How to Use Content to Make Your Business More Findable on the Web

Once you've created a website for your clinic or business, it might be tempting to sit back and think "Job done!" and then wait for the patients to arrive. However, things are never quite that easy. You won't be the only businesses in your area, all trying to attract the same clients. To boost your chances of being the one to succeed, you need to make it easy for people to find you. This involves playing nicely with the search engines, so that when somebody does a search in Google (for example), it's your website that appears at, or at least near, the top of the list. This article takes you through some easy things to do with your website content that will boost your rankings in the all-important search engine results.
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By Chris Dann, founder of Market Your Clinic Online



Most people are probably aware that creating content for their website can help them to improve their search engine rankings (findability), but are less aware about how or why this works, or how to achieve it. In this article we'll explore how to use content to improve your SEO (search engine optimisation), and how to structure your content to help your website to rank higher and increase the chances of it being found by people looking for the services you offer.

Content Types

There are two key areas where you can use content to impact your search engine rankings, the first being 'condition pages' in which you discuss individual conditions that you can treat, and the second is your blog area. The two types of content are similar but at the same time different.

Condition Pages

Condition pages tend to cover the key issues you can treat and tend to be relatively generic. You might have a page dedicated to back pain, arthritis, falls and fractures, chronic pain, and so on. The Chartered Society of Physiotherapy, the main membership organisation for physiotherapists in the UK, has an excellent 'Conditions' section (https://www.csp.org.uk/conditions).

Good condition page content gives you a big SEO advantage. Many 'condition-related searches' will return local results, boosting your opportunity to rank highly in the list of results for anyone searching for that condition in your area.

For example, a simple Google search for 'back pain' will typically return a map with the top three local results. Adding a location to the search – eg. back pain Brighton – will only return local therapists, as will other local 'trigger words' such as clinic and specialist. By creating good content for your condition pages, you're far more likely to appear in these searches – especially as many of your competitors won't have taken the time to do the same.

Condition pages are also great for conversion – changing 'prospects'

(prospective customers) into paying clients. They provide valuable information, show users that you know what you're talking about, and that you care enough to provide advice and share your knowledge, thereby building a sense of reciprocity (the desire to give back), which is an excellent prospect-to-customer conversion strategy.

Blog Posts

Condition pages are by their nature quite general. You will explain the condition, how it's treated, your approach to treatment and how to access your services. Blog posts, on the other hand, allow you to really get into detail and give some concrete advice on one particular thing, providing interesting and useful advice to the reader. For example, you might write about how to set up your workstation or driving position to avoid back problems; the best stretches to do before a run; the use of heat or cold in treating a certain condition; and so on. Also, whereas a condition page is done once and then stays the same, you can keep on creating fresh content and adding to your blog.

Having good blog posts that expand on your condition pages, giving useful advice and linking to and from the pages which relate to that condition (eg. your back pain page will have links to back-pain-related blog posts and vice versa), vastly increases the usefulness of your site to the local searcher looking for treatment for that condition. They also help to demonstrate expertise, all of which Google loves. Google will see your site as a repository of useful information on that condition, making you more likely to rank more highly on the search engine results pages.

Fresh blog posts also give you great information to share on social media, both on your own page and on related pages (eg. sharing a post on running on other running pages). You can also send links to your blog posts to your email list, helping you to stay in touch with your prospects and offering value to people interested in your services.

Blog posts are also essential for helping you to build inbound links to your site (these are also often referred to as backlinks). For example, if you have a useful post on plantar fasciitis, you might ask local running clubs to link to it from their website, and these inbound links, directing into your site from another site, will in turn boost your SEO.

So what's the downside? Well there are a couple. The first is that writing regular blog content does take time and if it's not something you enjoy doing, it becomes a chore that very often falls by the wayside.

The second issue is that your blog content requires clinical expertise, something that's hard to find in a general marketing agency. Accuracy and quality is critical for establishing authority and reputation, so it's important to source your blog posts from someone who can deliver that level of knowledge.

