

# The State of SEO in 2016 ... So Far

# Today's Presenter



Joanna Basile | Sr. Digital Marketing Strategist

Joanna uses her love of comic books to inspire her approach to web writing and digital marketing strategy: The best content is engaging, smart, easy-to-follow and paired with compelling visuals. As part of the digital marketing team at Geonetric, she applies this philosophy to healthcare websites and digital presences every day, helping health systems around the country develop user-focused experiences across their digital ecosystem.

.Joanna has a bachelor's degree in English and gender studies from the University of Notre Dame and is living proof that liberal arts grads can find meaningful work outside academia. In her free time, she writes humor essays and holds out hope that someone, one day, will make a good Superman movie.

# The Evolution of SERPs



drug store

All

Maps

Shopping

Images

News

More

Search tools

About 78,900,000 results (0.60 seconds)

Drugstore.com

Ad

www.drugstore.com/

Earn 5% Back On Every Purchase & Free Shipping On Orders \$35+

Always Earn 5% Cash Back - 60k+ Unique Products - +Free Shipping After \$35

Online Coupons

Earn 5% Back

50% Off GNC Products

Auto Reorder & Save 10%

A

Walgreens

Pharmacy

15601 Hickman Rd · (515) 987-6807

Closing soon: 12:00 AM

Website

Directions

B

Hy-Vee Drugstore

Pharmacy

1010 60th St · (515) 440-1481

Closed now

Website

Directions

C

Medicap Pharmacy

Pharmacy

10 Warrior Ln · (515) 987-8111

Closed now

Website

Directions

drugstore.com

Retail company - drugstore.com

Drugstore.com is an internet retailer in health and beauty care products. Its web operations were launched on February 24, 1999. Wikipedia

Customer service: (515) 987-6807

Headquarters: Bellevue, WA

Founder: Jed Smith

Founded: 1998

Parent organization: Walgreens

Subsidiaries: Beauty.com Inc, DS Distribution Inc, International Vision Ltd

Profiles

Twitter

Google+

People also search for

View 5+ more

Walgreens

Vitacost

The Vitamin Shoppe

Ulta Beauty

CVS Pharmacy

Feedback

Tweet it: #GEONETRIC

GEONETRIC®



wedding rings



**All** Shopping Images Videos News More ▾ Search tools

About 17,300,000 results (0.62 seconds)

### ANGLO Diamond Rings - AngloDiamond.com

**Ad** [www.anglodiamond.com/](http://www.anglodiamond.com/) ▾

Certified Diamonds Widest Selection Designer&Custom \*Easy Financing\*

### Blue Nile® Wedding Rings - bluenile.com

**Ad** [www.bluenile.com/Wedding-Rings](http://www.bluenile.com/Wedding-Rings) ▾

4.8 ★★★★★ rating for bluenile.com

Shop His & Hers Rings or Find Your Matching Engagement Band Online.

24/7 Call Center · 20-40% Off Store Prices · 30 Day Returns · Financing Options

Rated Elite For Customer Service – Stella Service

### Beautiful Wedding Rings - brilliantearth.com

**Ad** [www.brilliantearth.com/](http://www.brilliantearth.com/) ▾

Ethical, Classic, Captivating. View Our **Wedding** Collection.

### Wedding Rings - JCPenney® - jcpenney.com

**Ad** [www.jcpenney.com/WeddingRings](http://www.jcpenney.com/WeddingRings) ▾

4.5 ★★★★★ rating for jcpenney.com

Save on **Wedding Rings** at JCPenney®. Free Shipping Every Day at JCPenney

Bridal Sets - Engagement Rings - Wedding Bands - Bracelets

📍 1551 Valley West Dr, W Des Moines, IA - (515) 223-5353 - Closed now - Hours ▾

#### Shop for wedding rings on Google

Sponsored ⓘ



Princess  
Platinum-...  
**\$119.00**  
The Bradford...



10k White Gold  
1ct TDW ...  
**\$939.99**  
Overstock...



1CT Cushion  
Shape Halo ...  
**\$699.99**  
Groupon.com



His & Hers  
3piece ...  
**\$49.98**  
eBay



.55CT His &  
Hers ...  
**\$449.99**  
Jet.com



Verragio  
Platinum ...  
**\$5,500.00**  
TQ Diamonds



2.53ct Princess  
Cut ...  
**\$64.99**  
eBay



Exquisite Eight  
Hearts & ...  
**\$183.99**  
EricDress

**Wedding rings** are an important decision. **Wedding bands** play a major role on your big day. When it comes to selecting **wedding rings**, you have several considerations, including matching a **wedding** band to the **engagement ring**, as well as whether the two of you want matching **bands**.



[www.overstock.com](http://www.overstock.com)

**Jared - Wedding Rings - Men & Women Wedding Bands ...**



AllVideosImagesNewsBooksMore▼Search tools

About 139,000,000 results (0.43 seconds)

Heart Attack Information

Adwww.heartattackprescription.com/▼

Learn About What May Have Caused Your Recent Heart Attack.

Heart Attack Information

Caregiver Brochure

After A Heart Attack

Tips & Resources

Heart Attack Symptoms - Recognize Signs Of A Heart Attack

Adwww.secondscount.org/▼

Know What To Do. Seconds Count!

A-Z Guide to Heart Tests - Tony Spagnoletti's Story

Heart Attack: Symptoms, Diagnosis, Treatment, and More ...

www.webmd.com/heart-disease/guide/heart-disease-heart-attacks▼WebMD▼

What happens before, during and after a heart attack? WebMD explains the causes of heart attacks, which affect 1 million Americans every year, along with ...

What Is a Heart Attack? - NHLBI, NIH

www.nhlbi.nih.gov/.../heartatta...▼National Heart, Lung, and Blood Institute▼

A heart attack happens when the flow of oxygen-rich blood to a section of heart muscle suddenly becomes blocked and the heart can't get oxygen. If blood flow ...

Warning Signs of a Heart Attack - American Heart Association

www.heart.org/HEARTORG/.../HeartAttack/...▼American Heart Association▼

Feb 10, 2016 - Some heart attacks are sudden and intense — the "movie heart attack," where no one doubts what's happening. ... 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 - Cardiac Arrest - Angina (Chest Pain)

People also ask

How do you get a heart attack?▼

What are the warning signs of a heart attack?▼

What happens to your body when you have a heart attack?▼

Can you have a blood clot in your heart?▼

Heart attack


Also called: myocardial infarction

ABOUT

SYMPTOMS

TREATMENTS

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.

Tweet it: #GEONETRIC

GEONETRIC®

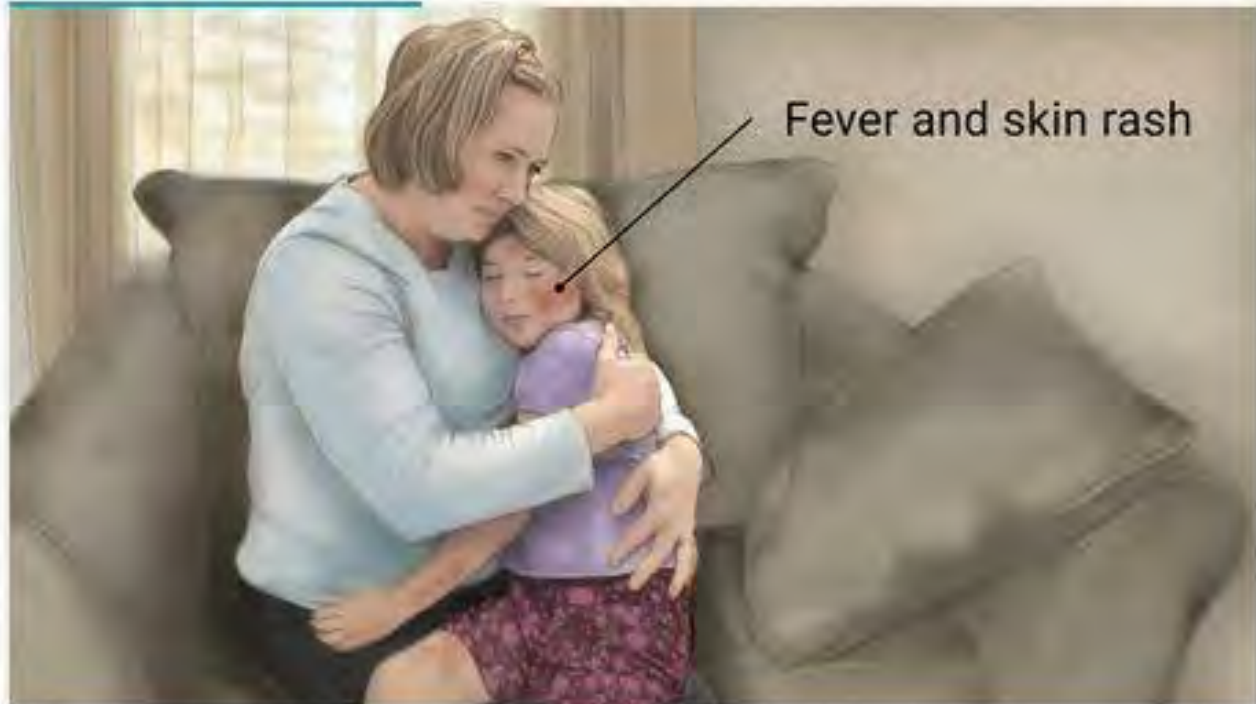


# Early Medical Knowledge Panel

## Measles

Also called: rubeola


[About](#)[Symptoms](#)[Treatments](#)




Fever and skin rash

A viral infection that's serious for small children but is easily preventable by a vaccine

**Very rare**  
Less than 20K US cases per year

 **Medically treatable**  
By a doctor or professional

**Sources:** Mayo Clinic and others. [Learn more](#)  
Consult a doctor for medical advice

 More about this condition

[Feedback](#)

# Current Medical Knowledge Panel

## Measles

Also called: rubeola

[ABOUT](#)[SYMPTOMS](#)[TREATMENTS](#)



Fever and skin rash

A viral infection that's serious for small children but is easily preventable by a vaccine.

**Extremely rare**  
188 US cases in 2015

 Preventable by vaccine

 Treatable by a medical professional

 Requires a medical diagnosis

 Lab tests or imaging often required

 Spreads easily

 Short-term: resolves within days to weeks

The disease spreads through the air by respiratory droplets produced from coughing or sneezing.

Measles symptoms don't appear until 10 to 14 days after exposure. They include cough, runny nose, inflamed eyes, sore throat, fever, and a red, blotchy skin rash.

There's no treatment to get rid of an established measles infection, but over-the-counter fever reducers or vitamin A may help with symptoms.

### Ages affected

0-2	
3-5	
6-13	
14-18	
19-40	
41-60	
60+	

### How it spreads

By airborne respiratory droplets (coughs or sneezes).


By saliva (kissing or shared drinks).

By mother to baby by pregnancy, labor, or nursing.

By skin-to-skin contact (handshakes or hugs).

By touching a contaminated surface (blanket or doorknob).

Consult a doctor for medical advice  
**Sources:** Mayo Clinic and others. [Learn more](#)

 [Download PDF](#)

[Feedback](#)



Google

measles

All

Images

News

Videos

Books

More ▾

Search tools

About 12,900,000 results (0.40 seconds)

Measles

Ad

www.walgreens.com/ ▾

Wide Range Of Recommended Vaccines Available. Walk In At Walgreens!

Measles | Home | Rubella | CDC

www.cdc.gov/measles/ ▾

Centers for Disease Control and Prevention ▾

About 10, 2015 - Measles starts with fever, runny nose, cough, red eyes, and sore throat. It's followed by a rash that spreads over the body. Measles virus is ...

Measles | Cases and Outbreaks - Parent and Childcare Provider - For Travelers

Measles - KidsHealth

kidshealth.org/en/parents/measles.html ▾

Kid's Health ▾

About Measles. Measles, also called rubella, is a highly contagious respiratory infection that's caused by a virus. It causes a total-body skin rash and flu-like ...

WHO | Measles

www.who.int/mediacentre/factsheets/.../en/ ▾

World Health Organization ▾

Measles is one of the leading causes of death among young children even though a safe and cost-effective vaccine is available. ... During 2000-2014, measles vaccination prevented an estimated 17.1 million deaths making measles vaccine one of the best buys in public health.

Measles - Wikipedia, the free encyclopedia

https://en.wikipedia.org/wiki/Measles ▾

Wikipedia ▾

Measles, also known as morbilli, rubella, or red measles, is a highly contagious infection caused by the measles virus. Initial signs and symptoms typically ...

Measles virus - Measles vaccine - Koplik's spots - Epidemiology of measles

People also ask

Is the measles fatal?

Is measles a disease or virus?

How do you get the measles?

How many people have died from the measles?

Measles - Mayo Clinic

www.mayoclinic.org/diseases.../measles/basics/.../con-20019... ▾

Mayo Clinic ▾

Measles is a childhood infection caused by a virus. Once quite common, measles can now almost always be prevented with a vaccine. Signs and symptoms of ...

Measles (Rubella)-Topic Overview - WebMD

www.webmd.com/children/tc/measles-rubella-topic-overview ▾

WebMD ▾

Measles is a very contagious (easily spread) infection that causes a rash all over your body. It is also called rubella or red measles. The measles vaccine ...

Measles (rubella, hard measles, red measles)

https://www.health.ny.gov/.../measles... ▾

New York State Department of Health ▾

Measles is a highly contagious viral disease that can be very serious or even fatal. It begins with a fever that lasts for a couple of days, followed by a cough, ...

In the news

Vaccination aversion has fueled measles and whooping cough outbreaks, study finds

Los Angeles Times - 1 day ago

A comprehensive new study of measles and pertussis outbreaks in the United States suggests that adults' reluctance or refusal to vaccinate ...

