



# SEO for Healthcare

March 22, 2024

# Agenda



## Presentation duration

30 Minutes



## Conductor Speakers:

- Nate Endres, Senior SEO Analyst at Conductor

1. Healthcare + SEO - Why Does it Matter?
2. Healthcare Search Landscape
3. Local SEO
4. Foundational SEO
5. Content & Keywords (E-E-A-T)
6. Technical SEO

The background features a complex, abstract design with overlapping organic shapes in various shades of teal and a light beige or cream color. Some areas have a fine, stippled texture. A prominent white rectangular box is centered horizontally and vertically, containing the main text.

# Healthcare + SEO - Why Does it Matter?

# Why is Healthcare SEO Important?

## What is Healthcare SEO?

SEO (Search Engine Optimization) is the practice of improving your online store's organic visibility in search engine result pages (SERPs) in an effort to drive more visits and sales.

## Why It Matters:

- Helps your business or practice reach new customers that may be unfamiliar with your services
- While not “free” in terms of investment, strong organic visibility can drive traffic without needing to pay-per-click
- Helps diversify your traffic streams so you aren't reliant on one or two channels

# Healthcare Search Landscape

# The Healthcare Search Landscape is Among the Most Competitive

- 7% of daily Google searches are health-related. That equates to over 1 billion searches a day
- 55% of healthcare searches are unbranded
- 71% of users consult a search engine before making a health care decision
- 83% of patients use search engines to find a healthcare service/provider

Sources:

<https://digitalismedical.com/blog/healthcare-marketing-statistics>

<https://www.yext.com/industries/healthcare>

# SEO Trends for Healthcare

## Localization/Personalization

Increased personalization/localization make search results very different for the same keyword depending on location & individual search history

## Interactive/Enhanced SERPs

Google's enhanced SERP features, like knowledge panels and direct conversion tools fulfill user intent by providing immediate concise answers without having to click on a result.

## Result Diversification

Google and other search engines are making an effort to diversify results This means your site is competing for space with not only its direct business competitors, but also a variety of sites that cover topics in the healthcare industry

# Anatomy of an Healthcare Search Results Page

Paid Listings

Local Results

People Also Ask

Regular Organic Listing



**Aspen Dental**  
<https://www.aspendental.com>

**Aspen Dental - Open Nights & Weekends**  
 When Your Smile Needs Anything, Aspen Dental Has Everything. Schedule Your Visit Today.

[Find an Office Near Me](#)  
 Find an Office Near You & Schedule Your Appointment Today

[Book Online or Call Now](#)  
 Call Center Currently Open Online Schedule Available 24/7

[We Make Dental Affordable](#)  
 Discover All The Ways You Can Save With Aspen Dental. Learn More Today

**Sponsored**

**dentistsofweststpaul.com**  
<https://www.dentistsofweststpaul.com>

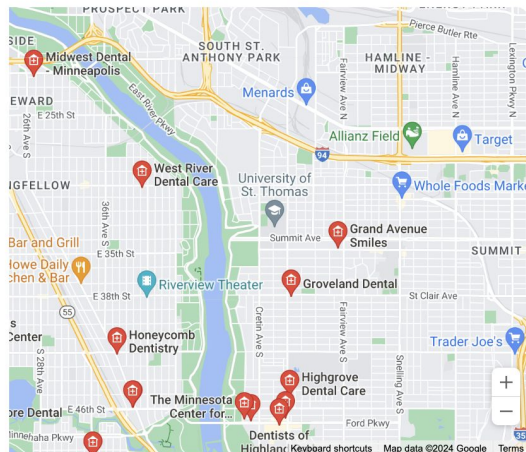
**Same-Day Appointment Available | Affordable dentist near me**  
 Get a Cleaning, Exam, and Digital X-rays Starting at \$59. Schedule an Appointment Online.



