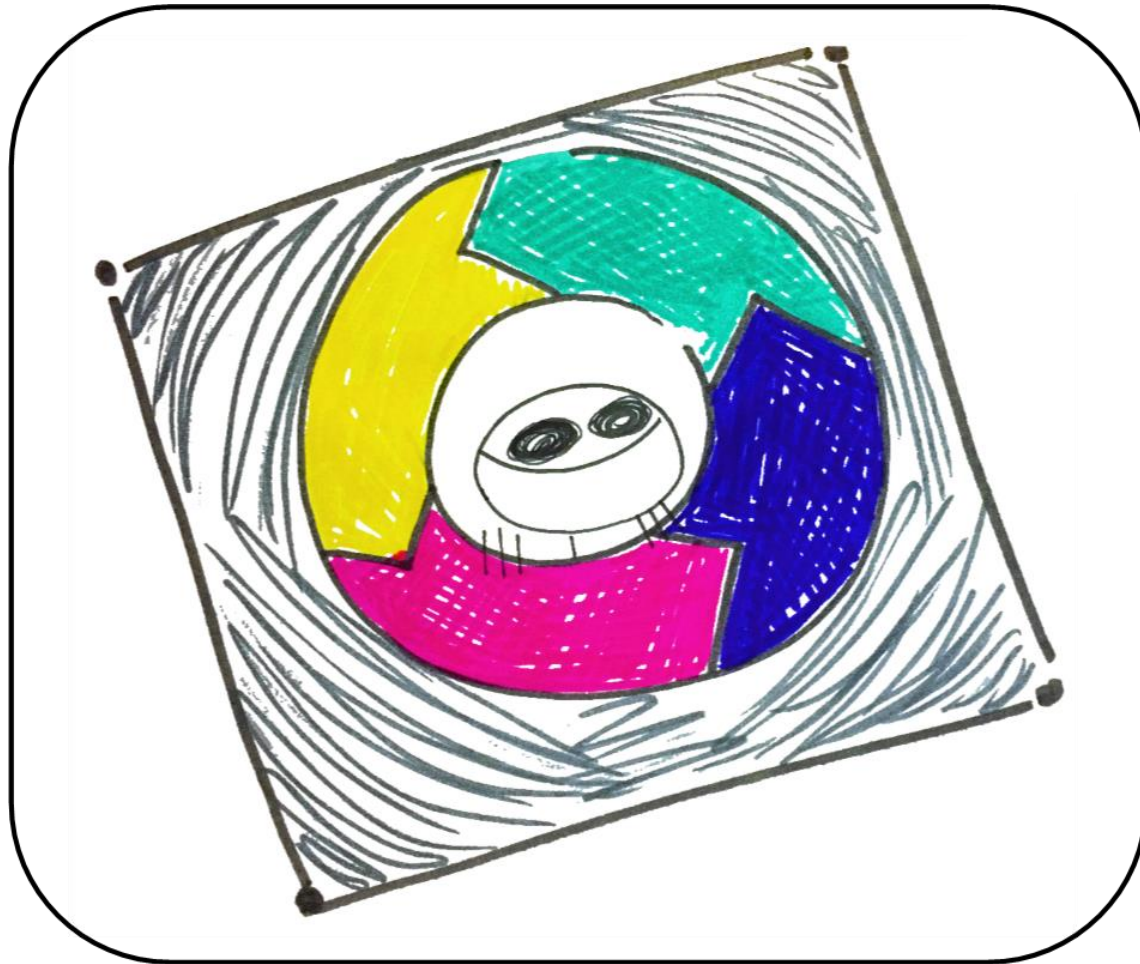
*Engaging offsite user experiences could drive traffic to your site, lead to referral links, and strengthen your SEO.*



ART CREDIT: STICKSBYNX

## **Tweet It**

*A bad experience offline—even if it's unrelated to the services you offer—could negatively impact your SEO.*



ART CREDIT: STICKSBYNYX

## Tweet It

*To stay relevant and maintain a strong online presence, build up your brand holistically, both offline and online.*

# Bonus section

*Cutting through the buzzwords & misconceptions*



# Hyperlocal marketing

**BUZZWORD**

## Tweet It

*Buzzword alert:  
“Hyperlocal” marketing is  
just a flashy way of  
talking about locally  
focused marketing  
efforts.*



# Keyword optimization is bad SEO

**Misconception**

## Tweet It

*Keyword research is not a dirty SEO tactic. In fact, it's a key step on the way to providing user-focused content.*