Measles

Also called: rubella

ABOUT

SYMPTOMS

TREATMENTS

Fever and skin rash

A viral infection that's serious for small children but is easily preventable by a vaccine.

Extremely rare

188 US cases in 2015

Preventable by vaccine

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Ages affected

0-2

3-5

6-13

14-18

19-40

41-60

60+

How it spreads

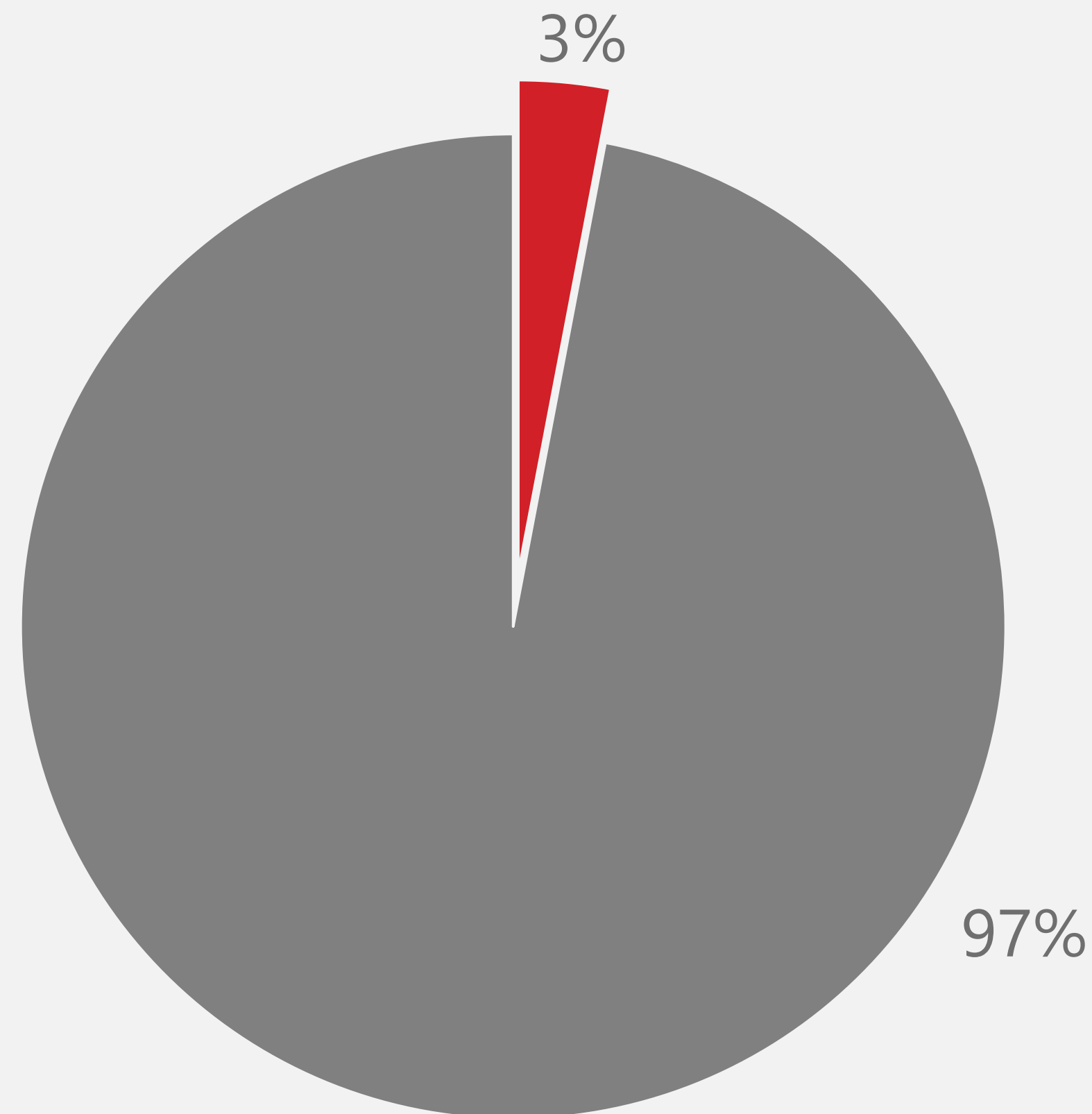
By airborne respiratory droplets (coughs or sneezes).

A screenshot of a Google search for "measles" on a mobile device. The top status bar shows the time as 3:09 PM and 88% battery. The search bar contains "measles" with a magnifying glass icon. Below the search bar are tabs for "ALL", "IMAGES", "NEWS", "VIDEOS", and "MAPS", with "ALL" selected. The main content area has a teal header with the word "Measles" and the text "Also called: rubeola". Below this are three tabs: "ABOUT", "SYMPTOMS", and "TREATMENTS", with "ABOUT" selected. The main image shows a woman hugging a young child who has a fever and skin rash, indicated by a red arrow and the text "Fever and skin rash". Below the image is a text box stating: "A viral infection that's serious for small children but is easily preventable by a vaccine."



# Where Did All the Organic Search Results Go?

- Local Results
- Paid Results
- Knowledge panels
- Answer boxes
- Knowledge graph carousels
- Images
- News results
- In-depth articles



- Local snack packs
- Local one-boxes
- Mega video
- Review stars
- Expanded sitelinks
- Mini knowledge callouts
- Hybrid knowledge graphs / ads

■ Traditional Organic Search Results ■ Nontraditional Organic or Paid Results



Uh Oh





## Total Body Stretch - Flexibility Exercises for the Entire Body ...



<https://www.youtube.com/watch?v=KJaWIBg15n0>

May 29, 2012 - Uploaded by ExtremeFitnessPro

Great for after a hard workout. Stretching helps improve your flexibility, which in turn improve your athletic ...

### In the news



#### Woman diagnosed with breast cancer at 25 urges others to get checked

Fox News - 2 days ago

Breast cancer also didn't run rampant in her family – her grandmother had been diagnosed ...

New gene identified as cause, early indicator of breast cancer  
Science Daily - 2 days ago

Pill that 'lights up' breast cancer could lead to more accurate screening  
Medical News Today - 12 hours ago

[More news for breast cancer](#)

### People also ask

#### Why do people have strokes?

When this **happens**, the brain does not get enough oxygen or nutrients which causes brain cells to die. **Strokes occur** due to problems with the blood supply to the brain; either the blood supply is blocked or a blood vessel within the brain ruptures. There are three main kinds of **stroke**; ischemic, hemorrhagic and TIA.

#### What is stroke? What causes strokes? - Medical News Today

[www.medicalnewstoday.com/articles/7624.php](http://www.medicalnewstoday.com/articles/7624.php) Medical News Today

Search for: Why do people have strokes?

#### Can stress cause a stroke?

#### Can a person die from a stroke?

#### How many people have a stroke each year?

### Jose Abad Santos, MD - Wheaton Franciscan Healthcare

[www.mywheaton.org/.../jose-abad-santos...](http://www.mywheaton.org/.../jose-abad-santos...) Wheaton Franciscan Healthcare

★★★★★ Rating: 4.3 - 35 votes

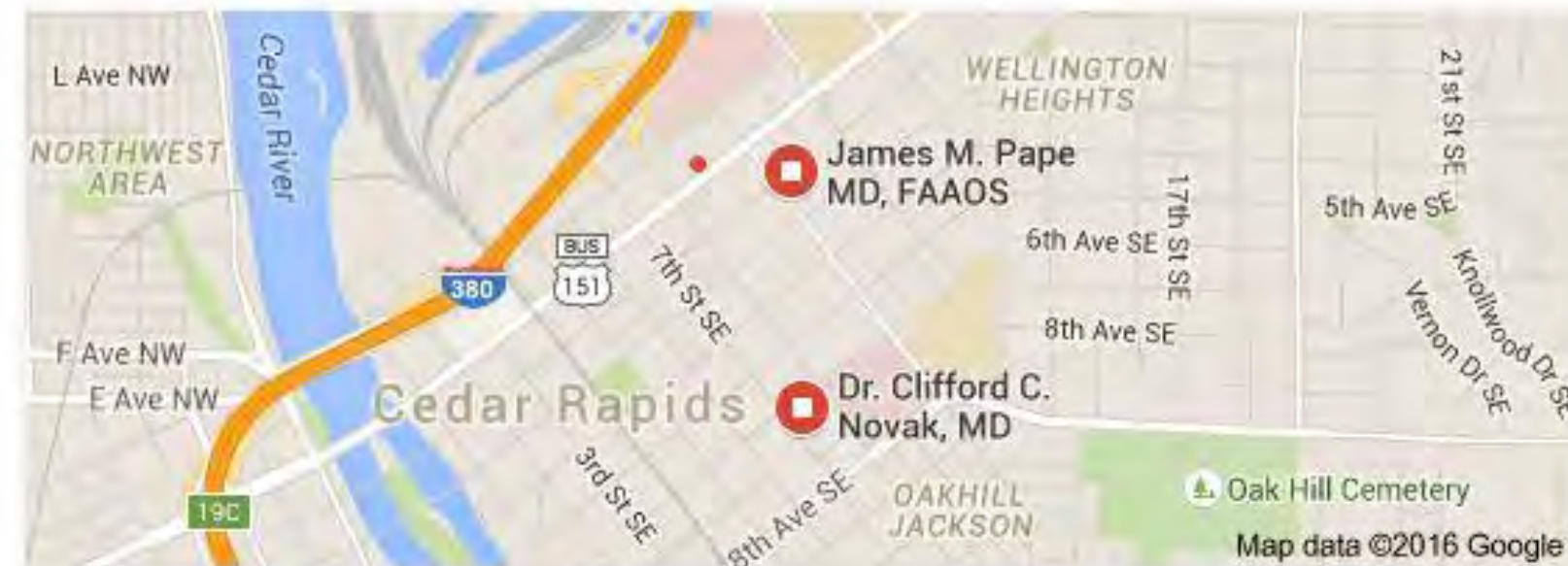
1991 University of the Philippines, Manila, Philippines. Residency. 1995 Medical College of Wisconsin Affiliated Hospitals ...

### Images for sports medicine

[Report images](#)



[More images for sports medicine](#)



#### James M. Pape MD, FAAOS

No reviews · Orthopedic Surgeon

202 10th St SE #140 · (319) 398-1545

Closed today



[Website](#)



[Directions](#)

#### David P. Hart MD, FAAOS

1 review · Doctor

202 10th St SE #140 · (319) 398-1545

Closed today



[Website](#)



[Directions](#)

#### Dr. Clifford C. Novak, MD

No reviews · Doctor

600 7th St SE · (319) 398-1500



[Directions](#)

[More places](#)



## Steindler Orthopedic Clinic ★

[Website](#)

[Directions](#)

3.7 ★★★★★ 8 Google reviews

Orthopedic Surgeon

**Address:** 2751 Northgate Dr, Iowa City, IA 52245

**Phone:** (319) 338-3803

**Hours:** Closed today

[Suggest an edit](#)

### Reviews

[Write a review](#)

[Add a photo](#)



"Great care for knee replacement and foot surgery."



"I saw Dr. Langland for ankle tendonitis diagnosis (I started the appt.)"



"The staff is all very caring and treats you with respect and dignity."

[View all Google reviews](#)

[Send to your phone](#)

[Send](#)

### People also search for

[View 15+ more](#)



Mercy Iowa City Hospital



University of Iowa Orthopedic Surgeon



Emma Goldman Clinic Abortion Clinic



Progressive Rehabilitation Associate Physical Therapist



UI Sports Medicine Orthopedic Surgeon

[Feedback](#)



# A Whole New Way of Thinking About Search



I'm sorry. I didn't  
understand your  
question.





# It's Not Just About ...

Pages on a Site



Keywords



Browsers



# It's About ...

Optimizing for Entities

Topics

New and Different Ways to  
Search



About 81,900 results (0.48 seconds)

## Urgent Care - No Appointment, Walk-In Clinic

**Ad** [www.wheatoniowa.org/urgent-care](http://www.wheatoniowa.org/urgent-care)

Open 7 Days/Week. View Locations.

[Locations](#)

[Urgent Care](#)

[Find a Doctor](#)

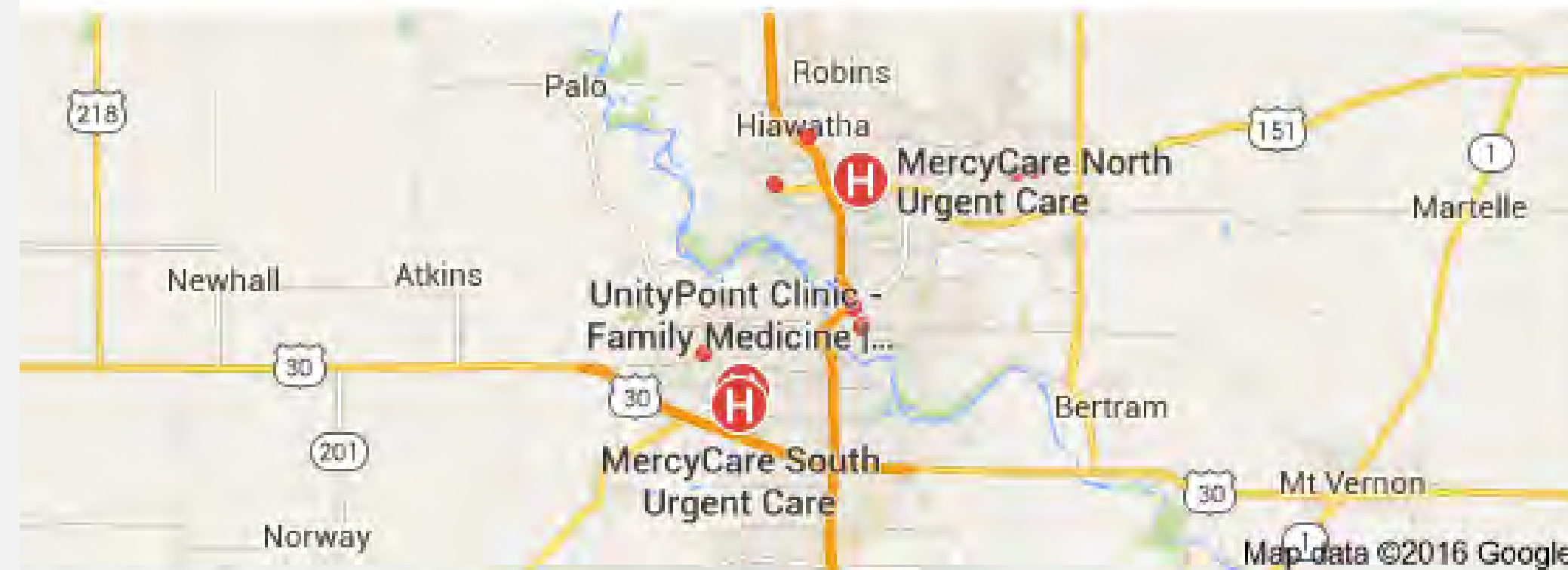
[Services](#)

## Cedar Rapids Urgent Care - No Appointment Needed

**Ad** [www.uiccare.com/Urgent-Care](http://www.uiccare.com/Urgent-Care)

24/7 Professional Care.

