

Writing & SEO

Content Creation 101

GEONETRIC®

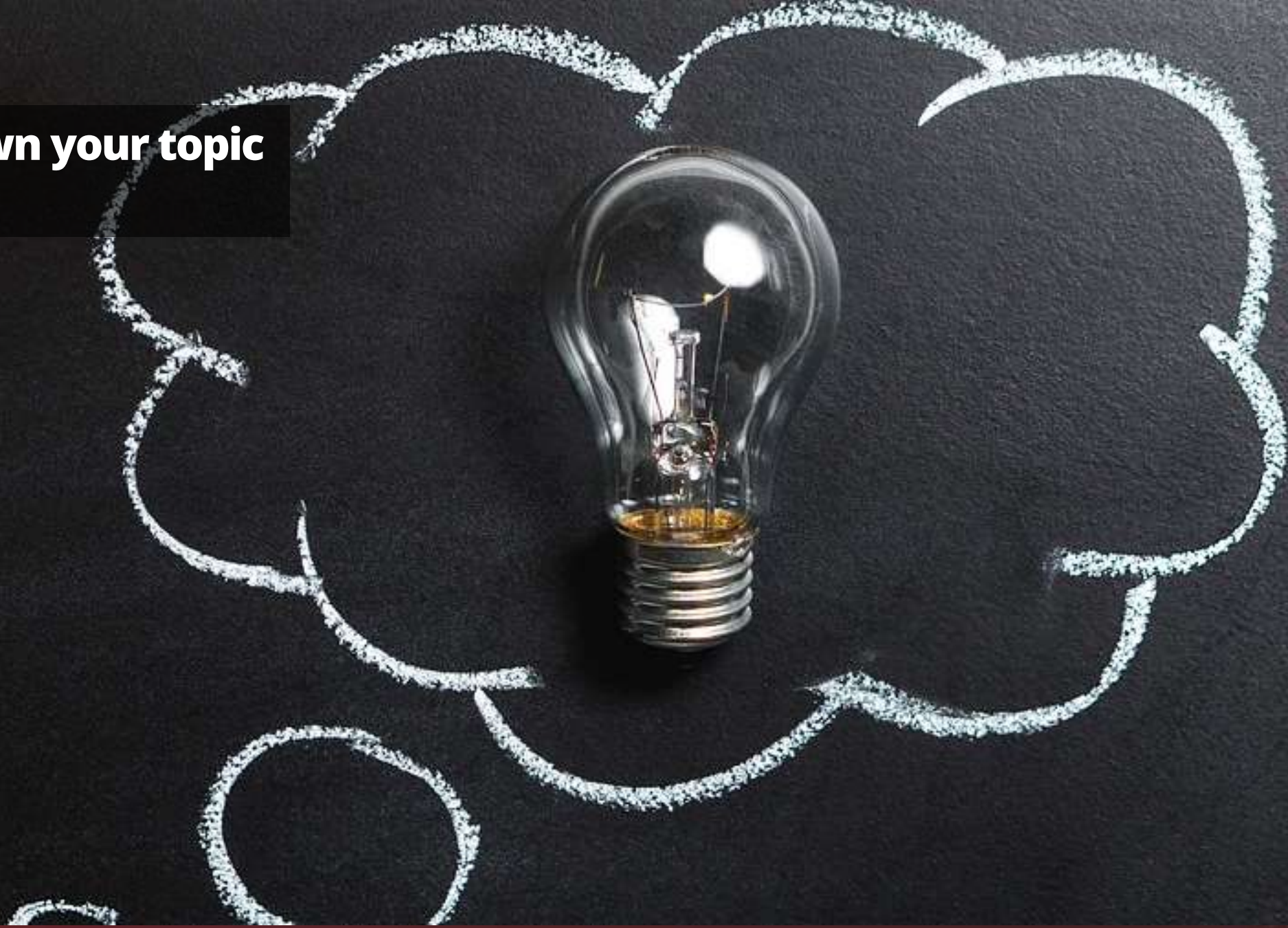




“SEO isn’t about gaming the system.
It’s about learning how to play by the rules.”

