# 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

# SEO for Healthcare

## Reaching Healthcare Consumers Through Search

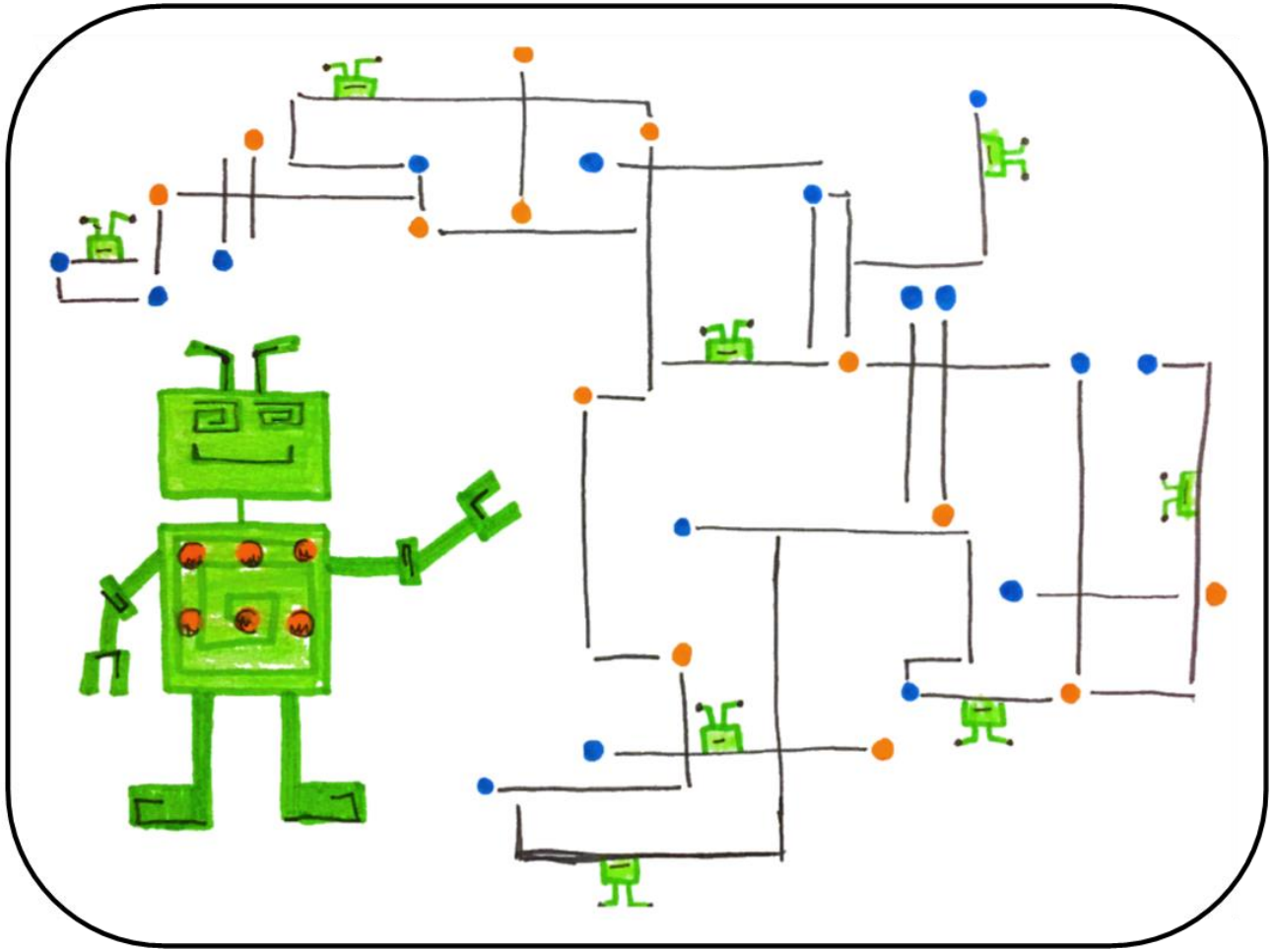
GEONETRIC®

# 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: STICKSBYNX

## 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

# 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 pages 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

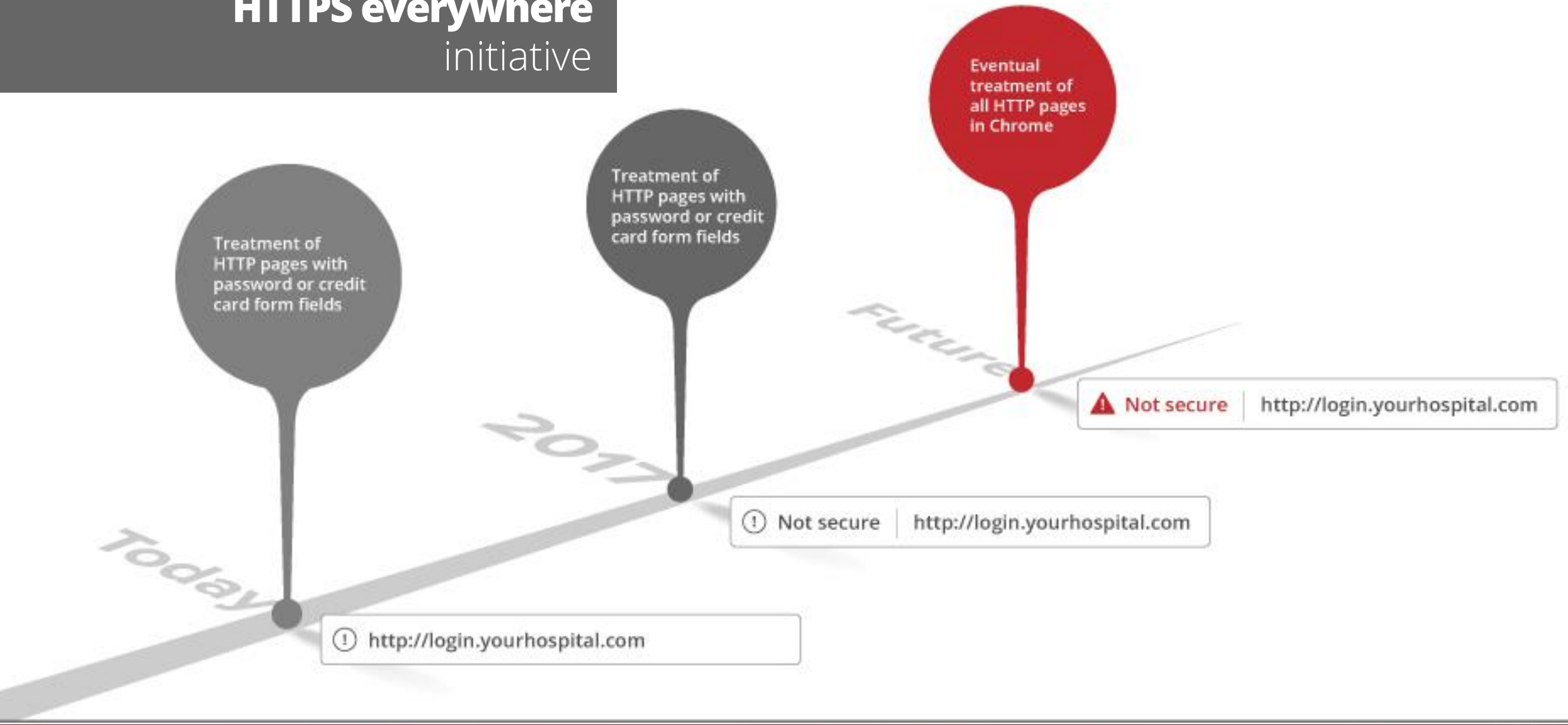
```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Physician",
  "name": "James Davis, DO",
  "medicalSpecialty": [
    {
      "@type": "MedicalSpecialty",
      "name": "Osteopathic Medicine"
    },
    {
      "@type": "MedicalSpecialty",
      "name": "Family 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": [
    {
      "@type": "PostalAddress",
      "addressLocality": "Sussex",
      "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"
    }
  ],
```

