

Geonetric Webinar: March 2017

# **SEO for Healthcare**

Reaching Healthcare Consumers  
Through Search

GEONETRIC®

# White Paper: Questions to Ask Your Potential SEO Agency

**Download:**  
[geonetric.com/SEOquestions](https://geonetric.com/SEOquestions)

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WHITE PAPER

## QUESTIONS TO ASK YOUR POTENTIAL SEO AGENCY

Just like no two SEO agencies are alike, neither are two health systems. Be sure to find an SEO partner who understands the different players in healthcare and the different ways to help them succeed.

Healthcare consumer today turn to search engines to find answers. Search engine optimization (SEO) ensures it's your information they find, whether that's a clinic location, physician, or service offering. But optimizing your organization's site for search engines isn't as easy as it once was. SEO as a discipline gets more complex every day, and many healthcare marketing teams partner with outside agencies to ensure SEO experts are working around the clock to protect and increase rankings.

If your team is ready to find the right SEO partner, it's important to know that not all SEO agencies are alike. Asking a few simple questions during your selection process can help you better understand your potential partner's expertise. The more you know about your potential partner, the more likely you are to find a long-term partner for this critical job.

**QUESTIONS TO ASK YOUR  
POTENTIAL SEO AGENCY**



**Does your agency take a unique approach to each engagement?**

Just like no two SEO agencies are alike, neither are two health systems. Be sure to find an SEO partner who understands the different players in healthcare and the different ways to help them succeed.

The fact is, the type of SEO work performed should vary greatly from client to client, and you don't want to work with anyone that is pitching you a one size fits all solution. For example, academic medical centers often have unique SEO issues and face more internal competition. A small hospital that competes with large health systems needs to identify weak points in competitors and exploit those. A large health system with numerous hospitals might actually be competing with itself on keywords and require a more thoughtful keyword strategy.

Be sure to ask your potential agency how they will customize their solutions to meet your unique needs.

**Does your agency specialize in healthcare?**

Health information is the single most searched topic on the web. And you're not just competing for that traffic with the hospital across town. You're also competing with large entities like Mayo Clinic and WebMD, as well as with Google itself.

Finding a partner that specializes in healthcare SEO isn't a 'nice to have'; it's imperative. You need a partner who understands how to position your organization for success against the Mayo Clinics of the world, as well as

1

# How Web Design Impacts Your Site's Health

*Join us on April 19, 2017, at 2 p.m. EDT / 11 a.m. PDT*

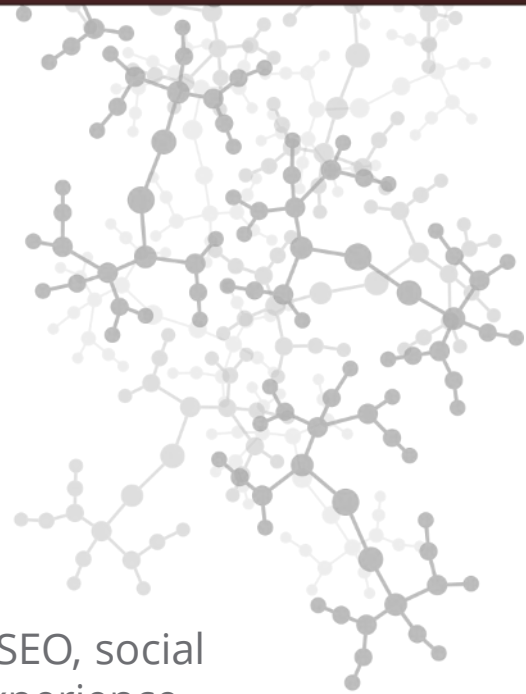
A great design poorly implemented can have a negative impact on your site's ability to deliver on everything from online conversions to SEO.

We'll reveal the invisible layers of your site's design and share how to identify and triage the problems you're likely to find.

**Register at: [geonetric.com/webinars](http://geonetric.com/webinars)**

## You'll learn:

- How your site's design can impact SEO, social media, accessibility, mobile user experience, site maintenance, and online conversions
- Tools and techniques for testing web pages to uncover problems and opportunities
- Which problems are critical to fix today, and which areas you should keep an eye on for the future



# Geonetric Clients

72 healthcare clients 500+ websites 17 years of experience





# *Welcome!*

## **Speakerphone tip**

Mute your microphone for best audio quality.

## **Have questions?**

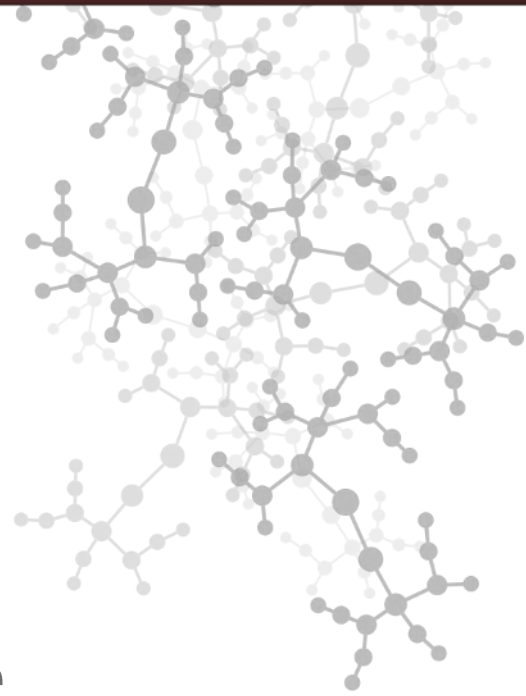
We'll try to answer as many as possible. Enter them in the Questions field.

## **We love feedback**

Please complete the survey at the end of the webinar.

## **We are recording**

Video of today's webinar will be posted on [geonetric.com](https://geonetric.com) in the Ideas section.

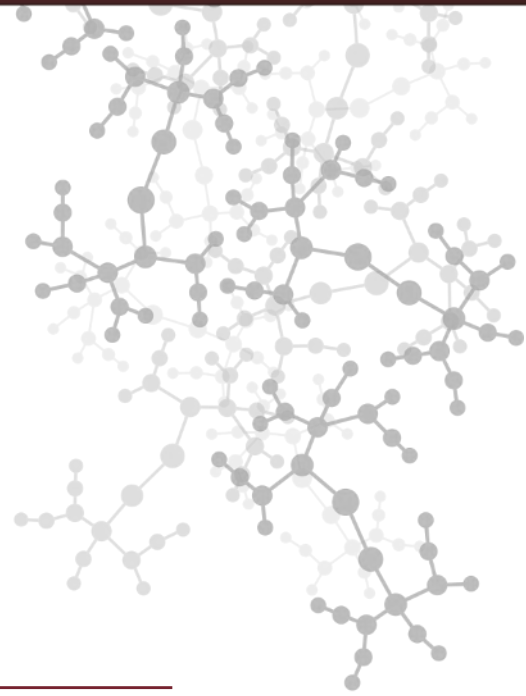


# Today's Presenter



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

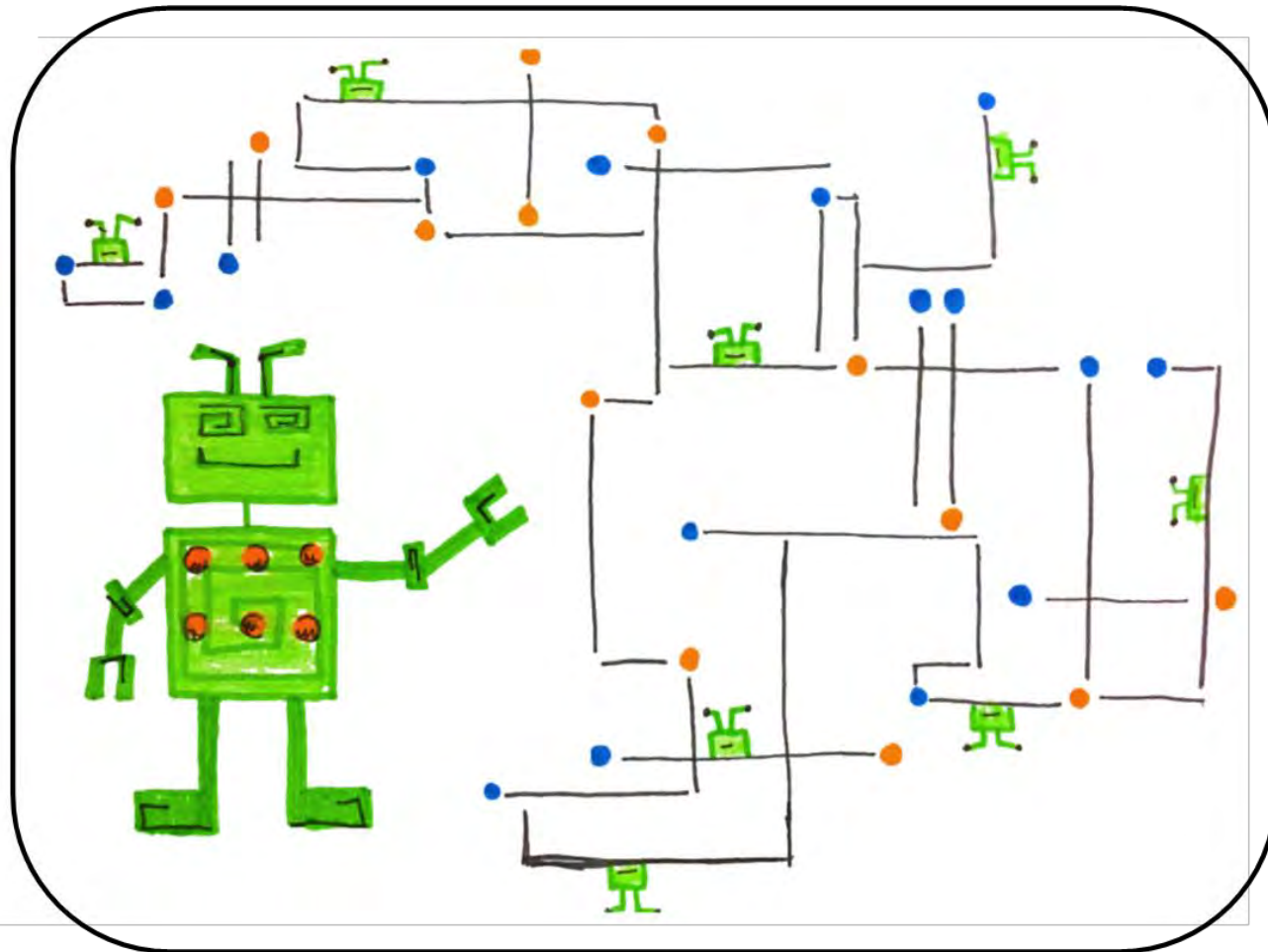
1. Choose the right CMS.
2. Make your site secure.
3. Get to know your users.
4. Target your content appropriately.
5. Provide a good UX.
6. Optimize for voice search.
7. Implement schema across your site.
8. Curate your business listings.
9. Pay for the right traffic at the right time.
10. Market your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