Via Phone or Internet - 24/7 Availability - Hablamos Español



### MercyCare North Urgent Care

No reviews · Urgent Care Facility

5264 Council St NE · (319) 221-8444



[Website](#)



[Directions](#)

### MercyCare South Urgent Care

1 review · Urgent Care Facility

2815 Edgewood Rd SW · (319) 396-9097

Open until 8:00 PM



[Website](#)



[Directions](#)

### UnityPoint Clinic - Family Medicine | Urgent Car...

3 reviews · Urgent Care Facility






# How to Move Forward in This Crazy World of Search



# Mobilegeddon 2.0

- Mobile-friendly sites more important than ever
- Algorithm change only affects smartphone search results
- On a page-by-page basis—not site-wide
- Affects only the “10 blue links”



*“As a next step in our ongoing efforts to help users find more mobile-friendly content, beginning in May, we’ll start rolling out an update to our algorithm that increases the effect of the ranking signal.”*

—Google Spokesperson



# Mobilegeddon 2.0



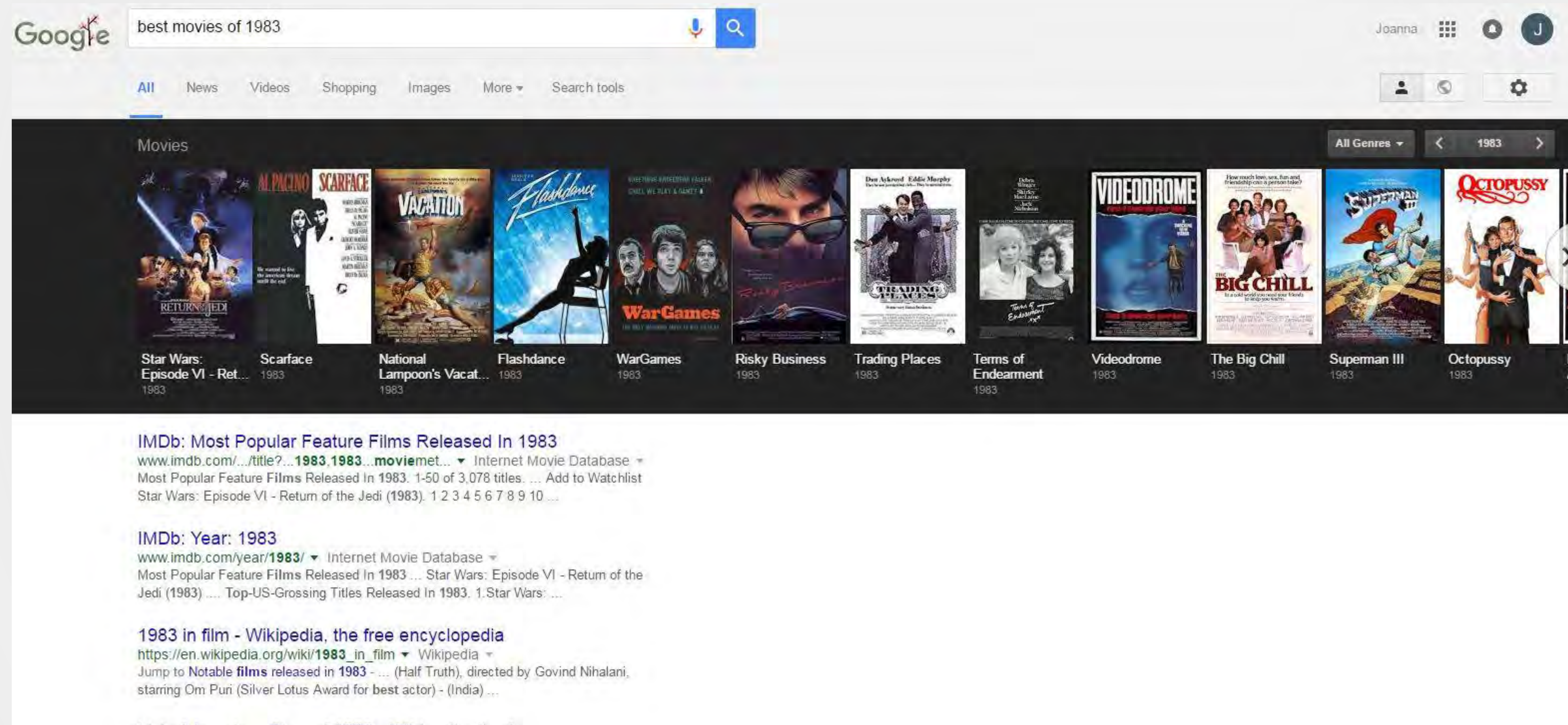
Users who want mobile-friendly sites



Searches performed on a mobile device

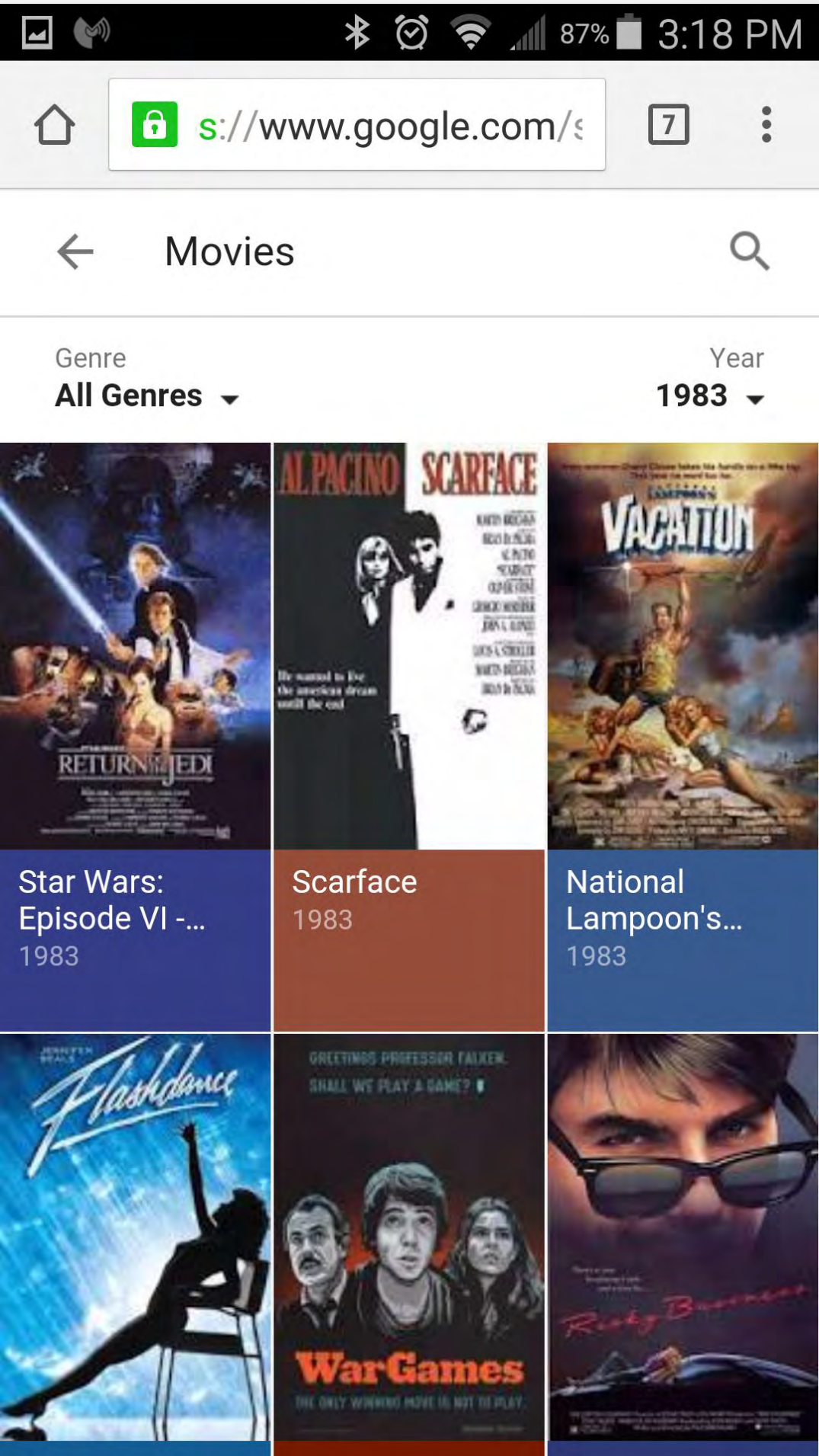
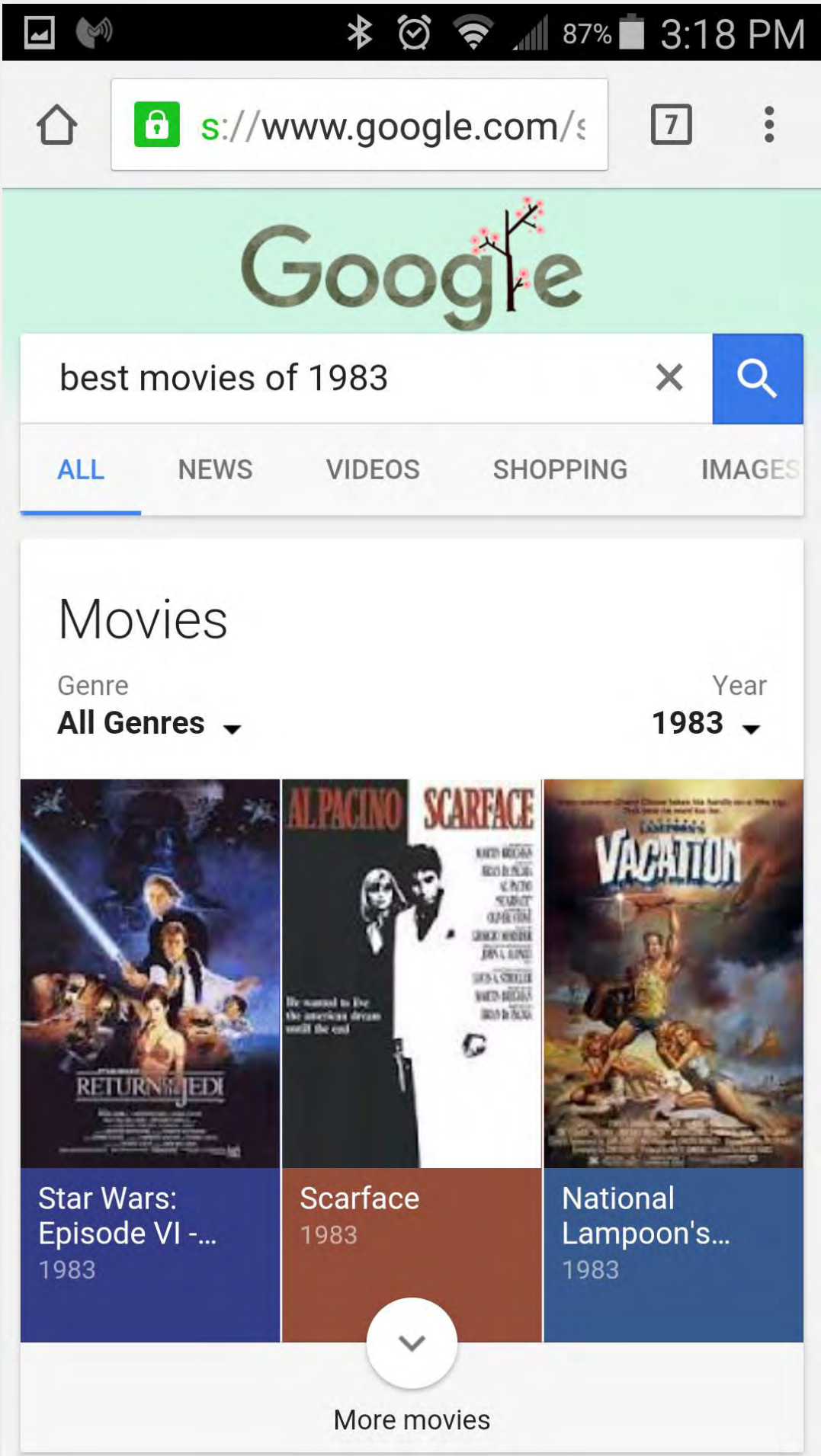


