



Maximising SEO to ensure Your Practice's Visibility on Google




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The background features a textured, abstract composition. On the left, there is a vertical band of bright green. The rest of the background is a mix of warm, earthy tones including shades of orange, tan, and light brown, with some darker, almost black, speckles and streaks. The overall effect is that of a layered, organic surface, possibly a piece of aged paper or a natural material like stone or wood with a specific finish.

**In the spirit of reconciliation, HotDoc
acknowledges the Traditional Custodians of
country throughout Australia and their
connections to land, sea and community.**

**We pay our respect to their elders past and
present and extend that respect to all Aboriginal
and Torres Strait Islander peoples today.**

Before we begin -

- This session is being recorded & you will be sent a link 4-6 hours after this session has concluded with the recording & resources.
- Use the Q&A tool on your screen to submit a questions through the session & we will address at the end. If we don't get a chance to address during the LIVE session, we will reach out to you afterwards to discuss further.
- In the “related content” you'll find our further feedback form.
- Your attendance certificate will be accessible at the 20 minute mark, you can access via the  certificate icon on your console.
- Have a play around with the console/ icons on your screen, it's an interactive experience.
- Please take some time to complete our feedback survey to let us know what you thought of today's session.

WHAT IS SEO AND HOW DO I RANK MY WEBSITE ON THE TOP OF GOOGLE?



**Practice
Boost**



HotDoc



MEDICAL MARKETING EXPERTS

Australian medical practices trust Practice Boost with their digital marketing



10+ Years of Experience

Specialised in GP, Dental & Allied Health

100+ Medical Practices & 5 Star Reviews

Focus on Results & Customer Experience



Practice Manager



We have seen great results with Practice Boost in the website and marketing they have done for us. Patient numbers have been growing since the launch of your new website and marketing campaigns. I highly recommend.

AGENDA



- What is SEO and why it is important?
- How Google ranks websites?
- Key SEO components
- Actionable tips for your SEO