Choose the right CMS



# Auto-generated sitemap



Art credit: 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

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

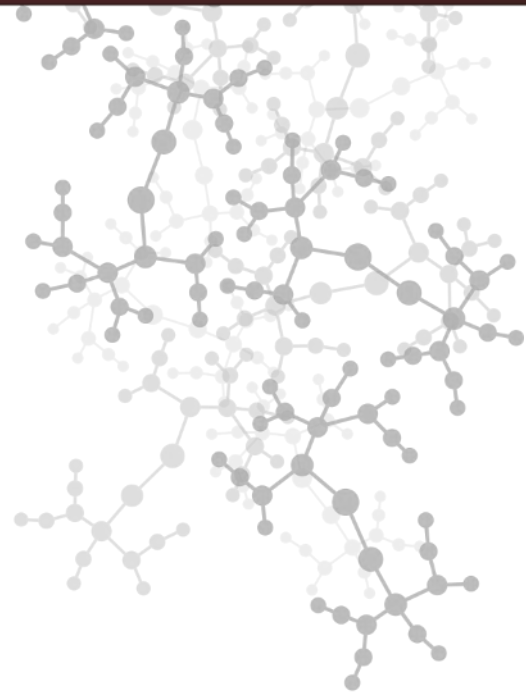
*Adding alt text to your images helps screen readers and search engines understand the visual content on a page.*

# Usage of lightweight code

# 40%

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

*KISSmetrics*





# Friendly—and customizable—URLS

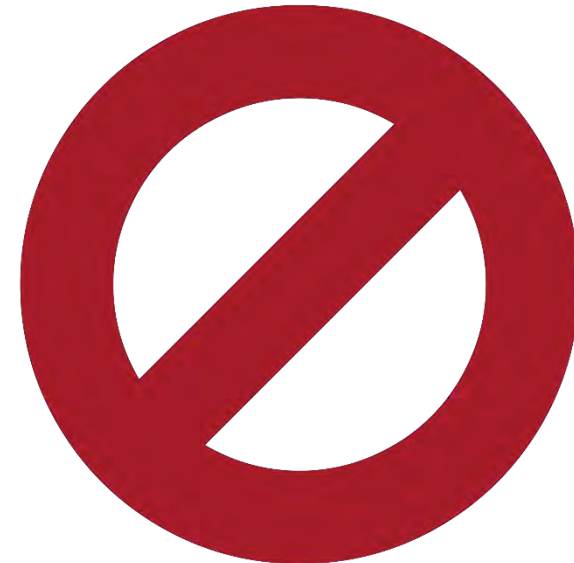
## Perfect!

<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 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

```
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  "name": "James Davis, DO",
  "medicalSpecialty": [
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      "name": "Osteopathic Medicine"
    },
    {
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    }
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      "telephone": "262-785-7720"
    }
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      "name": "Elmbrook Memorial"
    }
  ]
},
]
```





# Optimize at the foundational level

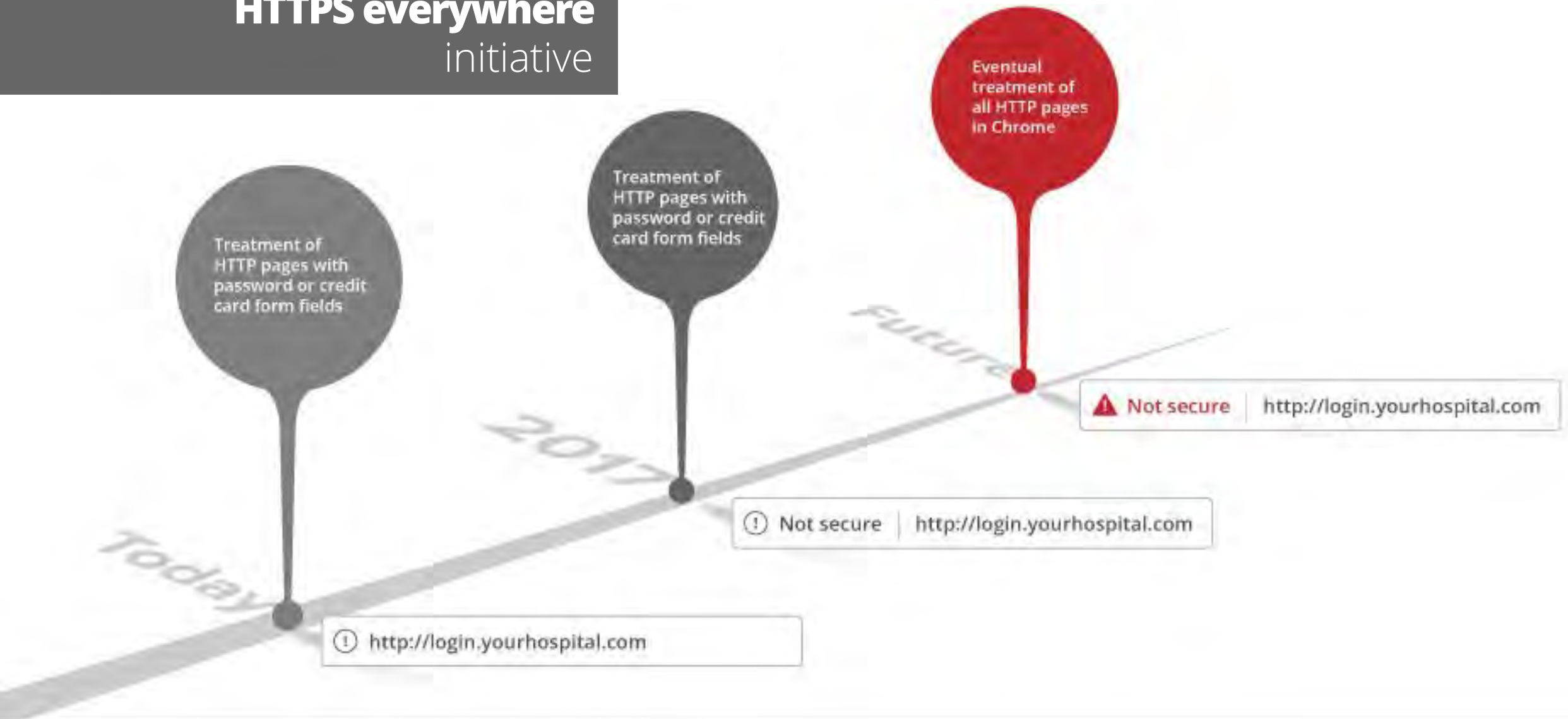
1. Auto-generated sitemap
2. Easy-to-add page headers
3. Image alt tags
4. Usage of lightweight code
5. Friendly—and customizable—URLs
6. Ability to set canonical URLs
7. Customizable metadata
8. Allowance of schema placement