# Meta descriptions impact SEO

**Misconception**  
**-ish**

## Tweet It

*Meta descriptions are key to a good search results page CTR. They're basically your website's call to action.*

# 404s hurt your SEO

**Misconception**

## Tweet It

*404s are a natural part of the web and don't count against your website's SEO.*

Wrapping it up



# Machine learning and A.I.

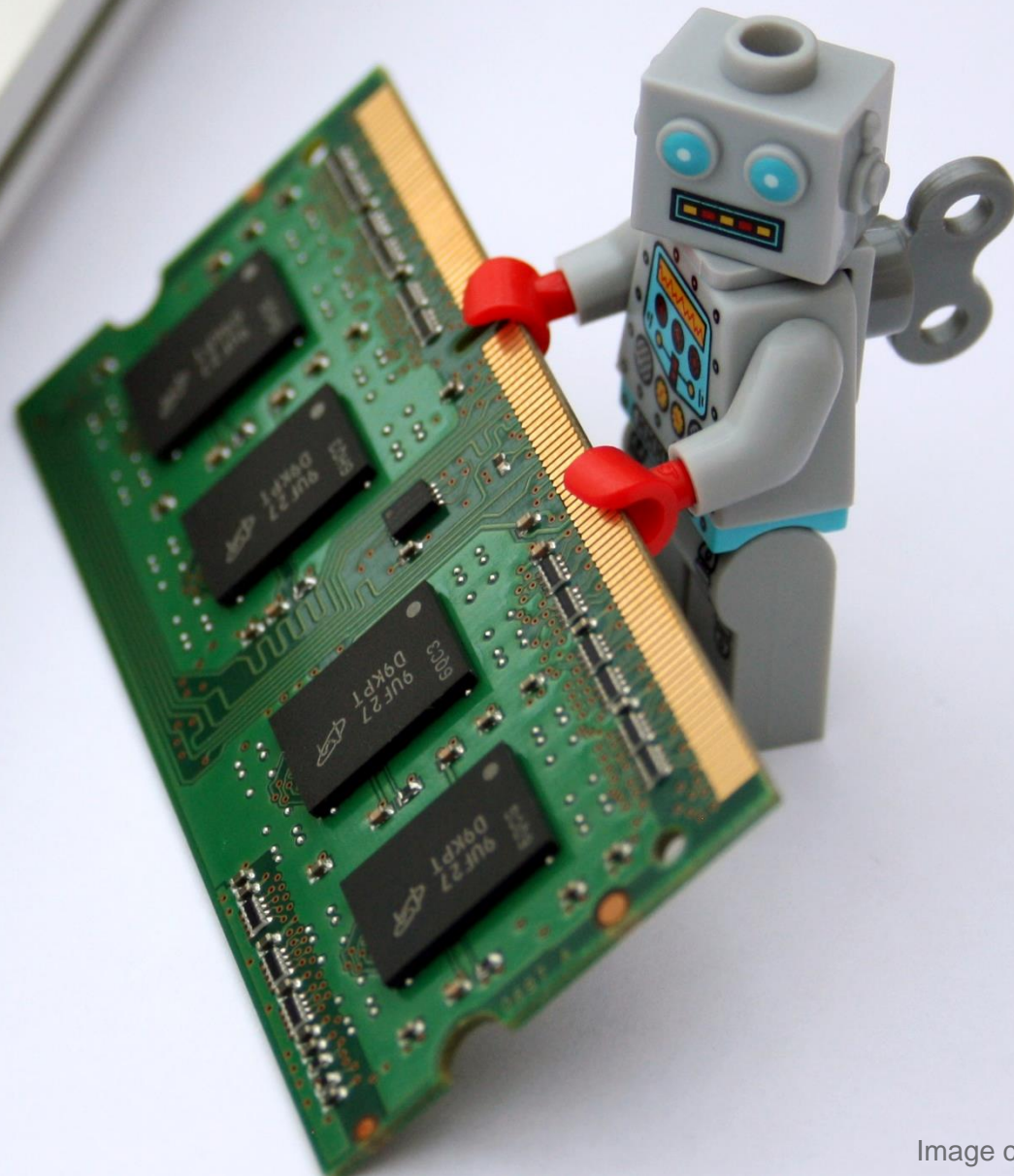


Image credit: <http://bit.ly/2mOEo99>

Join the conversation on Twitter using #geometric.

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# Thank You



Joanna Basile

[joanna.basile@geonetric.com](mailto:joanna.basile@geonetric.com)





# Free Giveaway: **SEO Assessment**

**To enter:** Check “yes” to question four in the post-webinar survey.