# Mobile-First Approach to Search



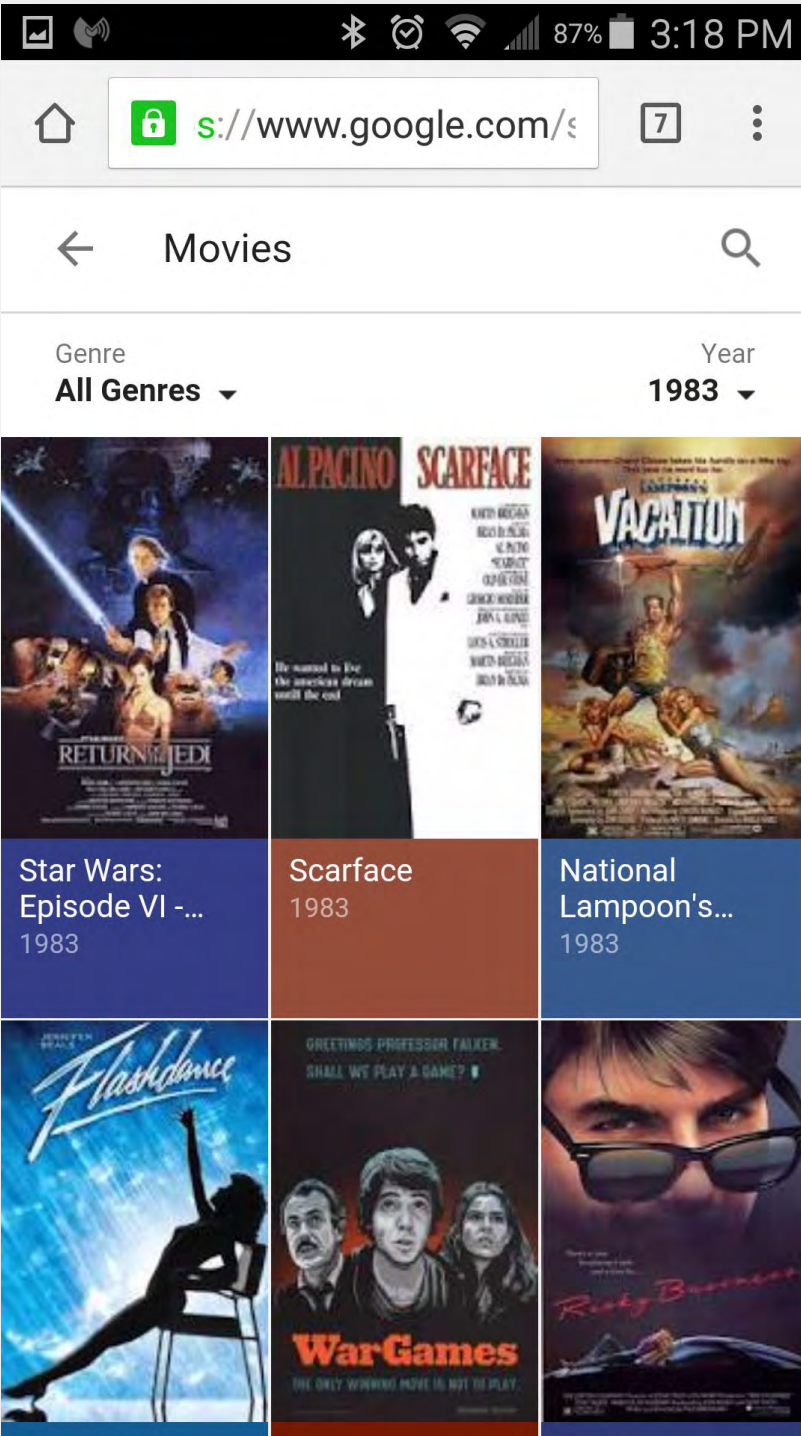
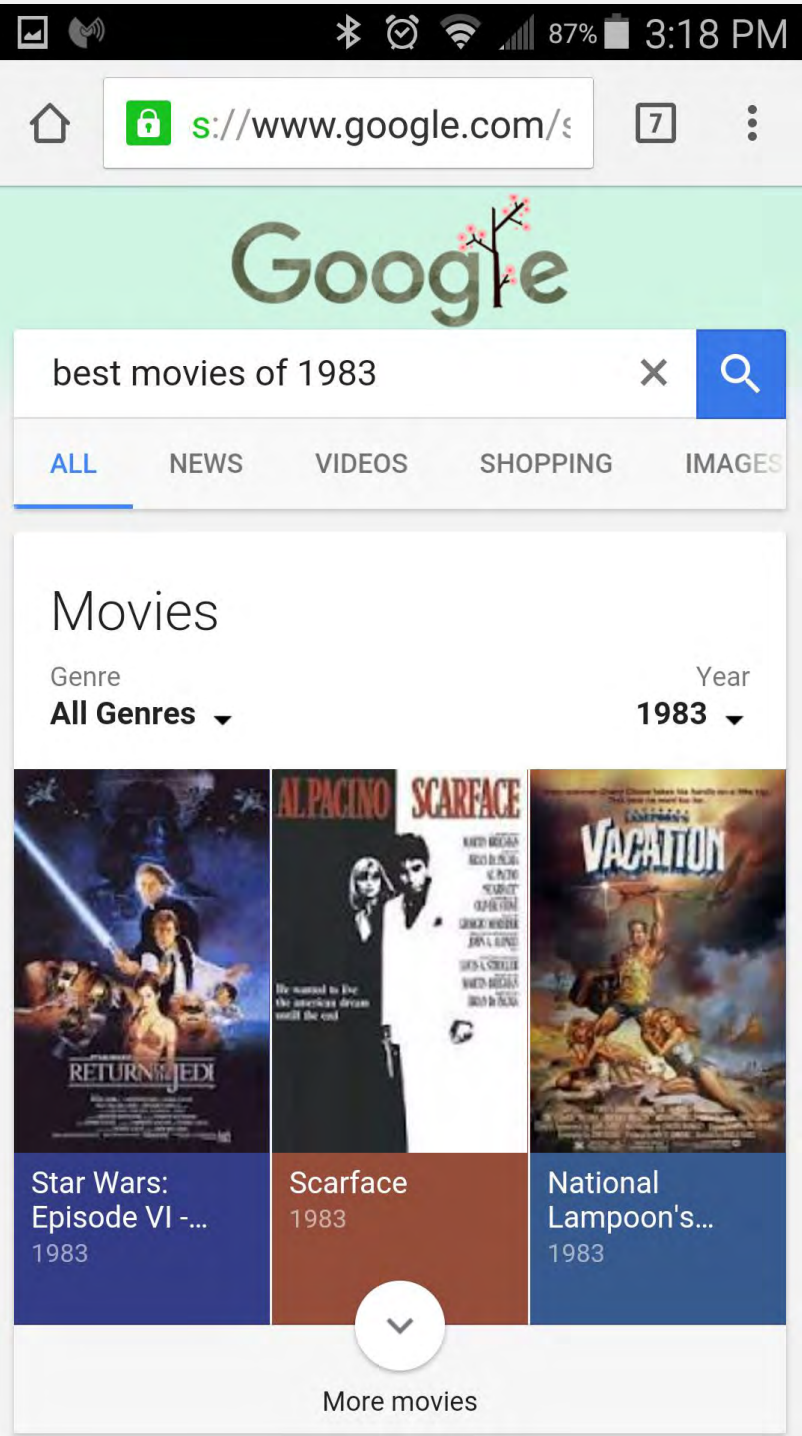
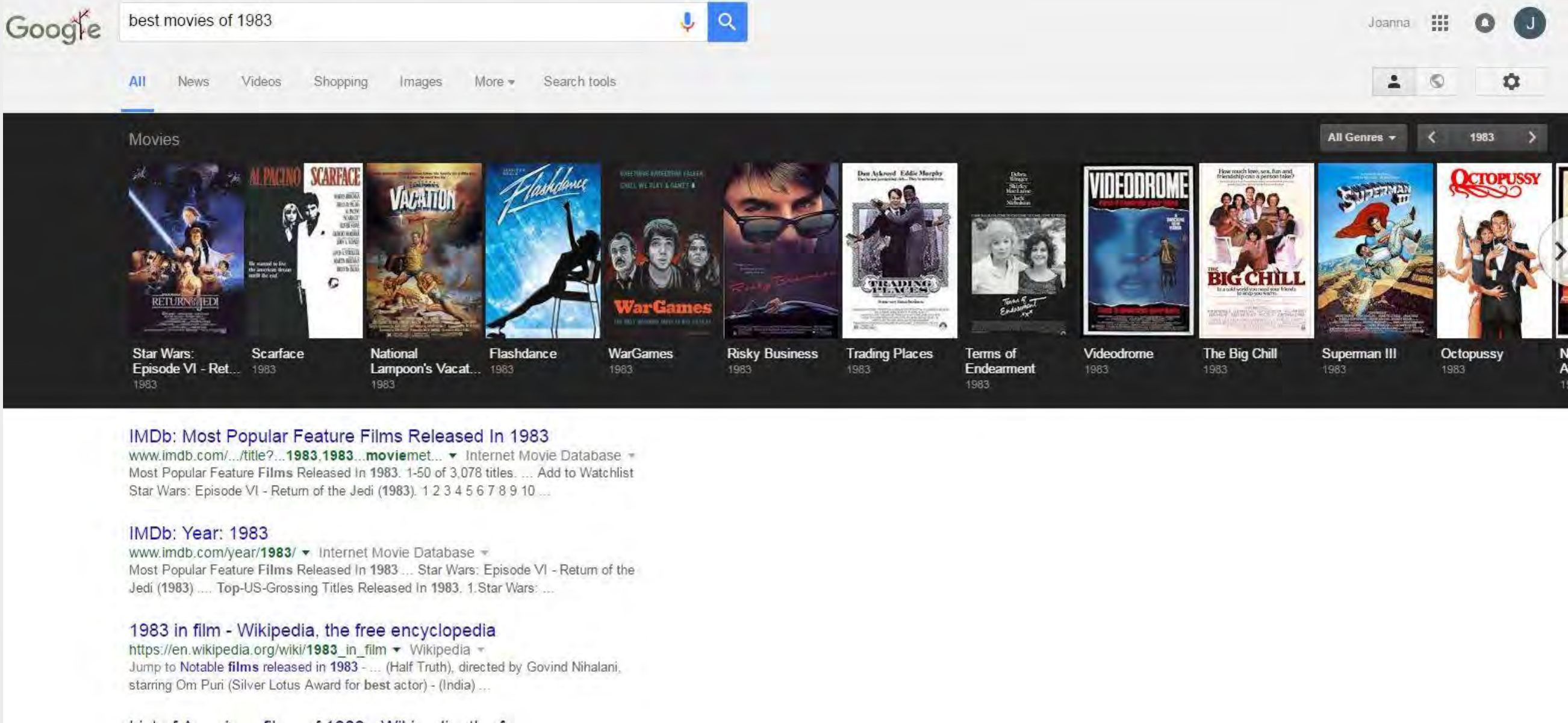


# Mobile-First Approach to Search





# Think Mobile First





# Keyword Strategies & High-Quality, Evergreen Content



# Bye Bye, Keyword Stuffing—Hello, Quality Content



We are a **dog food** company that sells quality **dog food**. Our varieties of **dog food** are the best types of **dog food** on the market. If you want to buy the best **dog food** available, you should buy that **dog food** from us.

# Google Algorithm Updates & Their Purposes

## Panda



- Quality content
- Reduce keyword stuffing

## Penguin



- Reduce link farming
- Improve anchor text

## Hummingbird



- Semantic search
- User search intent

## Pigeon



- Local search results
- Focus on proximity



# Keywords & Key Phrases Aren't Dead





# The Importance of User Search Intent

The image shows a Google search interface with the query "heart attack treatment". The search bar displays the query, and a dropdown menu shows suggestions: "heart attack treatment at home", "heart attack surgery", "massive heart attack treatment", and "heart attack prevention". Below the search bar, the search results are displayed, including a snippet from a medical website titled "Heart attack" with a teal header. The snippet includes a navigation bar with "ABOUT", "SYMPTOMS", and "TREATMENTS" tabs. The main content area of the snippet lists various treatments and medications, such as "ACE Inhibitor: Captopril, Lisinopril (Prinivil)", "Blood thinners: Heparin, Clopidogrel (Plavix)", "Heart medication: Nitroglycerin", "Pain reliever: Morphine", "Statin: Atorvastatin (Lipitor), Rosuvastatin (Crestor)", and "Other treatments: Carvedilol (Coreg), Bisoprolol (Zebeta), Metoprolol by injection (Lopressor)".

Google heart attack treatment

heart attack treatment at home  
heart attack surgery  
massive heart attack treatment  
heart attack prevention

About 58,900,000 results (0.35 seconds)

**Heart Attack Treatment**  
Ad www.heartattackprescription.com/ ▼  
Don't Let A Heart Attack Beat You. Get Support Information.  
After A Heart Attack Resources  
Savings Offer & Support Copay Calculator

**Bayer® Aspirin - Can Help During a Heart Attack**  
Ad www.iamproheart.com/ ▼  
Get the Bayer® Aspirin Heart Guide  
Heart Attack Warnings - Heart Health FAQs - How To Live Proactively

**How Is a Heart Attack Treated? - NHLBI, NIH**  
www.nhlbi.nih.gov/.../heartatta... ▼ National Heart, Lung, and Blood Institute ▼  
The two main treatments are clot-busting medicines and percutaneous coronary intervention, also known as coronary angioplasty, a procedure used to open ...  
How Can a Heart Attack - Coronary intervention - What Is Oxygen Therapy?

**Heart attack Treatments and drugs - Mayo Clinic**  
www.mayoclinic.org/.../heart-attack/.../treatment/con-20019... ▼ Mayo Clinic ▼  
Coronary artery bypass surgery. In some cases, doctors may perform emergency bypass surgery at the time of a heart attack. If possible, your doctor may ...