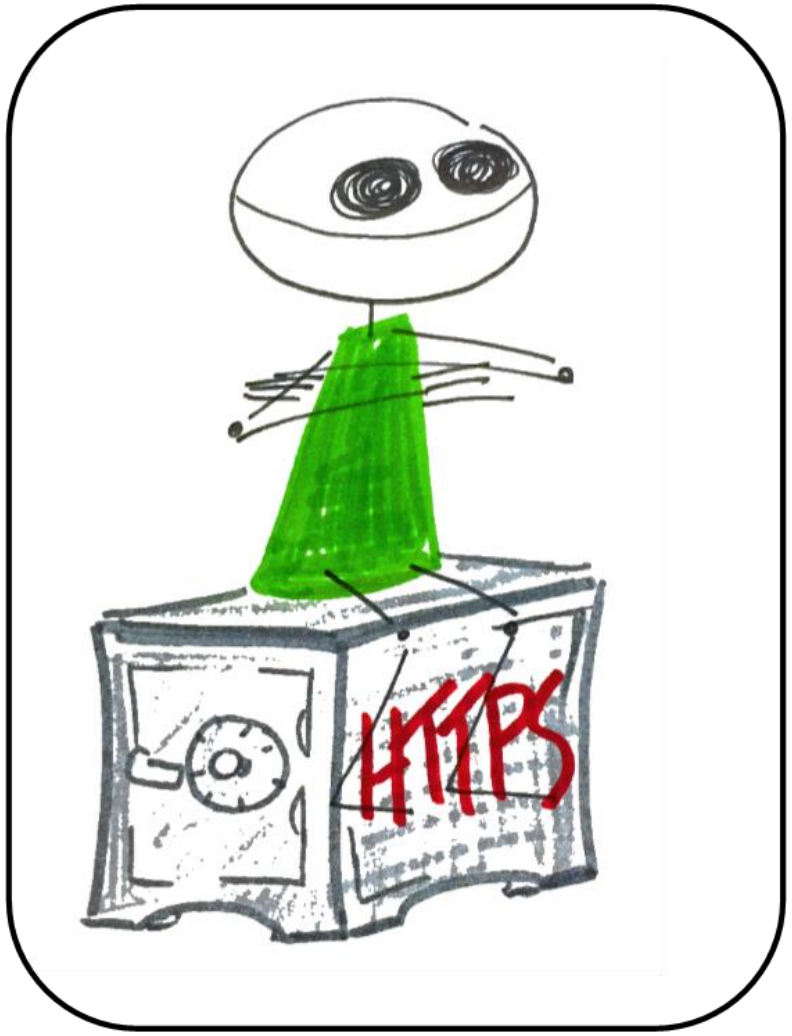
# Optimize at the foundational level

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





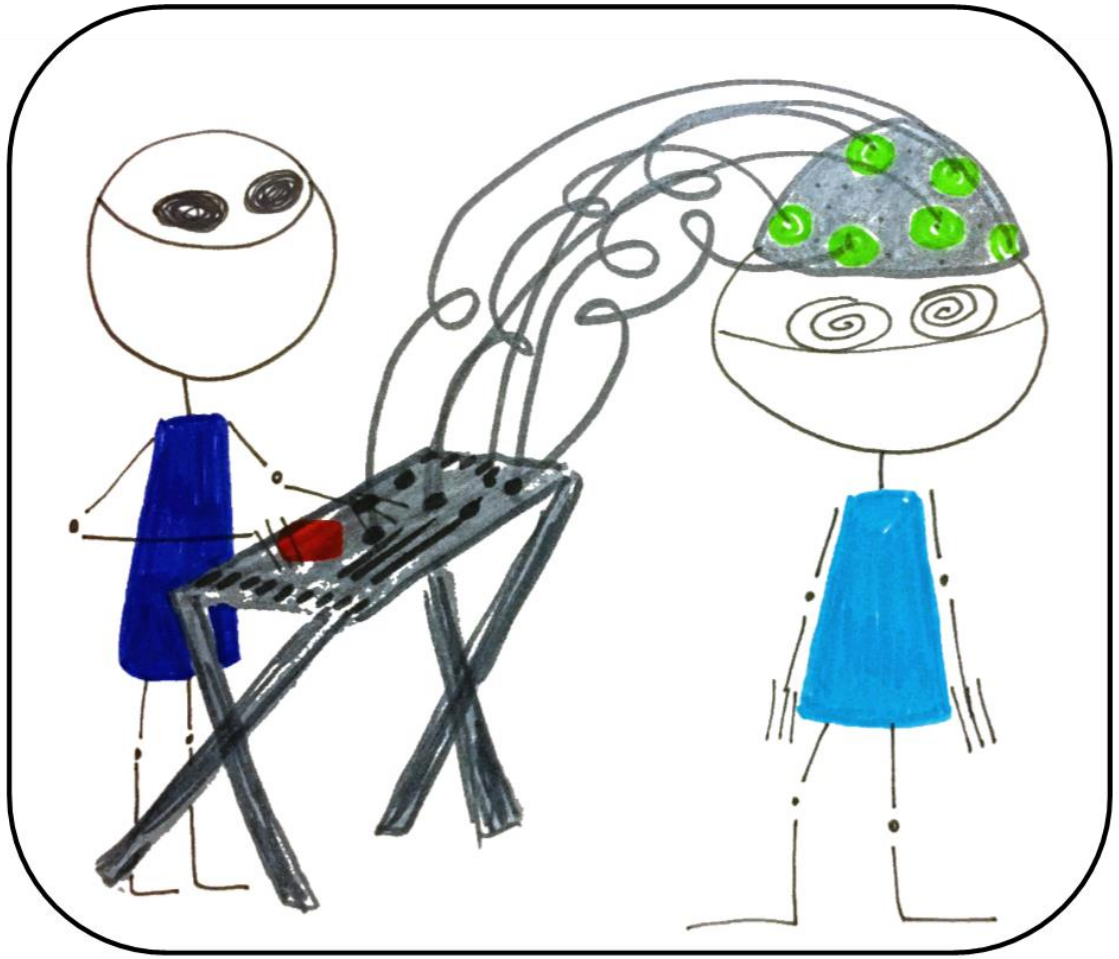

ART CREDIT: STICKSBYNX

## 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: STICKSBYNX

## Tweet It

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

# Target your content appropriately

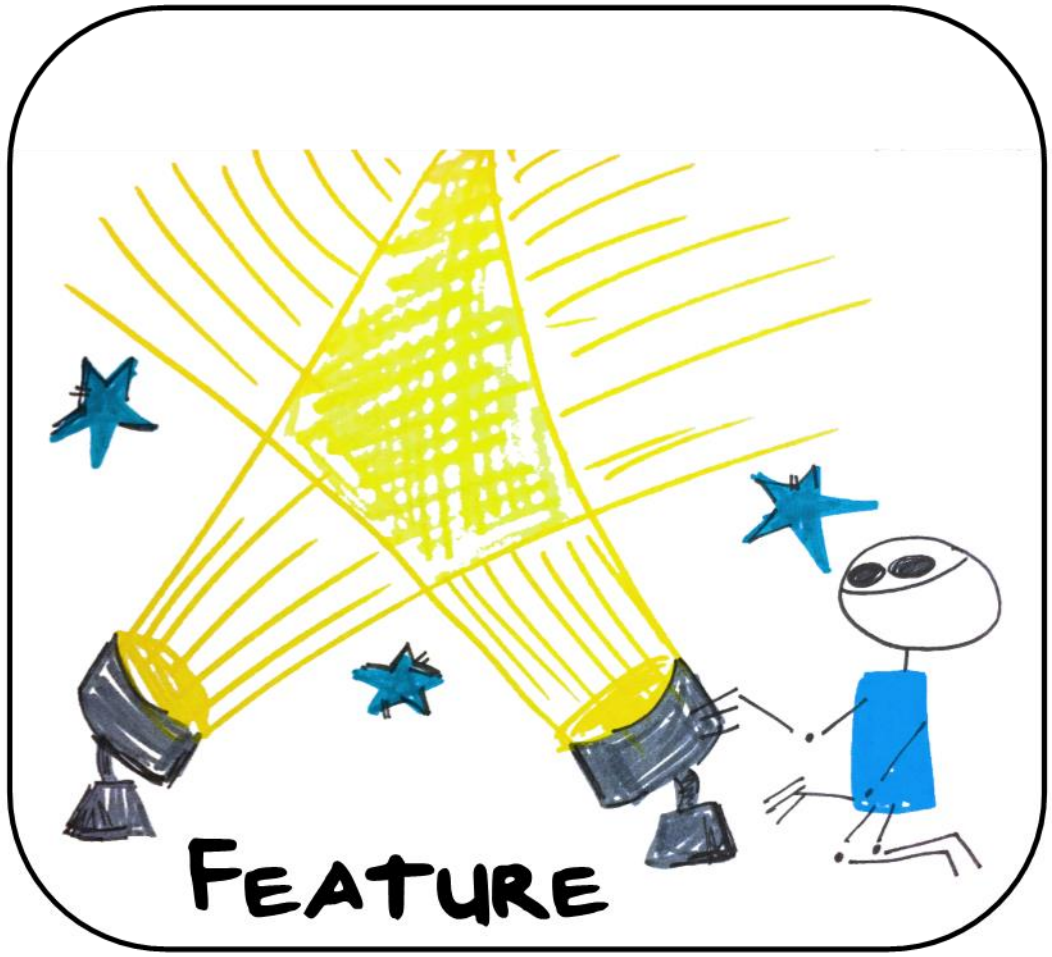
# Focus It.

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.

