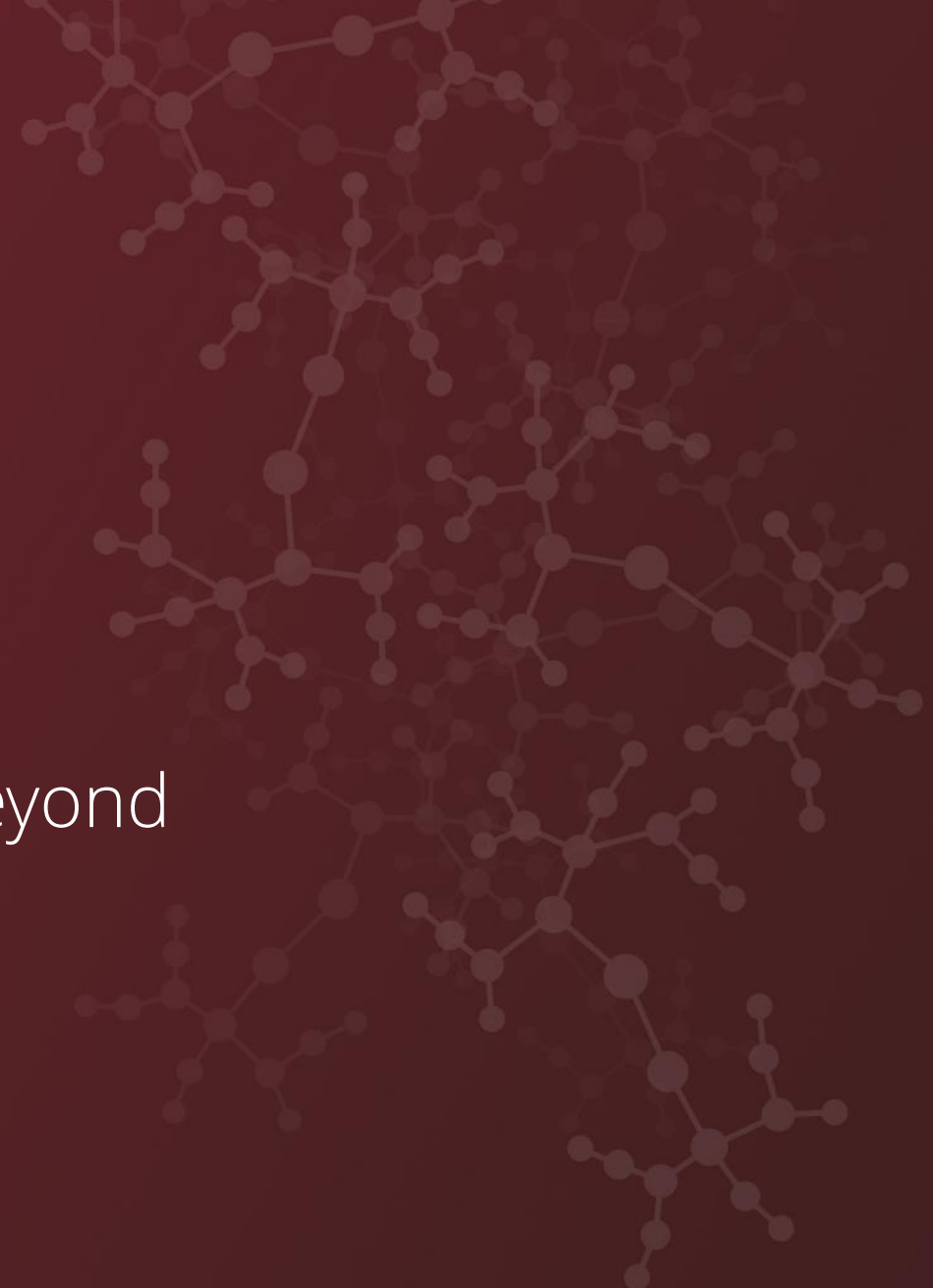


Healthcare SEO

From Schema.org to Open Graph and Beyond

GEONETRIC[®]



A decorative graphic in the top right corner of the slide, consisting of a network of interconnected nodes and lines, resembling a molecular structure or a data network, rendered in a light brown color against the dark red background.

White Paper: **Schema.org for the Healthcare Marketer**

Get your copy:
Answer “Yes” to Question 4 in the survey

Physician Marketing: Align Your Digital Strategy with Consumer Trends



Join us on September 20, 2017, at 2 p.m. EDT / 11 a.m. PDT

Patients continue to become more informed and more connected, with 84% viewing digital solutions as the most effective way to search for a doctor.

Attend this webinar to learn how current trends in healthcare and consumer behavior intersect, and what it means for your digital marketing.

Register at: geonetric.com/webinars

You'll learn how to:

- Align your physician promotion strategy with trends in consumer behavior.
- Make the case for online ratings and reviews.
- Decide which tactics are most effective for your physician promotion efforts.
- Create a plan to move your provider marketing efforts to the next level.

Geometric Clients

54 healthcare clients 500+ websites 18 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://www.geonetric.com) in the Ideas section.



Today's presenter

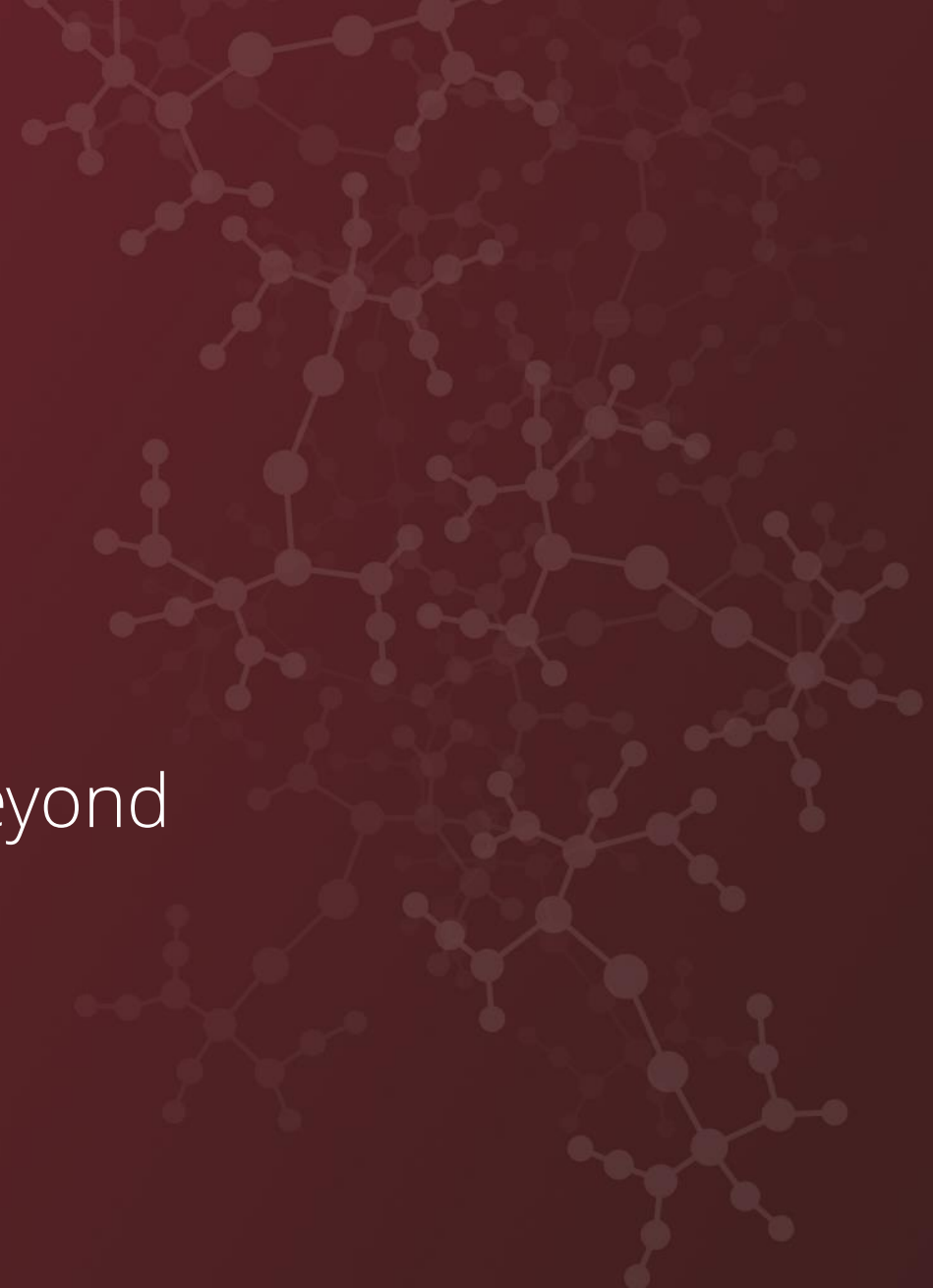
David Sturtz
Digital Strategy Director



Healthcare SEO

From Schema.org to Open Graph and Beyond

GEONETRIC[®]



**Time to put on
your nerd glasses.**

What are we covering today?

