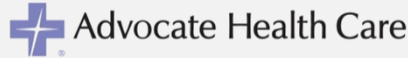


Support SEO Efforts with a Cohesive Patient Journey

Geometric Clients



Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

SEO Clinic for Healthcare Marketers

Sign up to learn more about this private, 8 week online course. It provides:

- Advanced SEO instruction
- One-on-one guidance to tackle your unique questions and challenges
- Quick hits and long term plays to help improve your SEO efforts



www.geonetric.com/seo-clinic

Today's Presenter



Casey Hansen | Digital Marketing Strategist

Casey has two passions – online marketing and flying.

- Helps Geonetric clients create social media and search engine marketing strategies.
- He also reviews analytics to help clients understand the impact social media, SEO, and SEM have on their overall online marketing efforts.
- Casey is also flight instructor.


Support SEO Efforts with a Cohesive Patient Journey

SEO: A Brief History

“Old” Best Practices

1. Build some content.
2. Put keywords in the page title, heading tags, first few paragraphs.
3. Get other websites to link to your content via manual methods or automated methods.
4. Wait for Google to bless your efforts.
5. Adjust strategy based on today's algorithm update from Google.
6. Celebrate!

“Old” Best Practices

1. Build some
 2. Put keywords in the title tags, first few paragraphs.
 3. Get other websites to link to your content via manual methods or automated software.
 4. Wait for Google to crawl and index your content.
 5. Adjust strategy based on the next update from Google.
 6. Celebrate!
- 

Best Practices to Remember

- Know your audience. Research their needs and what they search for.
- Build great content.
- Ensure page titles and content structure makes sense.
- Share your content with the world and encourage them to share it for you.
- Understand your brand's impact across platforms.
- Rinse, repeat.

Which leads us to...

SEO in 2015: A Comprehensive Approach

The Patient Journey



Research

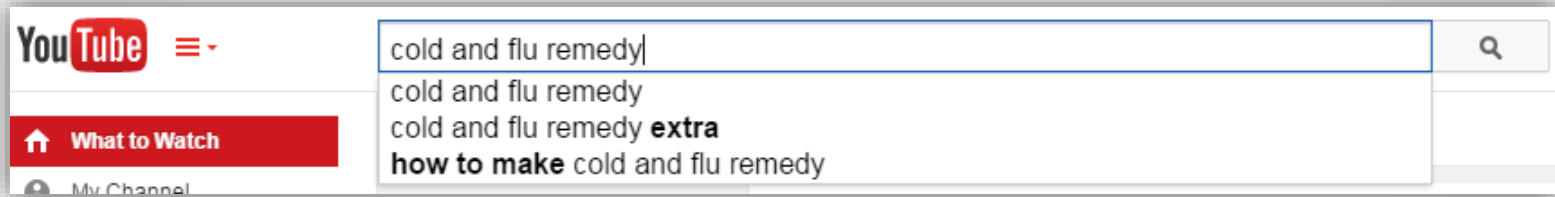
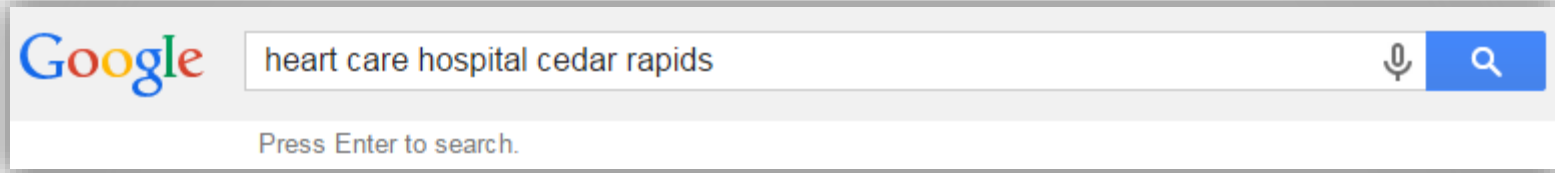
Consider
Results

Click (and
Convert!)