## Tweet It

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

# Feature It.

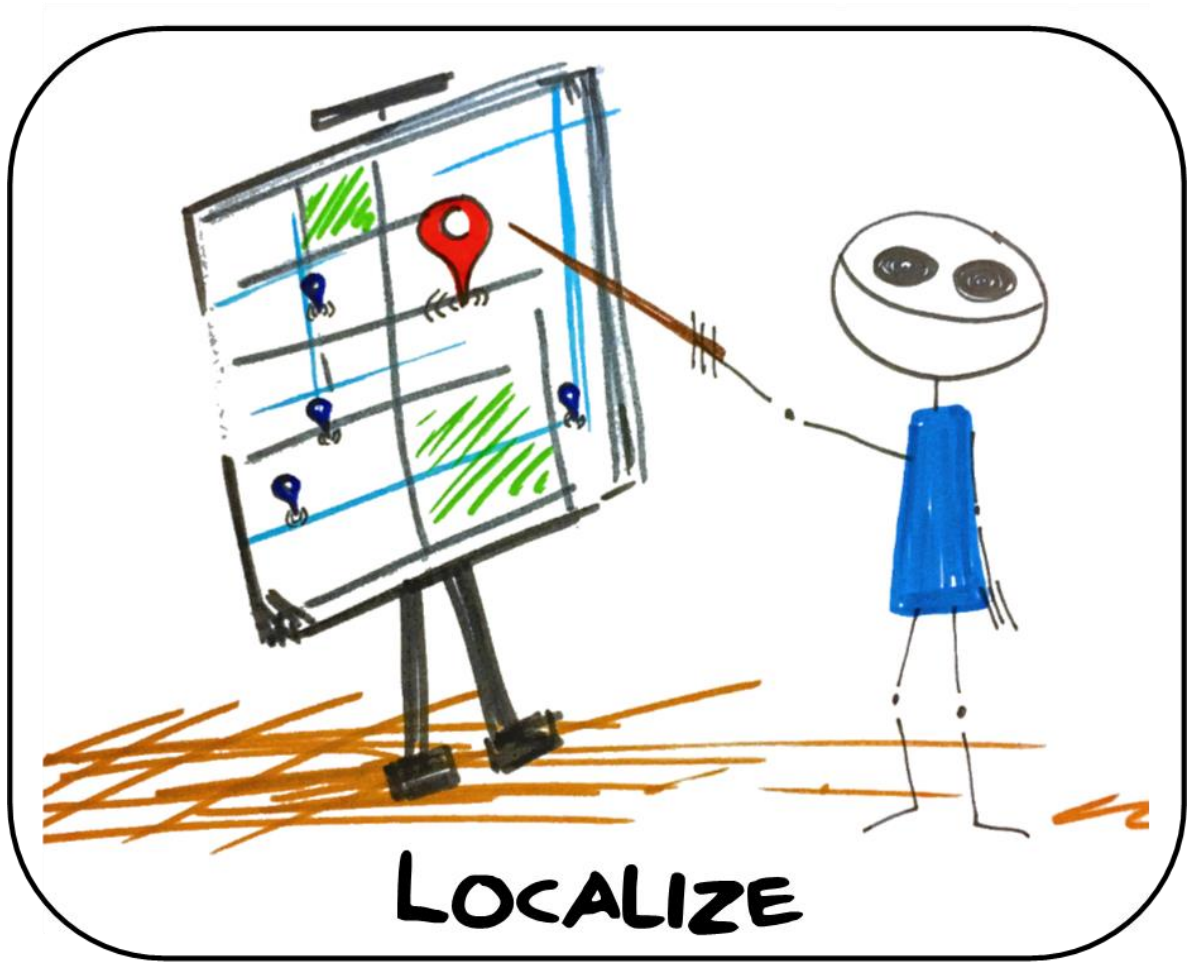



ART CREDIT: STICKSBYNX

## Tweet It

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

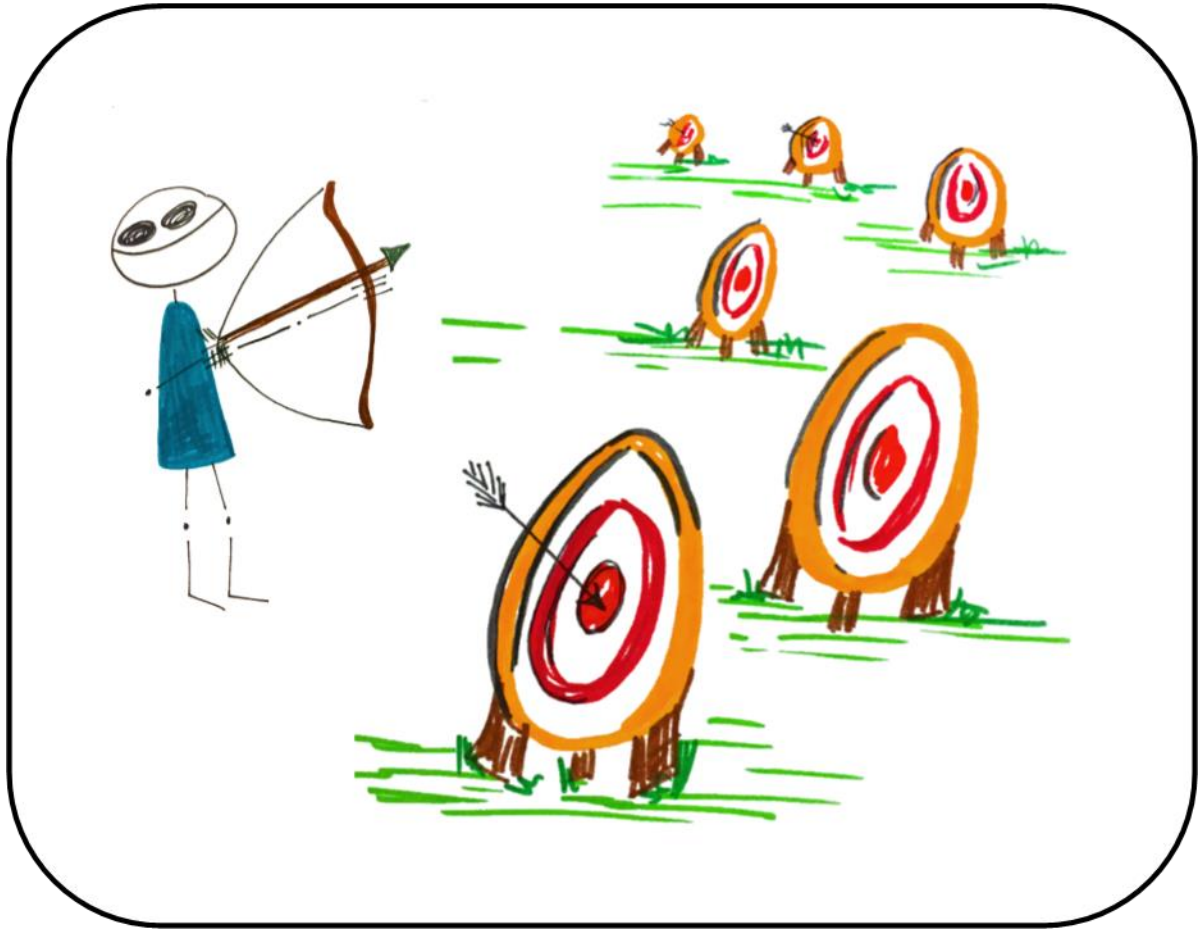
# Localize It.




ART CREDIT: STICKSBYNX

## Tweet It

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



ART CREDIT: STICKSBYNX

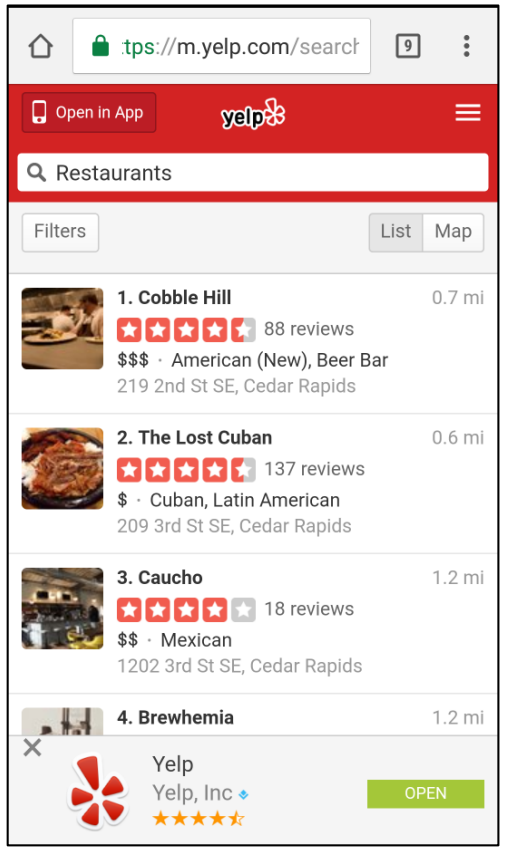
## Tweet It

*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

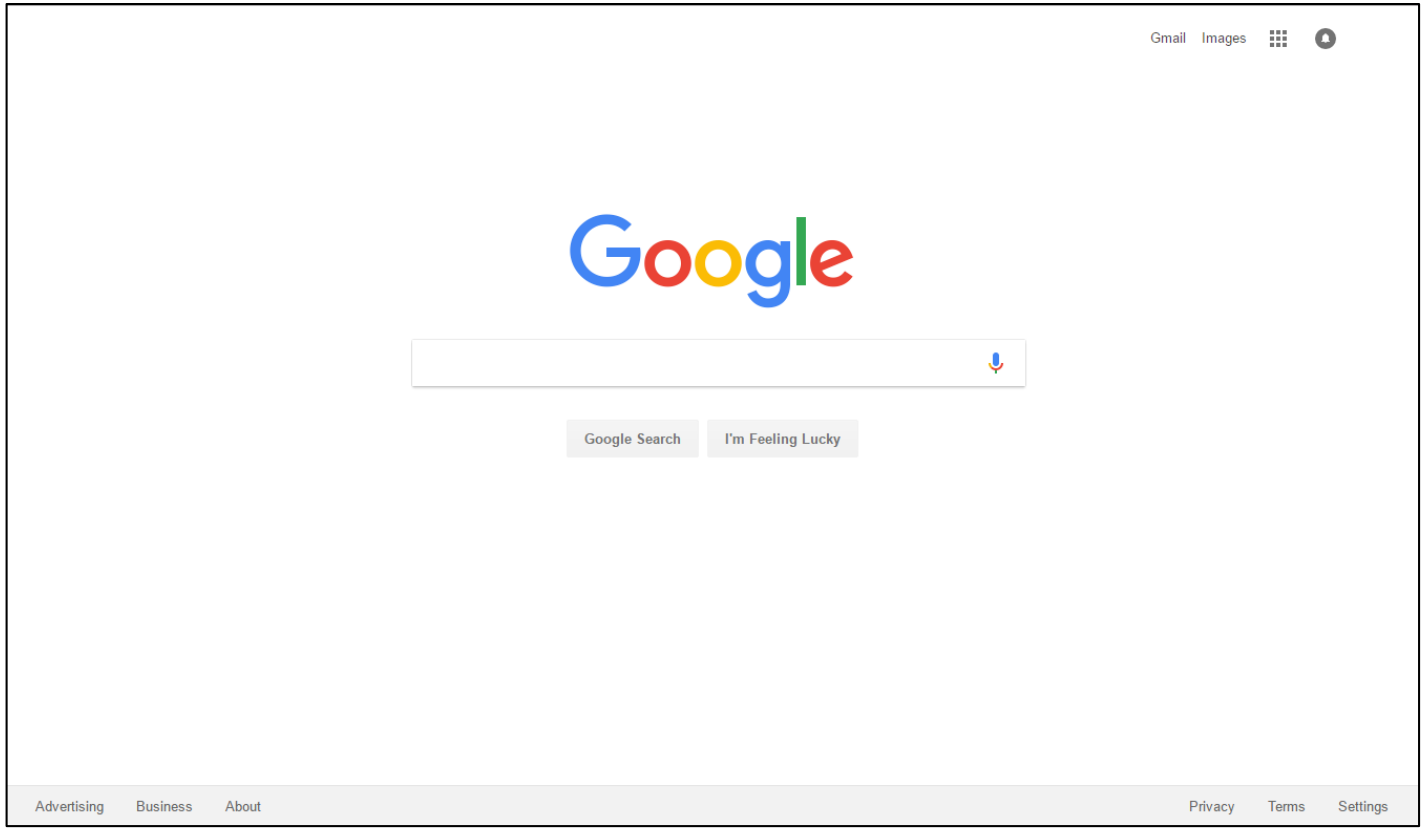
Image credit:
http://bit.ly/2bfvTTD

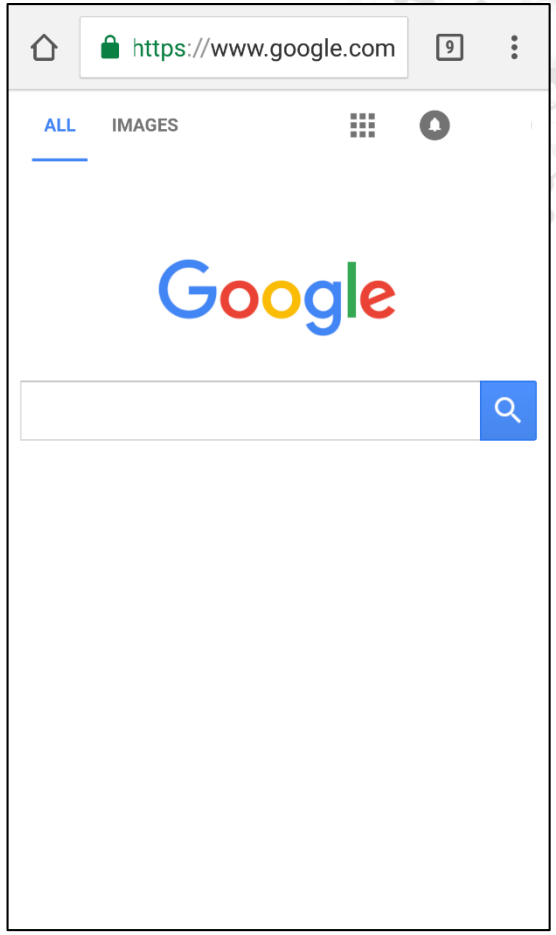
# Accelerated mobile pages (AMPs)

**4x**

faster page-load speed

# Split Indexes



Search Console

Help

Home

All Messages

Other Resources

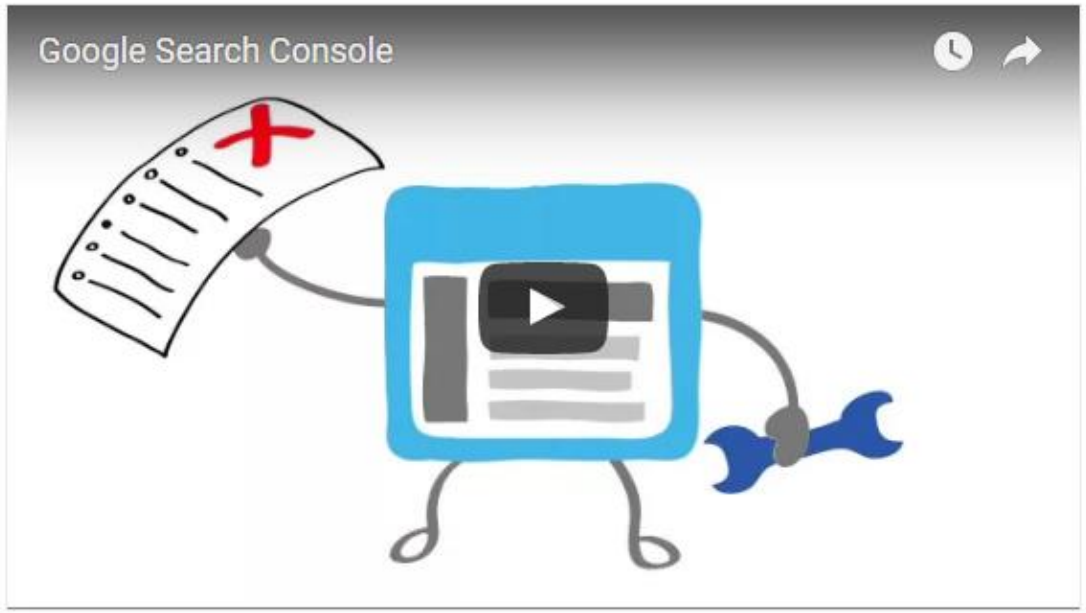
# Welcome to Search Console

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 | https://www.example.com/ | 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/

Free Initial Care Visit, Call Now!