What search engines want

How search is evolving

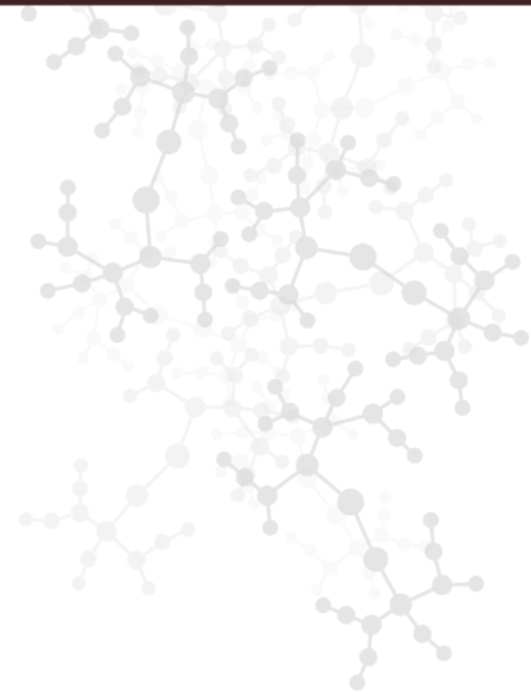
How Schema.org allows you to provide search engines with structured, connected data

Which social metadata also deserves your attention

**Goal:
Understand the concepts, options, & tradeoffs**

Common challenges in healthcare SEO

- Metadata completeness / consistency
- Site structure / internal linking
- Internal competition / cannibalization



What do search engines want?





“At Google, our first priority is to help our users find relevant, engaging answers for their search queries.”

<https://developers.google.com/search/docs/guides/intro-structured-data>



What do search engines want?
Great content.

What do search engines want?

Great content.

That is:

- Crawl-able
- Index-able
- Retrievable

What do search engines want?

Great content.

+

A great user experience.

What do search engines want?

Great content.

+

A great user experience.

(For *their* users.)

Search engines are evolving



AltaVista HOME - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Stop

Bookmarks Location: <http://www.altavista.com/>

AltaVista® The most powerful and useful guide to the Net October 23, 1999 PDT

Connections [My AltaVista](#) [Shopping.com](#) [Zip2.com](#)

Ask AltaVista® a question. Or enter a few words in [Help](#)
[Advanced Text Search](#)

Search For: Web Pages Images Video Audio

Search tip: [use image search](#)

Example: **When precisely will the new millennium begin?**

ALTAVISTA CHANNELS - [My AltaVista](#) - [Finance](#) - [Travel](#) - [Shopping](#) - [Careers](#) - [Health](#) - [News](#) - [Entertainment](#)

FREE INTERNET ACCESS - [Download Now](#) ^{New} - [Support](#) **USEFUL TOOLS** - [Family Filter](#) - [Translation](#) - [Yellow Pages](#) - [People Finder](#) - [Maps](#) - [Usenet](#) - [Check Email](#)

DIRECTORY Automotive Business & Finance Computers & Internet	ALTAVISTA HIGHLIGHTS POWER SEARCH ▶ BIG changes coming to AltaVista 10/25 -Info inside!	TRY THESE SEARCHES... Search for Halloween in images Search for the Madonna
--	---	--

Document: Done



10 results ▾

Showing results 1-10 of approximately 234,000 for **google**. Search took 0.06 seconds.

[Take me back to the present](#)

[Google \(Google[®]\)](#)

...the web using **Google** Try our special searches: Uncle Sam Search millions...

...web's Linux resources ©1998 **Google** Inc....

www.google.com/ - [Cached: 2k](#) - [GoogleScout](#)

[Google Search: <Unclesam>](#)

...terms. Search the entire web from the **Google** home page! Copyright...

www.google.com/unclesam - [Cached: 2k](#) - [GoogleScout](#)

[Google Search: <Linux>](#)

...terms. Search the entire web from the **Google** home page! Copyright...

www.google.com/linux - [Cached: 2k](#) - [GoogleScout](#)

www.google.com/search

[GoogleScout](#)

[Why Use Google?](#)

...Why Use **Google**? Because **Google** delivers the most relevant search...

...search results--first and fast! **Google** uses sophisticated next-generation...

www.google.com/why_use.html - [Cached: 8k](#) - [GoogleScout](#)

www.google.com/net scape

[GoogleScout](#)

[Google Help](#)

...Basic Search To enter a query into **Google**, just type in a few descriptive...

...descriptive keywords and click on the **Google** Search button for your list...

www.google.com/help.html - [Cached: 13k](#) - [GoogleScout](#)

Basic webpage metadata

Title

Description

~~Keywords~~

URL

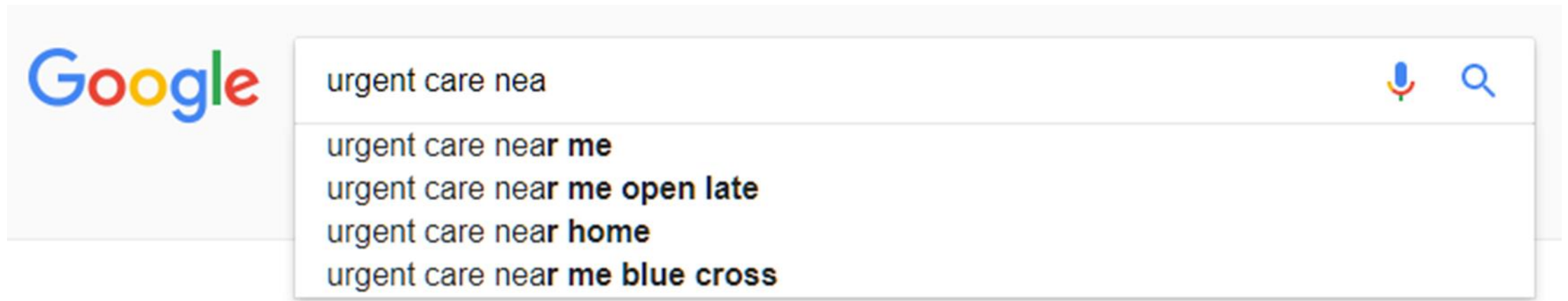


Searching
for documents.



Searching
the real world.