— Jordan Teicher, freelance writer

1. Narrow down your topic



Narrow down your topic

- What message do you want users to leave with?
- What action do you want users to take?





2. Give your content a home

Give your content a home

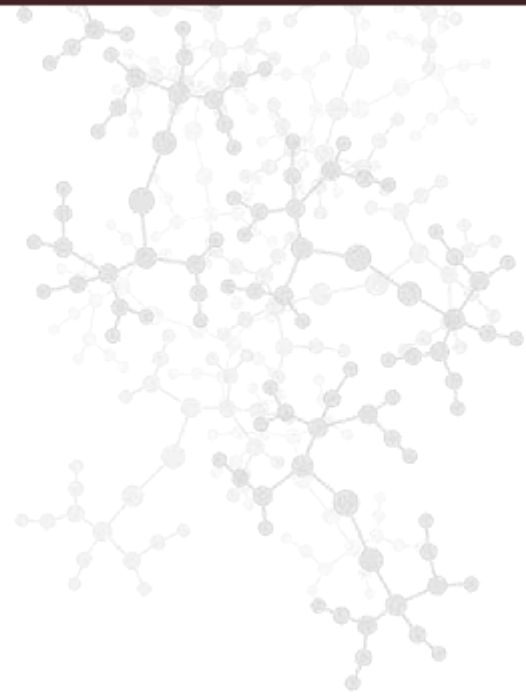
- Understand the SEO implications
- Make sure the content is reachable through at least one link
- Set up redirects when you move or delete content

3. Do keyword research



Keyword research tools

- Google AdWords Keyword Planner
- KWFinder
- Moz's Keyword Explorer
- SEMRush
- Keyword Tool
- Google Trends



Considerations when choosing keywords

- Relevance to your topic and healthcare organization
- Search volume
- User search intent
- Types of pages the query turns up in search results
- Difficulty of ranking for a term



4. Optimize the metadata



HTML page title (title tag)

- Plays a key role in SEO
- Shows up in:
 - Search engine results
 - Browser tabs
 - Social media

Cancer Care at Genesis Healthcare System - Genesis HealthCare ...

www.geneshcs.org > Care & Treatment

When you choose Genesis Cancer Services in Zanesville, Ohio, you stay close to home while benefiting from accredited, personalized care.

File Edit View History Bookmarks Tools Help

Cancer Care at Genesis He... x +

www.geneshcs.org/care-treatment/cancer/



Anne Kapler
Just now ·

So excited to start my new nursing position on the oncology floor!

Cancer Care at Genesis Healthcare System - Genesis HealthCare System - Zanesville, Ohio

When you choose Genesis Cancer Services in Zanesville, Ohio, you stay close to home while benefiting from accredited, personalized care.

GENESHCS.ORG

Like Comment Share



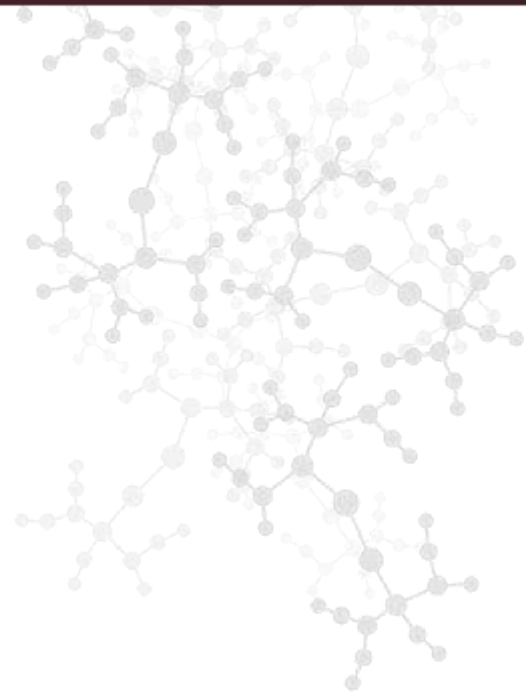
Write a comment...