**People also ask**

What happens to your body when you have a heart attack? ▼

How do you get a heart attack? ▼

**Heart attack**  
Also called: myocardial infarction

ABOUT SYMPTOMS TREATMENTS

**Treatable by a medical professional**  
Treatment ranges from lifestyle changes and cardiac rehabilitation to medications, stents, and bypass surgery.

**Prescription**  
**ACE Inhibitor:** Captopril, Lisinopril (Prinivil)  
**Blood thinners:** Heparin, Clopidogrel (Plavix), Eptifibatide by injection (Integrilin), Bivalirudin by injection (Angiomax)  
**Heart medication:** Nitroglycerin  
**Pain reliever:** Morphine  
**Statin:** Atorvastatin (Lipitor), Rosuvastatin (Crestor)  
**Other treatments:** Carvedilol (Coreg), Bisoprolol (Zebeta), Metoprolol by injection (Lopressor)

**Self-treatment**  
Anti-inflammatory: Aspirin

**Also common**



# The Importance of User Search Intent

Search results for "Heart attack" on a desktop browser. The interface shows a search bar at the top with filters for All, Videos, Images, News, Books, and More. Below the search bar, it indicates "About 139,000,000 results (0.43 seconds)".

The first result is "Heart Attack Information" from [www.heartattackprescription.com/](http://www.heartattackprescription.com/). It includes links for "Heart Attack Information", "Caregiver Brochure", "After A Heart Attack", and "Tips & Resources".

The second result is "Heart Attack Symptoms - Recognize Signs Of A Heart Attack" from [www.secondscount.org/](http://www.secondscount.org/). It includes links for "Know What To Do. Seconds Count!" and "A-Z Guide to Heart Tests - Tony Spagnoletti's Story".

The third result is "Heart Attack: Symptoms, Diagnosis, Treatment, and More ..." from [www.webmd.com/heart-disease/guide/heart-disease-heart-attacks](http://www.webmd.com/heart-disease/guide/heart-disease-heart-attacks). It includes a link for "WebMD" and a description: "What happens before, during and after a heart attack? WebMD explains the causes of heart attacks, which affect 1 million Americans every year, along with ...".

The fourth result is "What Is a Heart Attack? - NHLBI, NIH" from [www.nhlbi.nih.gov/.../heartatta...](http://www.nhlbi.nih.gov/.../heartatta...). It includes a link for "National Heart, Lung, and Blood Institute" and a description: "A heart attack happens when the flow of oxygen-rich blood to a section of heart muscle suddenly becomes blocked and the heart can't get oxygen. If blood flow ...".

The fifth result is "Warning Signs of a Heart Attack - American Heart Association" from [www.heart.org/HEARTORG/.../HeartAttack/...](http://www.heart.org/HEARTORG/.../HeartAttack/...). It includes a link for "American Heart Association" and a description: "Feb 10, 2016 - Some heart attacks are sudden and intense — the 'movie heart attack,' where no one doubts what's happening. ... 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 - Cardiac Arrest - Angina (Chest Pain)".

Below the search results, there is a section titled "People also ask" with four questions and expandable answers:

- How do you get a heart attack?
- What are the warning signs of a heart attack?
- What happens to your body when you have a heart attack?
- Can you have a blood clot in your heart?

The main content area displays a featured snippet for "Heart attack" (Also called: myocardial infarction). It includes tabs for "ABOUT", "SYMPTOMS", and "TREATMENTS". The "ABOUT" tab is selected, showing a video of a man holding his chest with the text "Tightness or pain in chest". Below the video, it states: "A blockage of blood flow to the heart muscle." and "Very common" (More than 3 million US cases per year). It lists four key points:

- Requires a medical diagnosis
- Lab tests or imaging often required
- Treatable by a medical professional
- Short-term; resolves within days to weeks

Below the key points, it provides a detailed description: "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."

Search results for "heart attack" on a mobile device. The interface shows a search bar at the top with filters for All, Videos, Images, News, Books, and More. Below the search bar, it indicates "About 139,000,000 results (0.43 seconds)".

The first result is "Heart attack" (Also called: myocardial infarction). It includes tabs for "ABOUT", "SYMPTOMS", and "TREATMENTS". The "ABOUT" tab is selected, showing a video of a man holding his chest with the text "Tightness or pain in chest". Below the video, it states: "A blockage of blood flow to the heart muscle." and "Very common" (More than 3 million US cases per year). It lists four key points:

- Requires a medical diagnosis
- Lab tests or imaging often required
- Treatable by a medical professional
- Short-term; resolves within days to weeks

Below the key points, it provides a detailed description: "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."



# The Importance of User Search Intent

All Videos News Images Books More Search tools

About 465,000 results (0.31 seconds)

Transcatheter Aortic Valve Replacement (**TAVR**) is a procedure for select patients with severe symptomatic aortic stenosis (narrowing of the aortic valve opening) who are not candidates for traditional open chest surgery or are high-risk operable candidates.

**Transcatheter Aortic Valve Replacement (TAVR) Program ...**  
[www.harthosp.org/heart/tavr/default.aspx](http://www.harthosp.org/heart/tavr/default.aspx) Hartford Hospital

About this result • Feedback

**What is TAVR? - American Heart Association**  
[www.heart.org/.../What-is-TAVR\\_UCM\\_450...](http://www.heart.org/.../What-is-TAVR_UCM_450...) American Heart Association  
6 days ago - Also called TAVI) This minimally invasive surgical procedure repairs the valve without removing the old, damaged valve. Instead, it wedges a replacement valve into the aortic valve's place. The surgery may be called a transcatheter aortic valve replacement (**TAVR**) or transcatheter aortic valve implantation (TAVI).

**TAVR Overview | New Heart Valve HCP**  
[newheartvalve.com/hcp/tavr-overview](http://newheartvalve.com/hcp/tavr-overview)  
For your patients that are high risk or too sick for open heart surgery, transcatheter aortic valve replacement, **TAVR**, sometimes referred to as TAVI, is a less invasive procedure that does not require open heart surgery.

**About The TAVR Procedure | New Heart Valve**  
[newheartvalve.com/about-tavr-tavi](http://newheartvalve.com/about-tavr-tavi)  
Watch how the **TAVR** procedure for heart valve replacement works: transfemoral, transapical, and transaortic approach.

Call (314) 747-6282  
Valvular Heart Disease - Find a Doctor CALL

Trusted Heart Specialists - Are you at risk for heart attack? - pcofiowa.com  
Ad [www.pcofiowa.com/HeartSurgeons](http://www.pcofiowa.com/HeartSurgeons)  
Learn more about your heart today.


"Transcatheter Aortic Valve Replacement (**TAVR**) is a procedure for select patients with severe symptomatic aortic stenosis (narrowing of the aortic valve opening) who are not candidates for traditional open chest surgery or are high-risk operable candidates."

**Transcatheter Aortic Valve Replacement (TAVR) Program - ...**  
[www.harthosp.org/heart/tavr](http://www.harthosp.org/heart/tavr)  
About this result • Feedback

**What is TAVR? - American Heart Association**  
[www.heart.org/Conditions/More/What-is-TAVR](http://www.heart.org/Conditions/More/What-is-TAVR)



# The Importance of User Search Intent



about us | contact us | our locations | online bill pay | CareGram | careers | donate now

Search

Find a Doctor

our services

health information

patients & visitors

classes & events

medical professionals

Henry Low Heart Center

Find a Heart Specialist

About The Henry Low Heart Center

A-Fib Center

Cardiac Catheterization & Angioplasty

Cardiac Electrophysiology

Cardiac Rehabilitation Program

Chest Pain Center

Congestive Heart Disease Center

Echocardiography

Extracorporeal Membrane Oxygenation (ECMO)

Heart Failure Infusion Program

Heart Failure Rescue Program

Heart Surgery

Heart Transplant

LDL-Apheresis Center

Minimally Invasive Maze Surgery (Mint Maze)

Nuclear Cardiology

Preventive Cardiology

**Transcatheter Aortic Valve Replacement (TAVR) Program**

Referrals

Leading Technologies and Treatments

Patient Resources

Learn About Conditions and Procedures

**Transcatheter Aortic Valve Replacement (TAVR) Program**

Transcatheter Aortic Valve Replacement (TAVR) is a procedure for select patients with severe symptomatic aortic stenosis (narrowing of the aortic valve opening) who are not candidates for traditional open chest surgery or are high-risk operable candidates.

Learn More:

About the Procedure

Frequently Asked Questions

TAVR Leadership Team

More Information about TAVR

Referral Information

Contact Us:

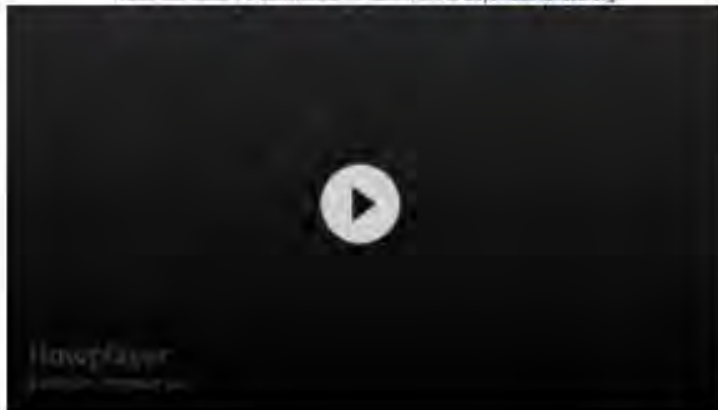
Phone: (860) 545-1888

Fax: (860) 545-2738

Email: [HRS@hhchealth.org](mailto:HRS@hhchealth.org)


Referrals: [CLICK HERE](#)

Watch our latest TV Commercial ... learn more at [beyondthetreatment.org](http://beyondthetreatment.org)




About the Procedure

TAVR is performed on a beating heart and does not require cardio-pulmonary bypass.



While up to 1.5 million people in the U.S. suffer from aortic stenosis (AS), approximately 500,000 within this group of patients suffer from severe AS.

The TAVR procedure enables the placement of a balloon expandable aortic heart valve into the body via the catheter-based transfemoral delivery system. The TAVR procedure is designed to provide an alternative treatment to patients in whom the traditional open-heart surgery can not be performed.



treatment to patients in whom the traditional open-heart surgery can not be performed.

The Edwards SAPIEN Valve is the first and only transcatheter aortic valve approved for use in the U.S., and Hartford Hospital is one of a few select hospitals that are now performing the procedure on qualified patients.

## Frequently Asked Questions about TAVR

### What is TAVR?

TAVR is performed in high-risk and inoperable patients with aortic stenosis. All patients are carefully evaluated to see if they are candidates for traditional surgical aortic valve replacement and then TAVR can be considered for treatment. The goal is to provide the best treatment for each individual patient.

**When did Hartford Hospital begin offering TAVR?**  
November, 2011

**How many TAVR procedures have been performed?**  
As of November 2011, more than 15,000 patients have been implanted with the TAVR procedure by multi-disciplinary heart teams worldwide.

### When was TAVR approved by the FDA?

In November, 2011, the U.S. Food and Drug Administration approved the SAPIEN Transcatheter Heart Valve for the treatment of patients with severe AS native aortic valve stenosis who have been determined by a cardiac surgeon to be inoperable for open aortic valve replacement and in whom existing co-morbidities would not preclude the expected benefit from correction of the aortic stenosis.

### Are there any research trials for TAVR?

There are ongoing research trials for TAVR for high-risk operable, moderate risk operable and inoperable patients.

### What are the risks with the TAVR procedure?

There are still risks associated with TAVR as there is with surgical AVR. These should be taken into consideration when discussing this procedure with your cardiologist.

## TAVR Leadership Team

### Anesthesiology

Rabi Panigrahi, MD  
Marbelia Gonzalez, MD

### Cardiac Surgery

Jonathan Hammond, MD  
David Underhill, MD

### Catheterization Laboratory

Francis Kiernan, MD  
Raymond McKay, MD  
Imdad Sadiq, MD

### Clinical Cardiology

Brett Duncan, MD  
Carol Gemayel, MD  
John Granquist, MD  
Russell Stein, MD

### Echocardiography

Justin Lundbye, MD

### TAVR Coordinator

Beverly Mendes, APRN, PhD

### TAVR Co-coordinator

Marcin Dada

### Manager

Jeanne Bodett, RN

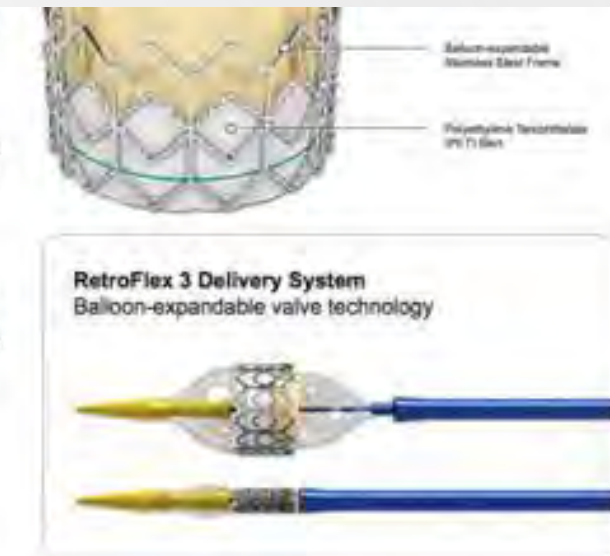
## Learn More About TAVR

- Transcatheter Aortic-Valve Implantation for Aortic Stenosis in Patients Who Cannot Undergo Surgery  
New England Journal of Medicine
- Edwards SAPIEN Valve  
Edwards Lifesciences
- HealthDay News Articles:
  - New Procedure for Aortic Valve Replacement Looks Promising
  - Roundup: 2010 Advances in Heart Disease and Stroke Care
  - Minimally Invasive Heart-Valve Procedure Shows Promise: Study
  - Less Invasive Heart Valve Replacement Works for Elderly: Study