The need for knowledge

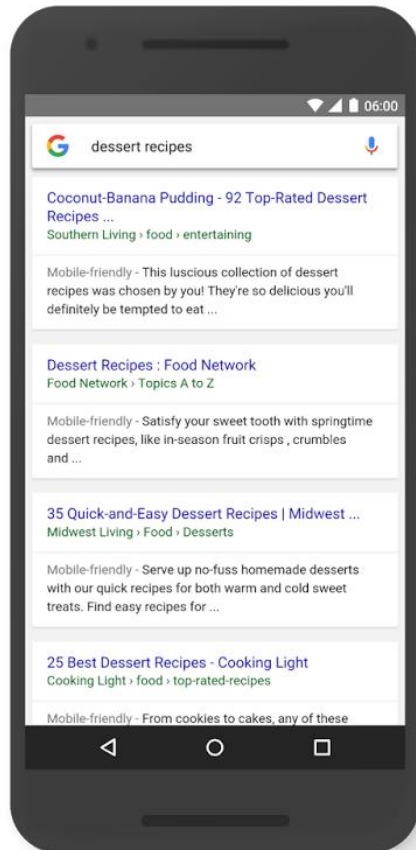




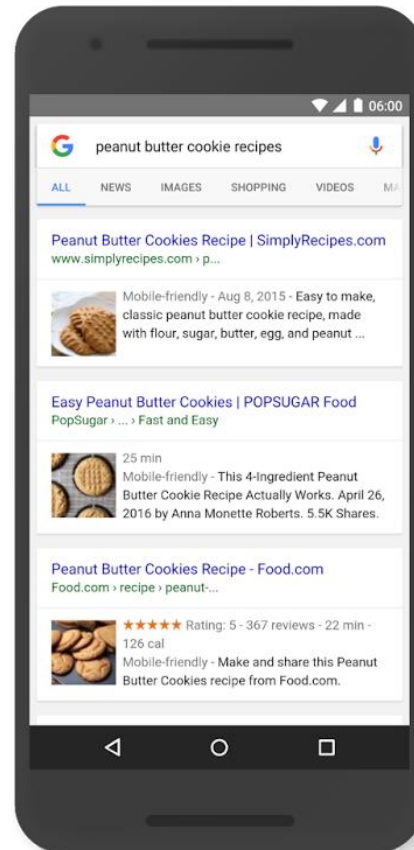
Google is creating a map (graph)
of entities (real world people, places, and things)
& (actionable) information about them.

Rich Snippets & Rich Cards

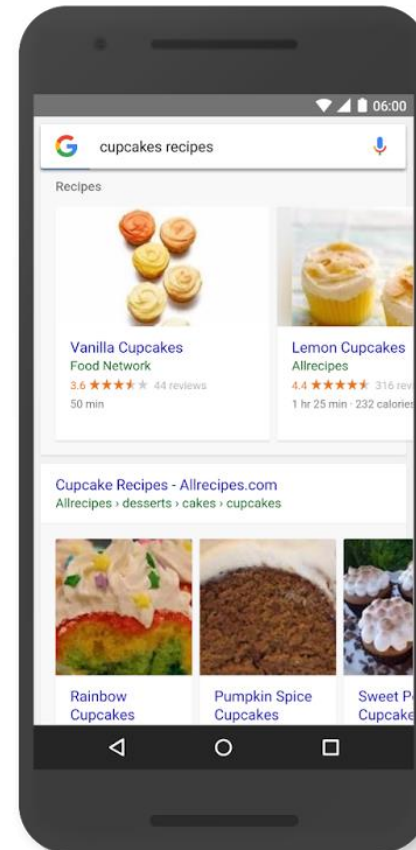
Standard results



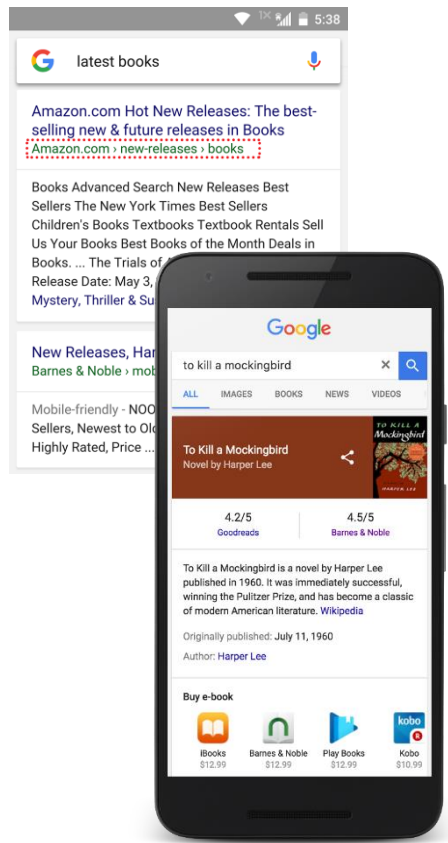
Rich Snippets



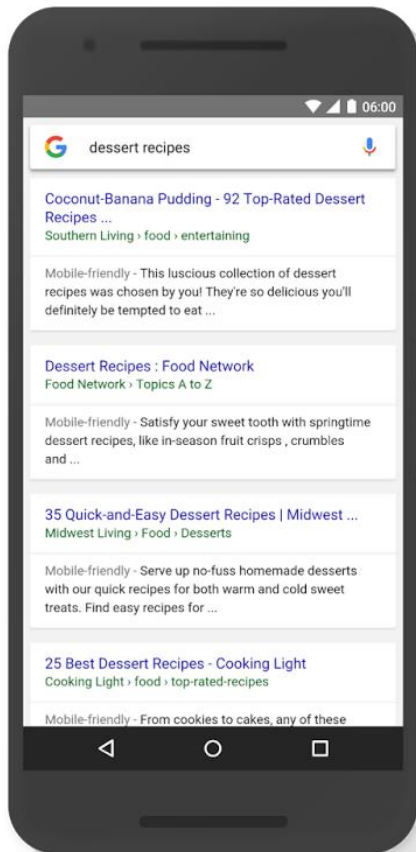
NEW Rich cards



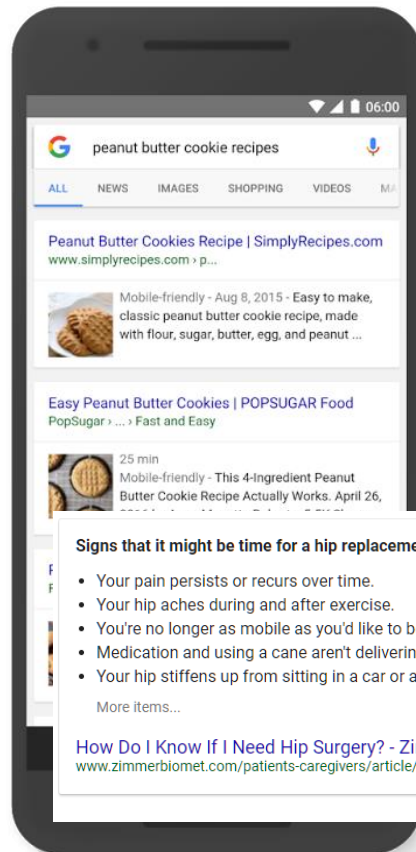
Rich Snippets & Rich Cards & More ...