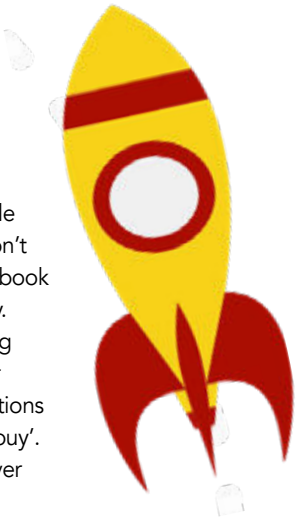
It's worth mentioning that Co-Kinetic provides regular pre-written and peer-reviewed blog content under their Clinic Growth subscription. If you can see a couple of patients in the time you would otherwise be writing a blog post, then using that subscription would give you a good return on your investment.

Using Content to Convert Visitors

So far so good. You have great condition pages and interesting blog posts, all of which are increasing your visibility on Google and the other search engines and bringing traffic to your site. We now need to stimulate your visitors to take action once they get there, otherwise they're just passive viewers that may never convert into either a prospect or a paying customer.

> GOOD BLOG CONTENT MUST BE ACCURATE AND OF HIGH QUALITY TO HELP ESTABLISH YOUR REPUTATION

To do this you need to add 'calls to action' or CTAs on your pages, which invite and motivate the user into taking action. This could be as simple as a 'contact us' button, or a 'book an appointment' link, maybe with some text about your friendly and professional service and how easy it is to book an appointment online.



However, many people looking at our content won't necessarily be looking to book or contact us immediately. They might just be looking for helpful information, or researching treatment options but are not yet 'ready to buy'. Which means that wherever

