

Tips to Boost Search Engine Optimization (SEO)

What is SEO? The process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by a search engine. The key to getting more traffic lies in integrating content with search engine optimization and social media marketing.

These tips can help you improve your SEO:

Improve Page Titles & Content:

- Create short and specific page titles.
- Avoid duplicate titles and content. Each page should have its own unique content.
- Update site regularly.
- Update content to include keywords and phrases.
- Include photos, graphics and videos.
- Include a blog page which continuously feeds information.
- Make sure images have descriptive names as the file name and in alt text.
 - Example: Don't upload a photo named kfmp.jpeg to your site. Change the file name and alt text to dr-allison-elder. This will help Google and other search engines recognize what the image is showing.

Keywords

- Know the words and phrases of your industry/specialty.
- Determine which keywords best target your audience.
- Place some of your keywords at the top of your page.
- Free and paid keyword tools are available to assist identifying effective keywords.

Use Reviews

- In your follow up email to your patients, include a link to a place where they can leave a review (Google, Yelp, etc.)
- Respond to these reviews and engage with your patients online.

Working Links & Link Building

- Place internal and external links on your site and/or share on social media.
- Make sure all outside linked pages are working properly. This includes the link itself and the page it is linked to.

Robust Social Media Channels

- Be active on your social media channels and link them to your website.

Utilize Analytics

- Measure progress with your analytics software connected to your webpage and social media channels.

Purchase Google Ads/Social Media Ads

- Create a budget as small or large as you want and change it as often as you want.
- These can be keywords, short text phrases, graphics and imagery, interactive videos, etc.