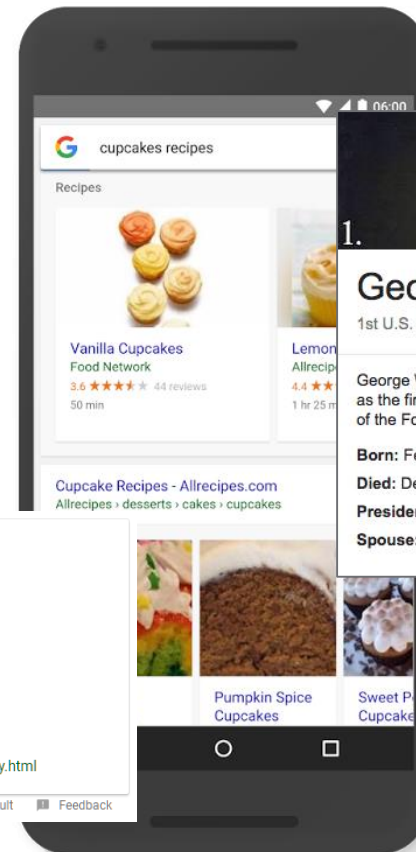
Standard results



Rich Snippets



NEW Rich cards



Providing structured data

Adding Schema.org to your site

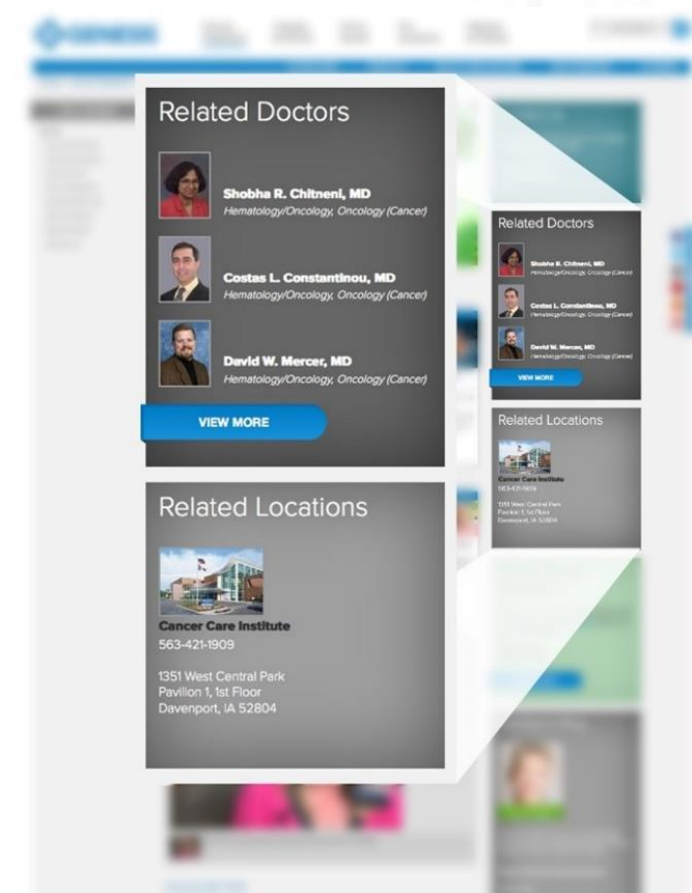
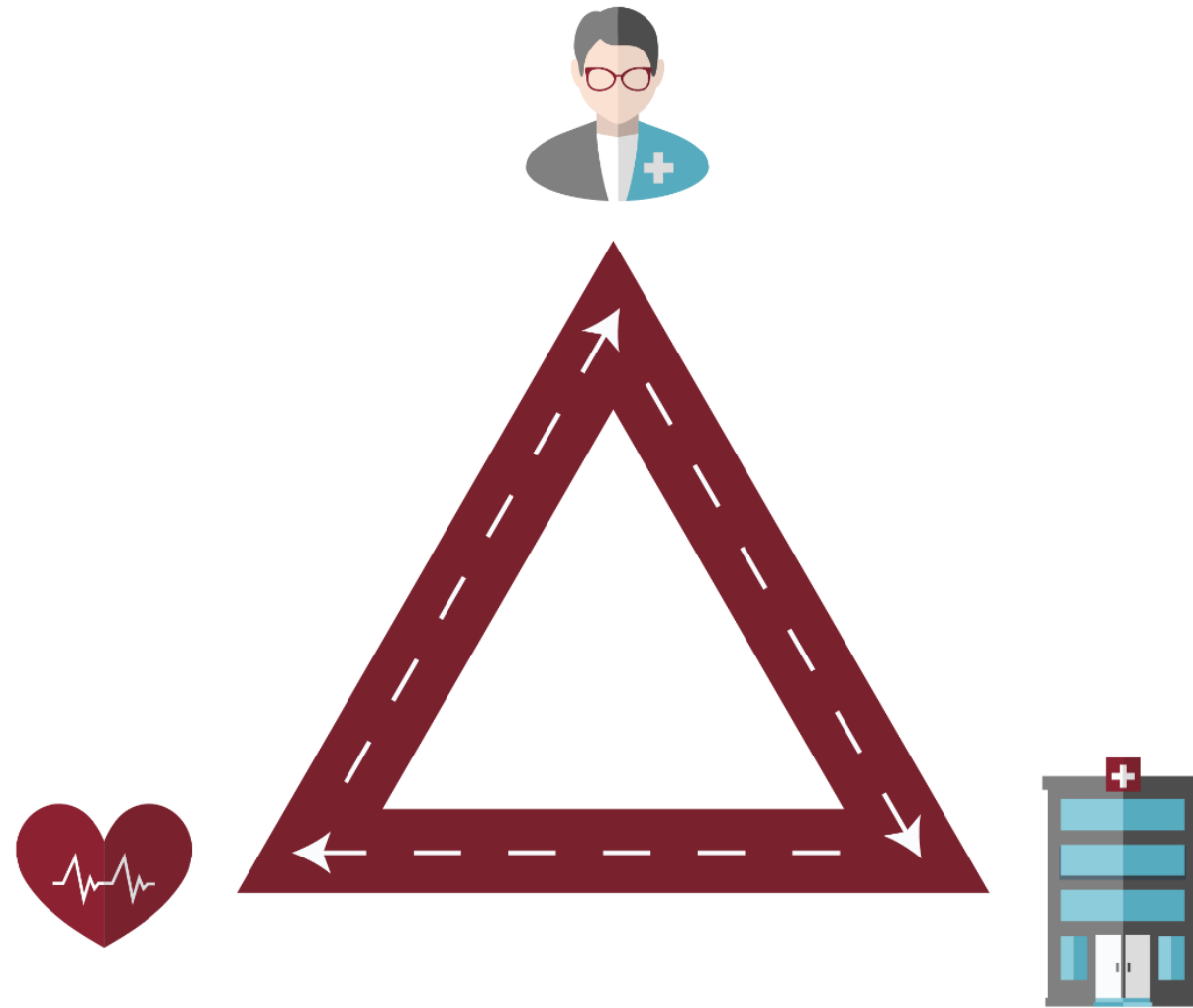


Schema.org/Thing

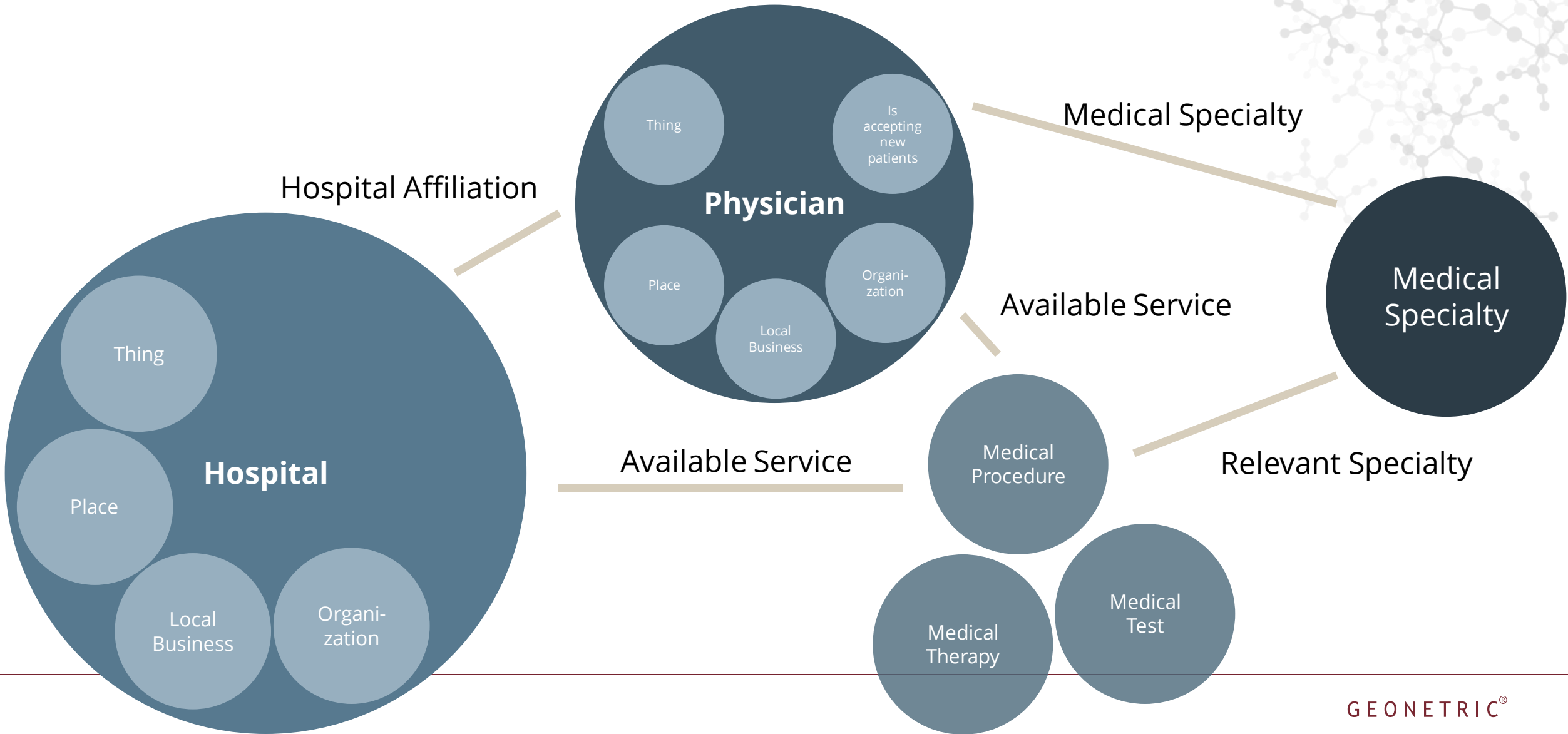
- Action
- CreativeWork
- Event
- Intangible
- Organization
- Person
- Place
- Product