Write the HTML page title

- Include keywords
- Make it unique
- Write about 60 characters or fewer
- Use a formula:

Page Topic/Keyword | Geographic Location | Organization Name

Example: Chemotherapy | Springfield, MN | Benefit Cancer Center



Write the meta description

- “Sell” your page content
- Influence click-through rate in search-engine results pages
- Include keywords
- Write up to 300 characters
- Use a formula:

[Action] + [Organization/Facility Name] + [Geographic Location] + [Benefit]

Example: Reach your health goals at Benefit Health Fitness & Therapy Services in Springville, MN, where you'll find support from certified athletic trainers. Get a one-month free membership when you sign up by Jan. 30.

Cancer Care at Genesis Healthcare System - Genesis HealthCare ...

www.geneshcs.org > Care & Treatment ▾

When you choose Genesis Cancer Services in Zanesville, Ohio, you stay close to home while benefiting from accredited, personalized care.

Write the URL

- Shows in search-engine results
- Should match the page title as closely as possible
- Should include keywords, but not repetitively
 - **Yes:** www.hospital.com/services/cancer/rehabilitation
 - **No:** www.hospital.com/services/cancer/cancer-rehabilitation
 - **No:** www.hospital.com/?id=6&sid=1&CW

Cancer Care Team - Genesis HealthCare System - Zanesville, Ohio

<https://www.genesisahcs.org/care-treatment/cancer/care-team>

Improve your odds of beating cancer by leaning on Genesis HealthCare System's multidisciplinary team, including nurse navigators, in Zanesville, Ohio.

5. Optimize on-page content



Optimize on-page content

- Make it informative
- Localize it
- Make it unique
- Use keywords strategically
 - In headers
 - In body text
 - In image alt text

“Writing is easy. All you have to do is cross out the wrong words.”

~ Mark Twain

Sample page copy

Turn to Meritas Health Cardiology for compassionate, comprehensive, accessible cardiac care in the Kansas City area. We've been serving the Northland for more than 20 years. And with eight locations across Platte, Clay, Ray and Jackson counties, you'll find an experienced cardiologist near you.

Your Kansas City Cardiologists

Gain a partner in heart health at Meritas Health Cardiology. Trust our board-certified heart doctors to answer your questions, listen to your concerns, and work with you to create the best care plan for your individual situation.

You can feel confident that your well-being is our top priority because we participate in Million Hearts[®], a national initiative to prevent heart disease and stroke.

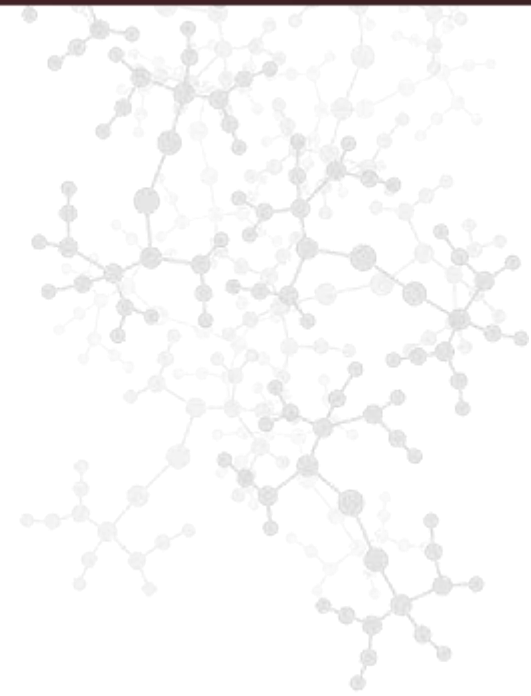
Keywords

Geographic location names



Link strategically

- Add links to other relevant pages on your site
- Write clear, specific anchor text
 - **Yes:** Learn about cancer rehabilitation.
 - **No:** Learn about cancer rehabilitation here.