1

Research

Searchers Use Various Tools



They Look for Various Topics

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
finger joint replacement	↗	10	Medium	-	-	»
joint replacement surgery	↗	10	Medium	-	-	»
total joint replacement	↗	10	Medium	\$7.81	-	»
shoulder joint replacement	↗	10	High	\$2.68	-	»
thumb joint replacement	↗	10	Medium	\$1.57	-	»
ankle joint replacement	↗	10	Medium	\$2.52	-	»
toe joint replacement	↗	10	Low	-	-	»
joint replacement institute	↗	10	-	-	-	»
knee joint replacement	↗	10	High	\$8.19	-	»
hip joint replacement	↗	10	High	\$1.99	-	»
big toe joint replacement	↗	10	Low	-	-	»
elbow joint replacement	↗	10	-	-	-	»
jaw joint replacement	↗	10	Medium	-	-	»
u joint replacement	↗	10	Low	-	-	»
hand joint replacement	↗	10	Medium	-	-	»

They Look for Various Topics

Related searches ?

Topics

Top

Rising

Health Care - Industry

100



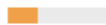
Food - TV Genre

45



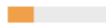
Clinic - Building function

30



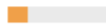
Public health - Medical specialty

25



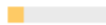
Eating

20



Nursing - Field of study

15



Disease - Website Category

15



Queries

Top

Rising

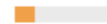
health

100



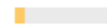
healthy

20



health care

10



health department

5



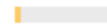
mental health

5



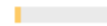
health clinic

5



public health

5



What is Your Content Strategy?

- Are you paying attention to **search trends**?
- Does your content **answer the searcher's question**?
- Are you **aligning your content strategy with current events**?

**Your content can (and should!)
take many forms...**

Blogging

Rush-Copley
rushcopley.com

Search

Rush-Copley pediatricians take on kids' health from crib to college

Kids Docs

Measles is Here
Posted by Nicole Keller, D.O. on February 6, 2015

About Nicole Keller, D.O.
Dr. Nicole Keller specializes in pediatrics. From the time she was a young child, Dr. Nicole Keller has wanted to be a doctor. She believes in guiding her young patients toward living a healthy lifestyle through incorporating a family approach to making optimal screening, immunization, nutritional and activity choices. Dr. Keller loves to see every age group from tiny babies to teenagers on their way to becoming young adults. She hopes to influence them in a positive way for years to come.
[View all posts by Nicole Keller, D.O. →](#)

It is 12:31 a.m. I just finished nursing my son and I can't turn my racing mind off. All I can think about are the families who tonight are "nursing" their children who have contracted measles. I can't imagine the fear and


POSTS BY AUTHOR

Posts by Dr. Kumar

- What to Expect When Expecting Baby #2? I Have No Idea!
- 'Tis the Season for Flu
- Teething: Can you handle the tooth?
- Add This One Last Thing to Your Bringing Home Baby Checklist
- 4 Tips for Choosing the Right Pediatrician
- Planes, Trains, and Automobiles: Traveling with Kids

Posts by Dr. Keller

Video Content



North Kansas City Hospital

Crystal LaGalle D.O.
Meritas Health North Oak

0:05 / 1:36

Link Between Weather and Health

NKCHospital

Subscribe 74

54 views

+ Add to ← Share ... More

Published on Nov 11, 2014

Does a change in weather pressure really affect people's health ailments? Internist, Crystal LaGalle, DO explains how the climate can cause flare-ups for asthma, migraines and arthritis symptoms.