Healthcare Content Relationships



Relationships in Schema.org



Multiple approaches to Schema.org

Publishing separate data

JSON-LD

*Recommended by Google
"whenever possible."*

```
{
  "@context": "http://schema.org",
  "@type": "WebSite",
  "name": "Your WebSite Name",
  "alternateName": "An alternative name for your WebSite",
  "url": "http://www.your-site.com"
}
```

Annotating HTML markup

Microdata

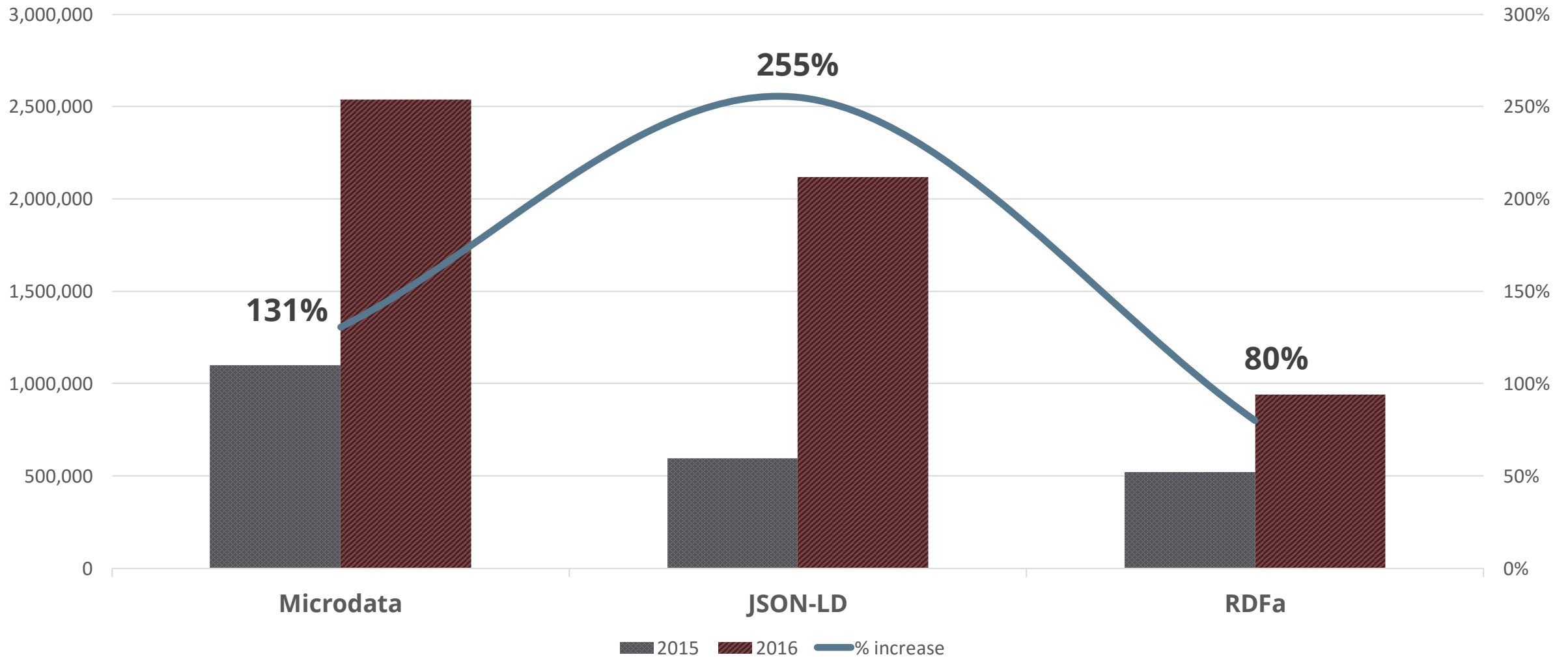
*More widely supported
across search engines
(today).*

```
<head itemscope itemtype="http://schema.org/WebSite">
<title itemprop='name'>Your WebSite Name</title>
<link rel="canonical" href="https://example.com/" itemprop="url">
```

RDFa

```
<div vocab="http://schema.org/" typeof="WebSite">
  <meta property="url" href="http://www.example.com/" />
  <meta property="name" value="Your Website Name" />
</div>
```

Domains Using Structured Data: 2015 vs. 2016



Useful Schema.org entities for healthcare



1. Organization

> Medical Organization > Hospital

2. WebSite

Plus Breadcrumbs & SiteNavigationElement

3. Videos

4. Local Business

Specifically: MedicalBusiness, Physician, MedicalClinic

5. Reviews

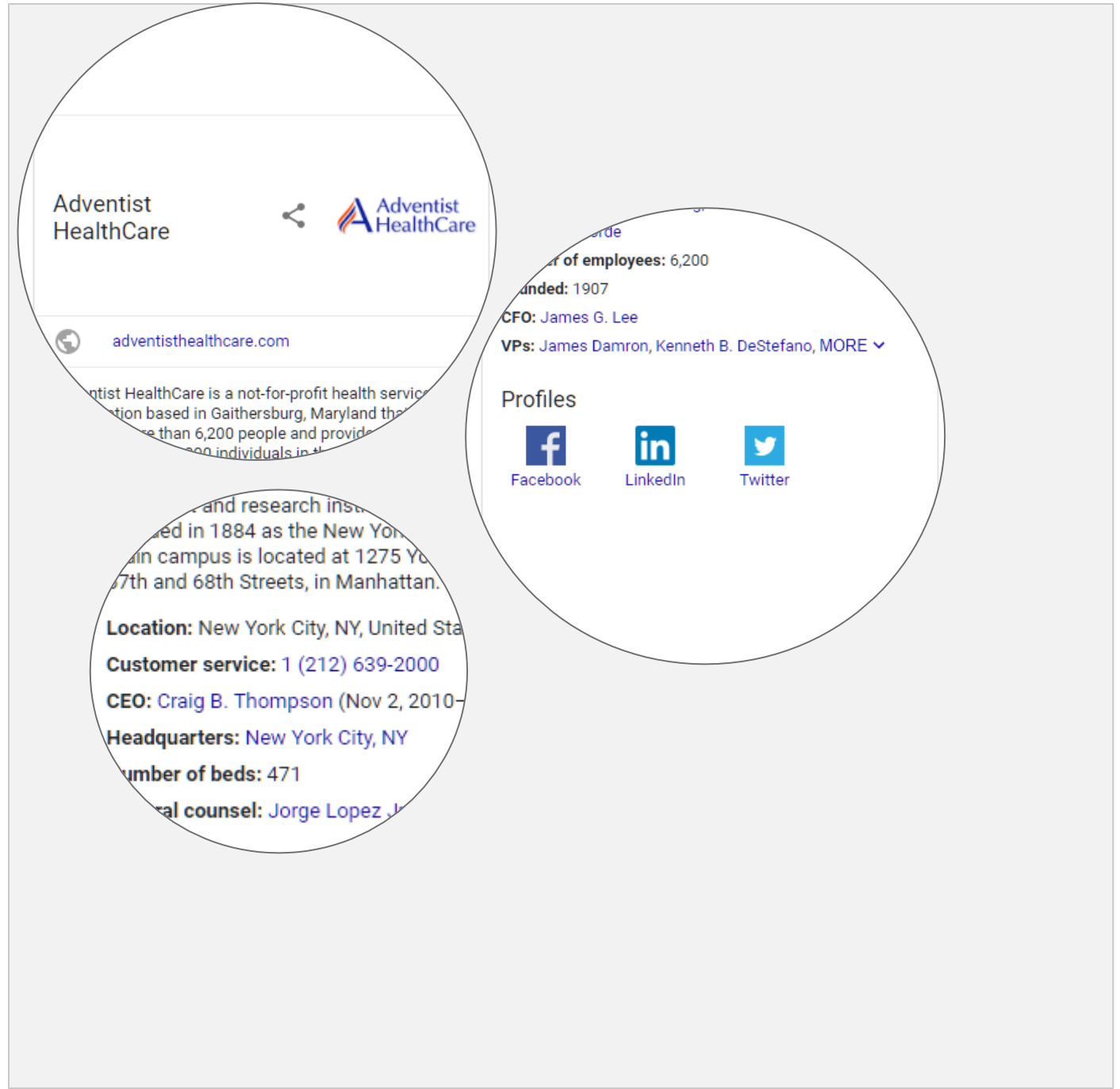
6. Events

See also, as applicable:

- *Courses*
- *Job Postings*
- *Podcasts*
- *Recipes*

1. Organization

- Logo
- Social Profiles (sameAs)
- Contact point
 - customer service
 - billing support



2. WebSite, etc.

- Preferred Site Name
(Maybe)
- Sitelinks Searchbox
May show anyway

Breadcrumbs

- Influence labeling in result list

SiteNavigationElement

- Nothing currently

The screenshot shows search results for 'Avera Health' and 'Endoscopic Ultrasound Procedure Preparation'. A circular callout highlights the breadcrumb paths for the top two results: 'Google > about > company > history' and 'Wikipedia > wiki > History_of_Google'. A red rectangular box highlights the search box on the Avera Health result, which contains the text 'Results from avera.org' and a search icon. Another red rectangular box highlights the breadcrumb path for the second result: 'https://www.dhccenter.com > Preparing for Procedures'. The Avera Health result includes a searchbox and four sitelinks: 'Careers at Avera', 'Health Services', 'Avera McKennan Hospital', and 'AveraChart'. The second result is 'Endoscopic Ultrasound Procedure Preparation- DHC NJ'.

our history in depth – Google
Google about > company > history
Mobile-friendly - Our **history** in depth. the details, year by year, on **Google's** g as a company over more than a decade.

History of Google - Wikipedia, the free encyclopedia
Wikipedia > wiki > History_of_Google
Mobile-friendly - This article explores the history of Google, the most

Avera Health
www.avera.org/ ▼
Choose **Avera** for hospital and primary care, specialty clinics and senior living, with locations in South Dakota, Minnesota, Iowa, Nebraska and North Dakota.

Results from avera.org

Careers at Avera
Find health care jobs at Avera. ... physician careers and more ...

Health Services
Avera offers health services for all ages and aspects of life ...

Avera McKennan Hospital
Contact us online or call Avera McKennan Hospital & University ...

For Health Care Professionals
Home » For Health Care Professionals. Pharmacy ...

AveraChart

Pay Your Bill Online

Endoscopic Ultrasound Procedure Preparation- DHC NJ
https://www.dhccenter.com > Preparing for Procedures ▼
Preparation instructions for Endoscopic Ultrasound (EUS). For everything you need to know to prepare for this procedure read these instructions...

3. Videos

- Control title, description

[Comparing Surgeries | LAP-BAND®](http://www.lapband.com/compare-weight-loss-surgeries)



www.lapband.com/compare-weight-loss-surgeries

Compare the **LAP-BAND®** System to other surgical options like Gastric Bypass and Sleeve Gastrectomy.


4. LocalBusiness

Look specifically at: Physician, Medical Office, Medical Business


- Local Business Listing
- Parent entity for Reviews
- Rich Card
Preview available, though not yet displaying.
- Place Actions
Partner-only pilot currently. E.g., ZocDoc

← Physician All (1) ▾

Physician PREVIEW 0 ERRORS ^

@type	Physician
name	Kelly J Nest, MD
url	http://www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/
sameAs	 Kelly J Nest, MD 4.9 ★★★★★ (60)
telephone	
faxNumber	
image	
medicalSpecialty	
@type	
name	
location	
@type	
addressLocality	

Make an appointment

 zocdoc.com Continue booking

Select a procedure (optional) ▾

- Abscess
- Acne
- Alcoholism
- Annual Pap Smear / GYN Exam
- Annual Physical
- Anxiety
- Arthritis
- Asthma
- Bad breath/Halitosis
- Birth Control / Contraception
- Black Stool / Melena
- Cholesterol / Lipids Checkup
- Chronic Illness
- Colon Cancer Screening
- Daytime Sleepiness

photo or.* Send

5. Reviews

- Aggregate Rating

dr kelly nest la crosse, wi

All Maps Shopping News Images More Settings Tools

About 156,000 results (0.65 seconds)

Did you mean: dr **kelli** nest la crosse, wi

Kelly Nest, MD - Gundersen Health System
www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/ ▼
★★★★★ Rating: 4.9 - 67 votes
To schedule an appointment with **Kelly J. Nest**, please call (608) 775-8388 1900 South Avenue La Crosse, WI 54601 ... This was my first appt with Dr. Nest.

Dr. Kelly Nest, MD - La Crosse, WI - Internal Medicine | Healthgrades ...
<https://www.healthgrades.com/physician/dr-kelly-nest-2rlvm> ▼
★★★★★ Rating: 1 - 1 review
Visit Healthgrades for information on Dr. Kelly Nest, MD Find Phone & Address information, medical practice history, affiliated hospitals and more.

Dr. Kelly Nest, Internist in La Crosse, WI | US News Doctors
health.usnews.com/doctors/kelly-nest-61570 ▼
Dr. Kelly Nest is an internist in La Crosse, Wisconsin. She received her medical degree from University of Minnesota Medical School and has been in practice ...

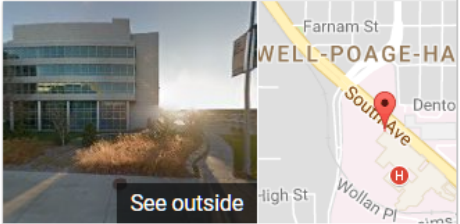
Dr. Kelly Nest, MD – La Crosse, WI | Internal Medicine - Doximity
<https://www.doximity.com> › States › Wisconsin › La Crosse
Dr. Kelly Nest, MD is a board certified internist in La Crosse, Wisconsin.

Dr. Kelly J Nest - Internal Medicine specialist in La Crosse WI
www.healthcare4ppl.com/physician/wisconsin/la-crosse/kelly-j-nest-1720160492.html ▼
Dr. Kelly J Nest is an Internal Medicine Specialist in La Crosse, Wisconsin. She graduated with honors from University Of Minnesota Medical School in 2003.

Kelly J. Nest, MD - Internist in La Crosse, WI | MD.com
<https://www.md.com> › Find a Doctor › Internists › Wisconsin › La Crosse ▼
Visit Dr. Kelly J. Nest, an internist in La Crosse, WI. Are you Dr. Nest? Sign up for MD.com.

Dr. Kelly Nest, Internal Medicine - La Crosse, WI | Sharecare
<https://www.sharecare.com/doctor/dr-kelly-j-nest> ▼
Kelly J. Nest, MD is a practicing Internist in La Crosse, WI. Dr. Nest graduated from University of Minnesota Medical School in 2003 and has been in practice for ...

Dr. Kelly J Nest, internal medicine in La Crosse WI - TopNPI.com
<https://www.topnpi.com> › Wisconsin Doctors › La Crosse ▼
Dr. Kelly J Nest specializes in internal medicine in La Crosse area. Dr. Kelly J Nest has a medical practice at 1836 South Avenue, La Crosse, WI and has over 14



Norma J Vinger Center For Breast: Nest Kelly MD ★
Website Directio
Internist in La Crosse, Wisconsin
Address: 1836 South Ave, La Crosse, WI 54601
Phone: (608) 775-8388
Suggest an edit · Own this business?
Add missing information
Add business hours

Reviews from the web

Gundersen Health System	Healthgrades
4.9/5	1/5
67 votes	1 review

Reviews Write a review Add a ph
Be the first to review

Send to your phone Ser

Feed

6. Events

- Rich snippets
- Rich cards

Seattle, WA Health & Wellness Education, Classes & Fairs - Eventful

seattle.eventful.com/events/categories/support ▼

Browse upcoming **Health & Wellness events** taking place in **Seattle**. Browse these **events** and more on our **Seattle, WA event calendar**.