Places : Rating Hours Sort by

- Nokomis Family Dental**  
 4.7 ★★★★★ (14) · Dental clinic  
 0.4 mi · 4948 S 34th Ave  
 "Great neighborhood dentist!"
- Lake Nokomis Family Dentistry**  
 4.7 ★★★★★ (131) · Dentist  
 0.5 mi · 4927 S 34th Ave  
 "Not only is the staff amazing but their work is flawless."
- Minnehaha Falls Family Dental**  
 4.8 ★★★★★ (189) · Dentist  
 0.9 mi · 4554 Minnehaha Ave  
 "My dental clinic for the past 5-6 years."

More places →




- People also ask :
- How do people afford to go to the dentist? ↓
  - Why is dentistry so expensive? ↓
  - How do you find out how good a dentist is? ↓
  - What is the difference between a dentist and a dental? ↓

Feedback

**Rojas Family Dental**  
<https://www.rojasfamilydental.com>

**Dentist in Minneapolis, MN | Rojas Family Dental (Open ...**  
 Rojas Family Dental is a comprehensive, family dental practice. We provide general, restorative and cosmetic dentistry for the residents of Minneapolis and ...





# Local Search

# A Strong Local Search Presence is Essential

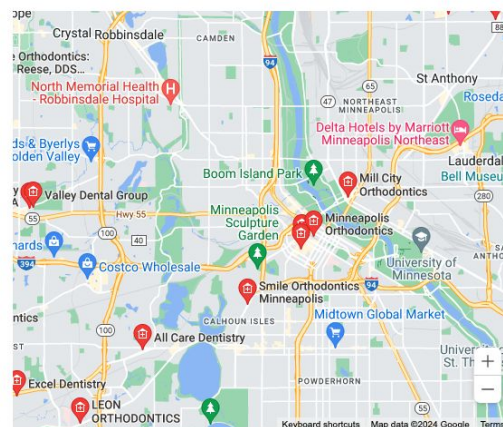
Places : Rating Hours Sort by

**Downtown Orthodontics**  
 5.0 ★★★★★ (42) · Orthodontist  
 5.4 mi · 825 Nicollet Mall # 531 · (612) 332-4344  
 Closed · Opens 7:30AM Tue  
 "Please don't walk, but RUN and book an appointment ASAP!"

**Minneapolis Orthodontics**  
 5.0 ★★★★★ (14) · Orthodontist  
 5.5 mi · 100 S 5th St #410 · (612) 889-7003  
 Closed · Opens 8AM Fri  
 "The staff are friendly, knowledgeable and efficient."

**Mint Orthodontics**  
 5.0 ★★★★★ (131) · Orthodontist  
 4.8 mi · 2804 W 43rd St · (612) 509-6468  
 Closes soon · 5 PM  
 "Friendly staff, great location, beautiful space."

More places →



- 70% of patients say a positive online reputation is very important to selecting a healthcare provider
- 31% of healthcare providers do not have a local listing
- 48% of healthcare websites have basic mistakes with their local listings
- 49.3% of patients wouldn't schedule an appointment with a provider with incomplete online listings

Sources:

<https://digitalismedical.com/blog/healthcare-marketing-statistics>  
<https://www.yext.com/industries/healthcare>

# Defining Some of the Local Ranking Factors

## Link Signals

Provide Google with context on how important your site is for its users, by way of reviewing links from both your site and other sites to yours.

## On-Page Signals

Inclusive of title tags, meta descriptions, ALT tags, keywords within heading tags and on-page content

## Behavioral Signals

Clicks that your site is getting vs. others in the space. Also known as the “popularity” of your site.

## Personalization

The concept of maximizing your website, content and business for a target audience.

## Citation Signals

Mentions of your business name, address and phone number that’s not part of your company. Also referred to as NAP.

## Reviews & Social Signals

Reviews and social signals are checked for relevance by Google to determine quality and popularity.

# Tips for Optimizing Your Google Business Profile Listings

## Ensure All Fields Are Filled In

Make sure your profile communicates what your business does, where it is and how they can contact you.

## Include Target Keywords

Like everything else with SEO, keywords are important. Include them where possible in your profile.

## Keep Hours Up to Date

Include your business hours and update them as they change. Ensure you have a process in place if you have several locations for keeping these updated.

