

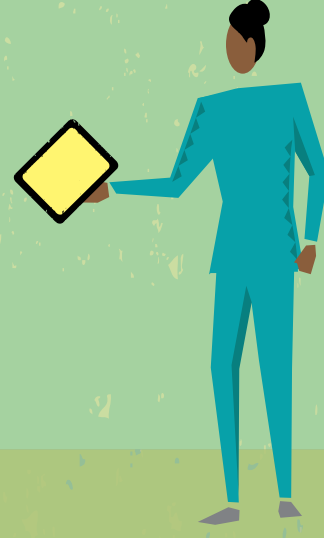
# Currents

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## Top ten tips for SEO improvement Staying relevant online



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# Top ten tips for S

By Jennifer Kilkenny, Director of Operations at Total Social Solutions

Become number one on Google — that is the goal for most business owners when they build and market their new website. But with hundreds of competitors in your area, simply building and publishing a new website that looks amazing is only a fraction of the battle. The real work comes when you maintain your website's relevance through Search Engine Optimization (SEO).

SEO is what tells search engines why your content is superior and that you are the expert. The more often you show Google you're number one, the more likely they are to rank you as number one. By following these tips and ensuring maintenance each and every month, you can expect improved

Google ranking over time. The length of time to

see results depends on your competition and the history and reputation of your website. With time, effort, and investment, your website can begin seeing real organic search results, providing more business for your growing practice.



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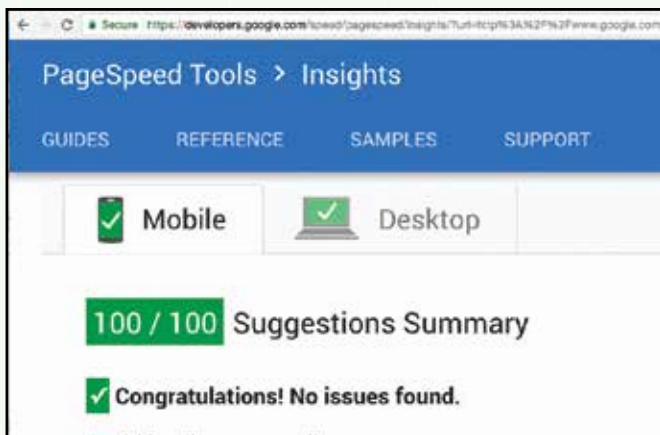
# E0 improvement

## #1 - Check your Google site speed

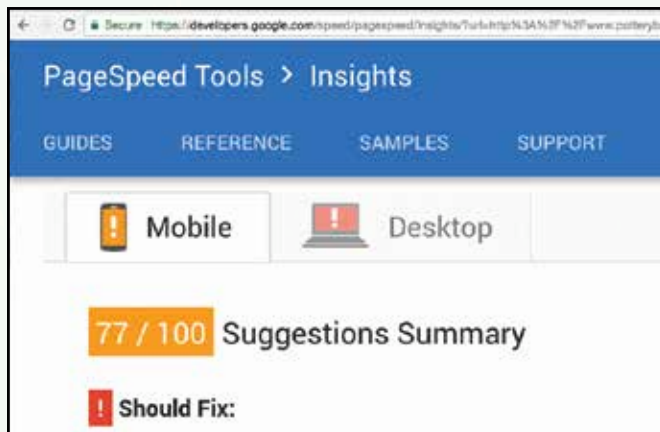
Check your site speed with PageSpeed Insights in the Google developer tools at [developers.google.com](https://developers.google.com/speed/pagespeed/insights/).

Your site speed may seem to be in good shape, but Google's assessment can be eye-opening, particularly when you look at your mobile site speed. Site speed doesn't only affect user experience, it affects your search engine placement. A slower site means lower rankings in the results.

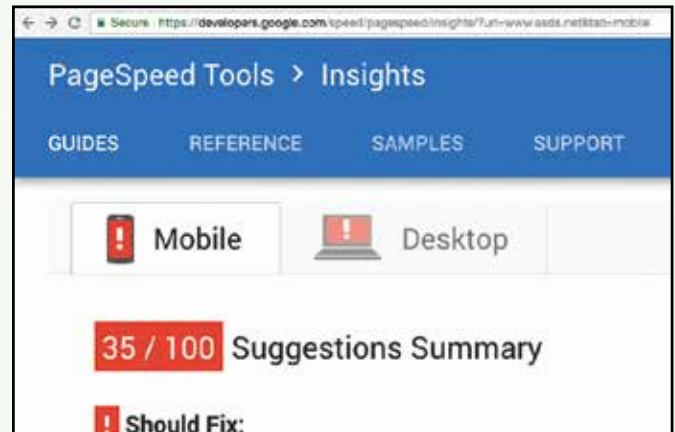
**Good results:** If your mobile and desktop sites are both in the green, then you're probably doing the best you can in terms of site speed. However, there still might be a couple of changes you could make to improve your site and stay ahead of your competition.



**OK results:** If either tab is yellow, there are a few tweaks you should make to increase site speed. A skilled webmaster can handle these issues that require coding. Your webmaster should be able to fix this within a couple of days or weeks, depending on how extensive the list is.



**Bad results:** If your desktop or mobile site is in the red, it's time to do a major overhaul. Is your site mobile responsive? Is the code outdated? How long ago was your site created? It could be time for a new website.



## #2 - Make sure your site is mobile responsive

A mobile-responsive website automatically resizes itself based on the user's device, allowing you to only have one website versus a desktop and a mobile version. This means that you're only updating one website. These sites rank higher and are more user-friendly.