SHOW MORE

Website Content

The screenshot shows the PIH Health website interface. At the top left is the PIH Health logo. To the right are navigation links: "About PIH Health | Support PIH Health | Careers | Blog" and a "Site Search" box with a magnifying glass icon. Further right is the "my > PIH Health" logo. Below this is a blue navigation bar with white text for "MEDICAL SERVICES", "FIND A DOCTOR", "FIND A LOCATION", "PATIENTS & VISITORS", "WELLNESS RESOURCES", and "EMERGENCY & URGENT CARE".

Below the navigation bar is a breadcrumb trail: "HOME > MEDICAL SERVICES > HEART CARE" and a font size adjustment icon (A A A). The main content area is divided into two columns. The left column has a "Medical Services" header and a "Heart Care" sub-header. Under "Heart Care" are five menu items: "Cardiac Catheterization & Electrophysiology", "Cardiac Surgery", "Cardiac Rehabilitation", and "Vascular Care", with "Vascular Care" highlighted by a dotted line. The right column features a "Heart Care" section header, a paragraph of text, a "Your Partner for Comprehensive Heart & Vascular Care" section header, another paragraph of text, and a "FIND OUR LOCATIONS" section. This section contains two entries, each with a photo of a building and text: "Cardiothoracic Surgery - Wells Medical Office Building" and "Vascular Care - Wells Medical Office Building".

PIH HEALTH

About PIH Health | Support PIH Health | Careers | Blog

Site Search

my > PIH Health

MEDICAL SERVICES FIND A DOCTOR FIND A LOCATION PATIENTS & VISITORS WELLNESS RESOURCES EMERGENCY & URGENT CARE

HOME > MEDICAL SERVICES > HEART CARE

Medical Services

Heart Care

- Cardiac Catheterization & Electrophysiology
- Cardiac Surgery
- Cardiac Rehabilitation
- Vascular Care

Heart Care


Trust your heart and blood vessels to the cardiovascular specialists at PIH Health. We offer the same high-quality care and treatment you expect from major medical centers—all with a more personal touch. And we're close to home, so you don't need to travel far.


Your Partner for Comprehensive Heart & Vascular Care

Our skilled team of medical professionals provides a complete program of heart and vascular services. Whether you're in the hospital or getting care as an outpatient, we work with you to diagnose and treat all types of conditions related to your heart and blood vessels. You benefit from easy access to our doctors and prompt response when you call for an appointment. We make every effort to fit your schedule.

At the PIH Health, you can get all your heart and vascular care in one convenient location. After you meet with one of our heart doctors (cardiologists), you'll take any necessary tests in our office. We give you results right away and, if needed, get you quickly into treatment.

FIND OUR LOCATIONS


Cardiothoracic Surgery - Wells Medical Office Building
562.789.5489
12462 Putnam St #200
Whittier, CA 90602


Vascular Care - Wells Medical Office Building

2

Considering Results

The Options Seem Unlimited...



The Landscape is (Still) Changing

Google | Official Blog

Insights from Googlers into our products, technology, and the Google culture

A remedy for your health-related questions: health info in the Knowledge Graph

Posted: Tuesday, February 10, 2015



5.3k



Tweet



1k

Think of the last time you searched on Google for health information. Maybe you heard a news story about gluten-free diets and pulled up the [Google app](#) to ask, "What is celiac disease?" Maybe a co-worker shook your hand and later found out she had pink eye, so you looked up "pink eye" to see whether it's contagious. Or maybe you were worried about a loved one—like I was, recently, when my infant son Veer fell off a bed in a hotel in rural Vermont, and I was concerned that he might have a concussion. I wasn't able to search and quickly find the information I urgently needed (and I work at Google!).

Thankfully my son was OK, but the point is this stuff really matters: one in 20 Google searches are for health-related information. And you should find the health information you need more quickly and easily.

So starting in the next few days, when you ask Google about common health conditions, you'll start getting relevant medical facts right up front from the [Knowledge Graph](#). We'll show you typical symptoms and treatments, as well as details on how common the condition is—whether it's critical, if it's contagious, what ages it affects, and more. For some conditions you'll also see high-quality illustrations from licensed medical illustrators. Once you get this basic info from Google, you should find it easier to do more research on other sites around the web, or know what questions to ask your doctor.