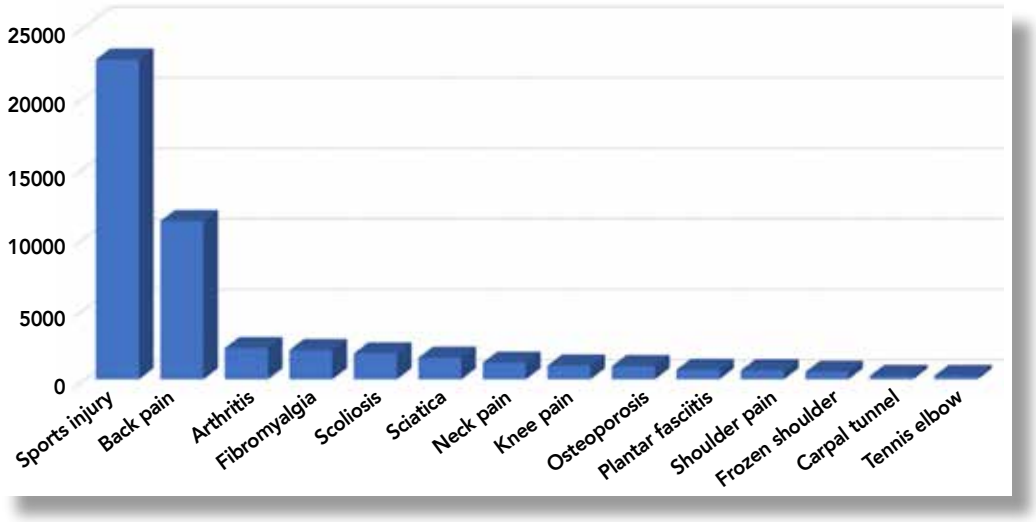


Figure 1: Local Searches per Month, UK

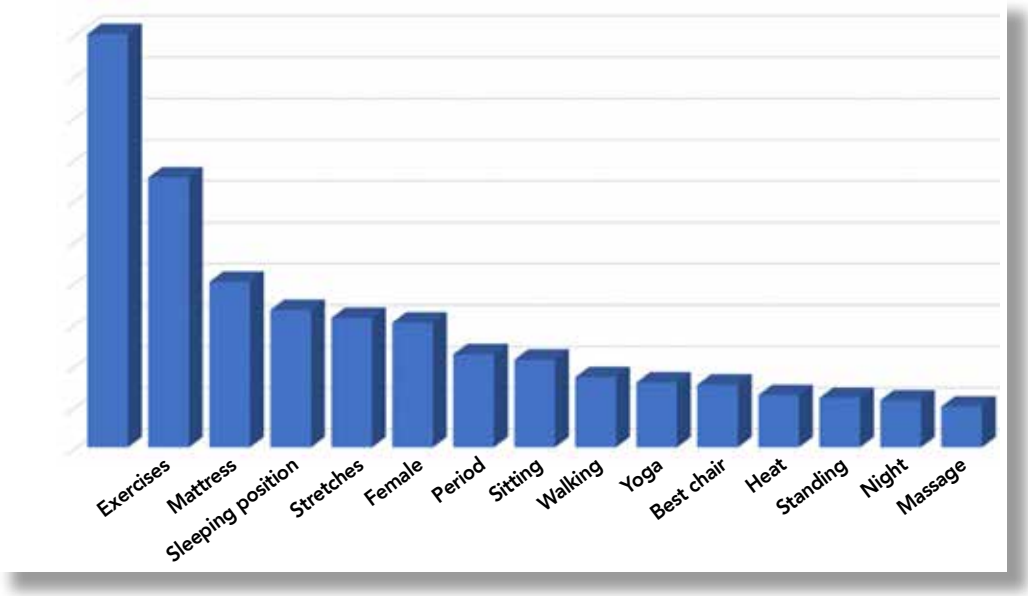


Figure 2: Back Pain Searches per Month, UK *(FirstPageSage.com)*

possible, we want to collect those users' contact details so we can connect with them on an ongoing basis via our email list, to keep encouraging them to make contact and be first in their minds when they do decide to book treatment (a process often referred to as nurturing).

To do this we need a 'lead magnet' – something we can give away for free to encourage someone to join our mailing list. This could be a free guide, factsheets, infographics, checklists or any other downloadable resource. It's worth putting some effort in here – the more valuable your lead magnet is to the user, the more people you will convert (ie. the more email addresses you will collect) and the more likely they will be to stay on your mailing list, especially if you follow up the lead magnet download with a series of informational emails that continue to provide further value. You will also need an email-lead collection form or widget that collects that email address for you and adds it to your email list.

This is another service that Co-Kinetic provides under both the Social Media and the Clinic Growth subscriptions.

> ●● CONDITION PAGES COVER THE KEY ISSUES YOU CAN TREAT, SUCH AS BACK PAIN, ARTHRITIS, FALLS AND FRACTURES, ETC ●●

What Topics Should You Write About?

If we're going to create content in order to attract people searching on the search engines, it's a big help if we know exactly what people are searching for. For example as you can see from the bar chart (Fig. 1), sports injury gets twice as much local traffic as back pain, and ten times as much as neck pain or sciatica, so sports injuries is definitely something you need to be publishing content around.

Once we start writing about a particular condition – either for a condition page or blog post – we also want to know what people are searching for within that particular term. For example, the single most popular search term associated with 'back pain' is 'pregnancy' (Fig. 2).

Knowing this data allows us to create content which targets the searches that people are making in real life, and that addresses their real questions and concerns. You can get all of this data from *The Manual Therapy SEO Reference Guide*. You can buy the book from Amazon, or download the free digital version from the Market Your Clinic Online website, along with a series of emails to show you how to use the data (https://www.marketyourcliniconline.com/).

Optimising Your Content for SEO

If we're creating content for SEO, it's important to know how to make our page attractive to Google (the same principles apply to the other search engines). Search engines have several rules that it helps to follow to ensure our content ranks well for whatever search phrase we're targeting.

Calls to Action

We discussed the importance of CTAs in conversion, but it's also important for SEO. Google is more likely to rank you highly for 'back pain', for example, if you have links for the user to book an appointment for their back pain, or links to other downloadable resources that will help them. So remember those calls to action and lead magnets.

Biographical Information and Qualifications

Since 2018 Google has been rating medical and financial websites on Expertise, Authority and Trust, or E-A-T for short.

Google uses artificial intelligence (AI) to 'read' your website. When it discovers that you're giving medical advice it will look to verify that you are qualified to give advice on that particular subject, to avoid people getting important advice from people who don't know what they're talking about.

To make sure that Google can see that you're qualified to give medical advice, it's important to set up a profile page for yourself listing your titles, qualifications and experience, with links to your professional bodies and registrations. Then create an author



box on your blog posts that provides a quick summary of this information, and link it back to your profile page.

Google also likes to see that information is up-to-date, so it's a good idea to review your content on an annual basis and state 'this information was last reviewed on (date) by (name and title)', again with a link to your profile page.

Structure Your Page Well

Pages with dense chunks of text, without breaks in that text, are hard to read. Breaking up your text using subheadings is important for the reader, and also for Google.

Google will gauge what your page is about based on the hierarchy of headings, subheadings, and body text. Your headings should give both Google and the reader a good idea of the content of your page and the topics it covers, before getting down into the text itself. So make sure your page is well-structured, and that important keywords are contained in headings as well as in your main text.