Caregivers FAQ
Services Welcome

Cedar Rapids · 1239 1st Avenue Southeas...

Home Care - homechoiceseniorcare.com
Ad www.homechoiceseniorcare.com/

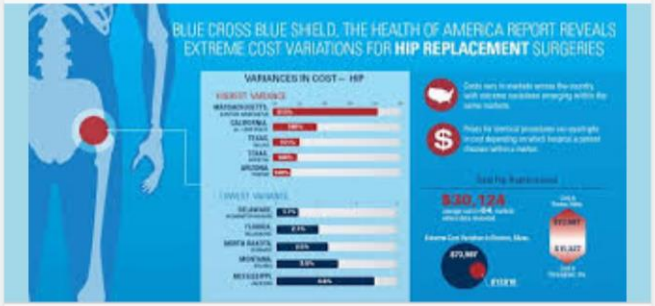
Affordable Senior Care Services. Let Us Provide The Right Care.
Caring Professionals · Reliability Guarantee
Services We Provide - Meet our Staff

Iowa Home Care - Kindred.com
Ad gentiva.kindred.com/IA

Google

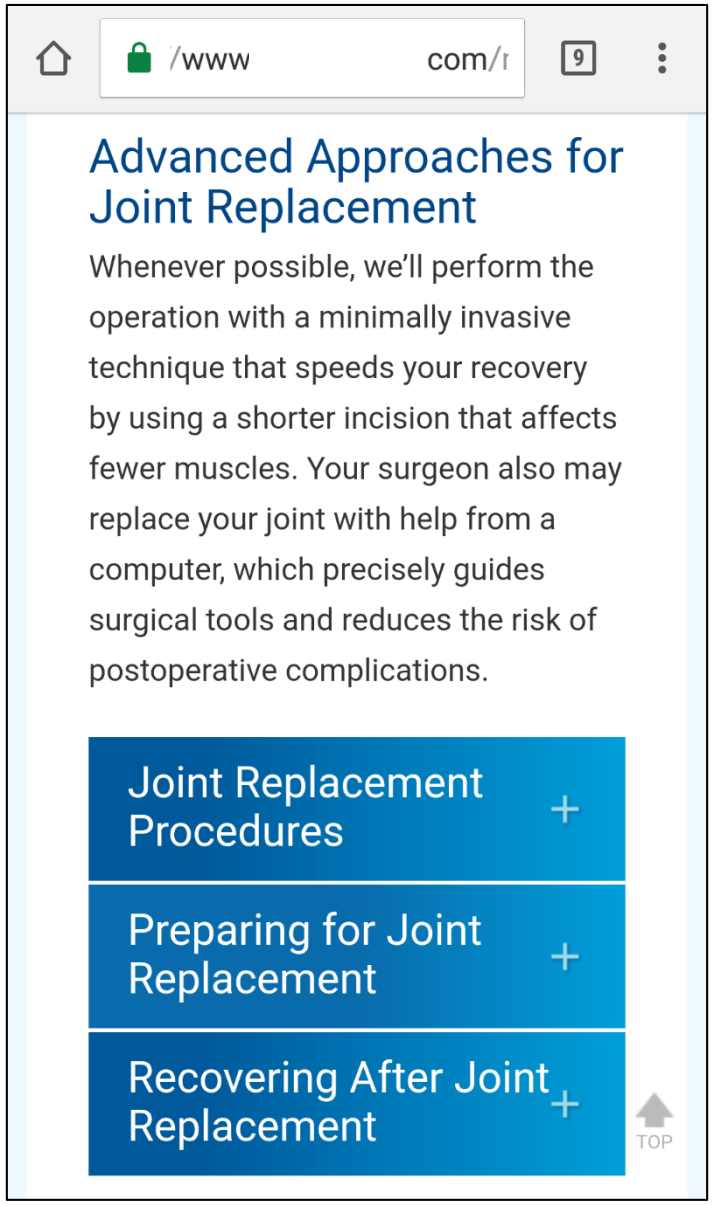
cost of hip replacement

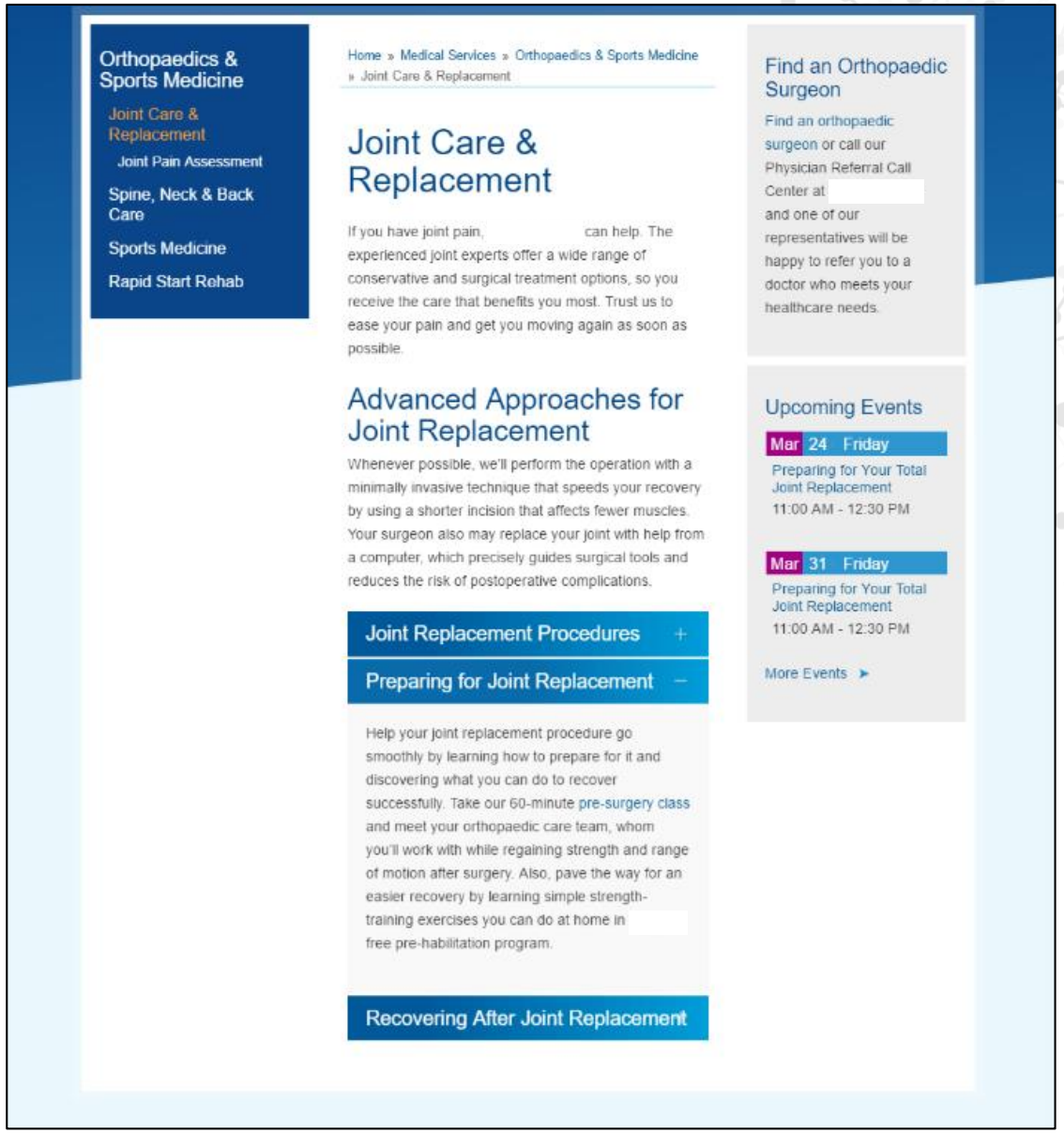
ALL SHOPPING NEWS VIDEOS IMAGES




"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 › knee-hip-cost-variation


/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


Orthopaedics & Sports Medicine
Joint Care & Replacement
Joint Pain Assessment
Spine, Neck & Back Care
Sports Medicine
Rapid Start Rehab
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 –
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.
Recovering After Joint Replacement
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%**

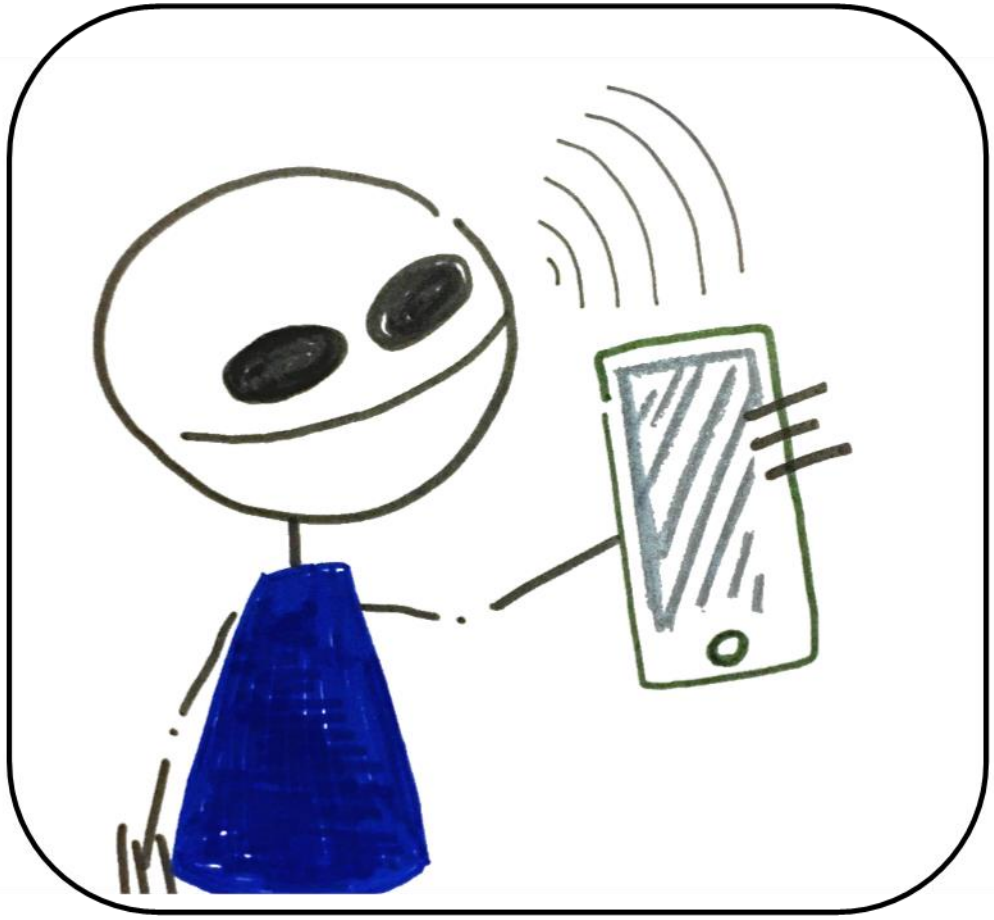
of all mobile queries are currently voice searches