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.*

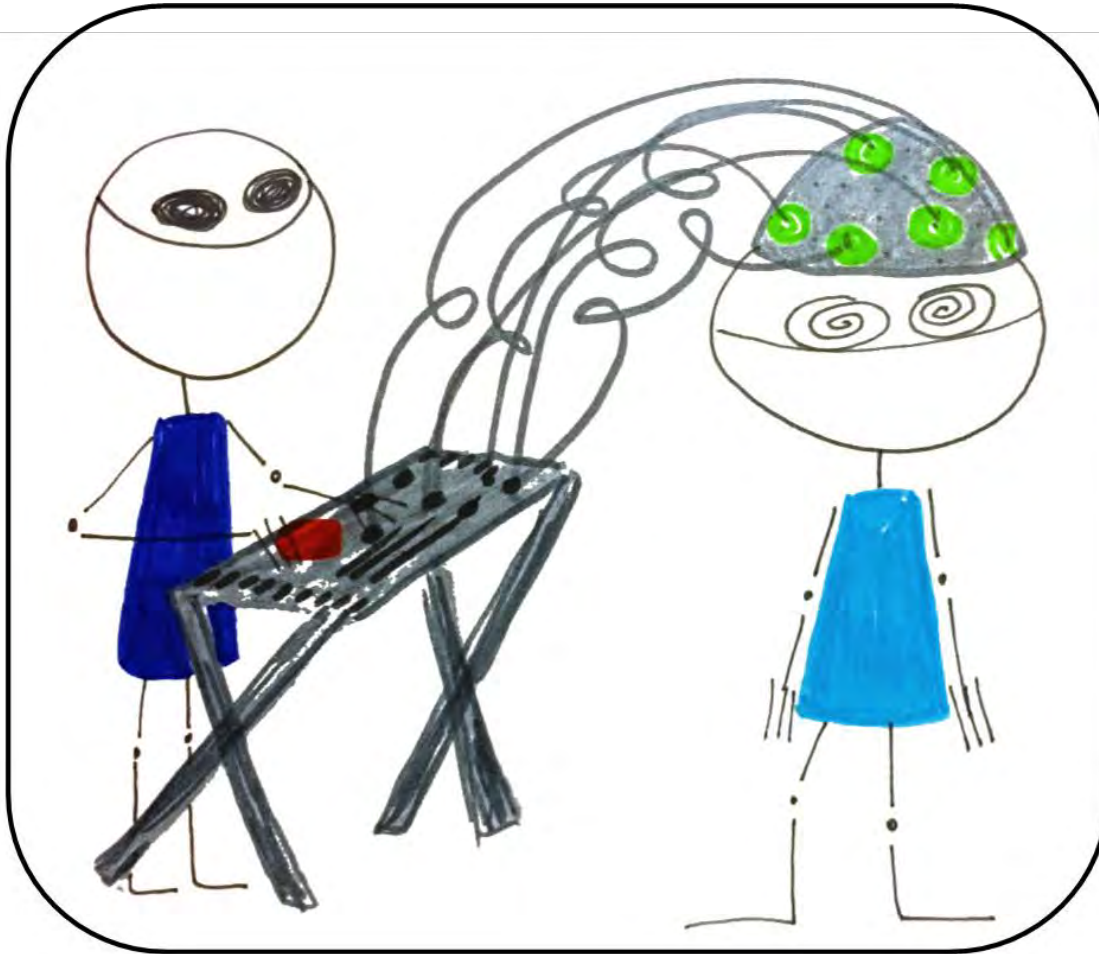
Get to know your users



**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.



Art credit: SticksByNx

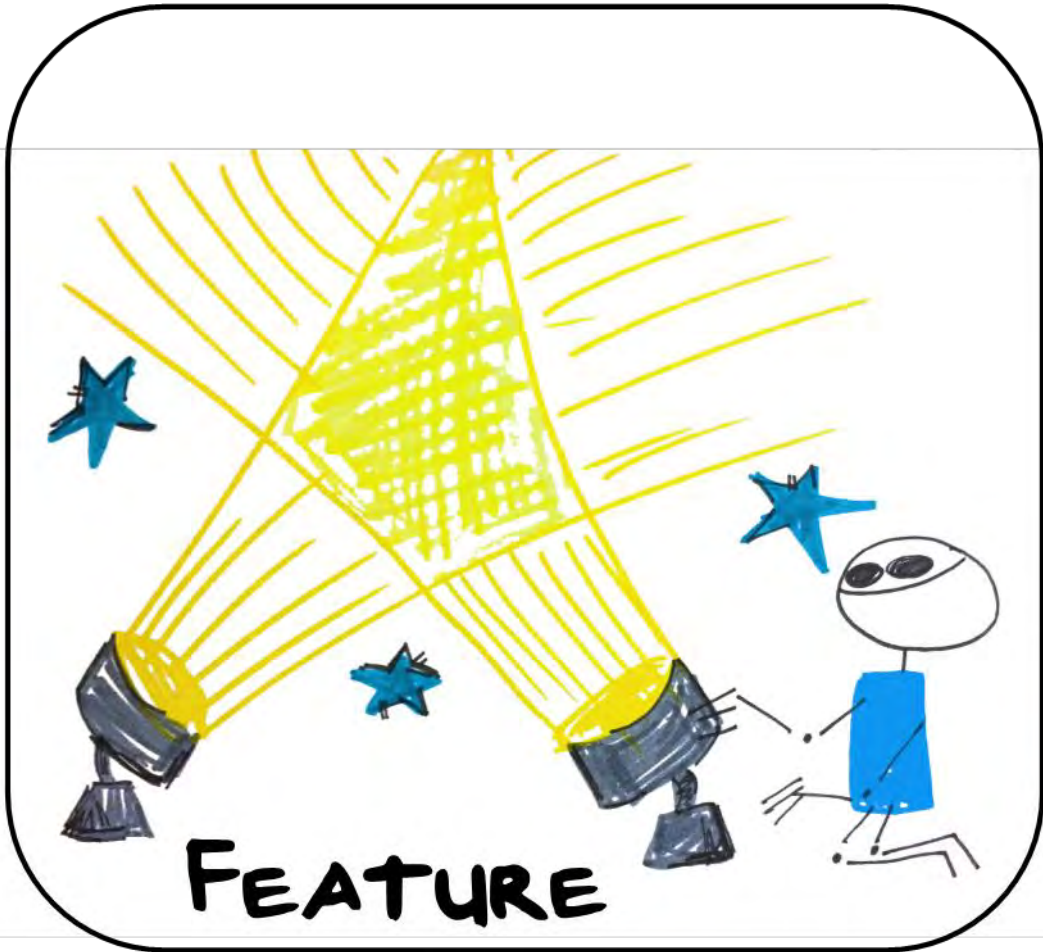
## Tweet It

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





Feature It.



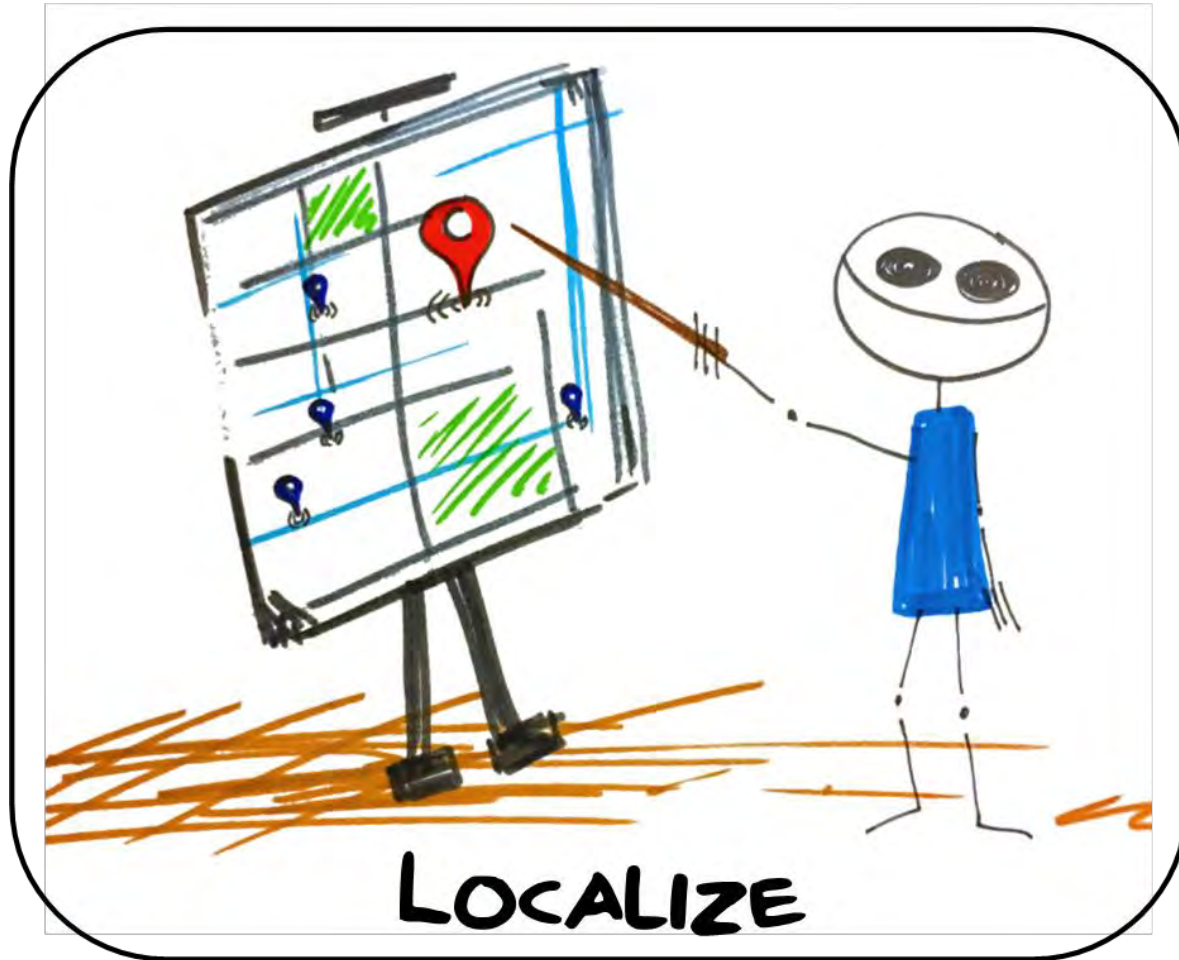
Art credit: SticksByNx

## Tweet It

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



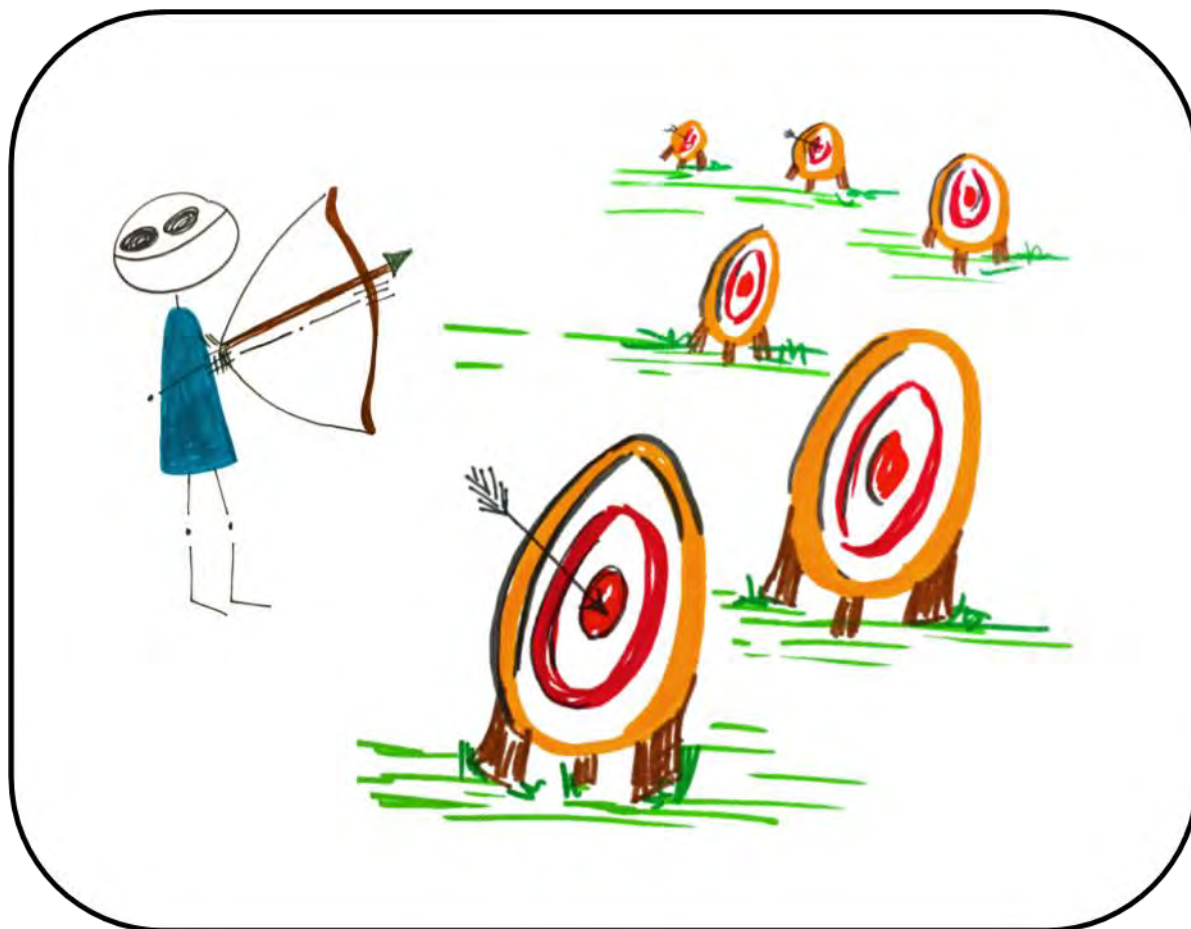
Localize It.



