

SEO for **Healthcare** Companies

Healthcare SEO is the process of improving a healthcare company's visibility in organic search results, like on Google or Bing.

4 Reasons why **healthcare SEO is important**

Reach



Healthcare SEO connects medical practices with patients actively searching for care, addressing diverse needs from routine appointments to emergencies.

Research



Health is a highly competitive online space with over 70,000 Google searches per minute! Strong search visibility is crucial for reaching more patients and expanding your practice's reach.

Relevancy



By targeting only relevant keywords, SEO allows your clinic to reach the right patients. For instance, an urgent care center should focus on individuals in the area seeking immediate care rather than those looking for insurance providers.

Results



Healthcare SEO provides measurable results, similar to other digital marketing strategies. By enhancing reach and relevance, your organization can connect with qualified visitors and convert them into patients, clients, or employees.

How to do SEO for healthcare companies

Step 1: Claim your local listings

Claim and optimize local listings like Google Business Profile and Bing Places to provide essential information about your practice.



Step 2: Focus your keyword research on long-tail keywords

Conduct keyword research to identify relevant keywords, such as "emergency hospital Los Angeles," that reflect user intent.



Step 3: Make your content helpful with E-E-A-T

Content is vital for healthcare SEO due to Google's emphasis on YMYL (Your Money, Your Life) topics, necessitating expert involvement to enhance expertise, experience, authority, and trustworthiness (E-E-A-T). This promotes the creation of accurate, helpful, and reliable medical information.



Step 4: Improve your website's page experience

Page experience includes usability, accessibility, and readability, and tools like Google PageSpeed Insights can help identify areas for improvement.



FAQs on **Healthcare SEO**

How is medical SEO different from SEO for other markets?



Medical SEO is distinct from SEO in other sectors due to stricter regulations. Compliance with healthcare laws such as HIPAA is essential in optimizing your organization's online presence.

What are healthcare SEO services?



Healthcare SEO services are the professional optimization of a healthcare website to improve the site's visibility in organic search.

What do **healthcare SEO services include?**

Typically, healthcare SEO services include the following:



On-page optimizations, like keyword research and content creation



Off-page optimizations, like backlink and local listing acquisition



Technical optimizations, like page experience and page speed improvements

How much do healthcare SEO services cost?

On average, businesses will pay **\$1,500 – 5,000** per month for search engine optimization services.

When should I outsource my SEO to a healthcare SEO agency?



Typically, healthcare centers will hire a medical SEO company when:

- They don't have the time to do SEO
- They don't have the skills to meet SEO goals
- They don't have the resources to manage a larger SEO plan

Why partner with a healthcare SEO company?



Medical centers across the globe partner with healthcare SEO companies for a few reasons, including:

- ✓ Transparent communication
- ✓ Experienced team with medical SEO experience
- ✓ Full-funnel reporting
- ✓ Customized solutions
- ✓ Consistent results



Improve your healthcare SEO with SEO Experts

If you're looking for professional help with developing, implementing, and managing your SEO strategy, consider our award-winning team of medical SEO professionals.

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