At the same time, you mustn't overdo it. If you put exactly the same key phrase into every (sub)heading, Google will judge that your priority is to rank, rather than to convey useful and broad information about the subject. There are tools such as Yoast for WordPress that will help you strike the right balance.

Internal and Outbound Links

Google likes webpages which are a hub of information, so that the user can quickly jump to any other resources they might find useful.

This begins with internal linking, ie. linking your own pages to other pages on your own website. A condition page might link to your booking page, practitioner profile page, clinic page, and any blog posts that are pertinent to that condition.

However, you should also link out from your page to other high-authority sources, such as the NHS (if you're UK based), WebMD, Mayo Clinic, Spine-health.com and so on. You can do this with a 'useful resources' section, and by simply referencing your text. For example, if you say that ibuprofen can help reduce swelling, you might link to the NHS page on ibuprofen.

Aim to include at least 10–15 outbound links in your text. It shows Google that you're giving the user more useful information, that you're referencing your claims with high-authority sources, and that you're 'plugged in' to the wider wealth of healthcare knowledge and aren't living in a bubble.

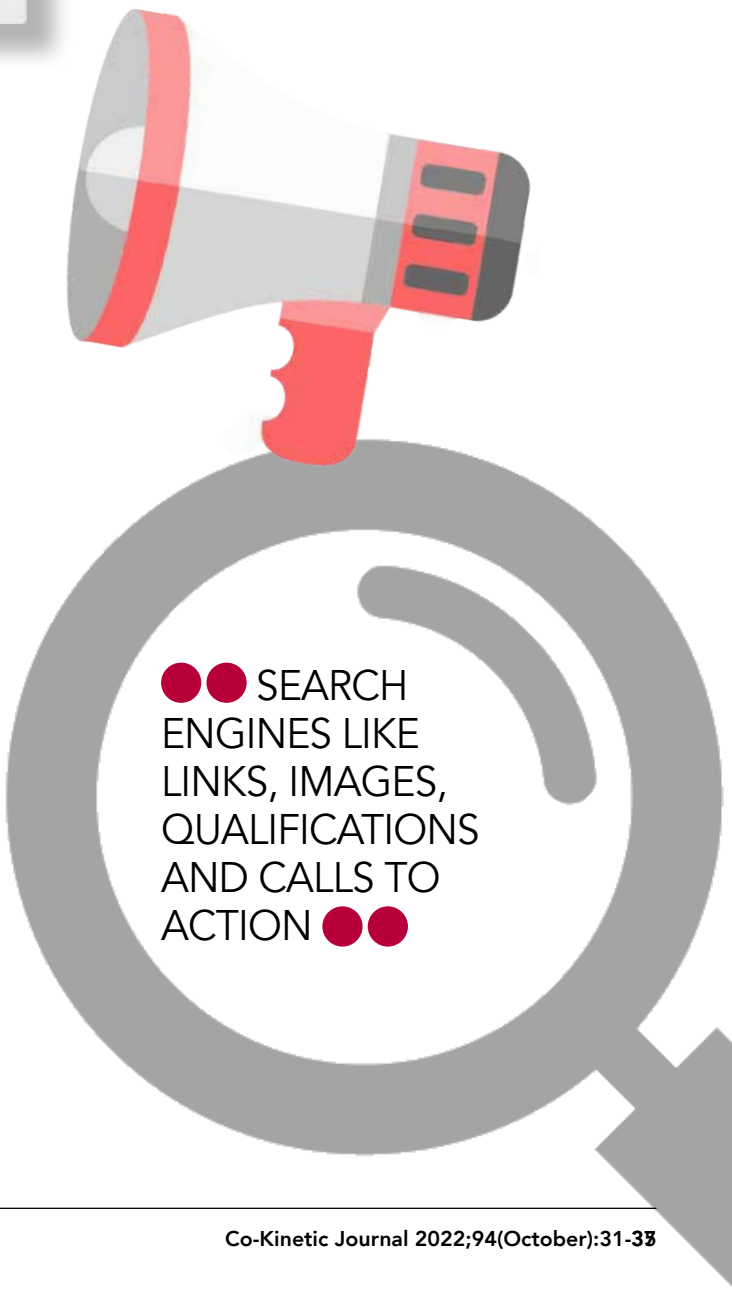
Include Images

Articles with images are far easier to digest than those that are all text. Break up your content with relevant images, and caption them so that the reader scanning through the page can get an idea of what the text is about from the image and caption.