Flu

Also called: influenza

About

Symptoms

Treatments

Fever and muscle aches



A common, sometimes deadly viral infection that is preventable by the seasonal flu vaccine

Very common

More than 3M US cases per year



Contagious

Mainly spreads by social contact

Sources: Mayo Clinic and others. [Learn more](#)

Consult a doctor for medical advice

More about this condition

Tweet it: #GEONETRIC

The Landscape is (Still) Changing



More Options, More Clutter

The Flu and What To Do

Ad www.treat-the-flu.com/ ▾

The Flu Comes On Fast - Take Steps to Help Prevent and Treat the Flu.

[Flu Symptoms](#)

[Download Coupon Now](#)

[Treatment for Adults](#)

[Find Urgent Care](#)

Influenza (Flu) | CDC

www.cdc.gov/flu/ ▾ United States Centers for Disease Control and Preve... ▾
Everything you need to know about the flu illness, including symptoms, treatment and prevention - CDC.

[Flu Activity & Surveillance](#) - [Flu Basics](#) - [Treatment](#) - [Antiviral Drugs](#) - [Flu Vaccine](#)

Symptoms of the Flu | Flu.gov

www.flu.gov/symptoms-treatment/symptoms/ ▾ Flu.gov ▾

Find a list of flu symptoms, a comparison of flu and cold symptoms, and guidance ...
Although the flu and common cold have similar symptoms, the flu tends to be ...
[Treatment](#) - [Caring for Someone with the Flu](#) - [About the Flu](#) - [Symptoms & Treatment](#)

Influenza - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Influenza ▾ Wikipedia ▾

Influenza, commonly known as "the flu", is an infectious disease caused by the influenza virus. Symptoms can be mild to severe. The most common symptoms ...

Flu: Overview & Facts - WebMD

www.webmd.com/cold-and-flu/flu-guide/flu-overview-facts ▾ WebMD ▾

Influenza, aka "the flu," is a highly contagious virus that can race through schools, offices, or nursing homes. These articles provide basics on flu risks and ...

Flu or Cold? Know the Differences - WebMD

www.webmd.com/cold-and-flu/cold-guide/flu-cold-symptoms ▾ WebMD ▾

When you wake up sneezing, coughing, and have that achy, feverish, can't move a muscle feeling, how do you know whether you have cold symptoms or the flu ...

In the news



Swine Flu Claims 38 More Lives in India, Total Death Toll Passes 800

urgent care cedar rapids

Web

[Maps](#)

[Shopping](#)

[News](#)

[Images](#)

[More ▾](#)

[Search tools](#)

About 89,900 results (0.54 seconds)

MercyCare Urgent Care - Get In. Get Out. Get Better

Ad www.mercycare.org/ ▾

Four Convenient Corridor Locations.

Urgent Care: Mercy Medical Center, Cedar Rapids, IA

📍 2815 Edgewood Rd. SW, Cedar Rapids, IA - (319) 396-9097

Urgent Care & Walk-In Clinics in Cedar Rapids, Iowa

<https://www.unitypoint.org/cedarrapids/walk-in-clinics...> ▾ UnityPoint Health ▾

Urgent care and walk-in clinics at UnityPoint Health- Cedar Rapids offer after hours and weekend care for non-emergency situations. No appointment needed.