## Add Photos

Businesses with photos on their profiles receive 42% more requests for driving directions and 35% more click-throughs to websites than ones without\*

## Manage & Respond to Reviews

Interacting with customers helps perception of your business and also increases your business' visibility in results.

## Leverage Special Attributes & Product Catalogs

Research what's available for your business inside of GBP and use it!

# Final Tips for Local Healthcare Search

## Do Localized Keyword Research & Track by Location

Conductor allows you to understand local MSV and report out on local performance through our platform - leverage these tools!

## Consider Testing Localized Content

In some cases, creating hyperlocal content can give you an edge over competitors. Think about what local users might be interested in and test out adding it to your location pages.

## Establish Governance & Process Around Listings

Ensuring consistency in your listings can be overwhelming depending on the number of locations your business has. Establishing governance over who has access to these listings can greatly diminish inconsistencies.

# Foundational SEO

## On-Page Optimization Provides Your SEO Foundation

**Foundational SEO** refers to the key page elements you must optimize to help search engines understand what your pages, and website, are about

- Title
- Meta Description
- URL Structure
- Headings (H1, H2, H3...)
- Images (Alt Text)
- Internal Links (Anchor Text)

# Key SEO Elements - Best Practices Cheat Sheet

## Title Tag & Meta Description

### Title Tag

- Unique to each page
- 50-60 characters long
- Include primary & secondary keywords
- Ensure it reads naturally
- Branding at the end

### Meta Description

- Unique to each page
- 150-160 characters
- Compelling & relevant to the page
- Entices click through

## URL

- Keep it simple and straightforward
- Include your keyword as close to the root of your URL as possible
- Avoid parameter strings, capital letters, underscores or spaces (use dashes)
- Avoid using stop words (of, a, and, the, etc.)
- Shorter than 2,083 characters

## Heading Tags

- Map H1 to the title tag
- Should include most important keywords and serve as the title of the book
- Only one H1 should be used per page
- H2-H6 can be used as the chapters of the book, can have multiple H2s, H3s etc. Include secondary and tertiary keywords

## Images

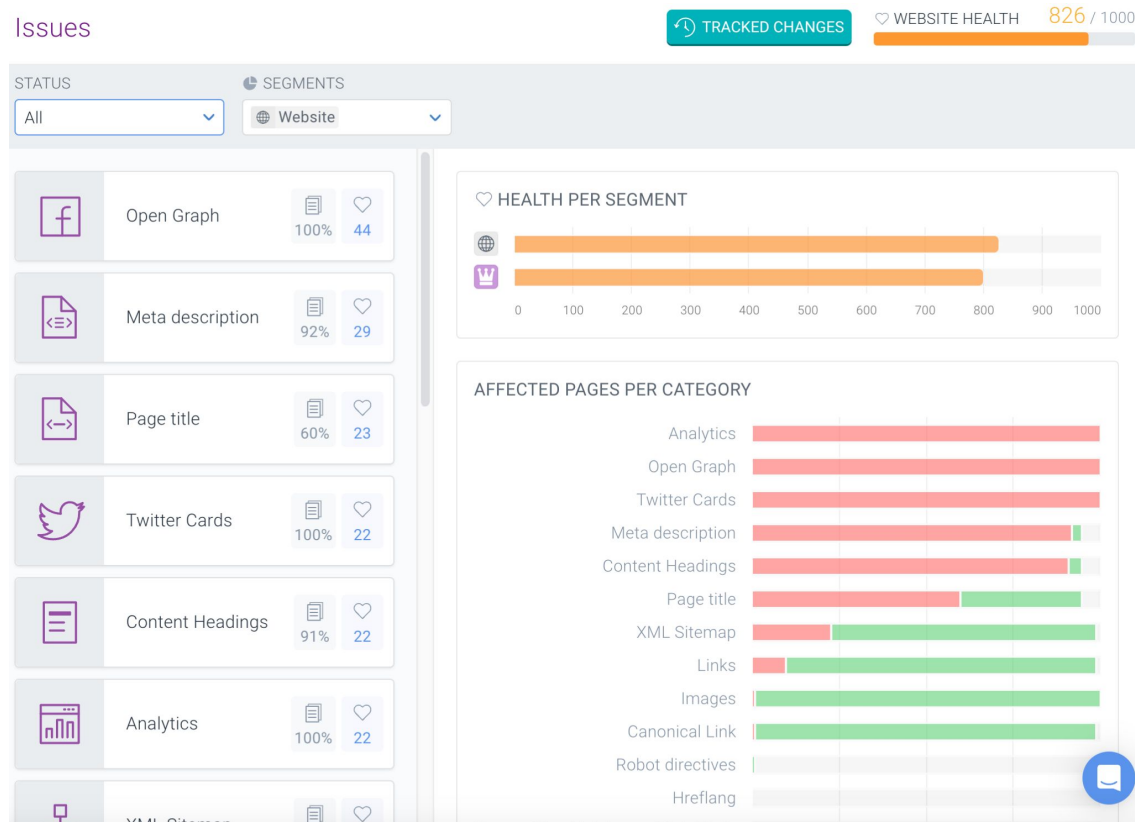
- Include keywords in the ALT text of the image
- Ensure that the alt text accurately describes the content of the image
- Make image alt text short and descriptive
- Important for ADA compliance