Google also knows that pages with images are more appealing than those without, and that image captions are one of the first things the user will read. Be sure to include your keywords in some of your image captions.

Keep it Simple

Remember that your pages will be



aimed at the layperson rather than the medical professional. If you're writing about a particular condition, start off by explaining what that condition is, what the symptoms are and the different ways it's treated before going into any more detail. Keep the language light and accessible, write as succinctly as you can, and explain any medical terms the average reader might not understand. Co-Kinetic for example writes the patient-facing content they create for practitioners, to meet Plain English standards (http://www.plainenglish.co.uk/).

Build Links

In many ways, Google is a popularity contest. If the algorithm judges two pages to be equally useful to the user's search, it's the one with the most relevant inbound links (people who link to you) that will rank higher. You should aim to build a repository of useful and interesting information that other websites will find it useful to link to, and reach out to them to do so. Content creators and link builders are employed in SEO agencies for the purpose of building links in exactly this way.

Do some research to identify local organisations for whom you could create content they would find useful. For example, if you have local elderly groups or community centres with actively maintained websites or blogs, you could write a blog post on osteoarthritis treatment and reach out asking them to link to it, perhaps with the offer of a free telephone consultation or a discount on their first treatment.

You might also consider sponsoring local groups or events, or offering something like a free hour of your time giving advice at a running club in exchange for a link from their blog. You can also mix up your expert content with blog posts featuring local sports clubs, gyms or any other relevant groups, explaining what they do and how to get in touch. Don't be afraid to reach out to them beforehand and ensure that they link to the article in exchange for you publishing it.

Finally

Content marketing is a long-term strategy. Focus on creating content that will give value to the reader, and follow the guide above to ensure that Google will consider it worthy of ranking. Make sure you include CTAs, and a valuable lead magnet for future marketing. Reach out to groups who may find it useful, and ask for a link when you're offering value to any other group or organisation.

In the early days you may not immediately see a return on your efforts. However, the difference in the long run of having a wide repository of useful and SEO-optimised content is impossible to underestimate, and will set you head and shoulders above your competitors.



Further Resources

- Visit https://www.marketyourcliniconline.com/ to:
  - download a free copy of the Manual Therapy SEO Reference Guide
  - book a free web review
  - read more of Chris's content.
- The top 10 Google ranking factors for 2022 (+how to optimize for them) [website] https://spxj.nl/3KDGRA1
- How to rank higher on Google: 17 strategies for 2022 [website]. McCormick K. 2022 https://spxj.nl/3QjmaKY

A LEAD MAGNET IS SOMETHING THAT YOU CAN GIVE AWAY FOR FREE TO ENCOURAGE PEOPLE TO JOIN YOUR MAILING LIST

SEO Checklist

Before you publish any content, make sure your key words and phrases appear in the following places on your page. You can find more information online, or speak to a web developer or SEO specialist to check that everything is in the right place.

- URL (page address)
- Title tag (sometimes called SEO Title)
- H1 tag (normally the on-screen page title)
- Meta description (sometimes called SEO Description)
- H2–H6 tags (tags for different levels of subheadings)
- Image captions
- Image alt tags
- Ensure you include at least 10–15 outbound links, and links to your own pages and blog posts

Related Content:

- 5 Things You Can Do in Less Than An Hour To Increase Your Google Search Profile and Get New Clients [How To Guide] https://spxj.nl/3R9OWyT
- Optimising Your Physical Therapy Website to Generate New Leads and Get New Clients https://spxj.nl/3B7Q93Z
- How to Get More Patients Without Being Salesy [Article] https://spxj.nl/3df6KGp
- How to Power-Up Your Email List: A Start Up Guide to Facebook Advertising for Physical Therapists [Article] https://spxj.nl/2TA2bhH



THE AUTHOR

Chris Dann is the founder of Market Your Clinic Online and is unreasonably passionate about digital healthcare marketing. He builds websites, carries out SEO optimisation, has written for Osteopathy Today, works with Physio First and Co-Kinetic and is the author of the Manual Therapy SEO Reference Guide. When not promoting clinics, he enjoys the gym, modern art, playing guitar and eating hamburgers.

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