Mercy Care North

www.mercycare.org

2 Google reviews

A 5264 Council Street
Northeast #100
Cedar Rapids, IA
(319) 221-8444

UnityPoint Clinic Family Medicine- Ur...

www.unitypoint.org

1 Google review · Google+ page

B 2375 Edgewood Road
Southwest
Cedar Rapids, IA
(319) 396-1983

MercyCare South

www.mercycare.org

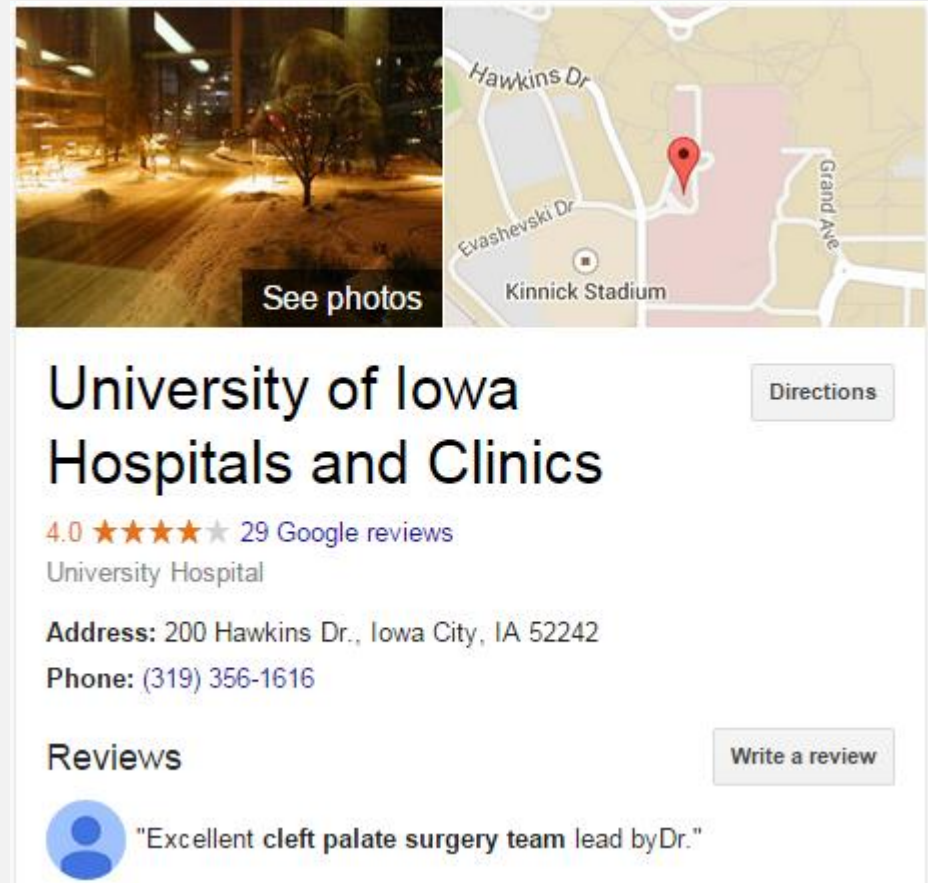
1.4 ★★★★★ 5 Google reviews · Google+ page

C 2815 Edgewood Rd SW
Cedar Rapids, IA
(319) 396-9097

Map results for urgent care cedar rapids

The Knowledge Graph

- Google is providing answers on SERPs
- The information is pulled for several sources
- Schema.org is one answer to giving Google more information about *your* content



The screenshot shows a Google search result for "University of Iowa Hospitals and Clinics". At the top left is a photograph of a snowy outdoor area at night with streetlights, and a "See photos" button. To the right is a map showing the location on Hawkins Dr, near Kinnick Stadium, with a red location pin. Below the images, the text reads "University of Iowa Hospitals and Clinics" with a "Directions" button. Underneath is a 4.0 star rating from 29 Google reviews, the name "University Hospital", the address "200 Hawkins Dr., Iowa City, IA 52242", and the phone number "(319) 356-1616". A "Reviews" section is visible with a "Write a review" button and a user profile icon next to the text "Excellent cleft palate surgery team lead by Dr."