## For More Information

To learn more about TAVR contact:

Phone: (860) 545-1888  
Fax: (860) 545-2738

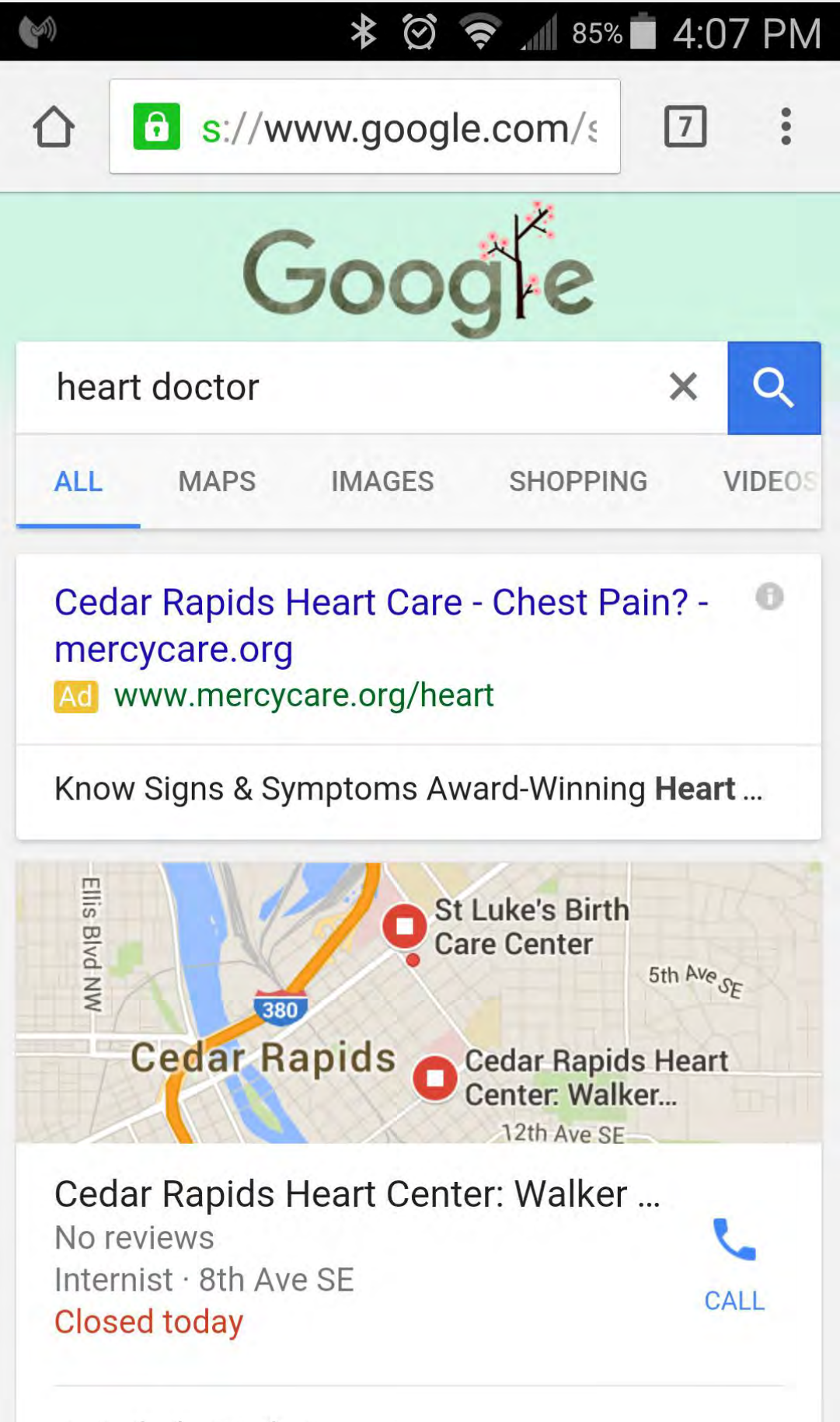
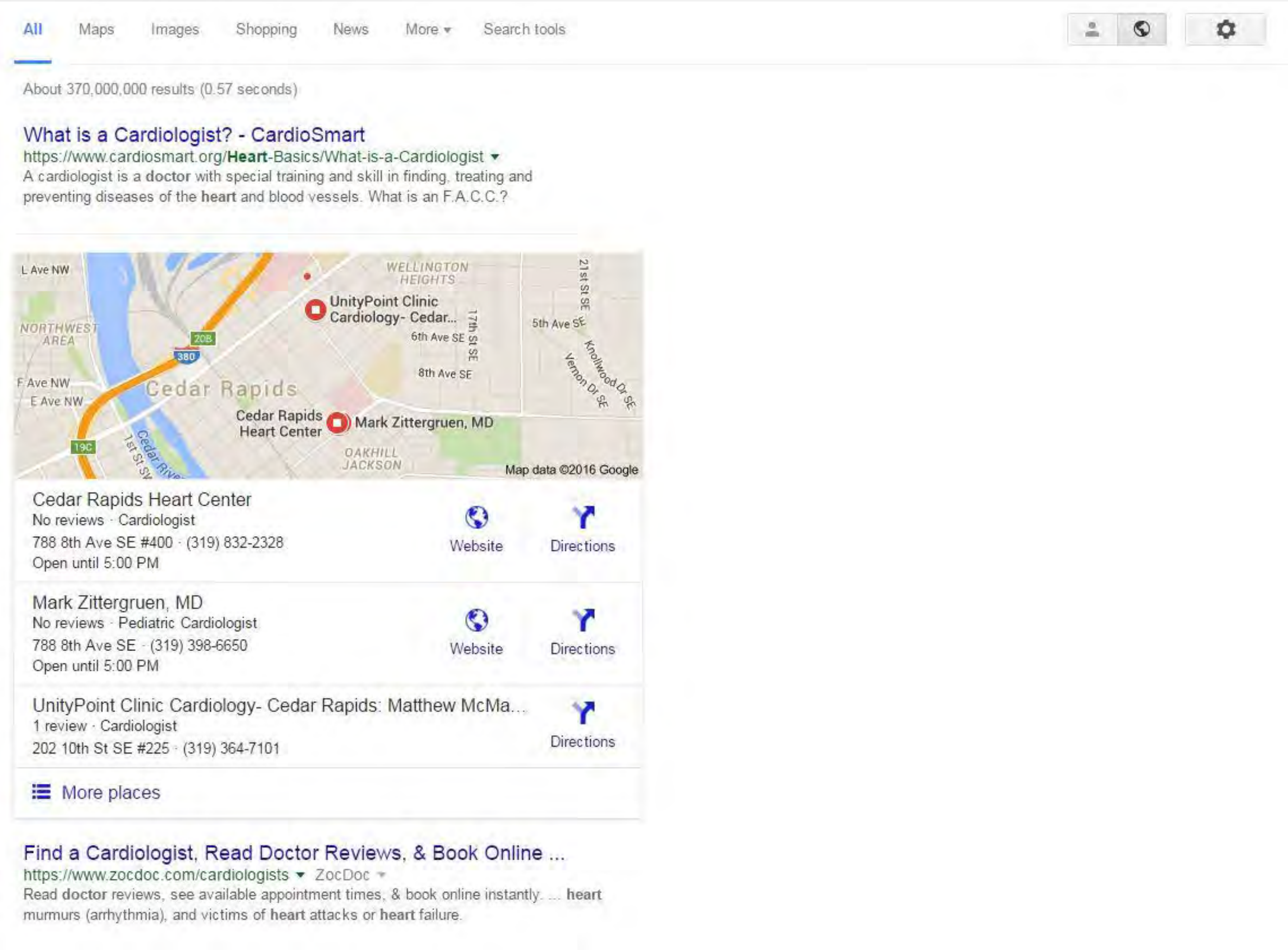


Tweet it: #GEONETRIC

GEONETRIC®

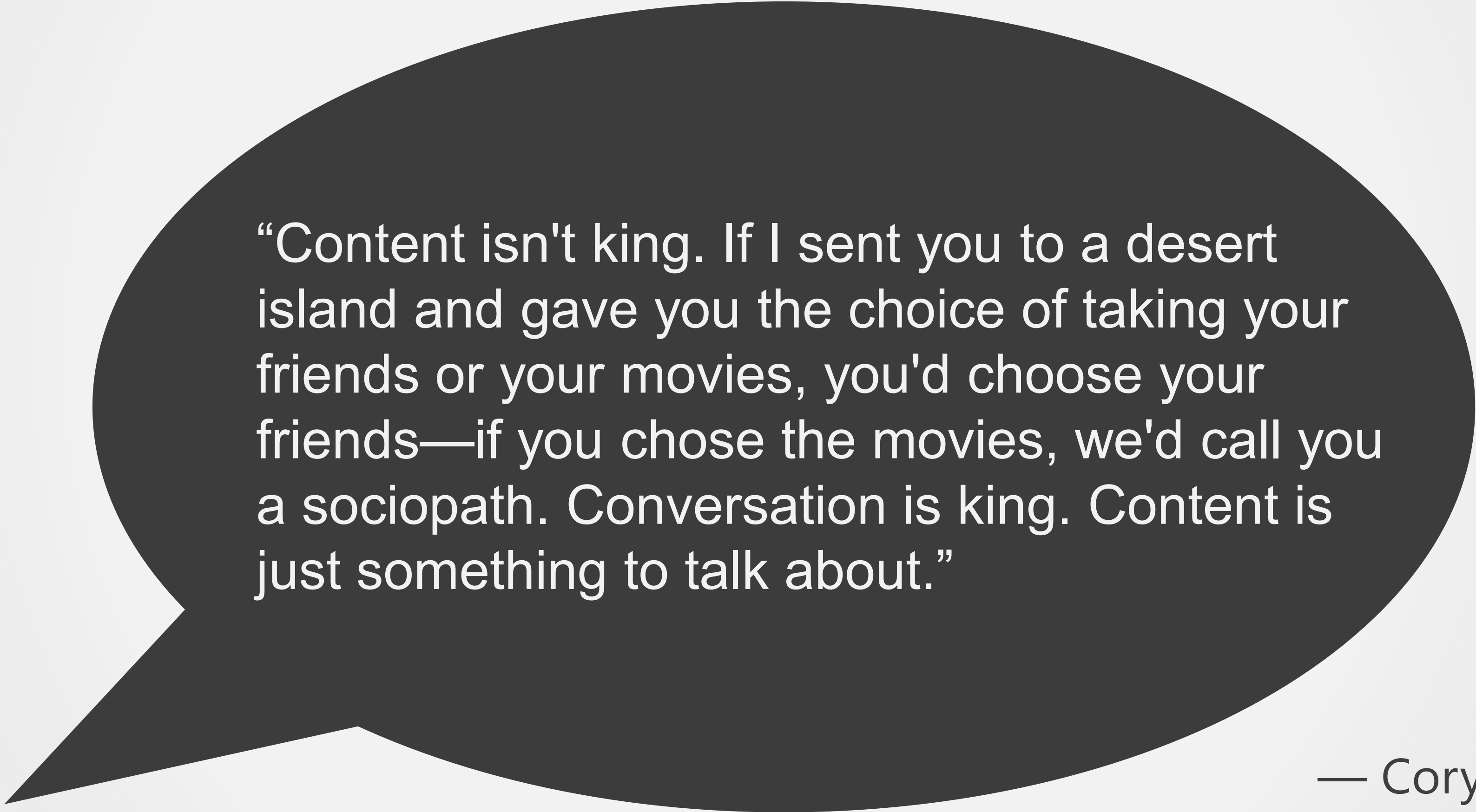


# The Importance of User Search Intent





# Conversation Is King



“Content isn't king. If I sent you to a desert island and gave you the choice of taking your friends or your movies, you'd choose your friends—if you chose the movies, we'd call you a sociopath. Conversation is king. Content is just something to talk about.”