Tue, Aug 22 [Central Kitsap Farmers Market](#)

Tue, Aug 22 [Summer Sampling Events at ...](#)

Wed, Aug 23 [Career Resilience: Managing ...](#)

Seattle Health & Fitness Expo - 10Times.com

<https://10times.com> > ... > [Trade Shows](#) > [Wellness, Health & Fitness](#) > [USA](#) ▼

Seattle Health & Fitness Expo will be held in **Seattle, USA** starting on 16th Jun, 2018. This Trade Show is a 2 day **event** and will end on 17th June, 2018.

Jun 16, 2018 - Jun 17, 2018 [CenturyLink Field, Seattle, USA](#)

Monitoring Structured Data with Search Console

Search Console https://www.geonetric.com/ Help Settings

Dashboard
Messages
Search Appearance **Structured Data**
Rich Cards
Data Highlighter
HTML Improvements
Accelerated Mobile Pages
Search Traffic
Google Index
Crawl
Security Issues
Web Tools

Structured Data > VideoObject (markup: schema.org)

Status: 8/22/17

34 Items [?] on 34 pages **0** Items with Errors [?] on 0 pages

Items

40
30
20
10

7/14... 7/16/17 7/18/17 7/20/17 7/22/17 7/24/17 7/26/17 7/28/17 7/30/17 8/1/17 8/14/17 8/16/17 8/18/17 8/19/17 8/21/17
7/15/17 7/17/17 7/19/17 7/21/17 7/23/17 7/25/17 7/27/17 7/29/17 7/31/17 8/2/17 8/15/17 8/17/17 8/18/17 8/20/17 8/22...

Showing all pages. [?]

Download Filter URL Show 25 rows 1-25 of 34

Page URL	Items	Items with Errors	Last Detected	Name	Errors
/website-design/hospital-website-rede...	1	–	8/19/17	Redesign Smarter - Mak...	–
<u>/content-strategy/importance-of-digital-governance/</u>	1	–	8/18/17	The Importance of Digit...	–
/digital-marketing/growing-digital/	1	–	8/16/17	Growing Digital - Reachi...	–
/physician-marketing/case-study-dow...	1	–	8/16/17	Geonetric Client Testimo...	–
/seo/reaching-healthcare-consumers/	1	–	8/15/17	SEO for Healthcare: Re...	–
/phvsician-marketing/how-to-promote...	1	–	8/15/17	How to Promote Physici...	–

Google's Structured Data Testing Tool

Google Structured Data Testing Tool

http://www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/ NEW TEST

```
1 <!DOCTYPE html>
2 <html lang="en-us">
3 <!-- =====
4 <!-- Copyright (c)1998 - 2017 Geonetric, Inc. and Gundersen Health System.
5 <!-- All rights reserved. http://www.geonetric.com/
6 <!-- =====
7 <head id="VsMasterPage_HtmlHeader">
8 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
9 <!-- meta content-type added by WebControls.PageAdapter in ~/App_Browsers -
10 <script type="text/javascript">
11 //
12 window['VitalSite'] = {
13   "page": {
14     "Referrer": null,
15     "Method": "GET",
16     "IsPostBack": false,
17     "StatusCode": 200,
18     "Status": "200 OK"
19   },
20   "provider": {
21     "ProviderId": 699,
22     "Npi": 1720160492
23   },
24   "locations": [
25     {
26       "LocationId": 10</pre><table border="1"><tbody><tr><td>@type</td><td>Physician</td></tr><tr><td>name</td><td>Kelly J Nest, MD</td></tr><tr><td>url</td><td>http://www.gundersenhealth.org/find-a-doctor/profile/kelly-nest/</td></tr><tr><td>sameAs</td><td>https://npiregistry.cms.hhs.gov/registry/provider-view/1720160492</td></tr><tr><td>telephone</td><td>608-775-8388</td></tr><tr><td>faxNumber</td><td>608-775-4511</td></tr><tr><td>image</td><td>http://www.gundersenhealth.org/app/files/public/nest-kelly.jpg</td></tr><tr><td>medicalSpecialty</td><td></td></tr><tr><td>  @type</td><td>MedicalSpecialty</td></tr><tr><td>  name</td><td>Internal Medicine</td></tr><tr><td>location</td><td></td></tr><tr><td>  @type</td><td>PostalAddress</td></tr><tr><td>  addressLocality</td><td>La Crosse</td></tr><tr><td>  addressRegion</td><td>WI</td></tr><tr><td>  postalCode</td><td>54601</td></tr><tr><td>  streetAddress</td><td>1900 South Avenue</td></tr><tr><td>  telephone</td><td>608-782-7300</td></tr><tr><td>employee</td><td></td></tr><tr><td>  @type</td><td>Person</td></tr><tr><td>  givenName</td><td>Kelly</td></tr></tbody></table></div><div data-bbox="46 956 313 981" data-label="Page-Footer"><p><a href="https://search.google.com/structured-data/testing-tool/">https://search.google.com/structured-data/testing-tool/</a></p></div><div data-bbox="843 952 947 980" data-label="Page-Footer"><p>GEONETRIC®</p></div>
```

Documentation

- Schema.org
<http://schema.org>
- Google
<https://developers.google.com/search/docs/guides/search-features>
- Bing
<https://www.bing.com/webmaster/help/marking-up-your-site-with-structured-data-3a93e731>



Social Media Metadata



Why social metadata?

- Overall findability
- Improved visibility and engagement with shares
- Improved brand experience
- Connect shares with Facebook Domain Insights
(must register an app ID)

Before

Funds Raised fo Leukemia Research - Benefit Health System

Benefit Health System (Cedar Rapids, IA) hosted its 10th Annual Dance-a-Thon over the weekend, raising \$102,124.51 for the Childhood Leukemia Foundation.

WWW.BENEFITHEALTH.ORG

After



Benefit Health System Raises Funding for Leukemia Research with a 24-Hour Dance-a-Thon

10th annual event raises over \$100,000 for Childhood Leukemia Foundation

BENEFITHEALTH.ORG

Three types of social media metadata

Open Graph

- Facebook
- Pinterest (Article & Product)
- LinkedIn

Schema.org

- Google+ (first choice, then fallback to Open Graph)
- Pinterest (Place, Recipe, Movie)

