

Hospital and Management 2020: SEO for Doctors the Challenges & Tactics to Address in 2020

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Abstract:

This session's goal is to demonstrate successful & reproducible tactics that will increase search traffic, conversions, & improve your rankings in Google. When it comes to search engine optimization (SEO) techniques, change is the only constant. For most medical practices, it is difficult to stand firm on this ever-changing ground, when the rules are changing faster than you have a chance to implement them. In the blink of an eye, SEO tips and tricks that were working just fine become obsolete and start harming your website.

After over a decade of changes and updates in Google's algorithms, SEO has turned into a complicated strategy that you cannot take lightly anymore. As a chiropractic practice owner, if you want to survive today's cut-throat competition, you have to learn to stay ahead of time and competitors.

Since 2019 is almost over, it is important to look back at all the SEO strategies that you implemented throughout the year and how powerfully they worked for you. Even if you had a consistent year, put aside all your failures and start preparing for the next year. And remember: The sooner you begin strategizing for the next year, the better results you can expect. However, while planning your SEO strategies, keep in mind the following techniques that will be quite useful in 2020 for increasing traffic and attracting a niche audience to your practice website. Link building is not likely to disappear in 2020, and it will be even more important to create a strategy that establishes quality links. This is one of the most effective ways that Google knows a website can be trusted. Quality should be preferred over quantity when links are created. It is always better to have one link from a popular and trusted website than

to have multiple links from irrelevant directories. There is no need to look for new links if they do not add value and help you build authority in your target market. It is critical to start thinking of link building as a long-term process. While the best links may not necessarily come from the most popular websites, it is important to seek coverage from relevant websites. Referral traffic can contribute a lot to your website's organic search rankings. The biggest challenge will involve dealing with guest blogs and how to include them in your link-building strategy without hurting your practice's reputation. Google has warned publishers that there will be a closer look at guest blogs in order to control spammy links. This means you will have to develop a diversified link-building strategy that aims for a complete backlink profile rather than individual links.

To be on a safer side, it is advised to make the backlink profile cleanup a part of your routine. According to the recent link-building survey by PowerSuite, most SEOs are struggling with the lack of opportunities, but there are some useful tactics worth trying. The advice for 2020 is:

Looking at our campaigns & experiments in 2019, we'll review examples of SEO tactics that have increased rankings, how much traffic improvement was seeing over 3, 6, and 12 month timelines. I will present the processes and documentation we used so that attendees can replicate and perform the work independently with their teams as they are able. This session will be targeted to those with mid-tier knowledge of SEO who want to increase results.

Voice commands are becoming the norm for searching content from search engines. According to Gartner, more than 30 percent of all web browsing will be voice-activated by 2020. Most users prefer to speak into their smart devices instead of taking the time to type out queries. It is much faster and convenient, and it is catching on fast. In fact, industry experts imply that if voice search sustains its current growth rate, then in the next three years, nearly 50 percent of total searches will be via speech. The top reasons for adopting voice searches are familiarity and convenience. Smartphones and virtual assistants are on the rise, and they are becoming a preferred choice for those who do prefer not to type on small screens.

Optimization for voice search might be challenging as it is different from the traditional way of Googling queries. Instead of incomplete phrases, visitors will now speak proper questions, which search engines will have to understand. You will also need to optimize your website for the new set of “voice keywords.”

Another feature from Google, Quick Answers scans the web for a snippet of content that will answer the user’s query. These snippets are usually in the form of short sentences, bullet points or lists. In order to rank for this snippet box, you need to identify common queries and the intent behind your user’s search. You should then aim to answer these questions within your content. FAQ pages are a great way to tackle this. Optimizing your content in order to rank for the rich snippet feature will be a new achievement for healthcare marketers. However, the aim is to be more concise and mobile-friendly. Providing the user with a quick snippet of content that solves their query reduces the need to scroll through long blogs and articles.

improving SEO Performance in 2020

As it seems, the year 2020 will be an exciting year for SEO. What is important to

understand while we proceed toward 2020 is that SEO is already evolving, and ranking on the first page is not the ultimate goal anymore. As the search engines evolve, there will be many more opportunities for increasing your search traffic without focusing much on organic SERPs.

The rise of featured snippets, voice search and mobile optimization can yield better results than an organic ranking. This is why it is useful to keep up with the latest trends and discover how your chiropractic practice can maintain a successful SEO strategy by blending established and the latest trends.

It is difficult to predict how big of an impact each one of these tips could have on your practice, and it might not be possible to implement all of these in your practice website. Assess your business goals and make a list of what you think would be most beneficial for your practice. While traditional SEO techniques are still efficient, many new trends could impact your rankings.

Your chiropractic practice needs to have an SEO strategy in place if you are looking to expand your reach and visibility. SEO is one of the most critical components of any practice’s branding efforts and online presence. The SEO experts at Practice Builders have extensive experience in helping chiropractors attract more traffic and convert more visitors into leads and patients. Check out our and be sure to adjust your SEO strategy for 2020 accordingly

Biography:

Hayk Saakian has been developing apps and building businesses from an early age. He designed and developed the Pacific Middle School’s website as a 6th-grader and in high school, developed a series of Android apps that accumulated over 300,000 downloads on the Google Play Store.

After studying computer science at UC Berkeley, After studying computer science at UC Berkeley, Hayk’s passion as an entrepreneur led him to drop out and start

Skyreal, a real estate estate recruitment SaaS. Hayk poured all of his experience as a developer and entrepreneur into Logic Inbound, where he now helps his team execute on high-performing marketing campaigns for billion-dollar businesses.

Hayk has landed coverage on the WordPress Podcast, Search Talk Live for iHeartRadio, the Blind Entrepreneur Podcast among many others.

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