— Cory Doctorow



# Conversation Is King





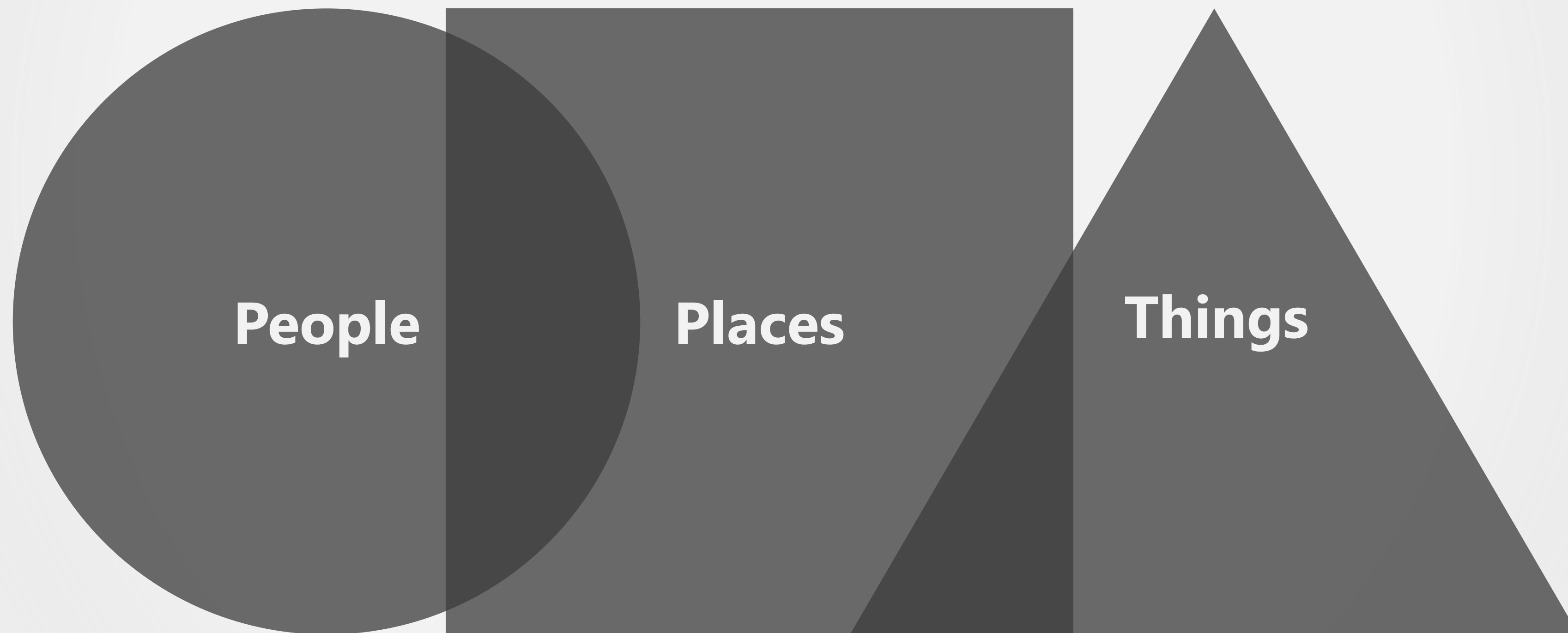
# Structured Data, Rich Snippets & Teaching Search Engines How to Think



# Structured Data Markup & Rich Snippets

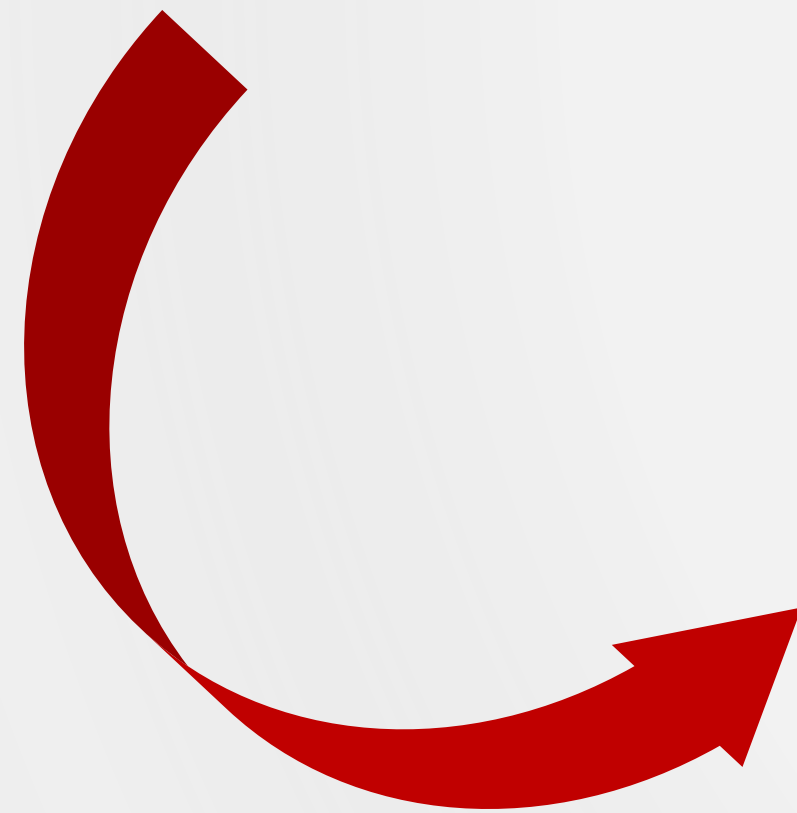
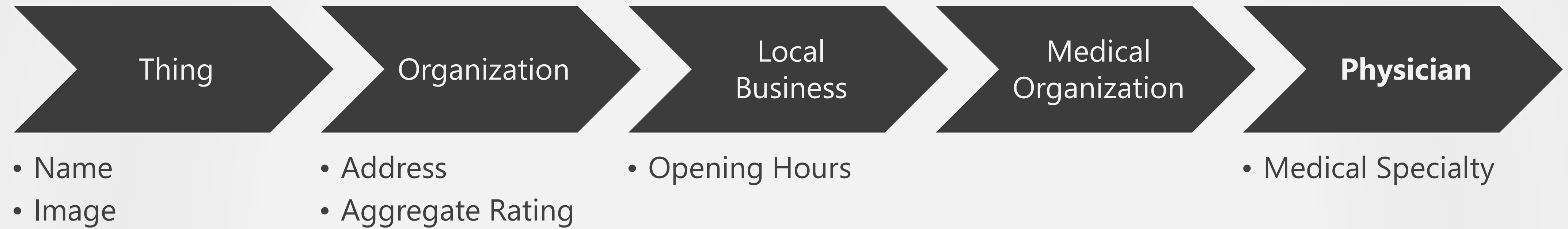
- Structured data – Helps search engines better understand your content
- Added to the backend of your site in HTML tags
- Can help your site/content appear in rich-snippet features on Google's SERPs
  - Ratings and reviews
  - News articles
  - Events
  - Video
  - And more

# Think in Terms of Entities





# Example: Schema.org/physician



```
<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",

```

# Structured Data Markup & Rich Snippets



James Davis - Wheaton Franciscan Healthcare

[www.mywheaton.org/...doctor/.../james-d...](http://www.mywheaton.org/...doctor/.../james-d...) ▼ Wheaton Franciscan Healthcare ▼

★★★★★ Rating: 4.9 - 122 votes

I personally go the the Sussex location as I have seen Dr. Davis, especially and the other ... I have NEVER had a more informed doctor than Dr. James Davis.




Ah, I get it now. The results of last night's primaries were ...





# Local Search Results



# Local Knowledge Panel



rush copley medical center



AllMapsImagesNewsShoppingMoreSearch tools

About 145,000 results (0.42 seconds)

**Rush-Copley Medical Center**  
www.rushcopley.com/ ▼  
Rush-Copley Medical Center in Aurora, IL, is a 210-bed hospital providing health and wellness services to the greater Fox Valley community. Nearly 500 ...

Results from rushcopley.com

**Find a Job**  
Rush-Copley Medical Center offers a warm and friendly work ....

**Our Doctors**  
Whether you're looking for a primary care doctor or your ...

**Rush-Copley Medical Group**  
Our Doctors - Pay Your Bill - Patient Information - ...



**Billing and Financial Matters**  
Rush-Copley's online billing office, financial assistance, accepted ...

**Contact Us**  
Contact Us, Rush-Copley Medical Center Contact information ...

**Health Services**  
A comprehensive listing of health service offered by Rush-Copley.

**Rush-Copley Medical Center - Wikipedia, the free ...**  
https://en.wikipedia.org/wiki/Rush-Copley\_Medical\_Center ▼ Wikipedia ▼  
Rush-Copley Medical Center in Aurora, Illinois is a 210-bed hospital providing a comprehensive array of health and wellness services in the greater Fox Valley ...



**Rush-Copley Medical Center in Aurora, IL | US News Best ...**  
health.usnews.com › Hospitals ▼ U.S. News & World Report ▼  
Rush-Copley Medical Center is a general medical and surgical hospital in Aurora, IL, with 210 beds. It is also accredited by the Commission on Accreditation of ...



**Rush-Copley Medical Center** ★

WebsiteDirections

3.9 ★★★★★ 18 Google reviews  
Hospital  
Rush-Copley Medical Center in Aurora, Illinois is a 210-bed hospital providing a comprehensive array of health and wellness services in the greater Fox Valley area. Wikipedia  
**Address:** 2000 Ogden Ave, Aurora, IL 60504  
**Phone:** (630) 978-6200  
**Date founded:** 1886  
**Number of beds:** 210  
**Founded:** 1886  
**Affiliated university:** Rush University Medical Center  
**Hospital type:** Acute care  
Suggest an edit




**Rush-Copley Medical Center** ★

WebsiteDirections


3.9 ★★★★★ 18 Google reviews  
Hospital  
Rush-Copley Medical Center in Aurora, Illinois is a 210-bed hospital providing a comprehensive array of health and wellness services in the greater Fox Valley area. Wikipedia  
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**Founded:** 1886  
**Affiliated university:** Rush University Medical Center  
**Hospital type:** Acute care  
Suggest an edit

Reviews


Write a reviewAdd a photo



"The Doctor was decent in his bedside manner but the male nurse was a riot."




"I would have given 5 stars if it wasn't for the billing department."




"I felt comfortable leaving it to the doctors and nursing staff."

View all Google reviews

 Send to your phone

Send

Profiles



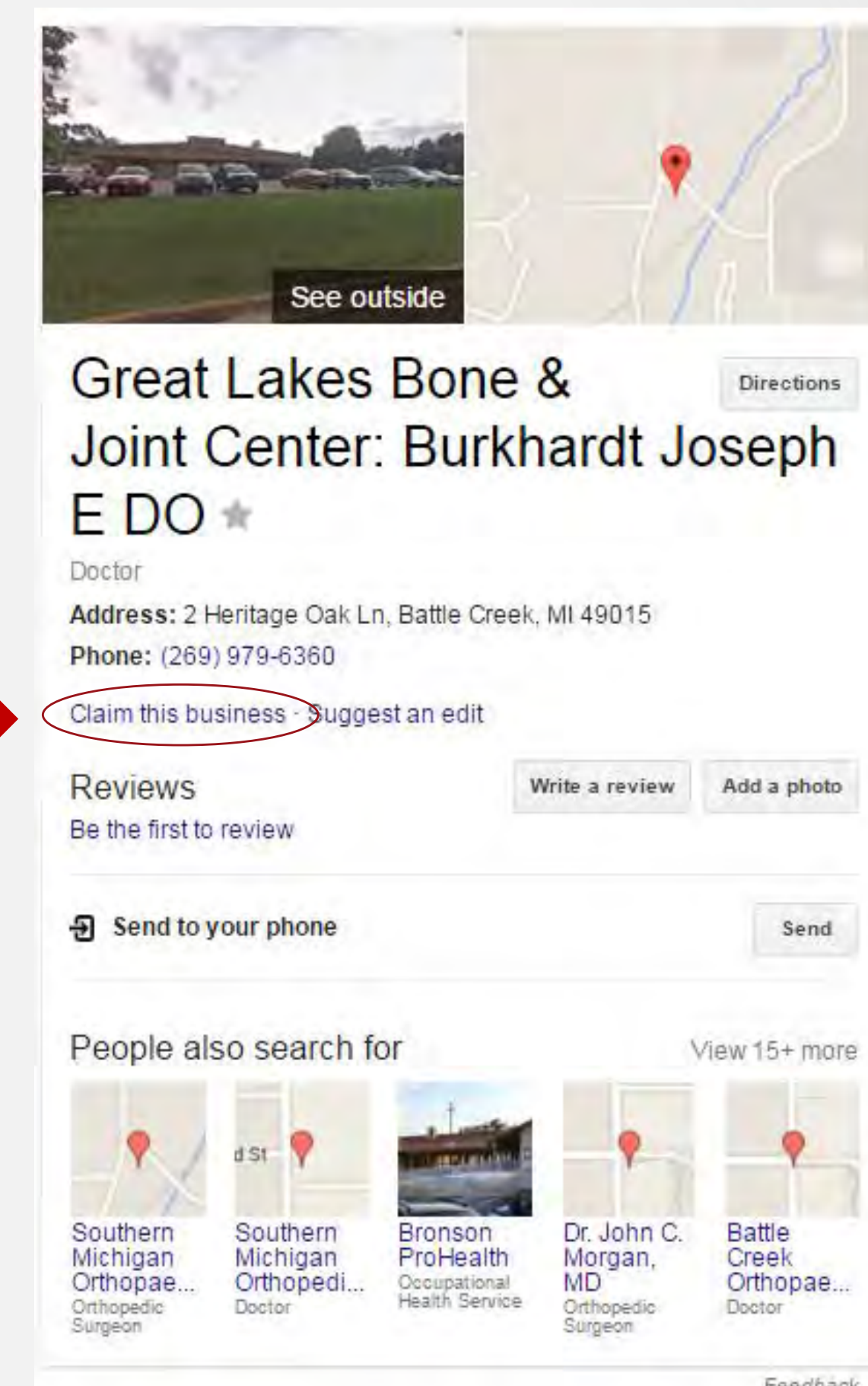
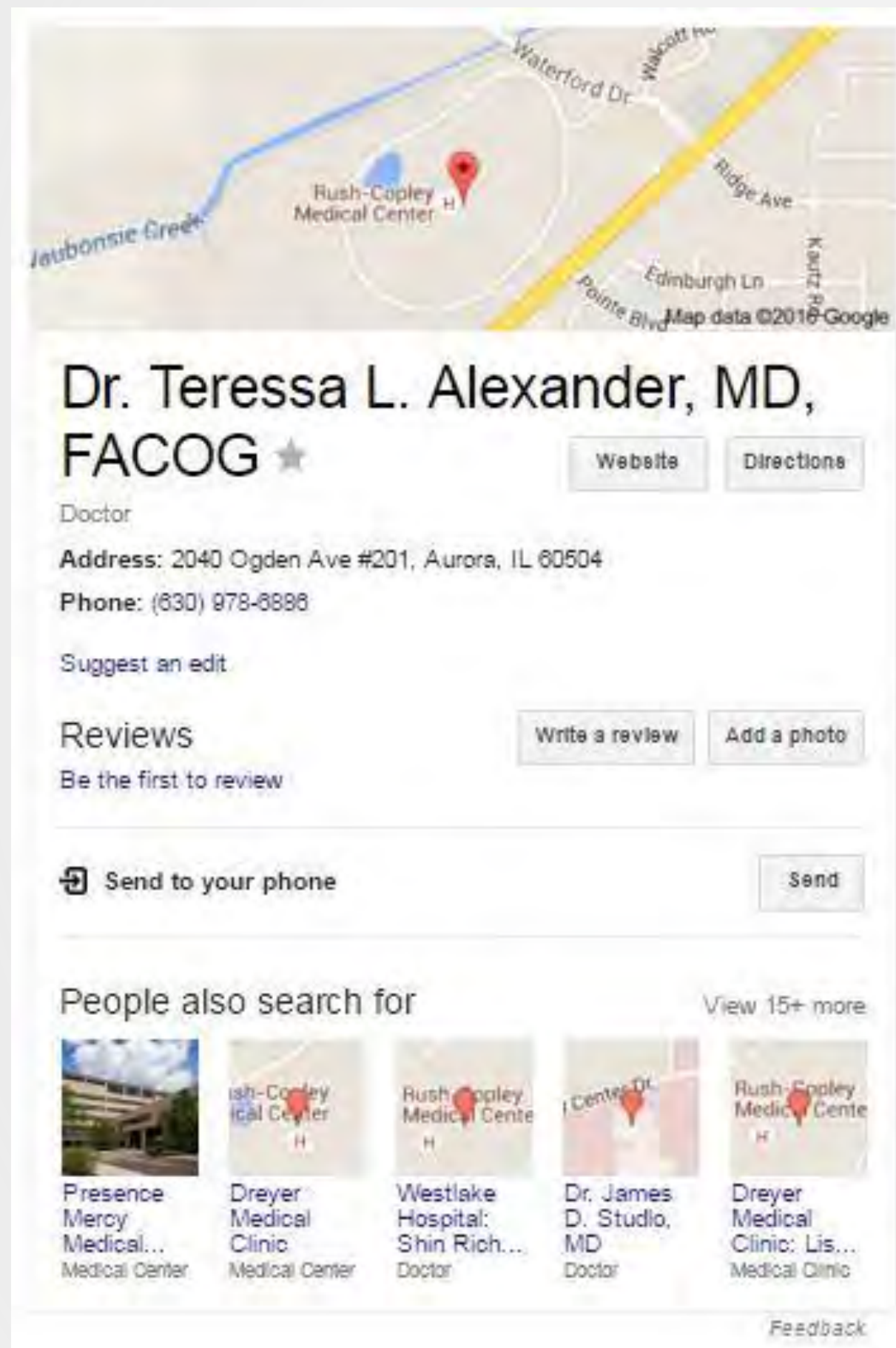
Google+