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.*

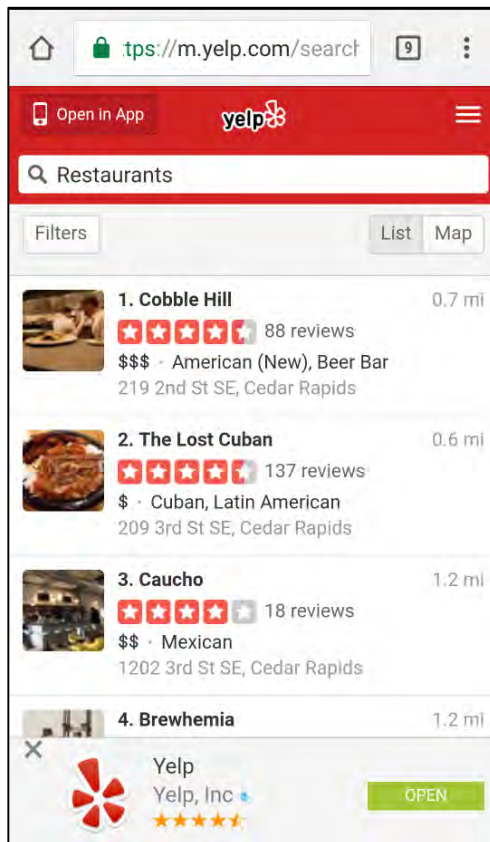


Provide a good UX



# Pop-ups & interstitials

Totally good



Not so much

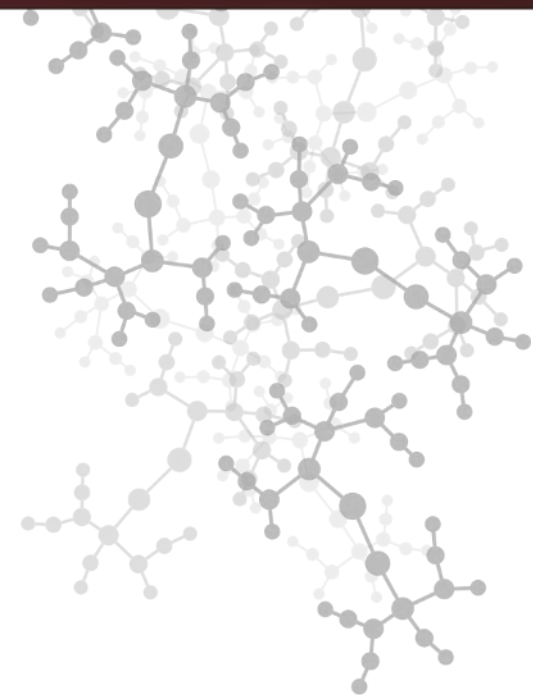


Image credit:  
<http://bit.ly/2bfvTTD>

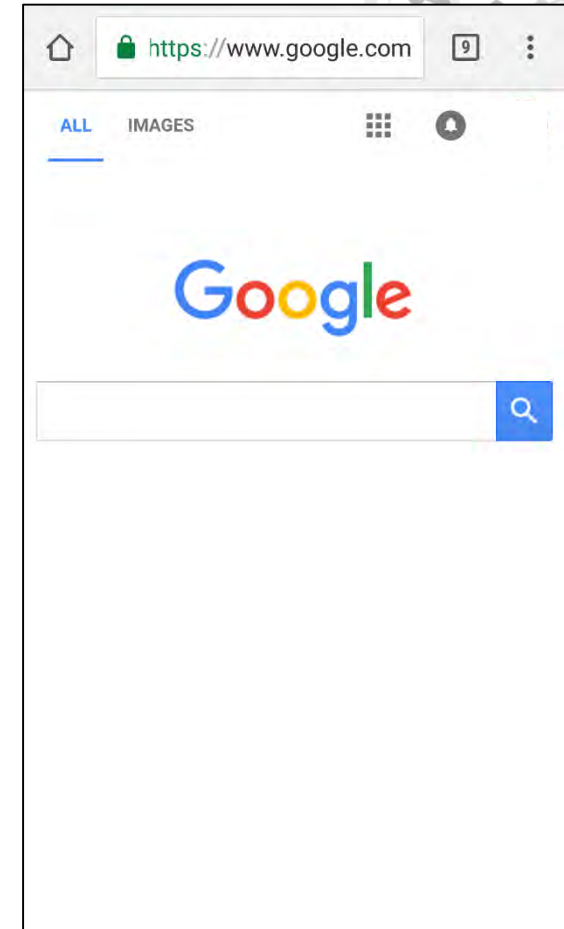
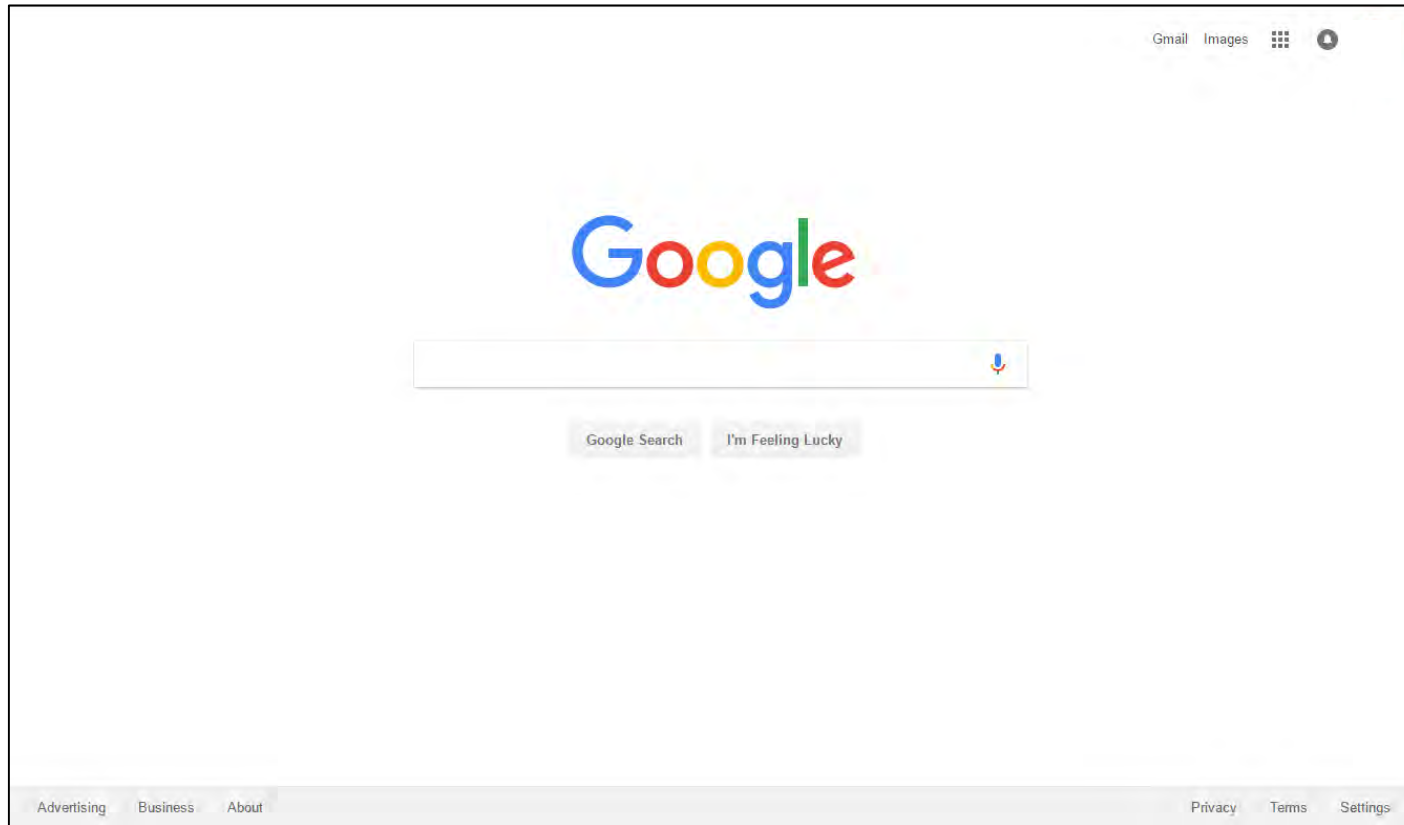
Accelerated mobile pages (AMPs)

**4x**

faster page-load speed



# Split Indexes



## Home

All Messages

Other Resources

## Welcome to Search Console

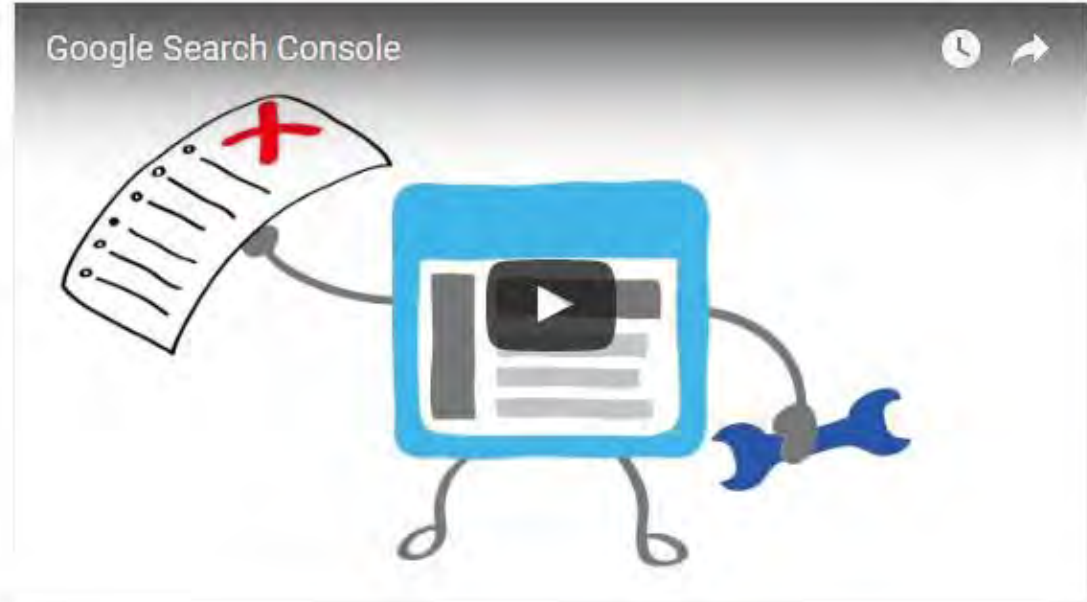
Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps.  
To get started, just add your site or app now.

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, rubella, 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 ...



 home care

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[Home Health Care Service - Eastern Iowa's #1 Choice For Care](#)

**Ad** [www.synergyhomecare.com/](#)

Free Initial Care Visit, Call Now!

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[Home Care - homechoiceseniorcare.com](#)

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Affordable Senior Care Services. Let Us Provide The Right Care.


Caring Professionals · Reliability Guarantee

[Services We Provide](#) - [Meet our Staff](#)

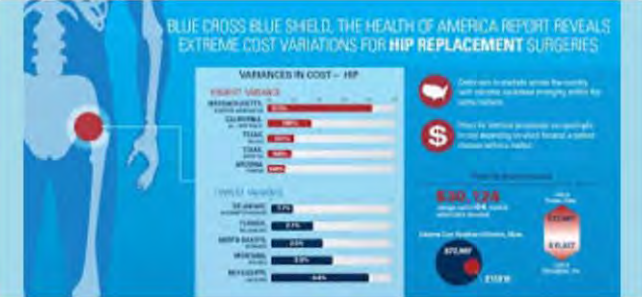
[Iowa Home Care - Kindred.com](#)

**Ad** [gentiva.kindred.com/IA](#)



 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  


## 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 -

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 »

Join the conversation on Twitter using #geonetric.