*Google*

# Voice search answers

Pulled from easily digestible chunks of information

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

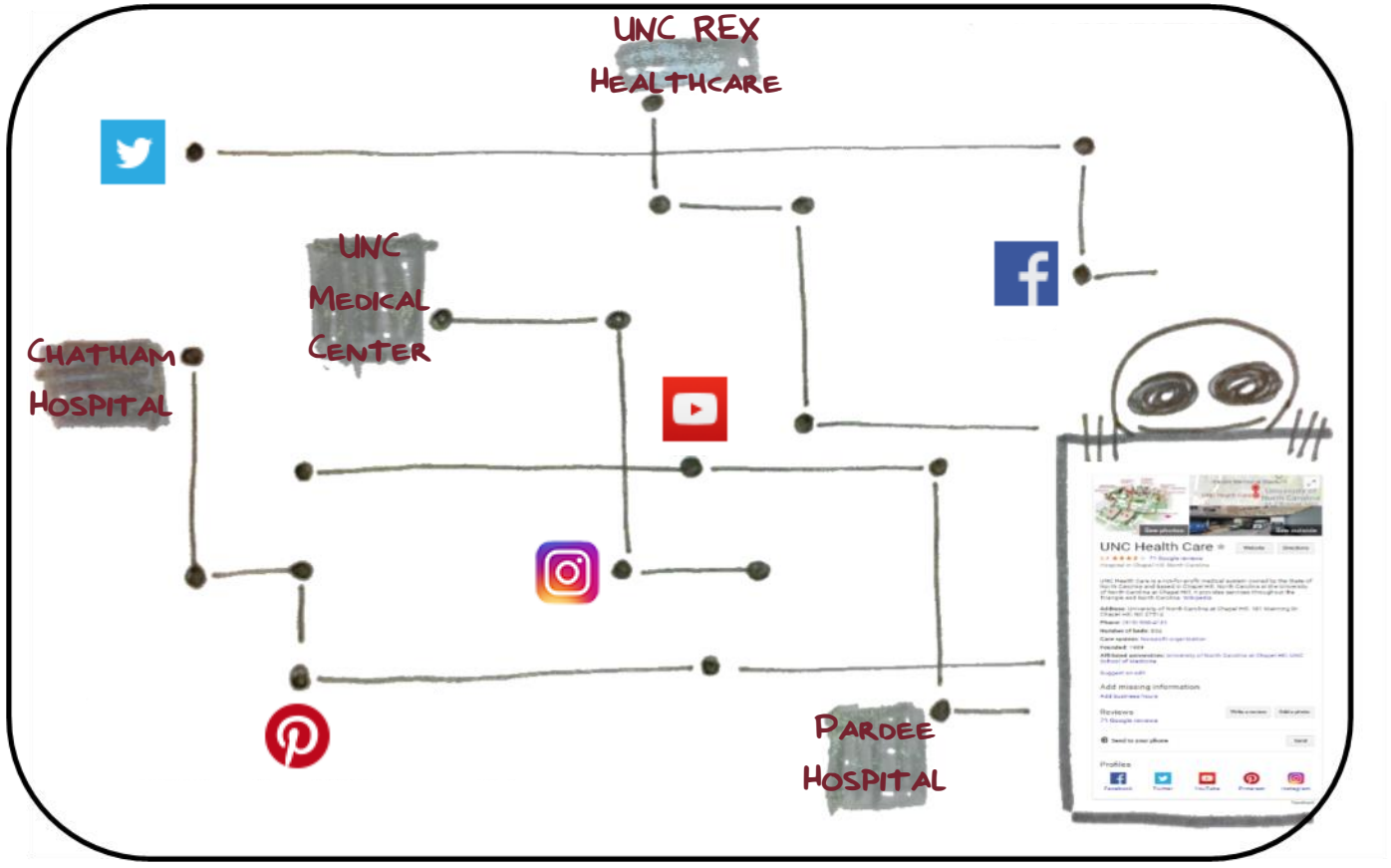


ART CREDIT: STICKSBYNX

## 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: STICKSBYNX

## Tweet It

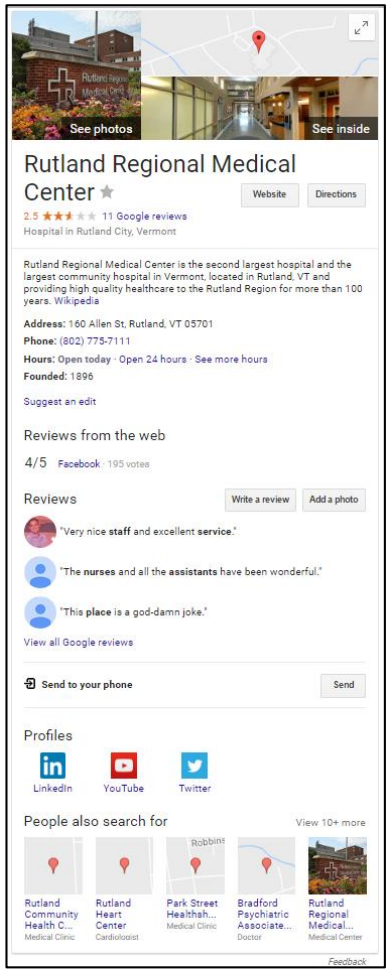
*Schema helps search engines connect the dots about the scope of your web presence.*

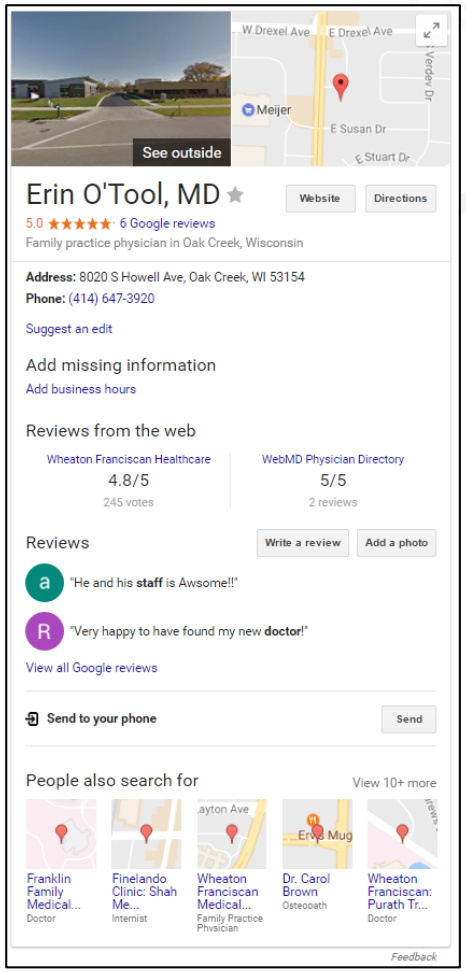
# **Making connections**
across the web

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

# Curate your business listings

# Schema markup & business listings



ART CREDIT: STICKSBYNX

## Tweet It

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

## Insights

Insights for your business, last month

| 1.38K | 9.4K | 7.84K |
| --- | --- | --- |
| 111% ↑ | 5% ↑ | 17% ↓ |
| Searches | Views | Actions |

View insights

## Reviews

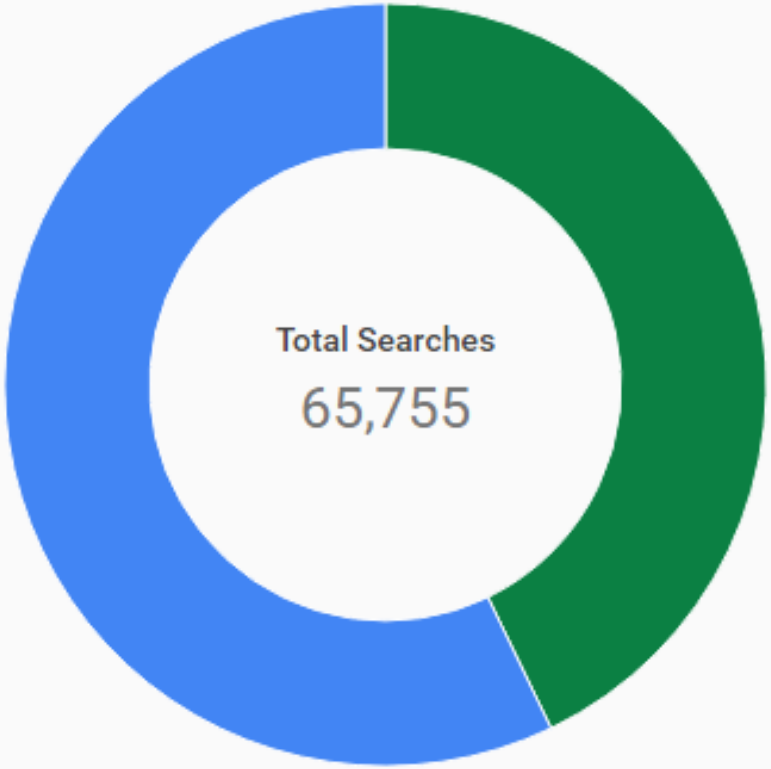
Reviews for your business

| 3.2 | 81 | 81 |
| --- | --- | --- |
| ★★★☆☆ | Reviews on Google | Unresponded reviews |
| Google rating | | |

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.

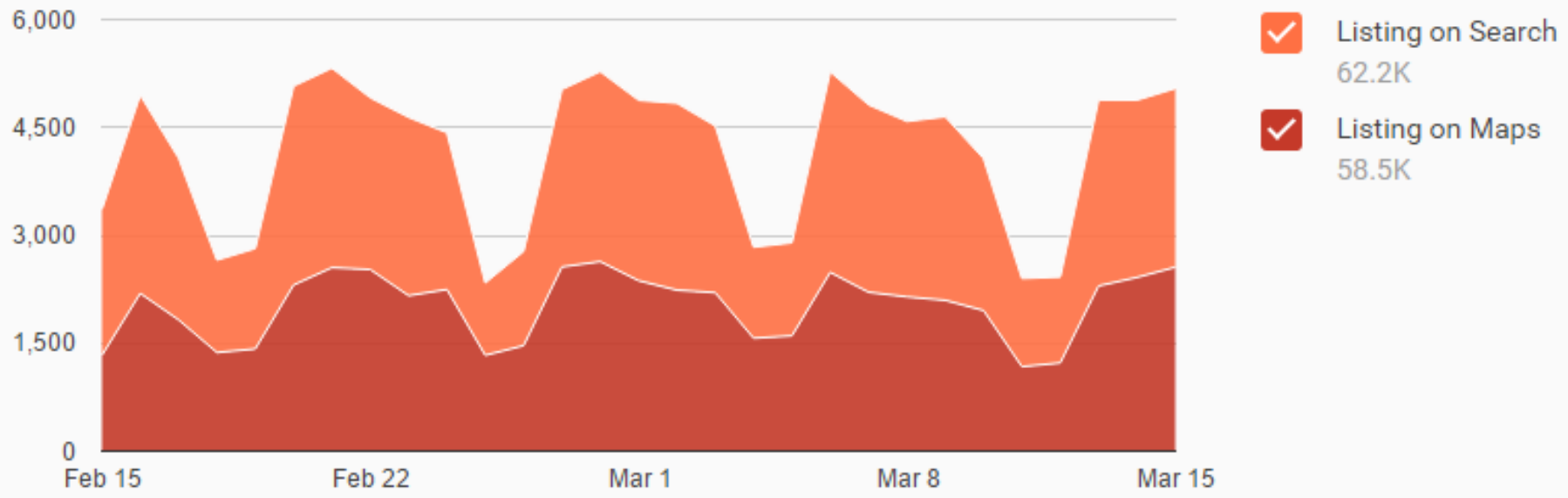
Businesses with recent photos typically receive more clicks to their websites. Post photos