Consider this: When you have a separate website for mobile users, you're often paying extra for your website service or a webmaster to do double the work. This adds up over time and increases the risk of errors and inconsistencies between your mobile and desktop websites. Having one cohesive website ensures consistency and optimization, allowing you and your provider to narrow your focus instead of splitting attention between two.

*continued*



### #3 – Create unique content

Google ranks unique content higher than content that is similar to or copied from other websites.

If you've duplicated content from vendor websites for your treatment pages (such as laser devices and injectables), your site will rank lower than a competitor who has written its own text or included its own images.

Not sure if your content is unique? Perform a free check at *Copyscape.com* and compare your content to other websites, including vendors. If you find that other websites use identical content, it's time to revise with fresh material.

### #4 - Optimize keywords

In branding, your practice name and logo are important. With SEO, this is secondary. It's important to use keywords and key phrases that are related to products, procedures and the conditions they treat.

Each page of your website should have a single, unique, focused keyword or phrase. Use the keywords in headers, image descriptions and within the content. Be very careful not to do what is called keyword stuffing, a practice which involves writing content that contains too many keywords. This is considered spam by Google and your site will be penalized for it, not to mention people won't read it because it's essentially unreadable. For example, don't put "botulinum toxin in Anytown USA" every time you mention botulinum toxin in your article. It's distracting and unreadable to the user, and Google will see through this tactic.

### #5 - Blog regularly

Start a blog and keep up with it. Commit to publishing 2000 words per month. Don't forget to optimize the content for unique keywords and phrases, include images and link back to your primary treatment pages.

Google needs to see that you are consistently providing your audience with fresh information. The more you do this, the more Google sees you as an expert. A well-maintained and frequently updated website ranks higher than those that are stagnant. Come up with new ideas or themes every month, and create a blog calendar to space out topics and always know what's in the queue.

### #6 - Get published on third party websites

You don't have to publish everything that you write on your own website. In fact, sometimes publishing on a third party site will provide you with more results than if you published on your own.

Connect with organizations to which you belong and explore if they publish articles written by their members. The valuable backlink makes Google very happy!

If you can't get published with medical or cosmetic organizations, begin writing for popular websites such as *Medium.com* or Tumblr. These are social media websites that contain interesting news and relevant articles. Use these sites for recent news and make sure you link back to your website.

### #7 - Video, video, video!

If you're still hesitating to use video as part of your internet marketing strategy, don't. YouTube is the





second largest search engine in the world. YouTube videos also appear in Google Search Engine Results Pages (SERPs) and are visually more appealing than web page results.

Don't have a "video budget"? Start with a smartphone and record videos less than three minutes. Don't have staff members who have time? Do it yourself. Answer a few frequently asked questions about your top procedure as if you're explaining it to a patient. You can do this in your office in between patient appointments or at the beginning or end of the day.

There are many simple, user-friendly video editing programs you can utilize for graphics and text overlays, like iMovie or Windows Movie Maker. With a little practice, you'll be able to knock these out quickly and start building a video library that helps drive traffic to your website.

### #8 - Use Google Webmaster tools

Most businesses set up their Google Analytics, but very few utilize Google Webmaster Tools ([google.com/webmasters](http://google.com/webmasters)). This free system allows you to see which keywords are used in a Google search to find your site and which websites are linking to yours. Submit your sitemap (a listing of all the web pages on your site) and check for broken links to help Google rank your site higher.

★ Improve the search presence of <http://www.yourwebsite.com>

To: Webmaster of <http://www.yourwebsite.com>

Google systems show that you recently verified your site in [Search Console](#) (or created a site with Blogger or Google Sites which does this automatically). We have some tips to help you get the most of this free service and maximize your site performance on Google Search.

**Set up your Search Console account now:**

1

Add all your website versions

Make sure you add separate Search Console properties for all URL variations that your site supports, including https, http, www, and non-www.

Add a site

2

Select your preferred version

Choose whether you want your site to appear with or without "www" in Google Search.

Set preferred version

3

Select target country

Set your geographic preference if your site targets users in a specific country.

Choose country

4

Share access with co-workers

If you want other people to access your error reports and search analytics in Search Console, add them with the appropriate access levels.

Manage site users

5

Submit a sitemap file

This helps Google better understand how to crawl your site.

Submit a sitemap

6

Learn how to work with Search Console

If you read only one document, this is it.

Using Search Console

### #9 - Claim and manage your business listings

Your practice is listed on websites all over the internet. Claim these listings, especially on local sites like Google My Business and Yelp, and healthcare-related sites like HealthGrades, RealSelf and RateMDs. Add your URL and make sure your contact information is both accurate and consistent with what people will find on your website.

Not all directories are important, but if your listing is already there and it's inaccurate, it is worth taking a few minutes to update it. Additionally, while Yelp may be at the top of your "to don't" list, your practice is likely already there being outranked in important searches. You might as well use that to your advantage and piggyback off of their success for your own website.

### #10 - Budget for professional help to accomplish SEO tasks faster

It's easy to look at this list and think you can handle it all yourself, or that your practice manager can do all of these for you. The truth is that there can be quite a learning curve associated with most of these tasks.

Blogging and brainstorming new ideas for videos often fall by the wayside for staff who are dealing with more pressing matters. To ensure that you are able to take your practice's

marketing to the next level and potentially achieve those coveted Google search results, try hiring a few freelancers, part-time staff members, interns or an agency that can help you with:

- Web design & development
- Web programming
- Copywriting
- Graphic design & photo editing
- Content optimization for search
- Video editing and publishing

Leading in the search engine game is possible. Invest a bit of time, creative energy and resources and your practice can be number one soon. ■



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