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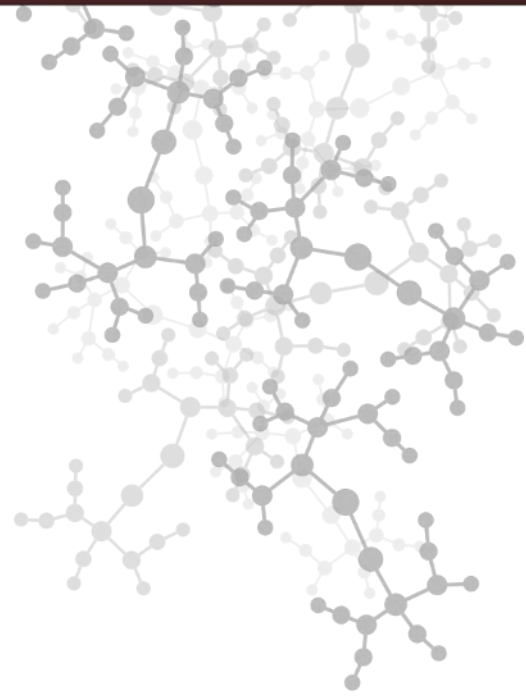
Optimize for voice search



The rise of voice search

**20%**

of all mobile queries are currently voice searches



*Google*



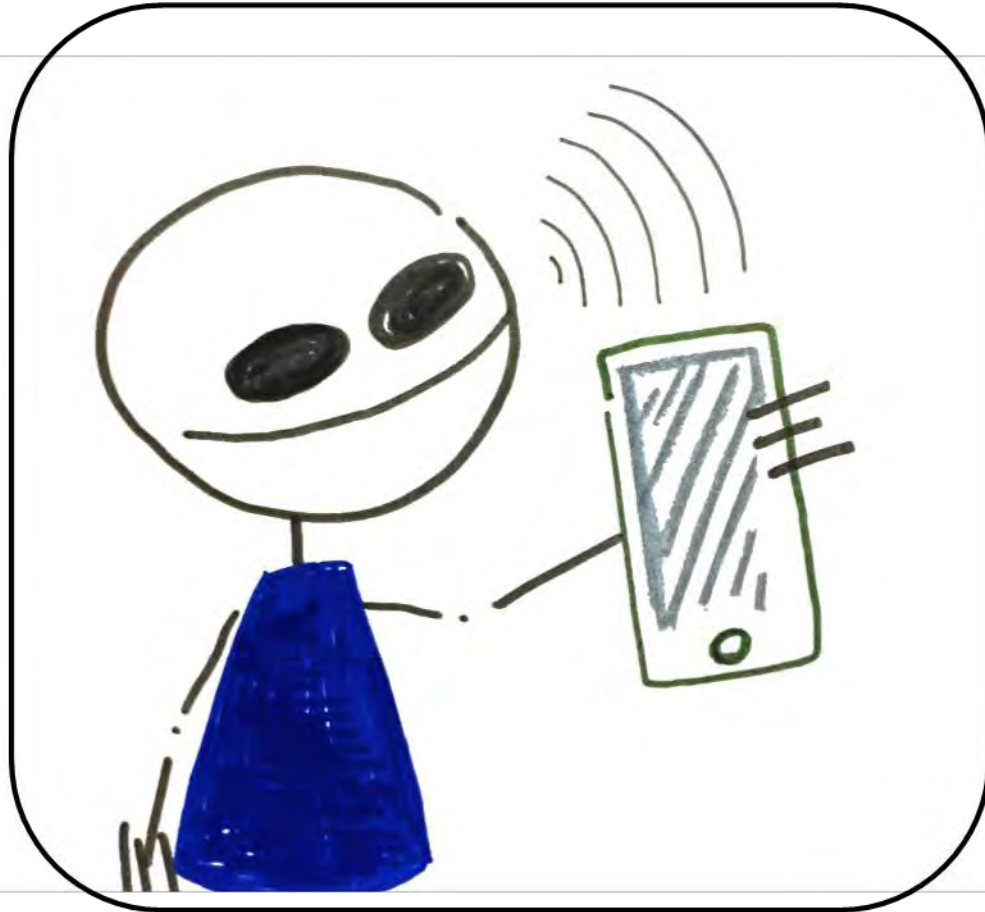
# Voice search answers

Pulled from easily digestible chunks of information

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







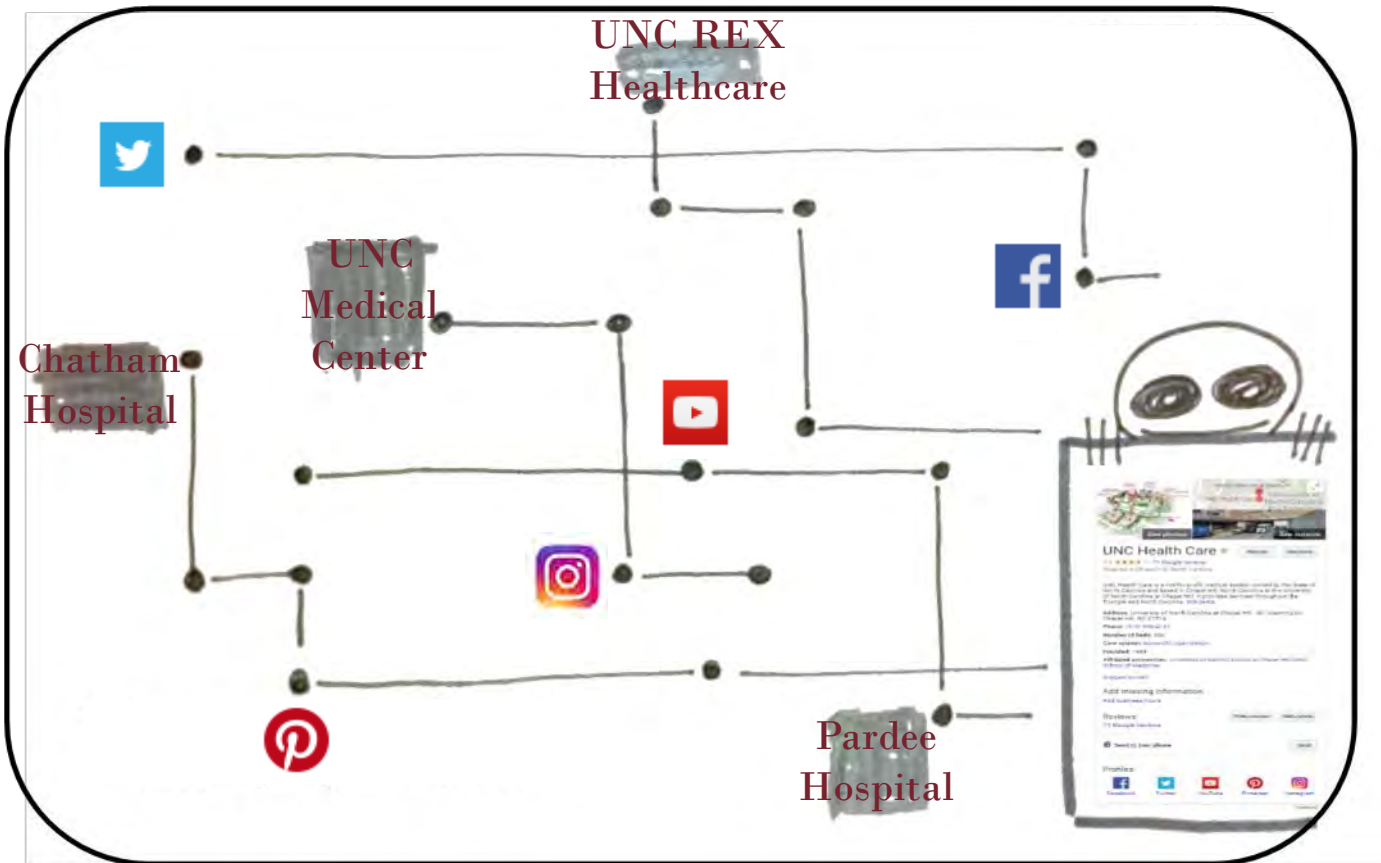
Art credit: SticksByNx

## 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>

Join the conversation on Twitter using #geonetric.

GEONETRIC<sup>®</sup>

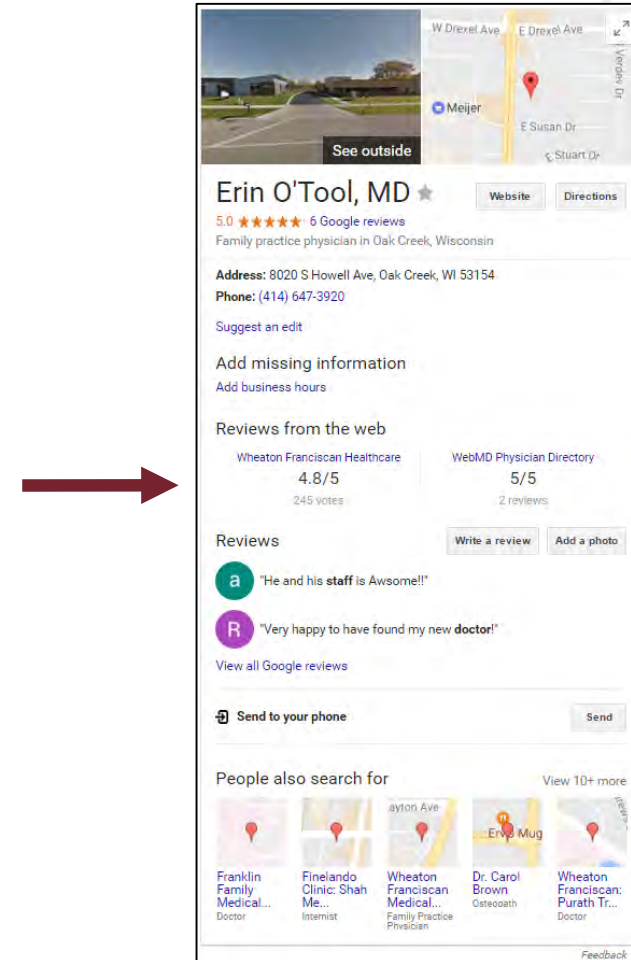
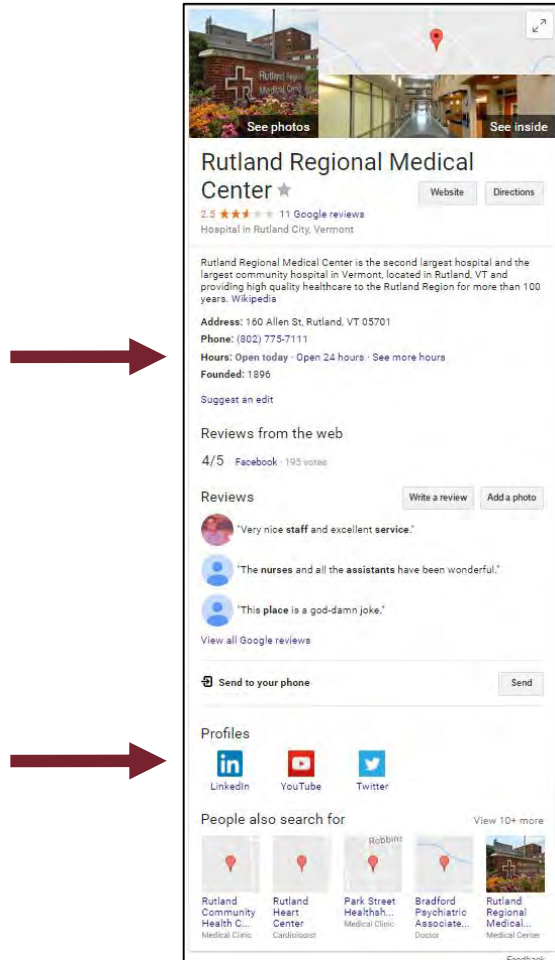


Curate your business listings





# 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

111% ↑

Searches

9.4K

5% ↑

Views

7.84K

17% ↓

Actions

[View insights](#)