## Where customers view your business on Google

The Google services that customers use to find your business

**Last 30 days**

Total views 121K

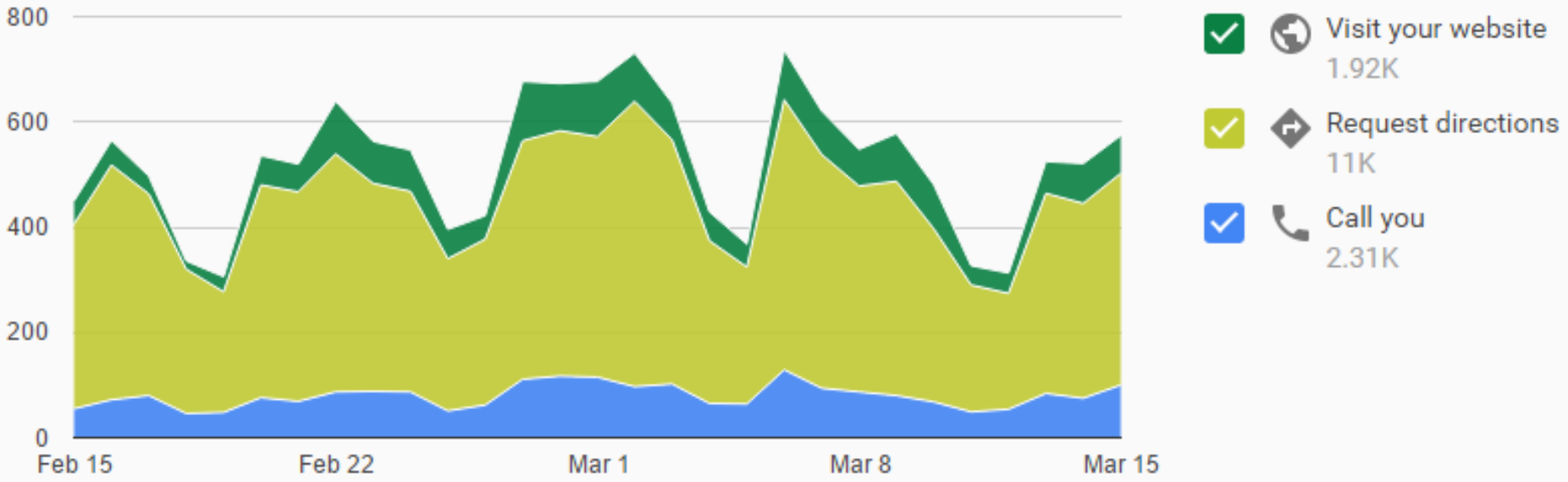


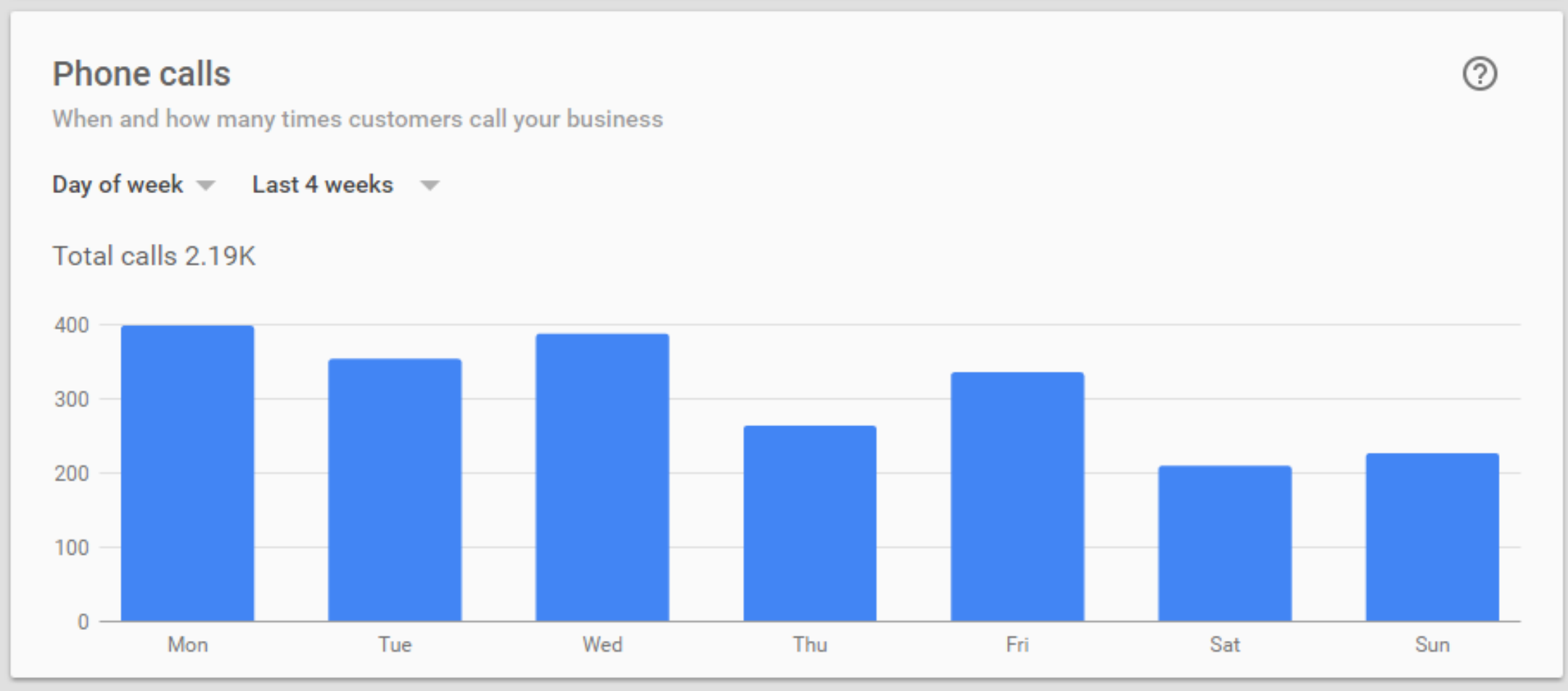
## Customer actions

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
400
300
200
100
0
Mon
Tue
Wed
Thu
Fri
Sat
Sun

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

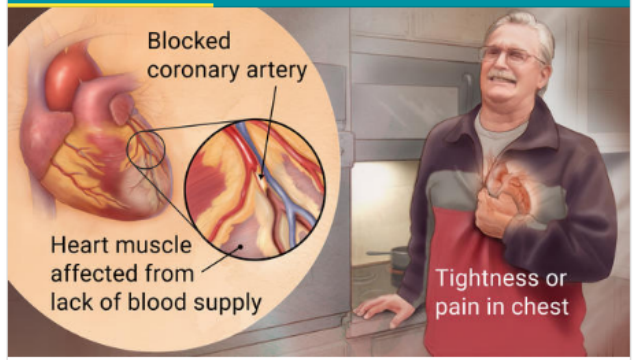
An End to Heart Disease? Not Quite
The New York Times · 1 day ago

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



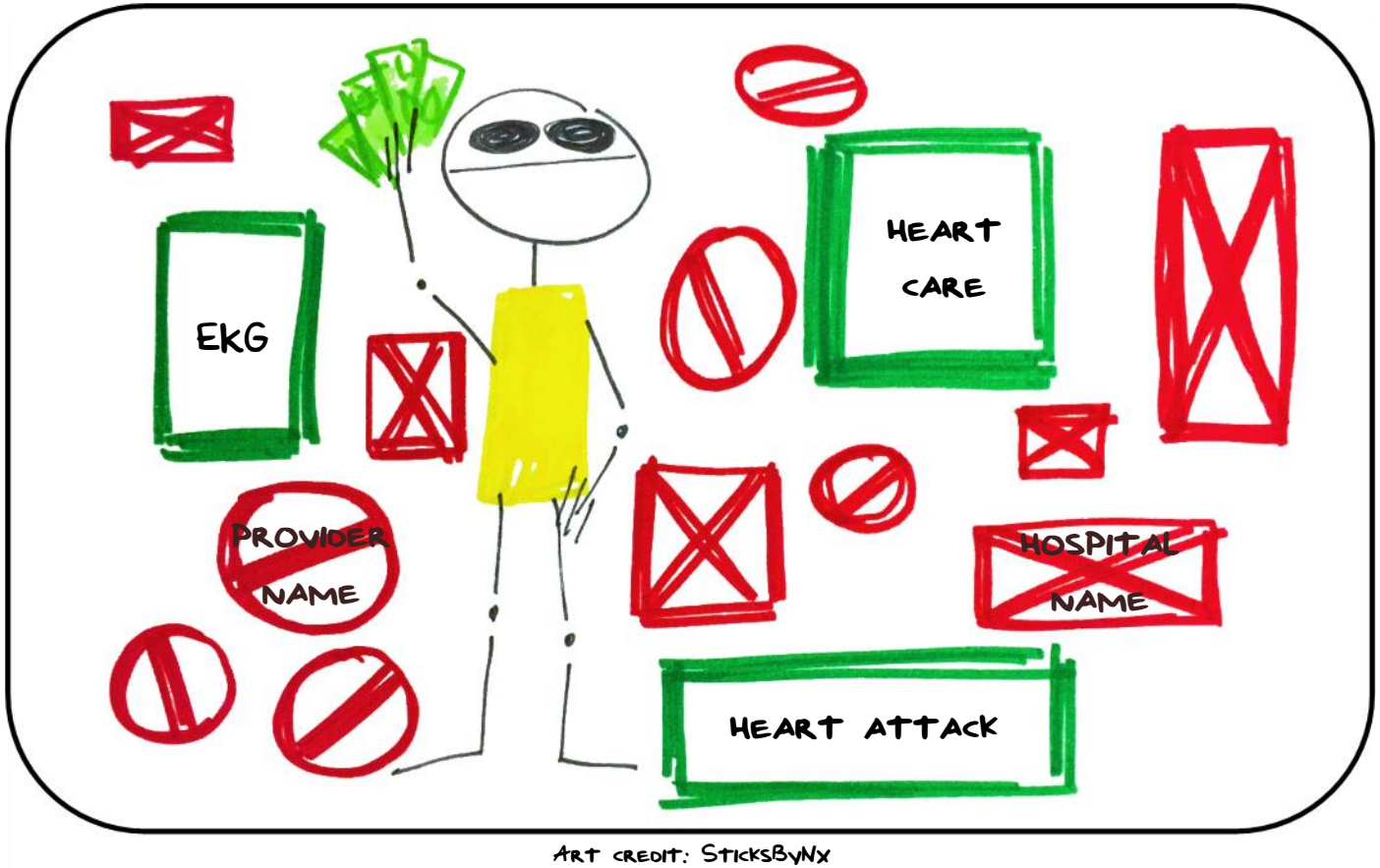

A blockage of blood flow to the heart muscle.