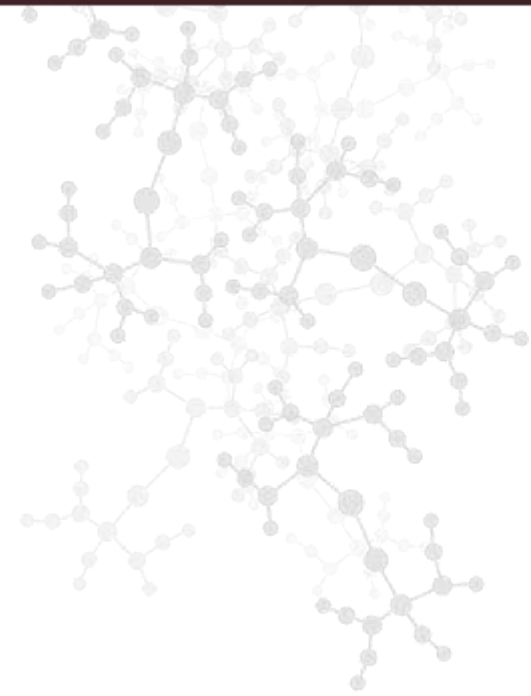


6. Measure the results



Measure the results

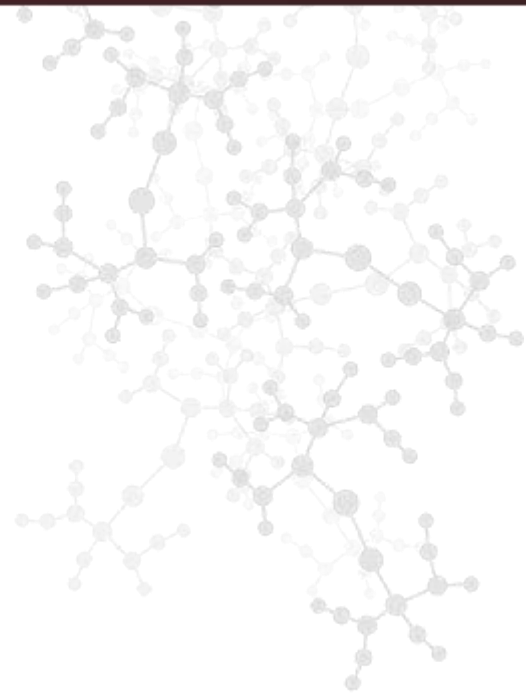
- Monitor metrics such as:
 - Pageviews resulting from organic search
 - Page's ranking in search-engine results for certain queries
 - Organic impressions
- Get an expert's interpretation
- Be patient
- Revise content as necessary



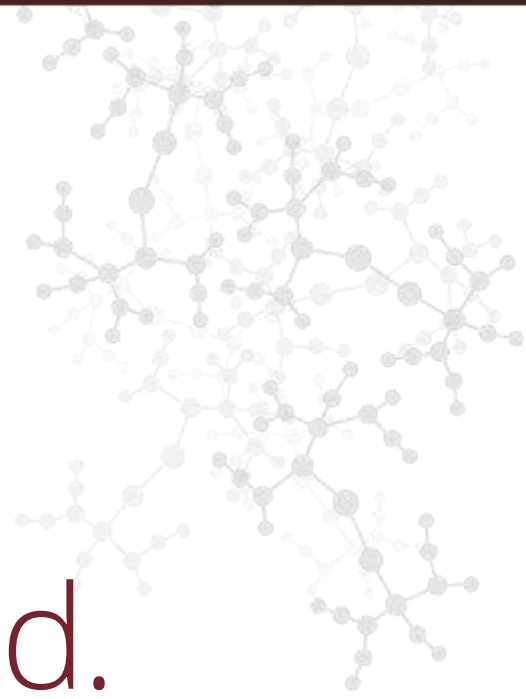
Let's recap

Recap

1. Narrow down your topic
2. Give your content a home
3. Do keyword research
4. Optimize the metadata
5. Optimize on-page content
6. Measure the results



Keep your audience in mind.





Free Resources
www.geonetric.com/seo
www.geonetric.com/copywriting

