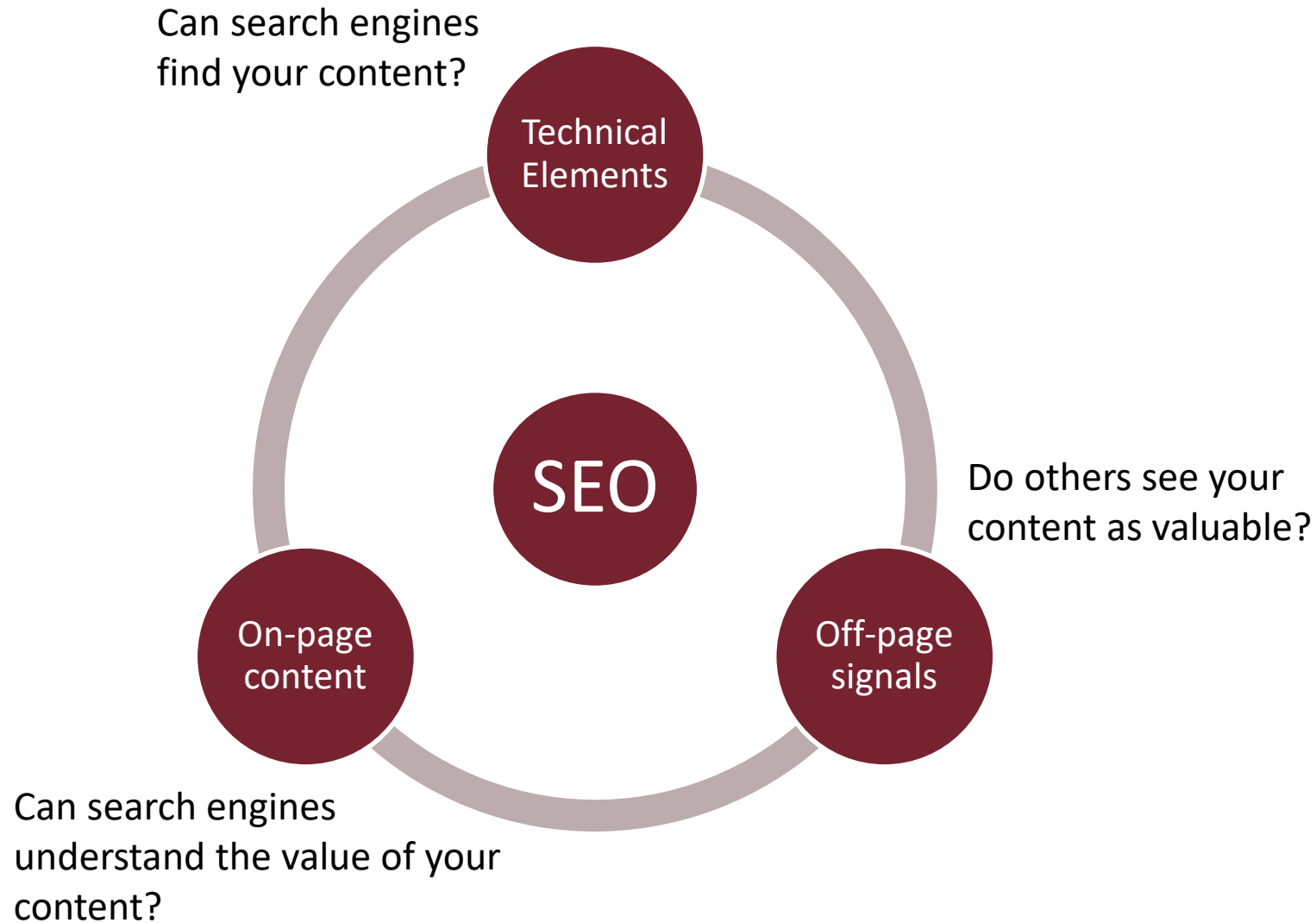


Ask the Experts

Get Answers to Your Top Healthcare SEO Questions

Search Engine Optimization



“My rule of thumb is build a site for a user, not a spider.”

– Dave Naylor



If you are limited on the time you can spend optimizing, what are the things you would do to make the most impact?



Does having an SSL-certified
site help with SEO?



How do you find the most applicable keywords to target? What tools do you recommend?



When writing about a condition or treatment, is it better to have one page with more content or to have multiple pages with thinner content?



What's the right balance between incorporating keywords in your content and keyword stuffing?



What are your thoughts on using newer Google My Business features like Q&As, Posts, and their impact on SERP rank?



How do you work with providers to optimize web content? Sometimes it feels like we speak a completely different language. They talk in health terms I don't know and I talk in digital terms they've never heard of.



Do you have any tips for doing SEO at scale? We have more than 14,000 pages with constantly changing content.



Is schema markup effective in moving
search results?



Do you feel business listing services are worth investing in after you've claimed and optimized the top 5 or so properties (Google, Bing, Healthgrades, etc.)?



With a name change to your health care organization, what key things should you be aware of and do (or not do) as it relates to SEO?



What strategies do you recommend regarding SEO for voice discovery?



Should you track search engine rankings of specific keywords using 3rd party tools?



With limited time, is it better create new sources of organic traffic or improve the conversion funnel for high traffic content?



Is there any SEO advantage to how you display a phone number?



How do you measure success for undertaking a website improvement project to correct spelling mistakes, broken links, and on-page SEO?



How can SEO strategies differ in the service industry as opposed to the retail industry?



Around the beginning of May, Google dropped hundreds of pages out of the index. What changed?



What changes or trends do you see for the next 1-3 years for healthcare SEO? What should we be preparing for now?