### 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.

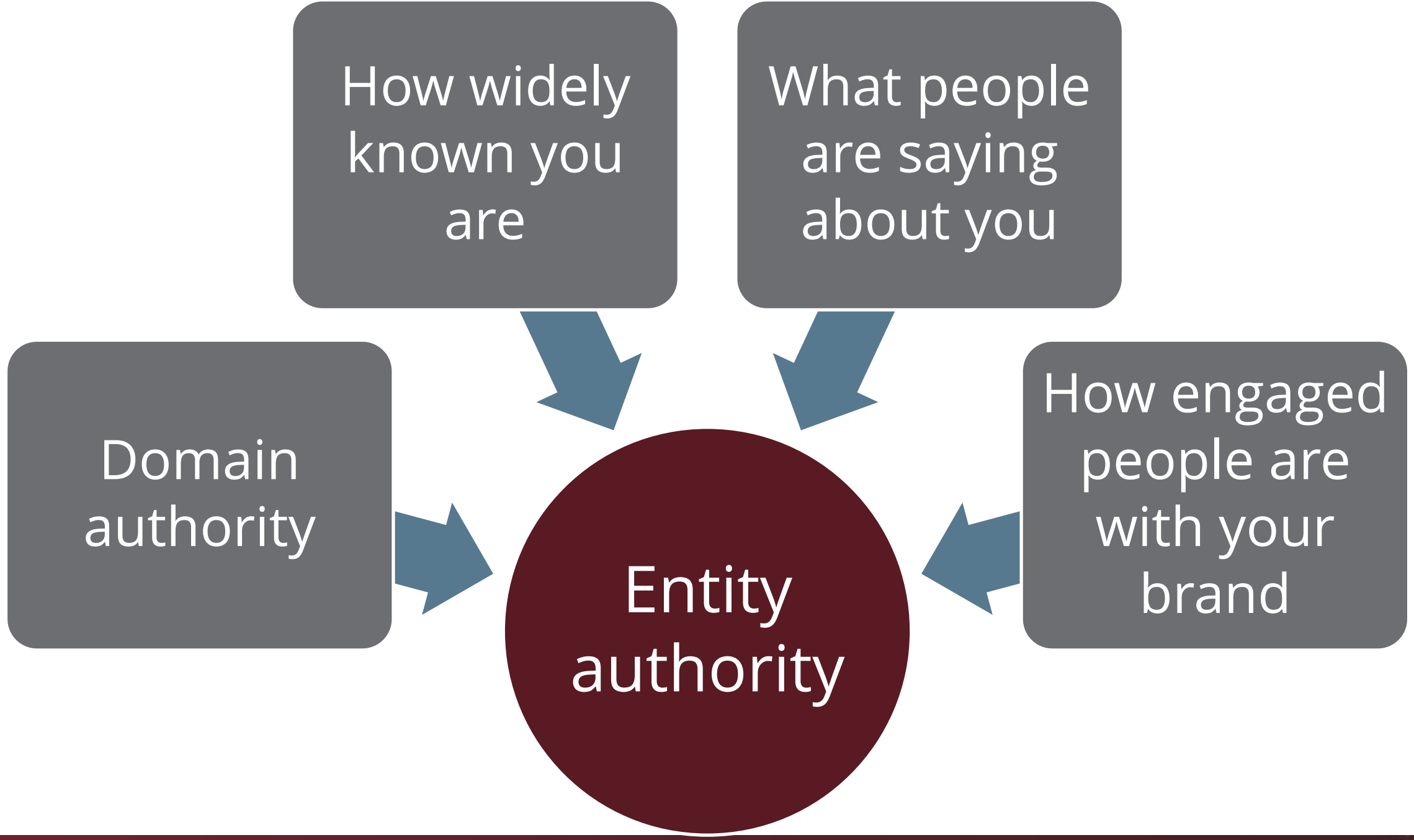


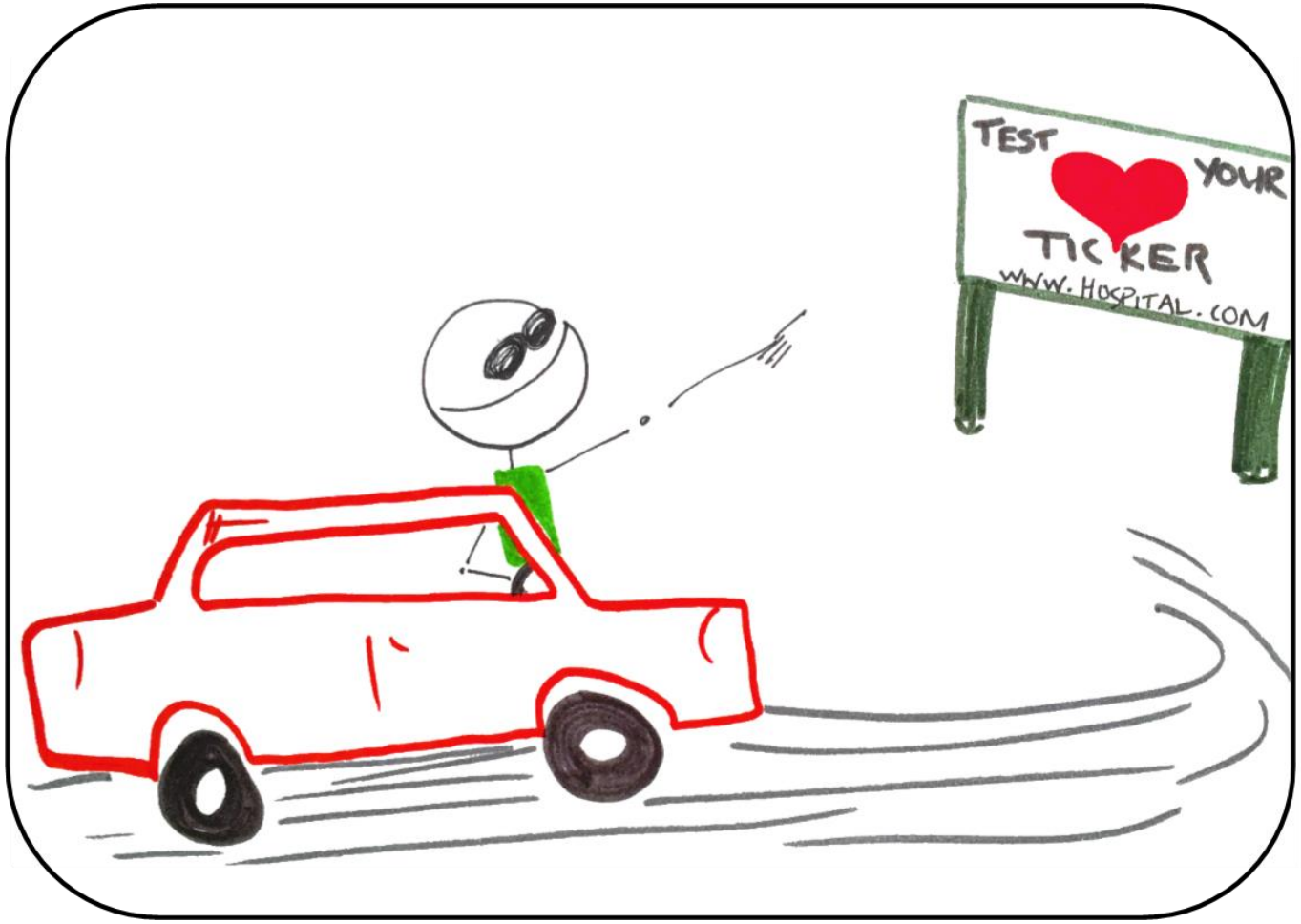

## Tweet It

*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

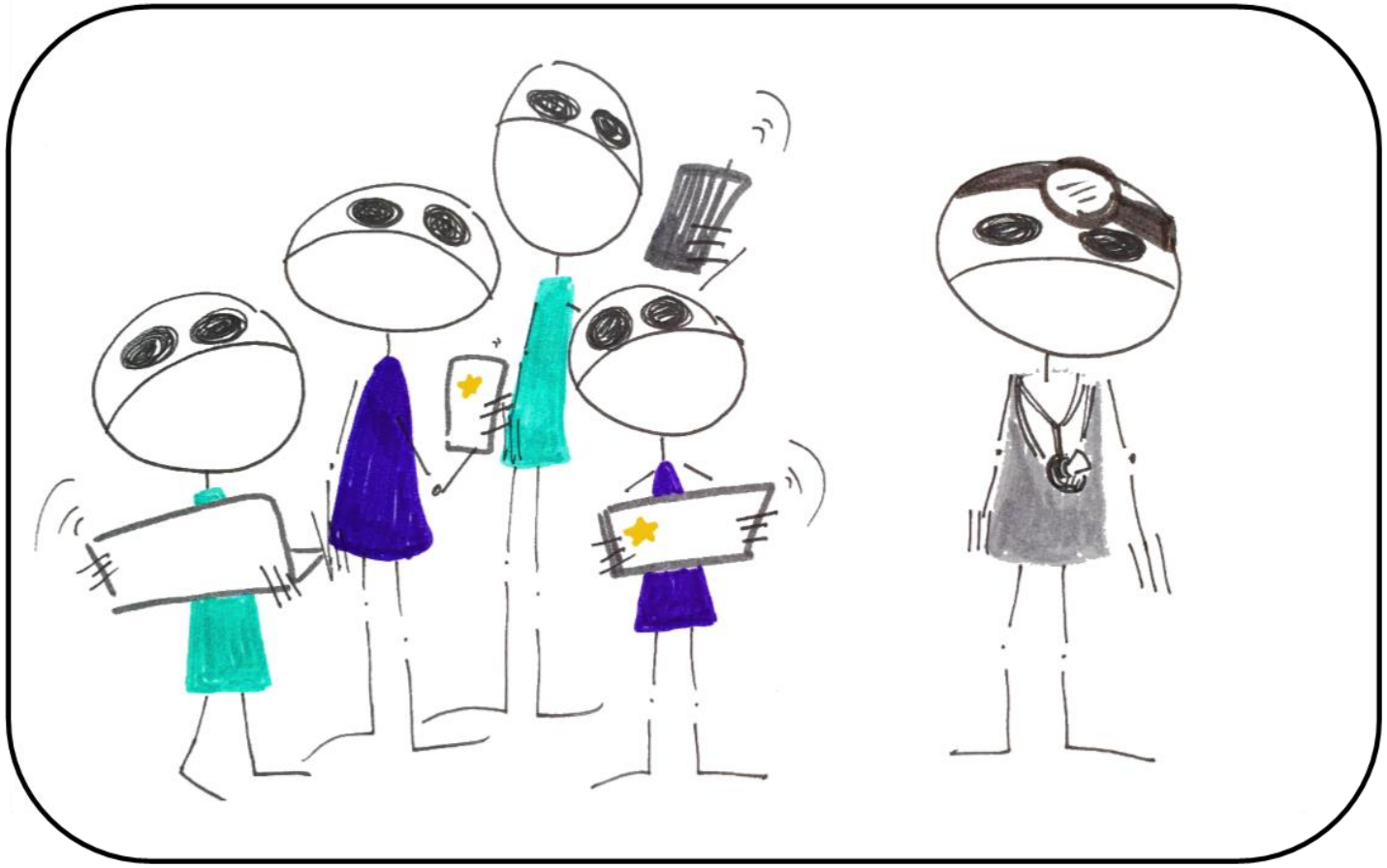

How widely known you are
What people are saying about you
Domain authority
How engaged people are with your brand
Entity authority