## Reviews

Reviews for your business

3.2



Google rating

81

Reviews on Google

81

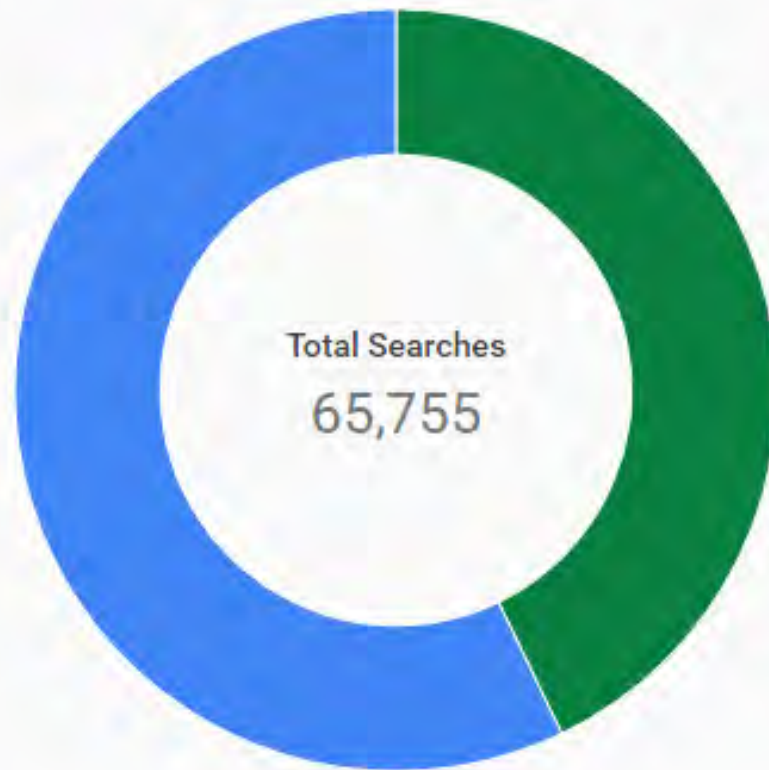
Unresponded reviews

[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](#)

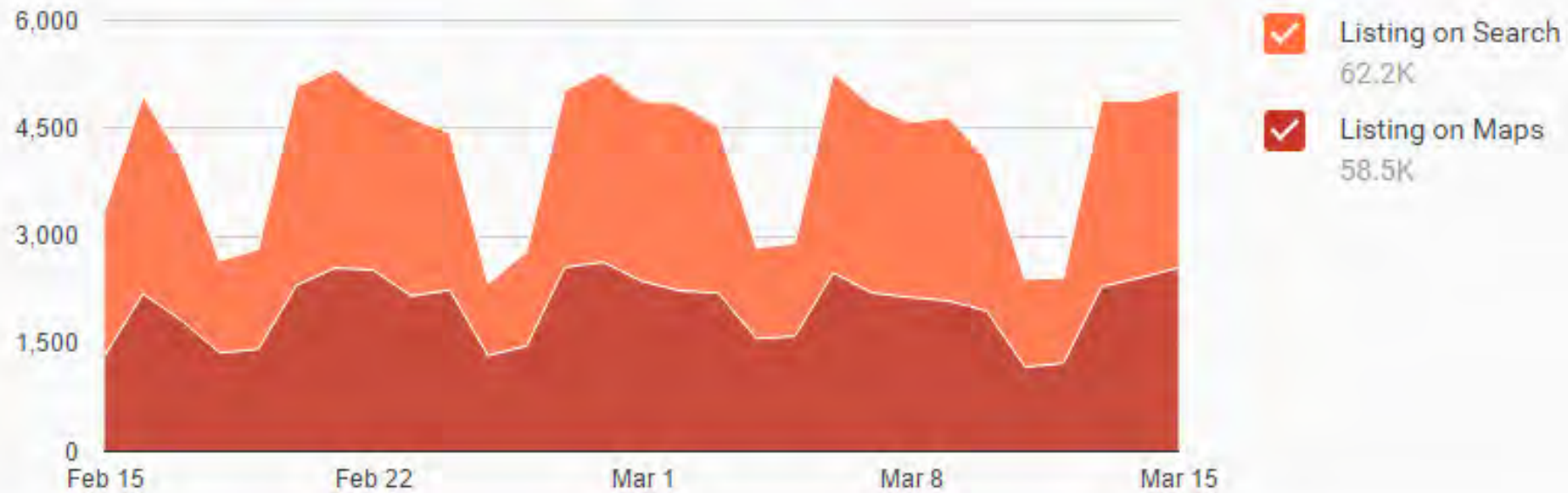
## Where customers view your business on Google



The Google services that customers use to find your business

Last 30 days ▾

Total views 121K





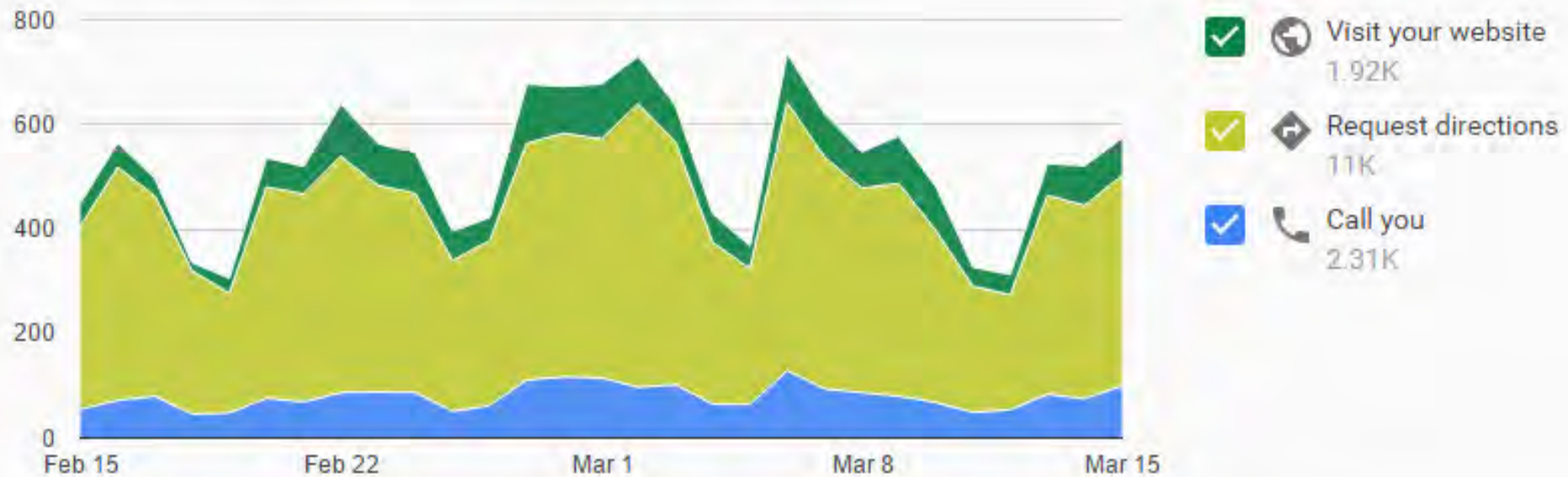
## Customer actions



The most common actions that customers take on your listing

Last 30 days ▾

Total actions 15.2K



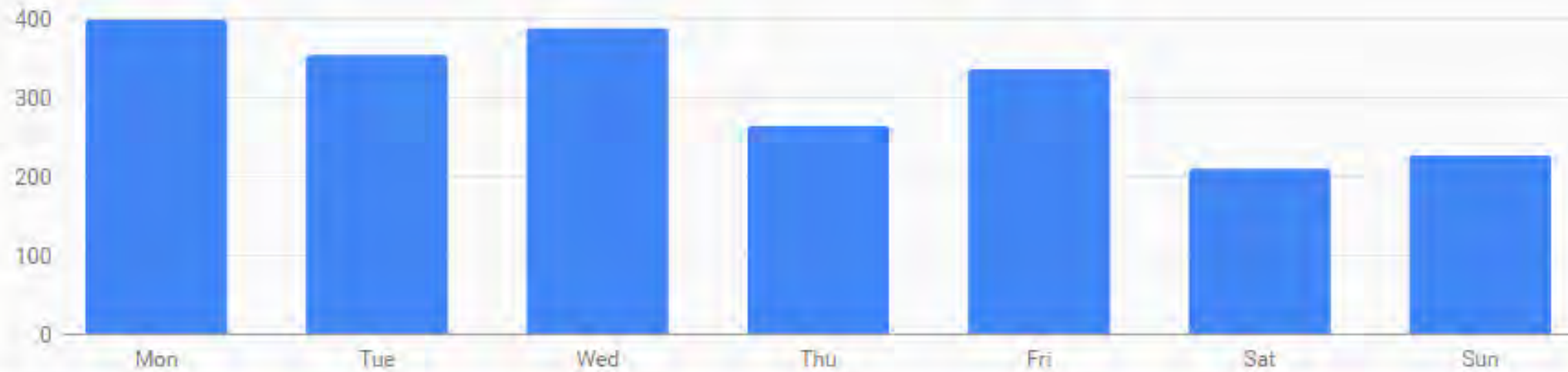
## Phone calls



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

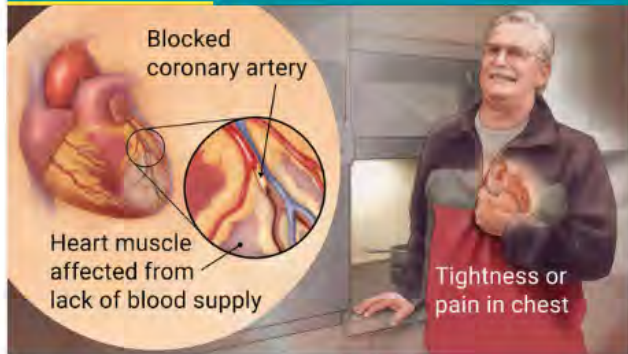
Heart attack

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.

Join the conversation on Twitter using #geonetric.