## Internal Links

- Links are how your content gets found!
- Use anchor text
- Link deeply when possibly throughout the site
- Use links that feel natural to the reader
- Use relevant and 'follow' links
- Use between 3-4 links per 1,000 words of content



# How Conductor Can Help: ContentKing Issues Report



- ContentKing crawls your website in much the same way a search engine would and will monitor and flag foundational SEO content issues
- Foundational SEO issues ContentKing can help you uncover and address include:
  - Titles that are missing, duplicative, or too long to display fully in search engines
  - Meta descriptions that are missing, duplicative, too long to display fully in search engines
  - Missing, multiple, or duplicative H1 tags
  - Images missing alt tags

# Content & Keywords

## Expertise and Accuracy are Especially Important in the Healthcare Search Landscape

**Google applies a special degree of scrutiny to queries pertaining to YMYL (Your Money, Your Life) topics, including healthcare**

Creating authoritative, competitive healthcare content requires an understanding of E-E-A-T (Experience, Expertise, Authority, and Trustworthiness)

# What is E-E-A-T?

## Experience

Experience means the extent to which the content creator has the necessary first-hand or life experience for the topic.

## Expertise

Consider the extent to which the content creator has the necessary knowledge or skill for the topic. Different topics require different levels and types of expertise to be trustworthy.

## Authoritativeness

Consider the extent to which the content creator or the website is known as a go-to source for the topic. While most topics do not have one official, authoritative website or content creator, when they do, the website or content creator is often among the most reliable and trustworthy sources.

## Trustworthiness

Trust is the mechanism by which raters determine if the page is “accurate, honest, safe, and reliable.

Raters look for things like:

- Sufficient contact information, content accuracy and citing of sources and security of the site.

# How to assess your content for E-E-A-T



## Foundational elements

- The content is **in-depth, specific, and helpful** to the human reading it.
- The content is not overly promotional.



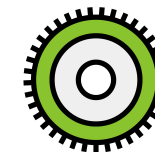
## Who created the content?

Is it **self-evident** to your visitors who authored your content?



## How was the content created?

Sharing **details about the processes** involved can help readers and visitors better understand how your unique piece of content was created.



## Why was the content created?

The "why" is that you're **creating content primarily to help people**, content that is useful to visitors. If you're doing this, you're aligning with E-E-A-T.

# Leverage In-House Expertise to Strengthen E-E-A-T

## Reviews & Mentions

- Get good reviews on external sites.
- Get mentioned on authoritative sites.

## Content

- Align with your audience, answer the questions they are **already asking**.
- Provide **in-depth content** with diverse ways to consume the content (i.e., written, video, graphics).

## Authorship

- Implement **Author boxes & bylines**.
- Develop **author pages** to be linked to from author boxes & bylines.
- Link to external profiles, such as LinkedIn profile pages.