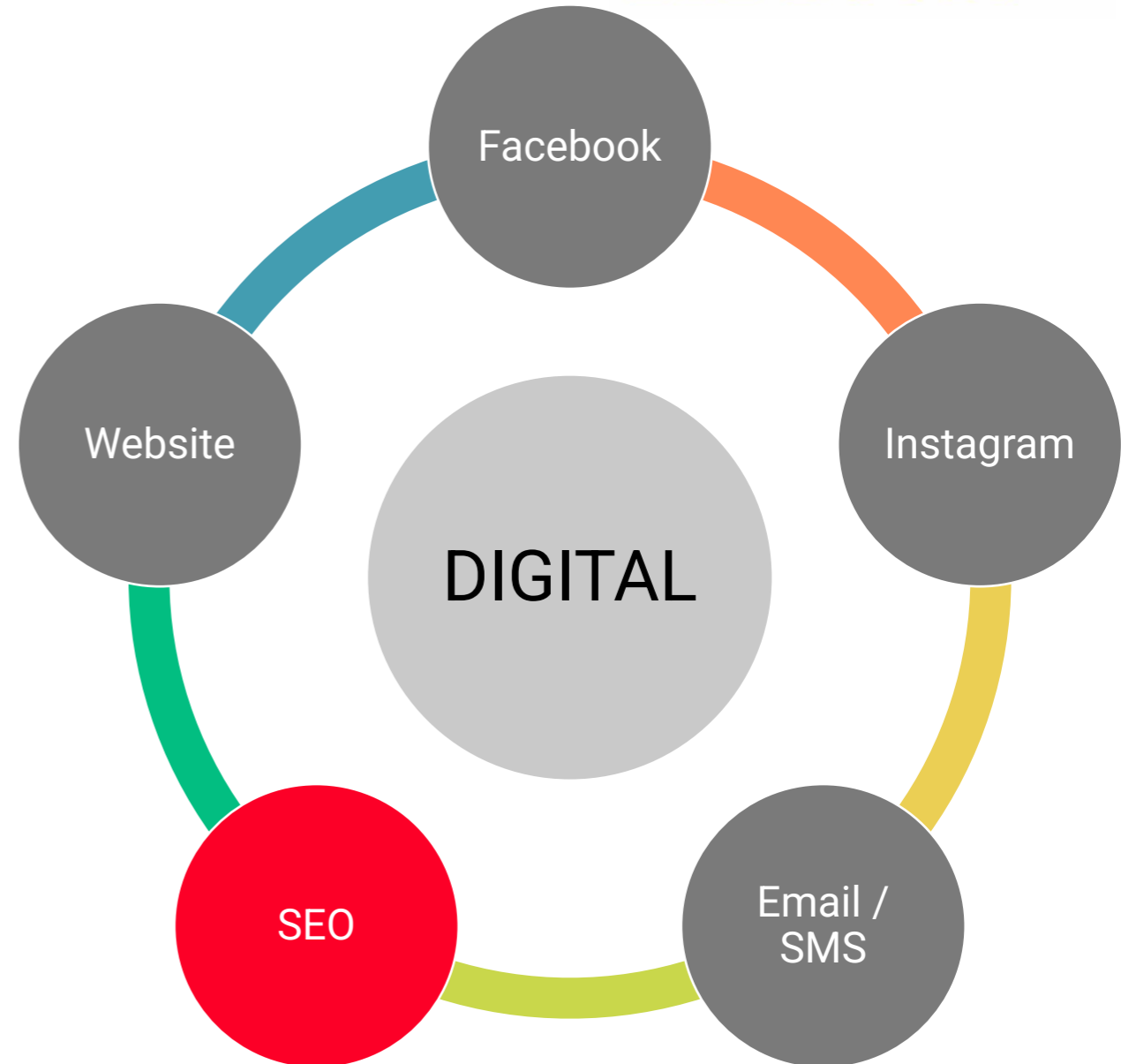


WHAT IS SEO?



SEO = Search Engine Optimisation

SEO is a key component of your online digital strategy. It means making changes to your website to appear higher on search engines (e.g., Google) which makes it easier for patients to find you!



WHY IS SEO IMPORTANT?



Where is the best place to hide a dead-body?

Page 2 of Google!

- 75% of users don't go past the first page
- 77% of patients use Google to find health information and choose their provider
- 90% of all search traffic is on the first page of Google

HOW DO SEARCH ENGINES RANK WEBSITES?