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Art credit: SticksByNx

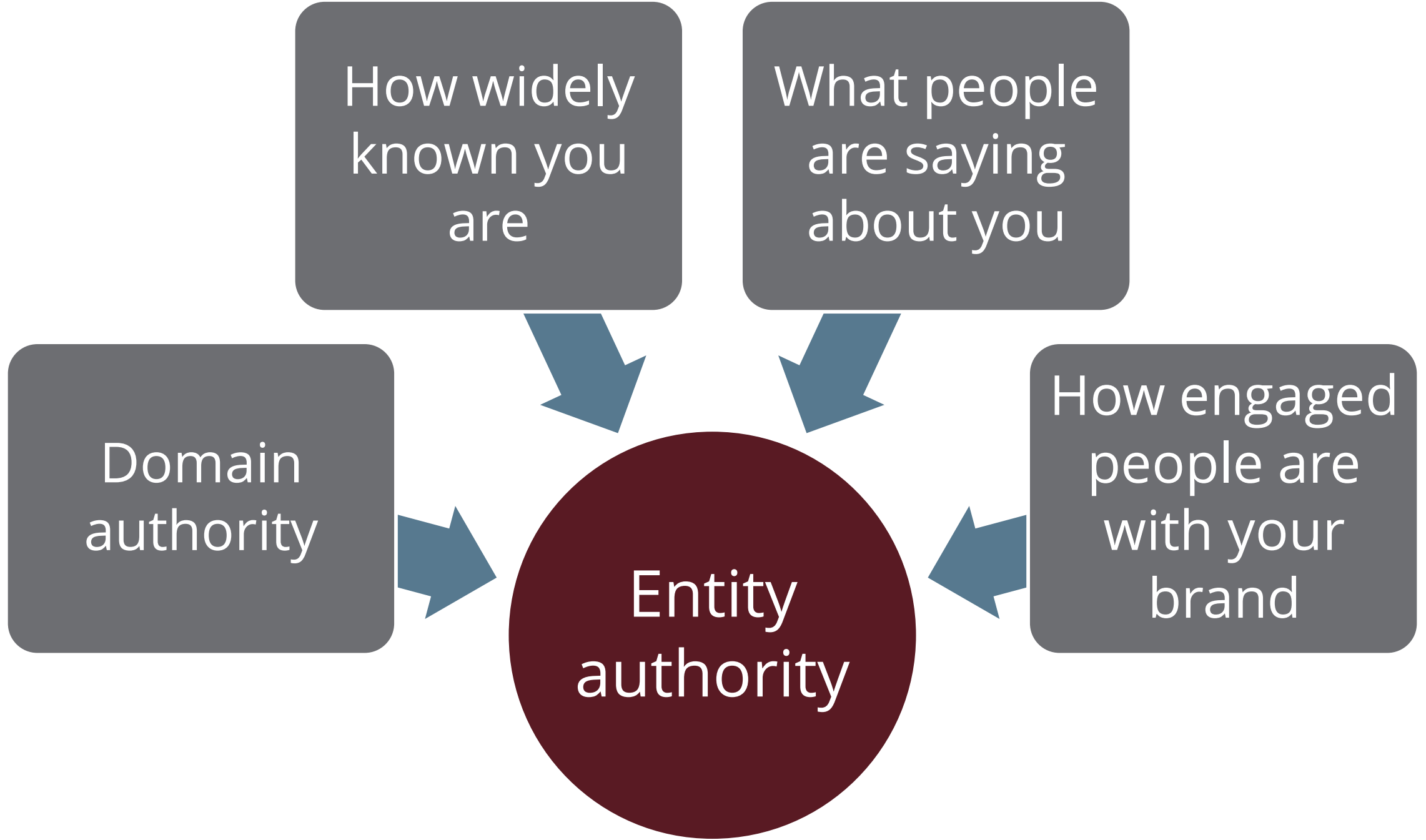
## Tweet It

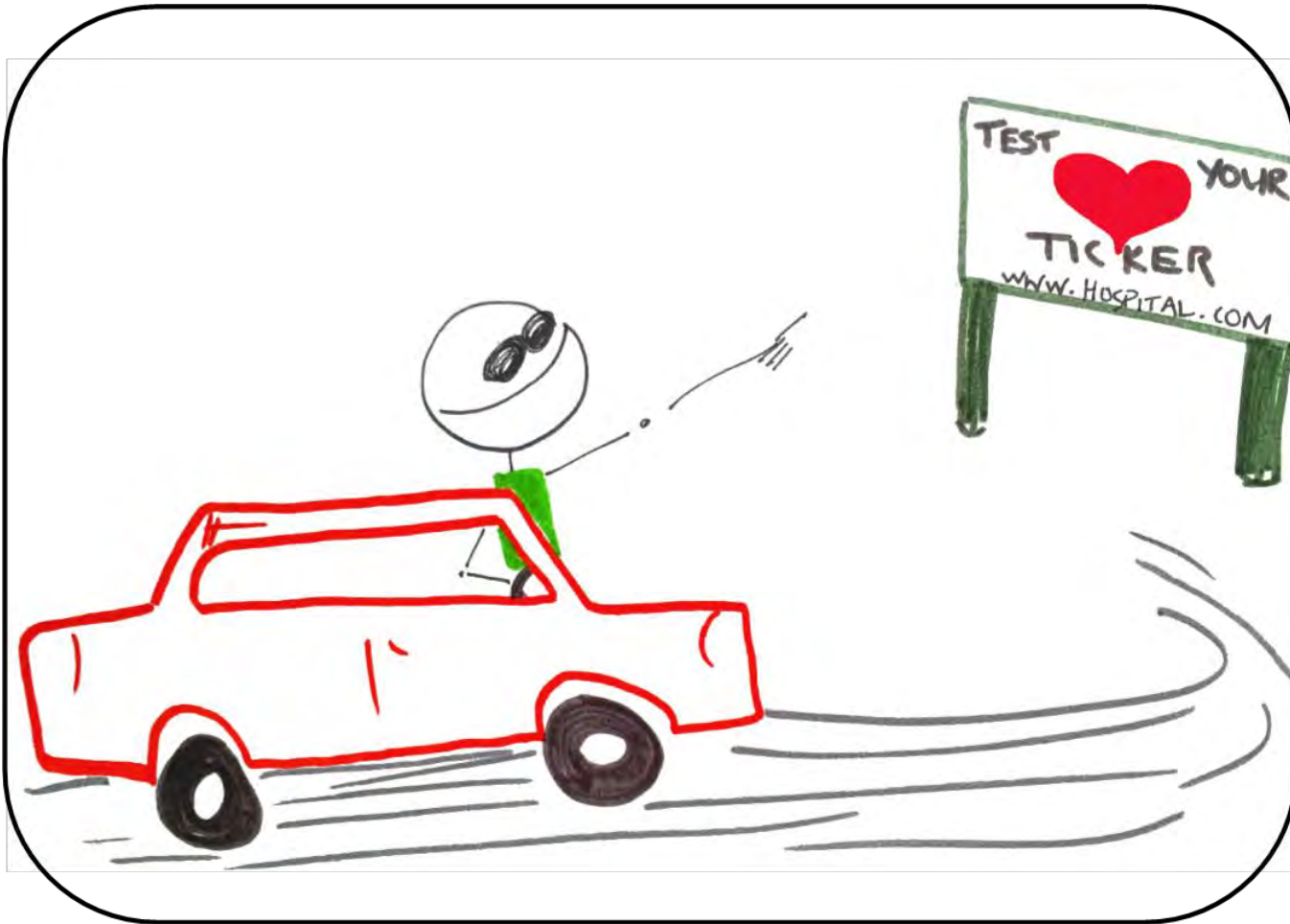
*SEO tip: Use well-performing PPC keywords and ad copy to improve your website content and meta descriptions.*

