

10 point checklist. **Improve your practice website's organic Google ranking...** **without paying for SEO (Search Engine Optimisation)**



10 Point Website Checklist.

There is no denying that achieving the holy grail of the number 1 position in a Google search ranking for your practice website is good for business. Google's algorithm analyses over 200 elements on a website to determine its search ranking. There are many things you can do to improve your practice website's organic search ranking.

This 10 point checklist provides you with actionable tips to implement today. By implementing these 10 elements, you'll allow your website the best opportunity to organically achieve a high Google ranking.

☐ #1 Create Quality Content

Creating quality content for specific keyword searches will help your website SEO. For example, if you wanted to target a particular service that you offer, it's important to create a range of content pages and blog posts on the topic. When creating this content ensure that:

- The word count is greater than 300 words
- The keyword needs to be stated in the first paragraph or the first 100 words of the text, and several other times throughout the article, but don't go overboard!
- The page or blog heading is important and should always include the keyword search term.

☐ #2 Click to Call and Click to Book Buttons

Almost 50% of people searching on Google are using a mobile device. Patients want the convenience of a click to call button in the top right-hand corner of your website. They also want to conveniently book their appointments. Although only Google knows exactly how its algorithm works, rumour has it that if you don't have a click to call button, your website will be downgraded in organic search.

☐ #3 Name Your Images and Photos

When Google scans your website, it's looking for information that is relevant to the search terms. If the images uploaded into your website CMS (Content Management System) aren't named to support the key word for that particular page, you are missing an opportunity. By changing photo names from the default camera stamp to a name that relates to the topic on page as well as adding the Alt Text description, it will assist the search engines to identify that page as relevant to the search term.

☐ #4 Use Meta Descriptions

Meta Descriptions are the short snippets of information that are listed under the page url in the search results. These descriptions can entice potential visitors to come to your website and assist with increasing your website traffic. It's important to keep your meta descriptions short, enticing and they must include your key words for that page.

☐ #5 External Links to Your Website

Having links to your website from other quality websites and social media sources will assist with organic SEO. The more traffic driven to your website, the more relevant and credible the Google Algorithm will deem your website to be.

☐ #6 Internal Links Within Your Website

Where relevant, make sure you link to other pages within your website. Having two or three links within each text piece guiding website visitors to other sections of the website will also help organic SEO.

☐ #7 Include Videos

There's a growing popularity for videos because people prefer to watch rather than read. Including a video on your home page, and other pages, will entice visitors to stay longer and engage with your website. It's important to ensure that video content is educational or entertaining and thus attractive to share.

☐ #8 Social Sharing Buttons

Make sure social sharing buttons are included so that visitors can seamlessly share your content in their social channels.

☐ #9 Update Content Regularly

Refreshing your website and adding new content will indicate to Google that you have an active business that continues to deliver relevant information to your site visitors. Not only that, new content will give your visitors a reason to come back to your website. Every touch point opportunity you can make with your potential new patients is a worthwhile exercise.

☐ #10 Review Your Website's Google Analytics

Google Analytics is a free tool that provides you with a wealth of data so that you can track the performance of your website. The insights show website visitation, referral sources, visitor behaviour and much more. Reviewing your Google Analytics data regularly will assist you in making sound decisions about your website resulting in a better experience for your potential and current patients.

About Marketing Practices

Hi, I'm **Michelle Tayler**, marketing expert and founder of Marketing Practices. I empower Practice Principals and Practice Managers to achieve practice growth by teaching how to implement effective marketing strategies.

The Marketing Practices membership is your **practice marketing helpdesk** designed to take away the overwhelm of marketing your practice and guide you through your marketing transformation, taking your practice to the next level of success.

Digital Marketing is a part of what we teach in the Marketing Practices membership.

Without an effective website, you'll struggle to reach your ideal potential new patients and miss the opportunity to truly harness the power of online marketing.

Knowing how to use your website to effectively to connect with your potential new patients, you'll have more confidence marketing your practice and greater success. For more information visit www.marketingpractices.com.au

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