1. Relevance

The content of your website and pages match the users search intent

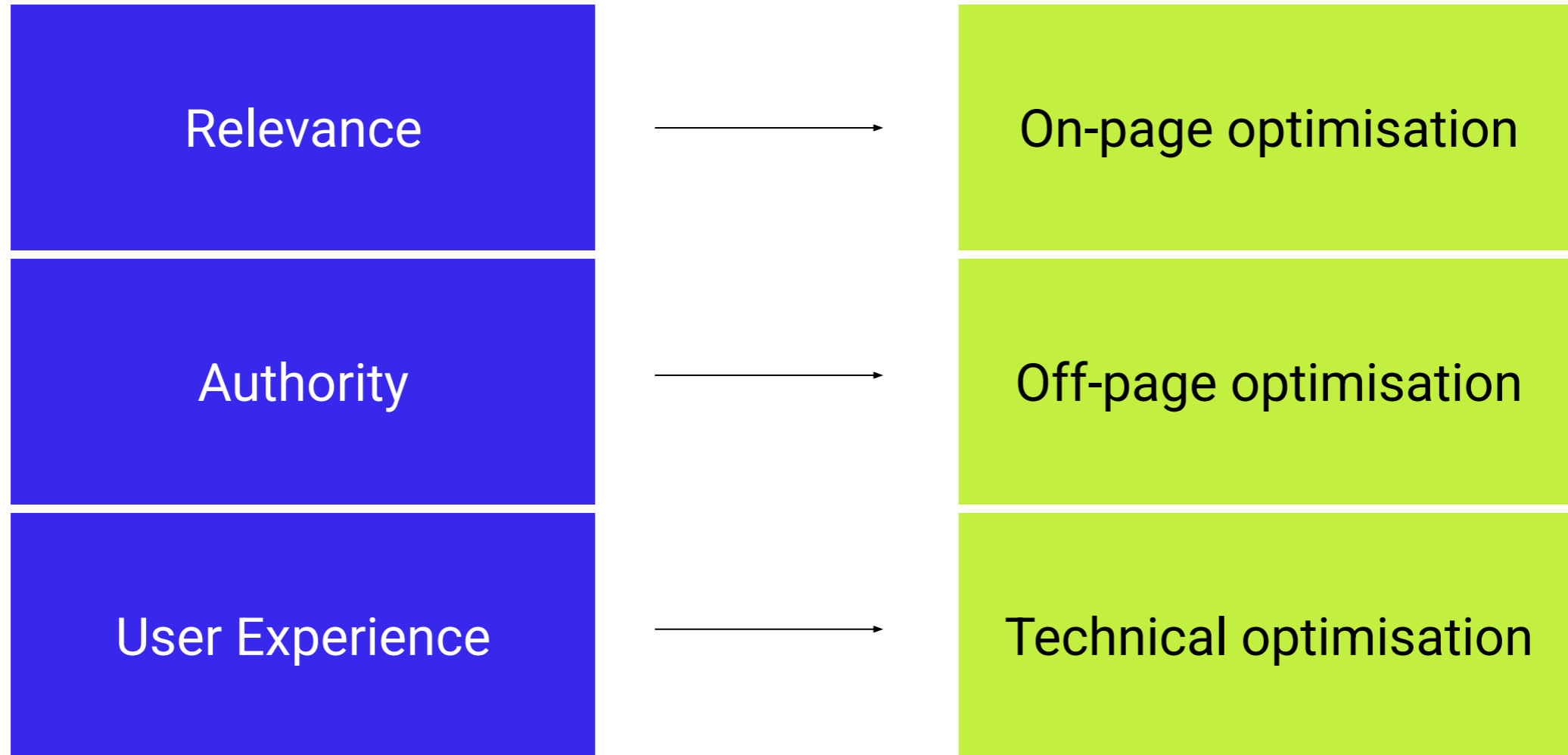
2. Authority

Your website is trusted by other sites

3. User Experience

Your website has a fast-loading speed, is secure, is user-friendly and easy to use. If this isn't right then the above factors don't matter.

SO HOW DO I IMPROVE MY WEBSITE ACROSS THESE ELEMENTS?



LET'S START WITH ON-PAGE OPTIMISATION



Hey Google! My website is relevant to what the patient searched-up so show me first PLEASE!!!

So how do we prove to Google we are relevant?

Keyword research

First, we need to understand what are patients actually searching. There are a variety of tools like Google Keyword Planner, SEMrush, or Google Search Console.

Create high-quality content that matches what people are searching

Create specific pages for your important keywords. Write detailed content including information about the service, benefits, doctors, fees and frequently asked questions.

Structure the content nicely for Google

Ensure your pages have effective titles, descriptions, header tags and image tags that include your target keywords (more info to come)

KEYWORD RESEARCH: WHAT ARE PATIENTS SEARCHING?



Useful tools:

Google Keyword Planner

SEMRush

Ahrefs

But a safe bet is:

Doctor + [insert suburb]

Medical centre + [insert suburb]

Doctor near me

GP near me

Bulk billing doctor + [insert suburb]

[insert service] + [insert suburb]



WHAT CONTENT DO I INCLUDE ON THE WEBSITE?



Write informative content

Describe your services in detail (have separate pages for each), talk about the benefits, the process, the doctors, frequently asked questions and prices. The more information the better (but ensure website usability!)

Use keywords naturally

Don't stuff keywords; instead, integrate them into informative blogs, FAQs, and service pages.

Fresh content matters

Regularly updating your website with new blog posts or articles can boost SEO rankings.

YOAST – A USEFUL WEBSITE PLUGIN



Yoast SEO

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.