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





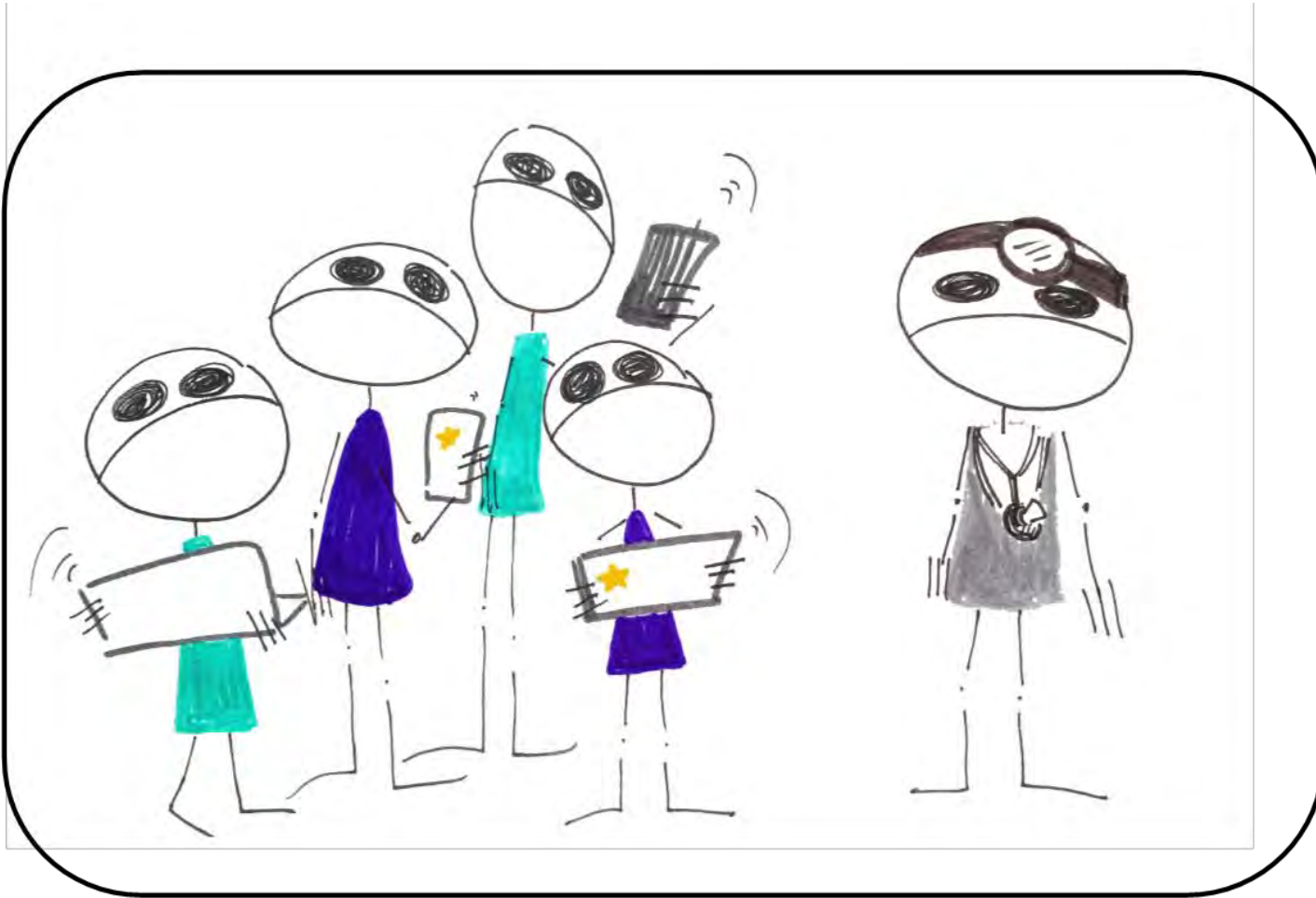


Art credit: SticksByNx

## Tweet It

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

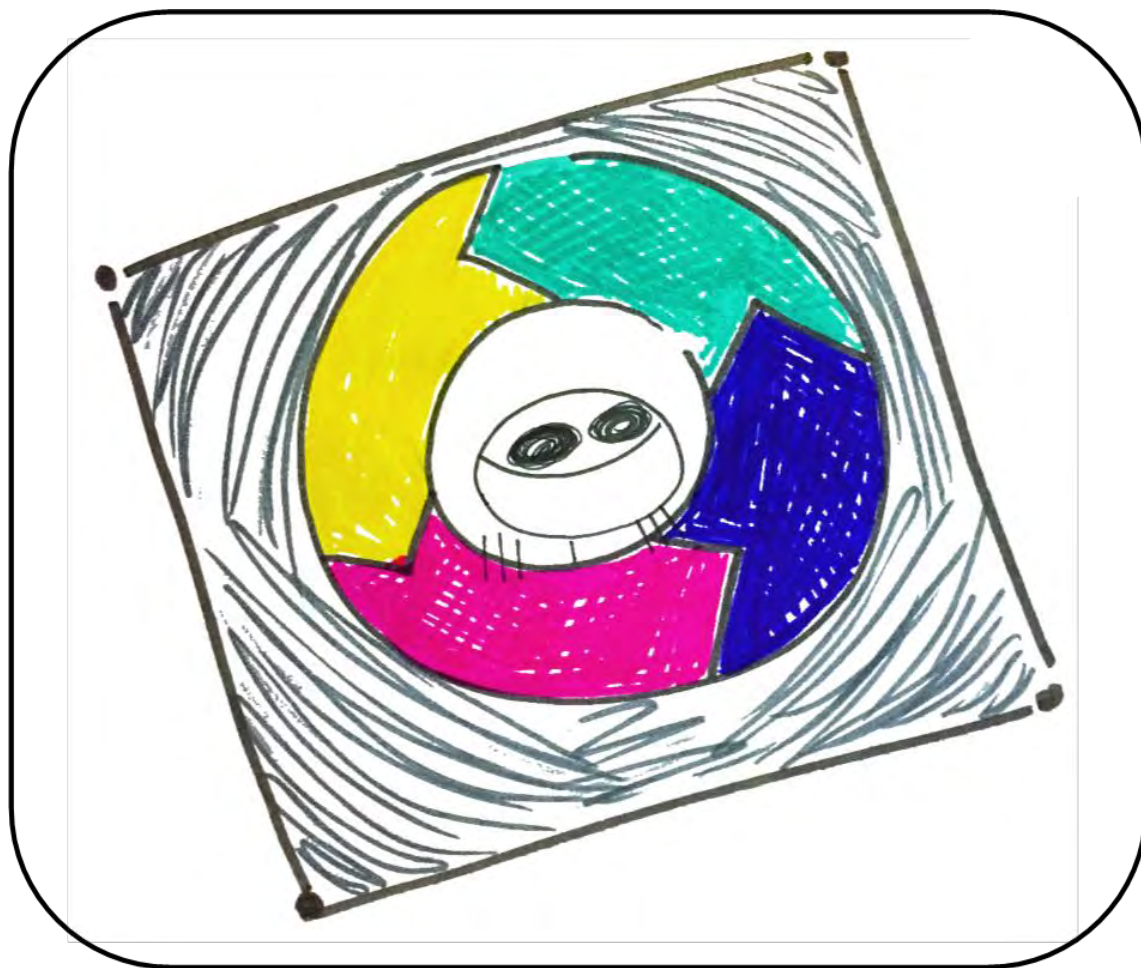




Art credit: SticksByNx

## Tweet It

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



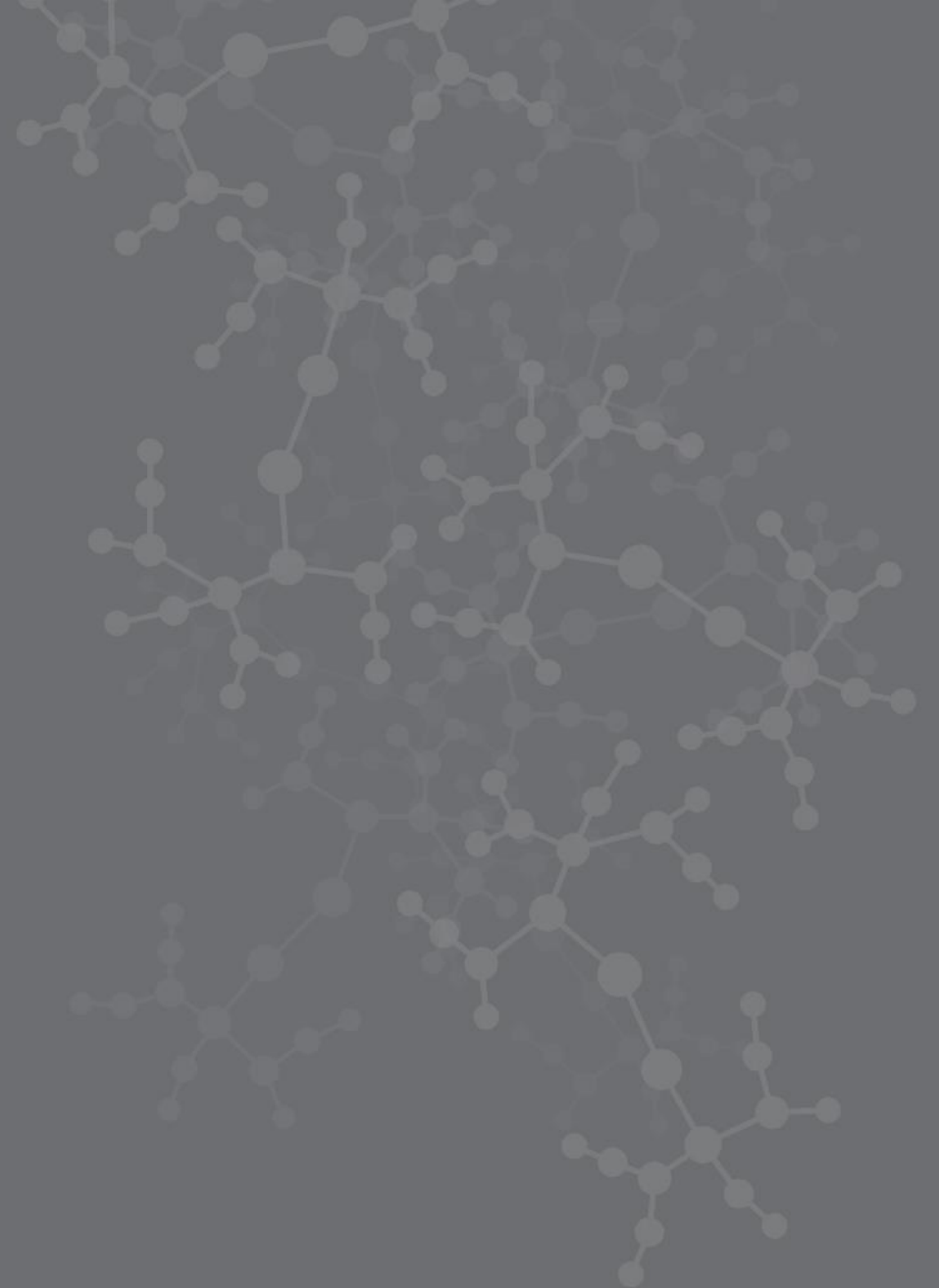
Art credit: SticksByNx

## 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 B.S., buzzwords & misconceptions*



# Hyperlocal marketing

**Buzzword**  
**and a little B.S.**

## 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.

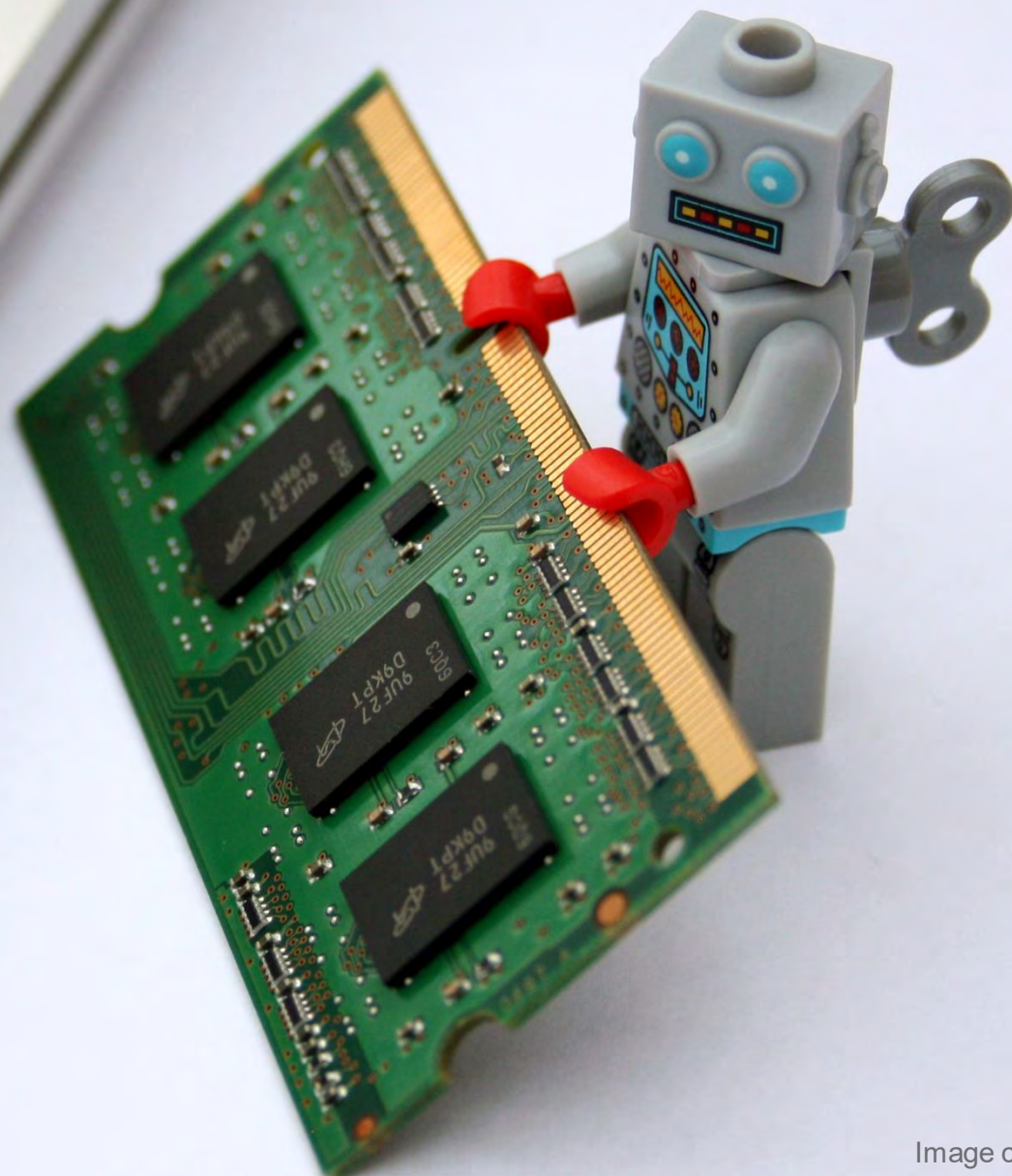


Image credit: <http://bit.ly/2mOEo99>

Join the conversation on Twitter using #geonetric.

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A faint, light gray molecular structure is visible in the background, consisting of interconnected nodes and lines, resembling a network or a chemical structure.

# Questions?



# Free Giveaway: **SEO Assessment**

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



# How Web Design Impacts Your Site's Health

*Join us on April 19, 2017, at 2 p.m. EDT / 11 a.m. PDT*

A great design poorly implemented can have a negative impact on your site's ability to deliver on everything from online conversions to SEO.

We'll reveal the invisible layers of your site's design and share how to identify and triage the problems you're likely to find.

**Register at: [geonetric.com/webinars](http://geonetric.com/webinars)**

## You'll learn:

- How your site's design can impact SEO, social media, accessibility, mobile user experience, site maintenance, and online conversions
- Tools and techniques for testing web pages to uncover problems and opportunities
- Which problems are critical to fix today, and which areas you should keep an eye on for the future