ART CREDIT: STICKSBYNX

## Tweet It

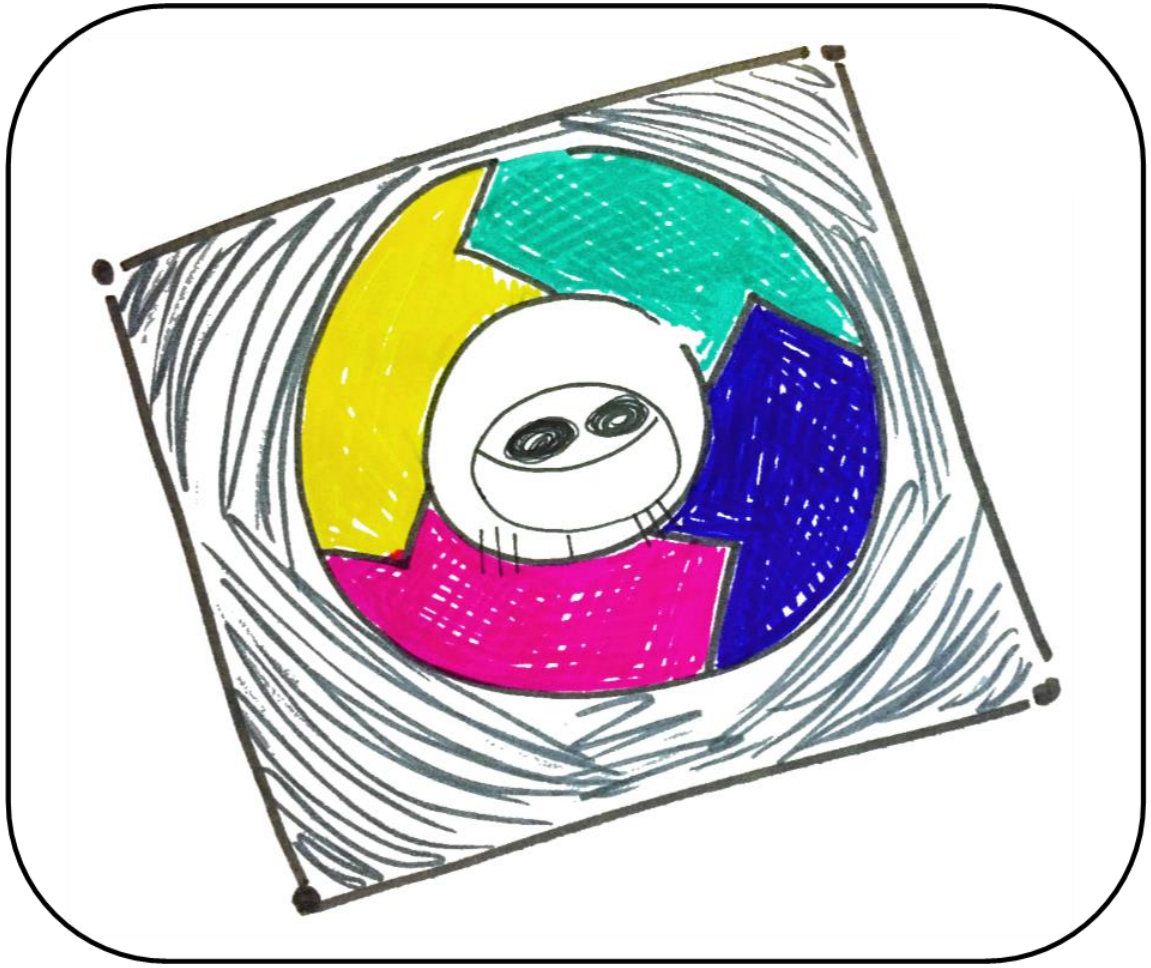
*Engaging offsite user experiences could drive traffic to your site, lead to referral links, and strengthen your SEO.*



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: STICKSBYNX

## 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

## Tweet It

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

# Keyword optimization is bad SEO

## 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

## 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

## 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.

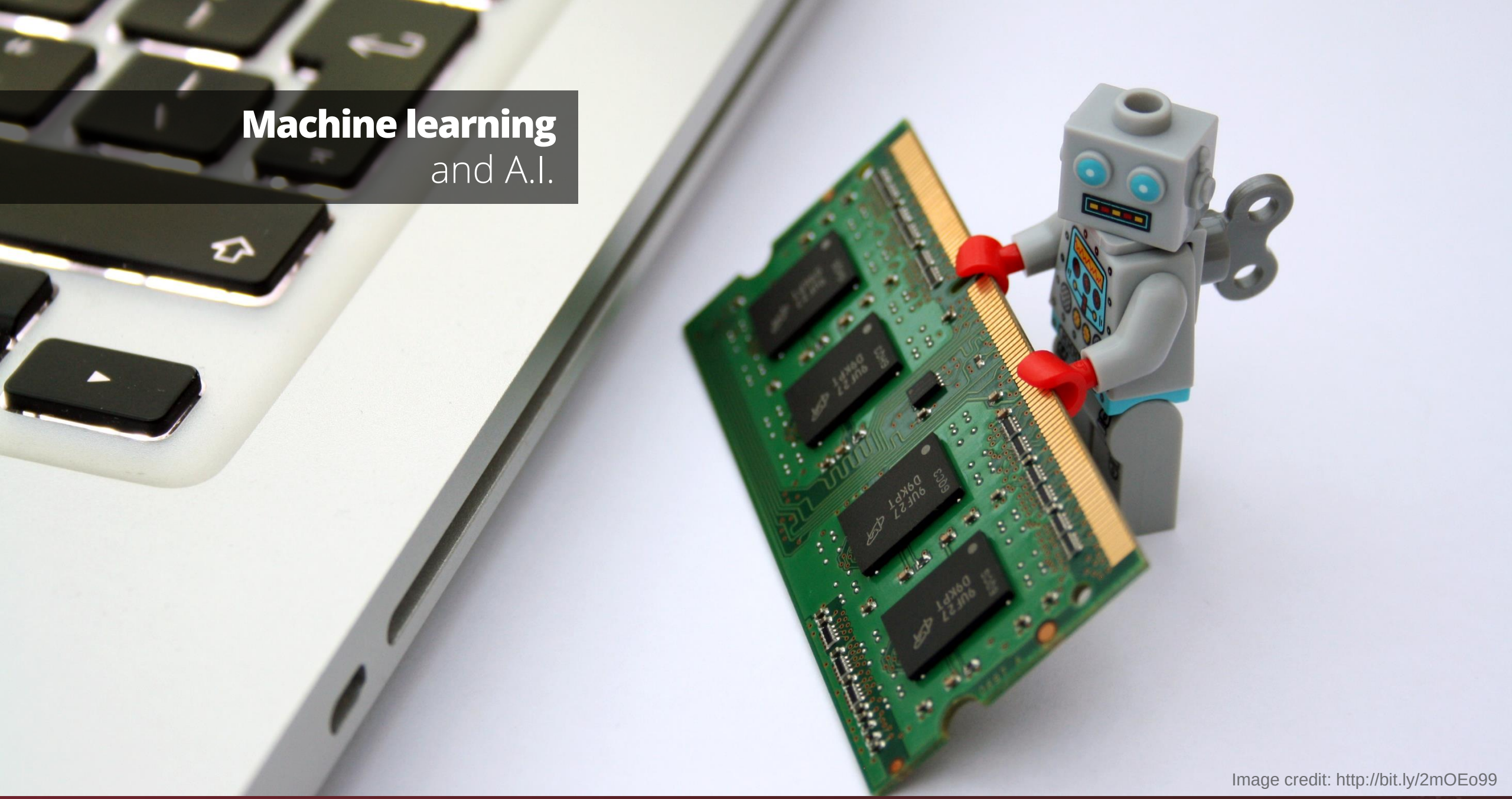


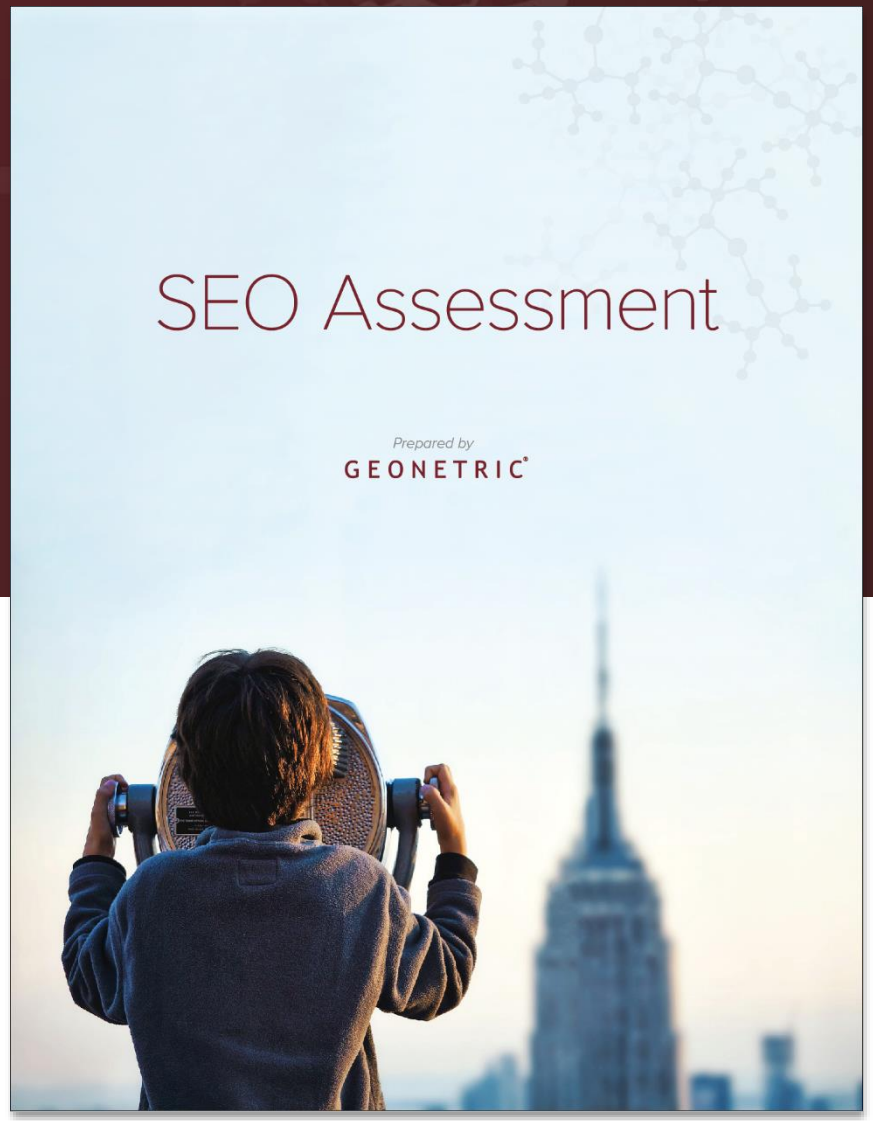
Image credit: http://bit.ly/2mOEo99

# Thank You

Joanna Basile

joanna.basile@geonetric.com

# Free Giveaway:
# **SEO Assessment**




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