Cut Through: Focus Your Content

- Focus on topics/keywords that may be more **relevant to your local area**
- Use your **keyword research to write content that matches queries meaningful to your audience**
- Provide more specific answers to more specific search queries
- **Become the “go-to” resource** and the linking will follow
 - Via sharing and natural links back to your website

Seek Content Opportunities

- Take every opportunity to create content around a topic
- Use the platform(s) that makes sense
 - Website content
 - Blog content
 - Video (YouTube, Vimeo)
 - Social media

3

Turn Visitors into Conversions

You've answered the searcher's
question – **now what?**



GET CARE

CHOOSE A DOCTOR

FIND A LOCATION

IMPROVE YOUR HEALTH

Site search



Home / Get Care / Heart & Vascular Care

Heart & Vascular



Love Your Sweetheart

Complete our FREE, online heart risk assessment and get a loved one to complete it, too. You'll then be entered to win two \$500 gift certificates to Red Door Spa!



LOVE YOUR SWEETHEART EVENTS

Adventist HealthCare's Love Your Sweetheart screening and education events aim to empower those around us to take their health to heart this February!

[VIEW EVENT DATES & DETAILS](#)

GET CARE

Emergency

Heart & Vascular Care

- Accredited Chest Pain Centers with PCI
- Heart & Vascular Diagnostic & Treatment Centers

Trust your heart and vascular care to the experienced medical professionals at Adventist HealthCare. From diagnosing chest pain and abnormal heart rhythms to opening blocked arteries and repairing leaky heart valves, you'll find the expert [cardiovascular services and treatments](#) you need close to home.

CONDITIONS WE TREAT

No matter where you live in the Washington, DC metro area—Rockville to Takoma Park and across the Beltway, you can enjoy Adventist HealthCare's

MINUTES MATTER!

If you or a loved one experience chest pain, **call 9-1-1 now**. That's the fastest way to get lifesaving treatment at an Adventist HealthCare Accredited Chest Pain Center.

[SIGNS OF A HEART ATTACK](#)

Consider All Opportunities

- Appointment requests or lead generation
- Event registration
- Downloadable information (track it!)
- Submission of reviews for your services
- Social media engagement/growth
- Email list growth
- Phone calls (track it!)

Don't let your content generation and SEO efforts be for nothing.

It is not good enough to leave
the user with no obvious next
steps.

Wrapping Things Up



Research

Consider
Results

Click (and
Convert!)

Technical SEO

Sitemap.xml

- Considerations
 - Does it update regularly?
 - Is the format correct for Google and other search engines?
- Available Tools
 - Use Webmaster Tools to submit and analyze your sitemap.xml health

Robots.txt

- Considerations
 - Are you blocking the correct content from search engines?
 - Does it follow the correct format so all search engines will understand the directives?
- What to Exclude
 - Test pages/content
 - System files
- Use robots.txt to point to your sitemap.xml files

Structured Data (Schema.org)

- Search engines are trying to *understand* the content on your site
 - It's not just about the Knowledge Graph
- Schema.org is a collaboration between Google, Bing and Yahoo

Thing > Organization > LocalBusiness > MedicalOrganization > Physician

A doctor's office.