Twitter Card

- Twitter

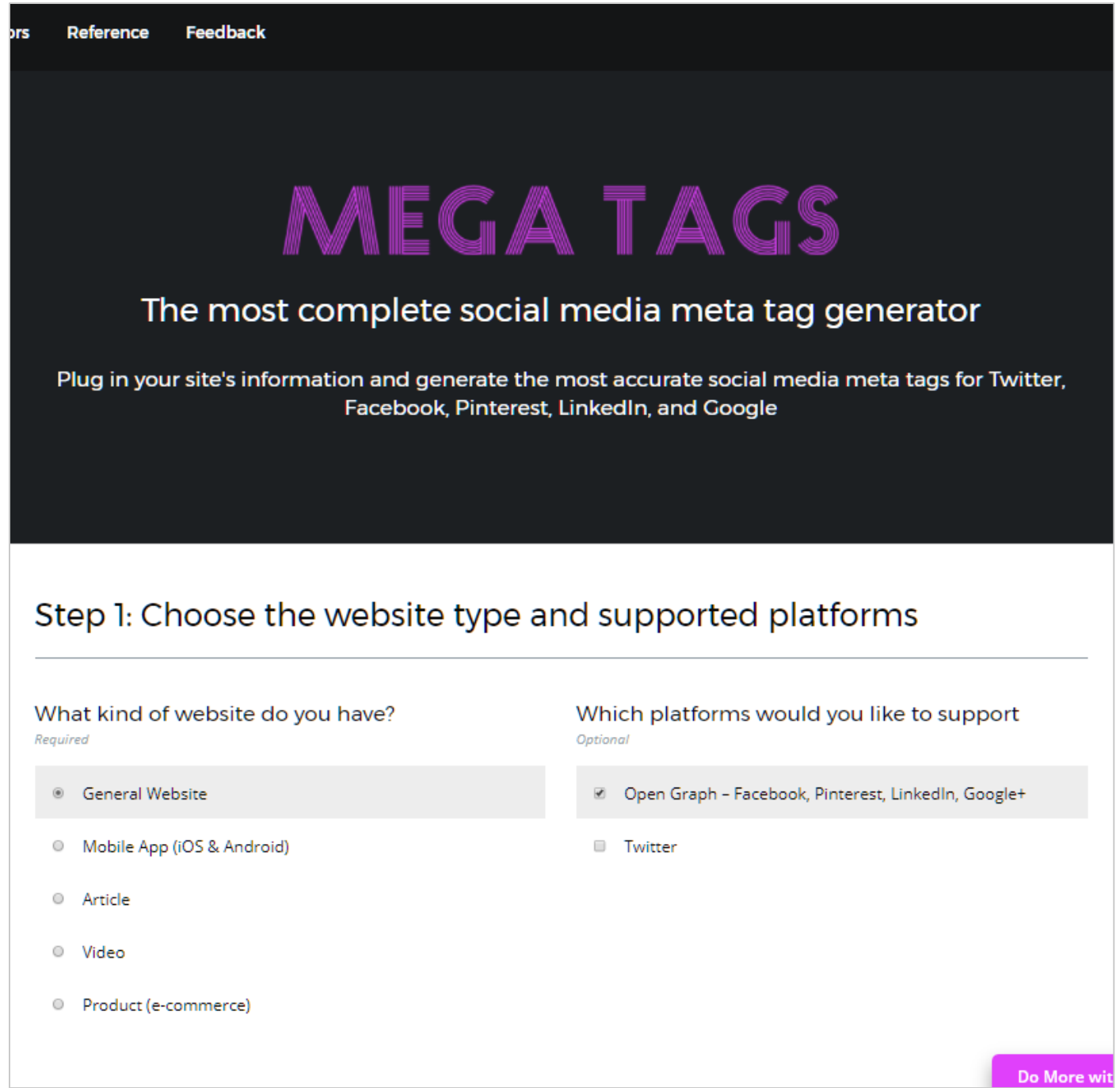
```
<!-- Open Graph data -->
<meta property="og:title" content="Title Here" />
<meta property="og:type" content="article" />
<meta property="og:url" content="http://example.com/" />
<meta property="og:image" content="http://example.com/image.jpg" />
<meta property="og:description" content="Description Here" />
```

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="@flickr" />
<meta name="twitter:title" content="Small Island Developing States Photo
Submission" />
<meta name="twitter:description" content="View the album on Flickr." />
<meta name="twitter:image"
content="https://farm6.staticflickr.com/5510/14338202952_93595258ff_z.jpg"
/>
```

Meta Tag Generators

[E.g., https://megatags.co/](https://megatags.co/)

[https://yoast.com/wordpress/
plugins/seo/](https://yoast.com/wordpress/plugins/seo/)



The screenshot shows the homepage of the MEGA TAGS website. At the top, there are navigation links for "ors", "Reference", and "Feedback". The main heading is "MEGA TAGS" in a large, purple, outlined font. Below it, the tagline reads "The most complete social media meta tag generator". A sub-headline states: "Plug in your site's information and generate the most accurate social media meta tags for Twitter, Facebook, Pinterest, LinkedIn, and Google".

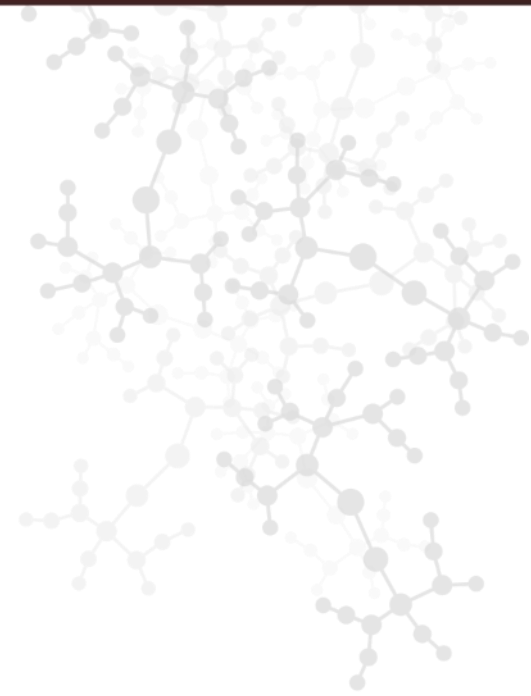
The main content area is titled "Step 1: Choose the website type and supported platforms". It is divided into two columns:

- What kind of website do you have?** (Required)
 - General Website
 - Mobile App (iOS & Android)
 - Article
 - Video
 - Product (e-commerce)
- Which platforms would you like to support?** (Optional)
 - Open Graph - Facebook, Pinterest, LinkedIn, Google+
 - Twitter

A purple button labeled "Do More wit" is visible in the bottom right corner.

Validators

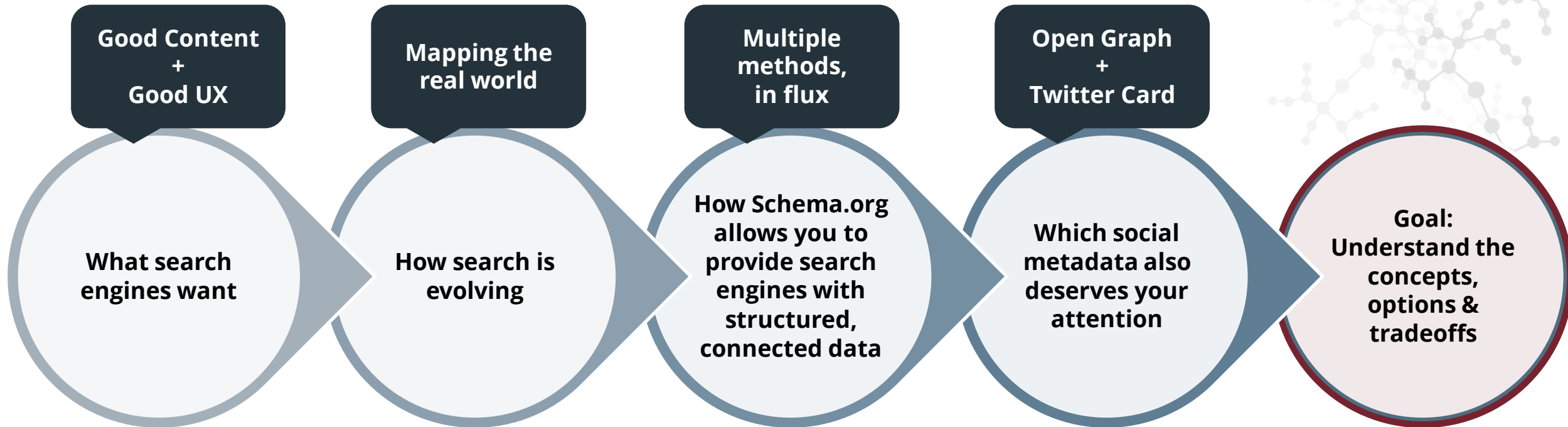
- Facebook
<https://developers.facebook.com/tools/debug/>
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- Pinterest
<https://developers.pinterest.com/tools/url-debugger/>
- Google+
<https://search.google.com/structured-data/testing-tool/u/0/>




Key Takeaways



What are we covering today?





1. Be aware of where things
are going (and why)



2. Keep your corner
of the web tidy



3. Seize opportunities
as they arise

Questions?

Type yours in the "Question" box



A decorative graphic in the top right corner of the slide, consisting of a network of interconnected nodes and lines, resembling a molecular structure or a data network, rendered in a light brown color against the dark red background.

White Paper: **Schema.org for the Healthcare Marketer**

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Answer “Yes” to Question 4 in the survey

Physician Marketing: Align Your Digital Strategy with Consumer Trends



Join us on September 20, 2017, at 2 p.m. EDT / 11 a.m. PDT

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You'll learn how to:

- Align your physician promotion strategy with trends in consumer behavior.
- Make the case for online ratings and reviews.
- Decide which tactics are most effective for your physician promotion efforts.
- Create a plan to move your provider marketing efforts to the next level.

Thank you!

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