## Structured Data

- Demonstrate E-E-A-T throughout schema types on your site.
  - E.g., [Organization schema](#), with properties such as SameAs schema linking to social media profiles.
  - Use comprehensive [Article schema](#) with author information on applicable pages.
- Implement [ProfilePage schema](#) on author pages.

# A well-optimized Healthcare site has content that aligns to each stage of the customer journey

## High Funnel

### Informational Content

This is content that familiarizes potential customers/patient with your brand and helps customers learn about your services

## Medium Funnel

### Consideration Content

This is content that allows your potential customers/patients to browse your service offerings and learn more about them.

## Low Funnel

### Transactional Content

This is content that allows your customers/patients to take action - schedule an appointment, request more information,, contact you, etc.

# Keywords help us identify what content customers need and how they're searching for it



## Search Volume (MSV)

How many searches took place for a particular query in a given month. The higher the volume, the higher the searches and competition.



## Relevance

While search volume is a great measurement for competition and strength, it's not always the best way to determine relevance.



# Well-optimized content should rank for a variety of related keyword variations

## Primary Keyword

The central keyword you would like this particular page to rank for, typically with search volume and page relevancy.

Should appear at the front of your title tag, and also in your meta description, H1 & body content.

## Secondary Keyword

Complementary to the primary (and may even include another modifier).

Should appear in your title tag if possible, an H2, and within your body content.

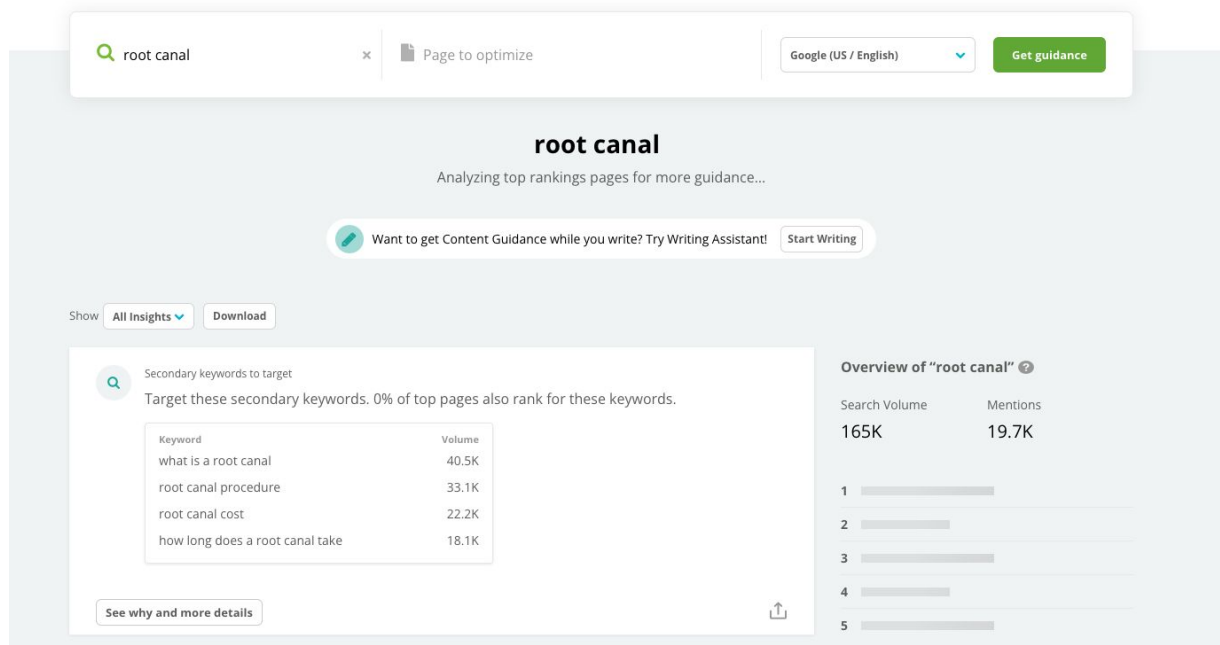
## Tertiary Keyword

Not always necessary (or available), highly long-tail targeting specific, lower-volume niche keywords.