By *Team Yoast*

 [Update Now](#)

[More Details](#)

★★★★★ (27,731)

10+ Million Active Installations

Last Updated: 1 week ago

✓ **Compatible** with your version of WordPress

SEO title

Use AI

Insert variable

Slug

Meta description

Use AI

Insert variable



Analysis results

^ Problems (7)

- **Keyphrase distribution:** Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)
- **Images:** No images appear on this page. [Add some!](#)
- **Internal links:** No internal links appear in this page, [make sure to add some!](#)
- **Keyphrase length:** No focus keyphrase was set for this page. [Set a keyphrase in order to calculate your SEO score.](#)
- **Meta description length:** No meta description has been specified. Search engines will display copy from the page instead. [Make sure to write one!](#)
- **Text length:** The text contains 239 words. This is below the recommended minimum of 300 words. [Add more content.](#)
- **SEO title width:** [Please create an SEO title.](#)

^ Good results (1)

- **Outbound links:** Good job!

OFF-PAGE OPTIMISATION –BUILDING AUTHORITY



What is a backlink? A backlink is any link from one website to your website.

It tells Google your website has authority and is reliable because one website has chosen to send their traffic to your website.

How to get more backlinks?

- Local directories (Hotdoc, Healthdirect, yellow pages, white pages etc) -> ensure all your directory listings are updated and consistent
- Community groups
- Partnerships with local businesses and other health professionals
- Blogging
- Sponsoring local events and teams




TECHNICAL SEO



Want to do a quick test of your website speed and performance?

Go to -> <https://pagespeed.web.dev/>

It will give you free diagnostics on your website performance, accessibility, best practices and SEO

 Diagnose performance issues



Performance



Accessibility



Best Practices



SEO

IMPORTANCE OF GOOGLE MAPS FOR SEO



medical centre near me

All Maps Images Shopping Videos Web News More Tools

Open now Bulk billing Walk-in Top rated Cheap Closest With x ray Wheelchair accessible entrance 24 hour

Results for Sydney NSW Use precise location

Places :

- Nuvo Health Medical Centre - Leichhardt**
4.7 ★★★★★ (242) · Medical Center
Leichhardt NSW · (02) 9560 4894
Open · Closes 6 pm
"The doctors are extremely thorough and the staff were extremely helpful."
- Leichhardt Medical & Dental Centre**
3.2 ★★★★★ (751) · Medical Center
Leichhardt NSW · (02) 9561 3333
Open · Closes 8 pm
"Clean centre, welcoming reception staff and very helpful doctors."
- Myhealth Leichhardt**
3.4 ★★★★★ (79) · Medical Center
Leichhardt NSW · (02) 9560 2525
Open · Closes 6 pm
"Great surgery, always very helpful, efficient and caring."

See more places →

Google shows google maps listings right at the top. If you are not in the top 3 listings then your visibility is decreased.

How do I increase my google maps ranking?

- Fill out your information with as much details as possible (add photos, your services, description with keywords)
- Get lots of google reviews!
- Make posts (updates) on your google page (good place to start is once per month)

MONITORING YOUR SEO



How can I track if my SEO is improving?

- 1 Have google analytics (free tool) installed on your website. Practice Boost will do this for free for you as a thank-you for watching this webinar. You can see how your google search traffic is performing over time
- 2 Have google search console installed on your website and similarly see how your website ranking is evolving with time
- 3 Use a paid tool like SEMrush
- 4 Ask your new patients where they found you!

ACTIONABLE TIPS FOR YOUR SEO



What are the 5 things I would recommend doing for your SEO today

- 1 Assess the usability of your website: Is it easy to book an appointment, can I find the online booking button and the phone number easily? Run a free google speed test.
- 2 Check if your practice has a google listing and it is up to date and accurate.
- 3 Check if the meta title and description of your home page has the important keywords for your clinic e.g., suburb and service
- 4 Add more relevant information to your website including details about your services that you want to promote
- 5 Install google analytics to track how your website is performing over time (I can help)

Why Google Reviews Matter, And How to Get More of Them

Why are Google Reviews important?

For two reasons:

- Google uses reviews to rank practices—the more high star reviews you have, the higher your practice will show up in local search
- Patients place recommendations from others above all else when looking for a new practice

Learn more about [how to get started with reviews for your practice](#) using HotDoc's review tool.

**GET IN
TOUCH!**



Practice Boost

practiceboost.com.au



Thanks for watching!

Find out more about HotDoc here:
practices.hotdoc.com.au