Property	Expected Type	Description
Properties from Physician		
availableService	MedicalTherapy or MedicalProcedure or MedicalTest	A medical service available from this provider.
hospitalAffiliation	Hospital	A hospital with which the physician or office is affiliated.
medicalSpecialty	MedicalSpecialty	A medical specialty of the provider.
Properties from LocalBusiness		
branchOf	Organization	The larger organization that this local business is a branch of, if any.
currenciesAccepted	Text	The currency accepted (in ISO 4217 currency format).
openingHours	Duration	<p>The opening hours for a business. Opening hours can be specified as a weekly time range, starting with days, then times per day. Multiple days can be listed with commas ',' separating each day. Day or time ranges are specified using a hyphen '-':</p> <ul style="list-style-type: none"> - Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa, Su. - Times are specified using 24:00 time. For example, 3pm is specified as 15:00. - Here is an example: <code><time itemprop="openingHours" datetimes="Tu,Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time></code>. - If a business is open 7 days a week, then it can be specified as <code><time itemprop="openingHours" datetimes="Mo-Su">Monday through Sunday, all day</time></code>.
paymentAccepted	Text	Cash, credit card, etc.
priceRange	Text	The price range of the business, for example \$\$\$.
Properties from Organization		
address	PostalAddress	Physical address of the item.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
brand	Organization or Brand	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
contactPoint	ContactPoint	A contact point for a person or organization. Supersedes contactPoints .
department	Organization	A relationship between an organization and a department of that organization, also described as an organization (allowing different urls, logos, opening hours). For example: a store with a pharmacy, or a bakery with a cafe.
dissolutionDate	Date	The date that this organization was dissolved.
duns	Text	The Dun & Bradstreet DUNS number for identifying an organization or business person.

An Example...

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Jane Doe</span>
  
  <span itemprop="jobTitle">Professor</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">
      20341 Whitworth Institute
      405 N. Whitworth
    </span>
    <span itemprop="addressLocality">Seattle</span>,
    <span itemprop="addressRegion">WA</span>
    <span itemprop="postalCode">98052</span>
  </div>
  <span itemprop="telephone">(425) 123-4567</span>
  <a href="mailto:jane-doe@xyz.edu" itemprop="email">
    jane-doe@xyz.edu</a>
  Jane's home page:
  <a href="http://www.janedoe.com" itemprop="url">janedoe.com</a>
  Graduate students:
  <a href="http://www.xyz.edu/students/alicejones.html" itemprop="colleague">
    Alice Jones</a>
  <a href="http://www.xyz.edu/students/bobsmith.html" itemprop="colleague">
    Bob Smith</a>
</div>
```

Structured Data Markup Helper

Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

- Articles
- Book Reviews
- Events
- Local Businesses
- Movies
- Products
- Restaurants
- Software Applications
- TV Episodes
- TV Episodes with Ratings

URL HTML

Structured Data Markup Helper

The image shows a screenshot of the Structured Data Markup Helper tool. On the left, a document titled "Heart Care" is open. A dropdown menu is visible over the document, listing various tags: "Clear tag", "Name", "Author", "Date published", "Image", "Article section", "Article body", "URL", "Publisher", and "Aggregate rating". The "Name" tag is currently selected. On the right, a panel titled "My Data Items (1)" displays the extracted data for the selected "Name" tag. The data includes:

- Name:** Heart Care
- Author:**
- Date published:**
- Image:**
- Article section:**
- Article body:** Trust your heart and blood vessels to the cardiovascular specialists at PIH Heal...
- URL:**
- Publisher:** PIH Health
- Aggregate rating:**
 - Rating value:
 - Best rating:
 - Worst rating:
 - Count:

At the bottom of the panel, there is a button labeled "Add missing tags". At the top right of the panel, there is a red button labeled "CREATE HTML" and a black banner that says "Generate markup HTML based on applied tags".

Key Action Items

Key Action Items

1. Consider SEO at every opportunity with your online presence.
2. Research and understand your audience's needs and search habits.
3. Focus.
4. Ensure you have the technical pieces in place so search engines can find and index your content.

Thank You!

SEO Clinic for Healthcare Marketers

Sign up to learn more about this private, 8 week course. It provides:

- Advanced SEO instruction
- One-on-one guidance to tackle your unique questions and challenges
- Quick hits and long term plays to help improve your SEO efforts



www.geonetric.com/seo-clinic

Proving the Value of Your Website

March 26, 2015 – 3:00 p.m. CT

Your website is a big investment. It's also one that, if done well, will pay for itself over and over again.

Attend this webinar and learn how to successfully translate your organization's strategic goals into digital goals, making your website a revenue-generating and volume-driving machine.