Can appear in your title tag if length allows, and should appear in body content where applicable.

Remember: You Don't Have To Target Every Keyword To Rank For Them!  
Latent Semantic Indexing identifies patterns, as well as related terms and concepts.  
For example: Lug nut wrench, automobile, fix and wheel are all semantically related to "flat tire."  
Using these terms within the content will help better contextualize its meaning.

# How Conductor Can Help: Content Guidance



The screenshot shows the Conductor interface for the keyword "root canal". At the top, there is a search bar with "root canal" entered, a "Page to optimize" dropdown, a language selector set to "Google (US / English)", and a green "Get guidance" button. Below this, the main heading is "root canal" with the subtext "Analyzing top rankings pages for more guidance...". A green button with a pencil icon says "Want to get Content Guidance while you write? Try Writing Assistant! Start Writing".

Underneath, there are two tabs: "All Insights" (selected) and "Download". The "All Insights" tab is active, showing a section titled "Secondary keywords to target" with the text "Target these secondary keywords. 0% of top pages also rank for these keywords." Below this is a table of keywords and their search volumes:

Keyword	Volume
what is a root canal	40.5K
root canal procedure	33.1K
root canal cost	22.2K
how long does a root canal take	18.1K

At the bottom of this section is a button that says "See why and more details". To the right of the table is an "Overview of 'root canal'" section. It shows "Search Volume" as 165K and "Mentions" as 19.7K. Below this is a horizontal bar chart with five bars, numbered 1 through 5, representing the top ranking pages.

- Content Guidance can help you understand how potential customers are searching for your products and how to create content that reaches them
- Entering a keyword/topic can help you uncover:
  - The highest volume keywords associated with your topic
  - Important related secondary and tertiary keywords
  - Search competitor pages ranking highest for the topic
  - Commonalities between high ranking pages inform content creation
    - Questions answered
    - Structure
    - Length
    - Meta data (title, headings, etc)

# Technical SEO

# Technical SEO helps ensure users, and search engines, have a positive experience on your site

## Crawling & Indexation

Can search engines find and index your site and its constituent pages?

## Site Architecture

Can users, & search engines, move easily and logically through your site's content?

## Sitespeed & Usability

Is your site fast and easy to shop on/interact with regardless of device?

# What Technical Components Will Matter for E-E-A-T?

## Strong Link Signals

Fix up any broken links and redirects across your site

Evaluate your backlink profile - how do you stack up vs. competitors in the space?

## Page Speed

Review your Core Web Vitals and tackle any low-hanging fruit

## Solid Information Architecture

Ensure that your content is easy to find, utilizing things like your navigation and breadcrumbs to guide users and search engines

## High Quality Content

This could mean redirecting old, underperforming content or refreshing evergreen content that just needs a facelift.

Review engagement metrics on your content to assess whether it's worth keeping or removing.

# Basic Ways You Can Monitor & Improve Your Technical SEO

## Keep XML Sitemap Updated

An XML Sitemap contains the pages & images you want crawled & indexed on your site and helps search engines find them. Keep it up to date and free of errors