Tweet it: #GEONETRIC

GEONETRIC®



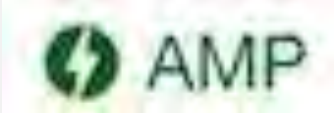
# Local Knowledge Panel





**Accelerated Mobile Pages, or AMPs**

# What Is an AMP?

- Fast-loading media pages displayed in Google's mobile SERPs
  - Marked by AMP logo so easily distinguishable from other results 
- Uses AMP HTML, AMP JS and Google AMP Cache
- So far, primarily in use on news pages, blog posts
- Likely to evolve to other webpages soon
- Content must be marked with schema.org tags to be eligible for AMP display



**4x faster**

Page load speed



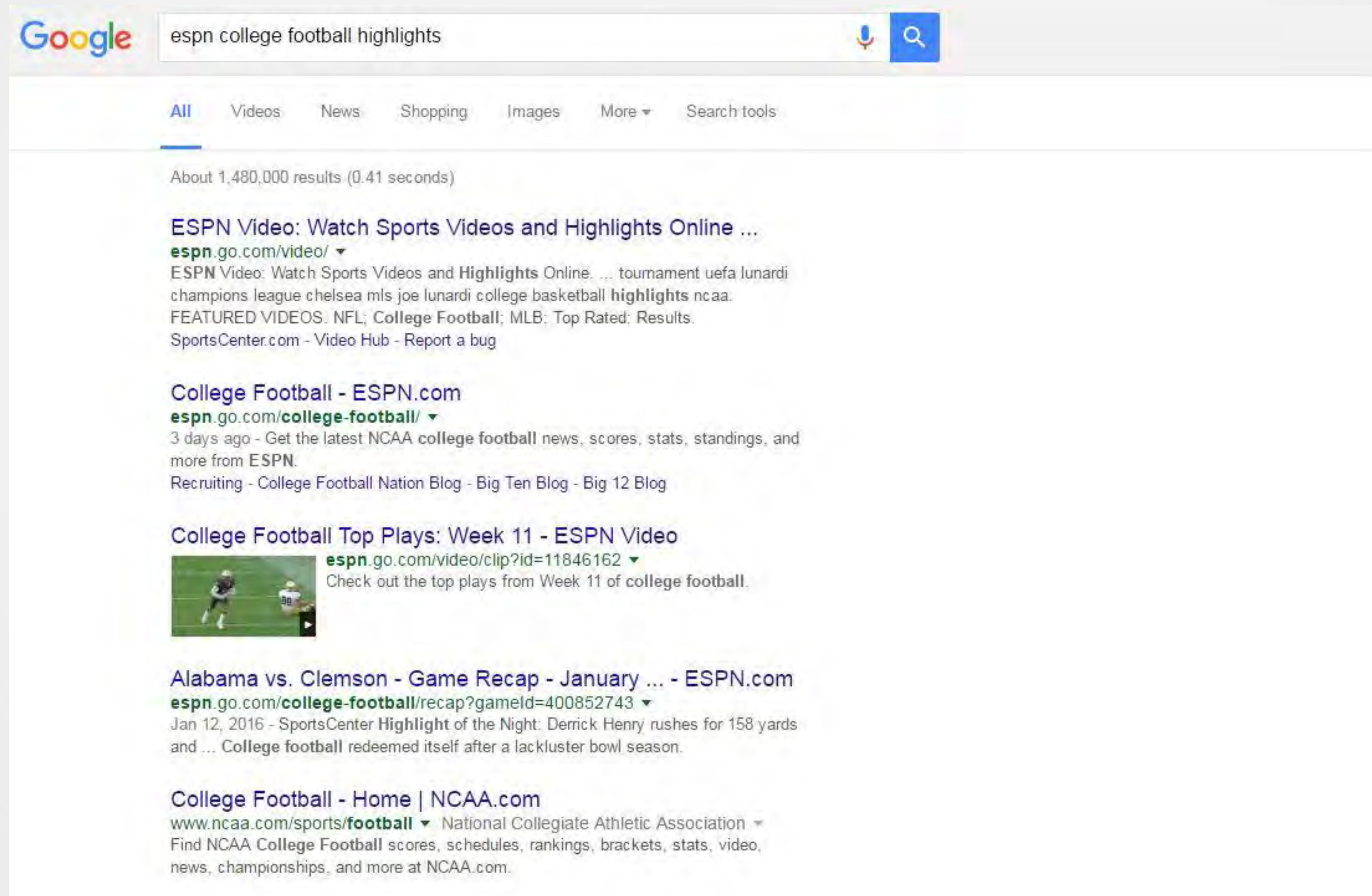
**10x less**

Data used



# The Importance of Video

# The Importance of Video in Search Results





PPC & SEO

# SEO in Relation to PPC

Google cancer treatment

All News Images Books Videos More Search tools

About 565,000,000 results (0.44 seconds)

**Lung Cancer Information**  
Ad www.treatment-for-nscl.com/ Sign Up for Info About a Treatment Option for NSCLC Here.

**Cancer Treatment Near You - wheatoniowa.org**  
Ad www.wheatoniowa.org/cancer-treatment Wheaton Franciscan Healthcare. 25+ Years Serving Northeast Iowa. Urgent Care - Services - Locations - Find a Doctor

**CTCA® Only Treats Cancer**  
Ad www.cancercenter.com/experts Every Stage. Every Day. Our Focus is Expert Cancer Care. Weekend Appointments · Integrative Cancer Care · 5 Hospital Locations Treatment Options · Becoming A Patient · Get A Second Opinion · Cyberknife®

**University Of Iowa - uihealthcare.org**  
Ad www.uihealthcare.org/ Expert Diagnostics & Treatment Of Lung Cancer. Make An Appointment.

**Cancer treatments**  
Treatments may include surgery, chemotherapy, and radiation therapy.

**Most common types**

**Breast cancer**  
Treatment depends on the stage of cancer. It may consist of chemotherapy, radiation, and surgery.

**Prostate cancer**  
Some types of prostate cancer grow slowly. In those cases, monitoring is recommended. Other types are aggressive and...

**Basal cell cancer**  
Treatments include prescription creams or surgery to remove the cancer.

**Melanoma**  
Treatment may involve surgery, radiation, medications, or in some cases chemotherapy.

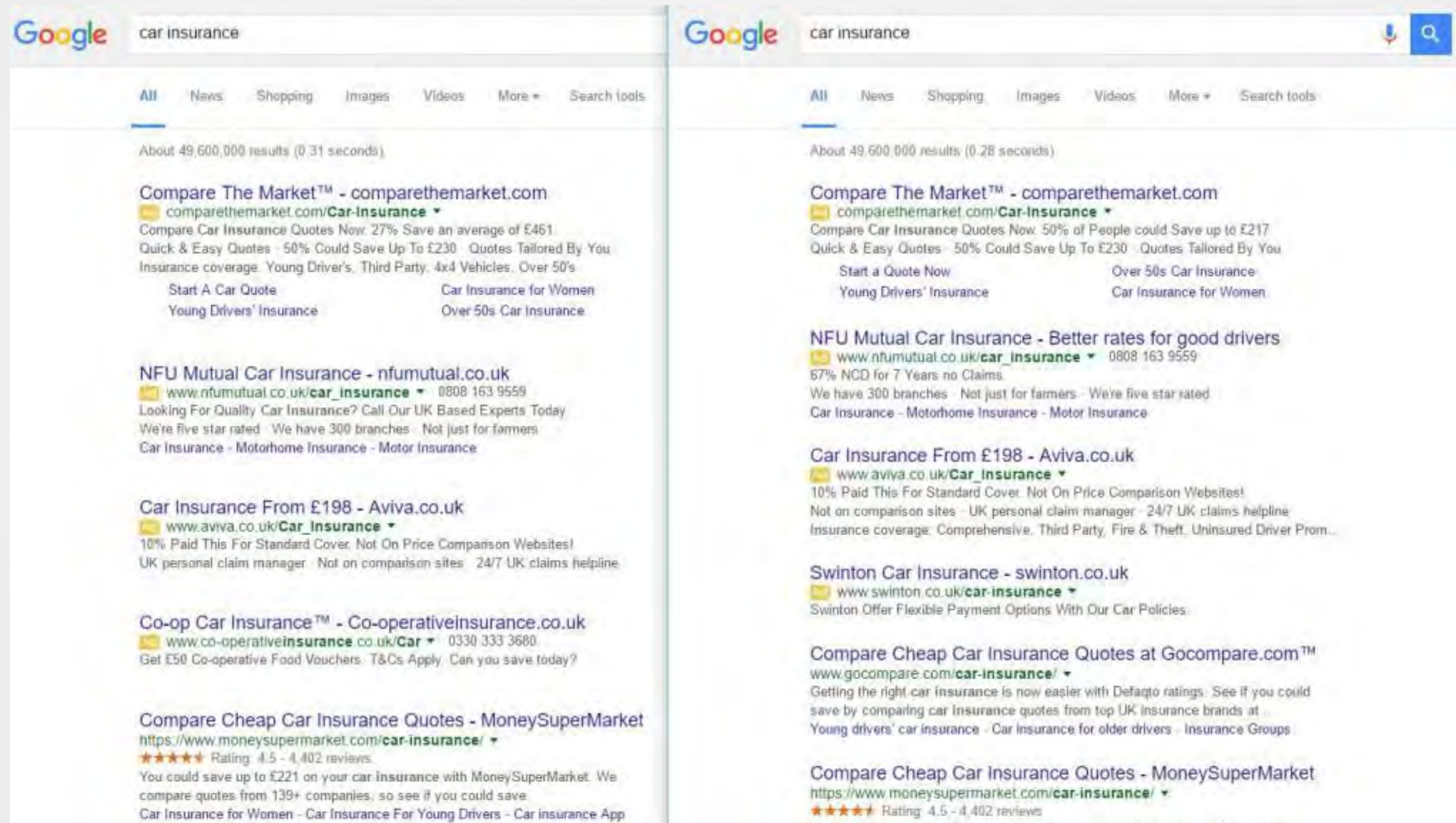
**Colon cancer**  
Colorectal cancer treatment depends on the size, location, and how far the cancer has spread. Common treatments include surgery to...

**Lung cancer**  
Treatments may include surgery alone, but also might include chemotherapy, radiation, or a combination of these.

Map data ©2016 Google



# SEO in Relation to PPC



Source: Justin Aldridge of Artemis Marketing, as published on The SEM Post ([www.thesempost.com](http://www.thesempost.com)).

**Accepting the Inevitability of Change**



# The Temporary Loss of Review Stars in SERPs

**James Davis - Wheaton Franciscan Healthcare**  
[www.mywheaton.org/...doctor/.../james-d...](http://www.mywheaton.org/...doctor/.../james-d...) ▾ Wheaton Franciscan Healthcare ▾  
★★★★★ Rating: 4.9 - 122 votes  
I personally go the the Sussex location as I have seen Dr. Davis, especially and the other ... I have NEVER had a more informed doctor than Dr. James Davis.



Source: <http://mozcast.com/features>

# Change Is the Only Constant





# Great—Now What?



# Where to Focus Your SEO Efforts

1. Implement structured data markup on your pages where you can.
2. Create long-lasting user-focused content that answers the questions of users seeking your website.
3. Claim and maintain your local search listings with Google My Business.
4. Re-examine your PPC strategy.
5. Ensure you follow the proper steps when changing domains or redesigning your site.



Questions?