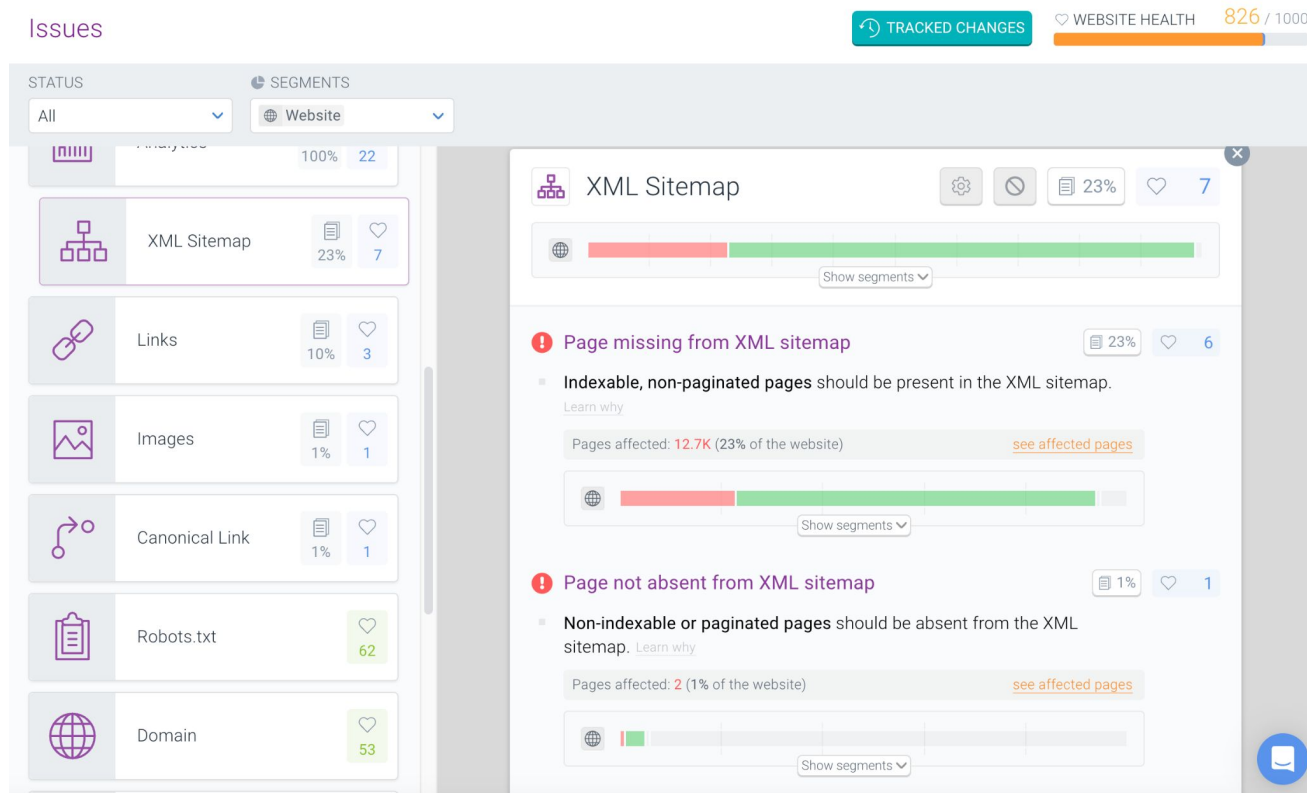
## Set Up & Monitor Google Search Console

Google Search Console can not only help you understand what keywords are driving traffic to your site, its varied reports can alert you to issues with your site's indexation, sitespeed, and usability

## Add Structured Markup

Structured data is standardized code that helps search engines understand your page content and display it in search results.

# How Conductor Can Help: ContentKing Issues Report



- ContentKing can also help you monitor key aspects of your site's technical health and surface issues when they arise
- Monitor key issues impacting your site's indexing and technical health like
  - XML sitemap errors
  - Robots.txt files directives that could impact indexing
  - Missing canonical tags
  - Structured Markup (Schema) errors
  - Analytics errors that could impact reporting

# Summary



## Key Takeaways

1. A strong local search presence is essential in the healthcare space - ensure local listing are accurate and complete
2. Ensure foundational SEO elements - titles, headings, descriptions, etc. - are optimized
3. Create well-researched, authoritative content that meets the higher E-E-A-T standards of the healthcare space and aligns to the various stages of the patient journey
4. Maintain your site's technical health and usability - especially its speed and mobile experience

The background features a complex, abstract composition of organic, flowing shapes. The primary colors are a vibrant teal and a light, textured grey, set against a plain white background. The shapes vary in opacity and form, creating a layered, artistic effect. A central white rectangular box is superimposed on the design, containing the text.

**Questions?**

**THANK YOU!**