

VMO Self-Marketing Guide

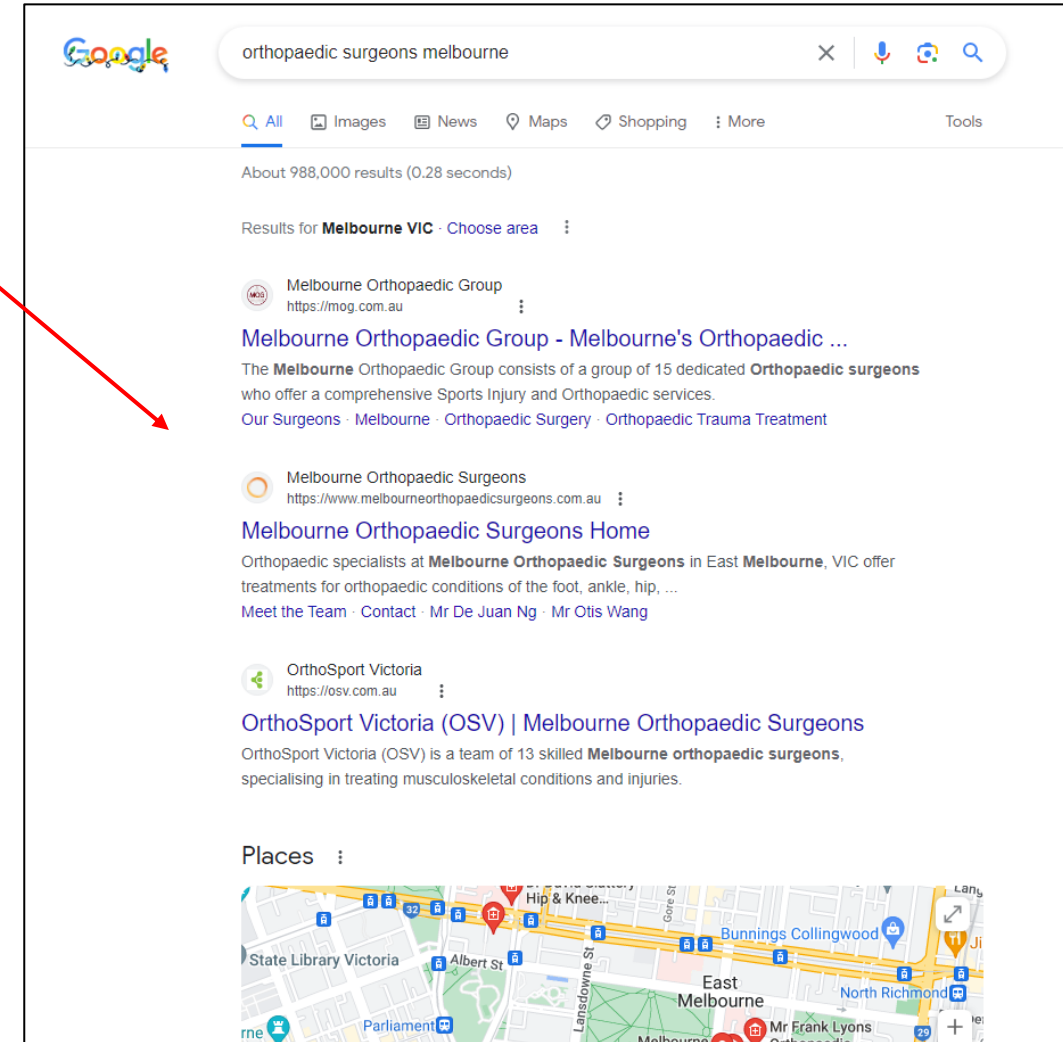
Search Engine Optimisation (SEO)

Ensuring patients can find you in Google.

When you search for something in Google, have you ever wondered how all those search results and links got there?

When a website is published, Google will slowly discover it and interpret it in a certain way depending on how it was configured. How it interprets the site is critical in ensuring that your site appears when patients / GPs are searching for your services in your area.

Influencing this interpretation is not black and white, and often requires the assistance of specialist agencies. However, there are some things you can do to give your search results a health check and add some polish to the story your website tells Google.

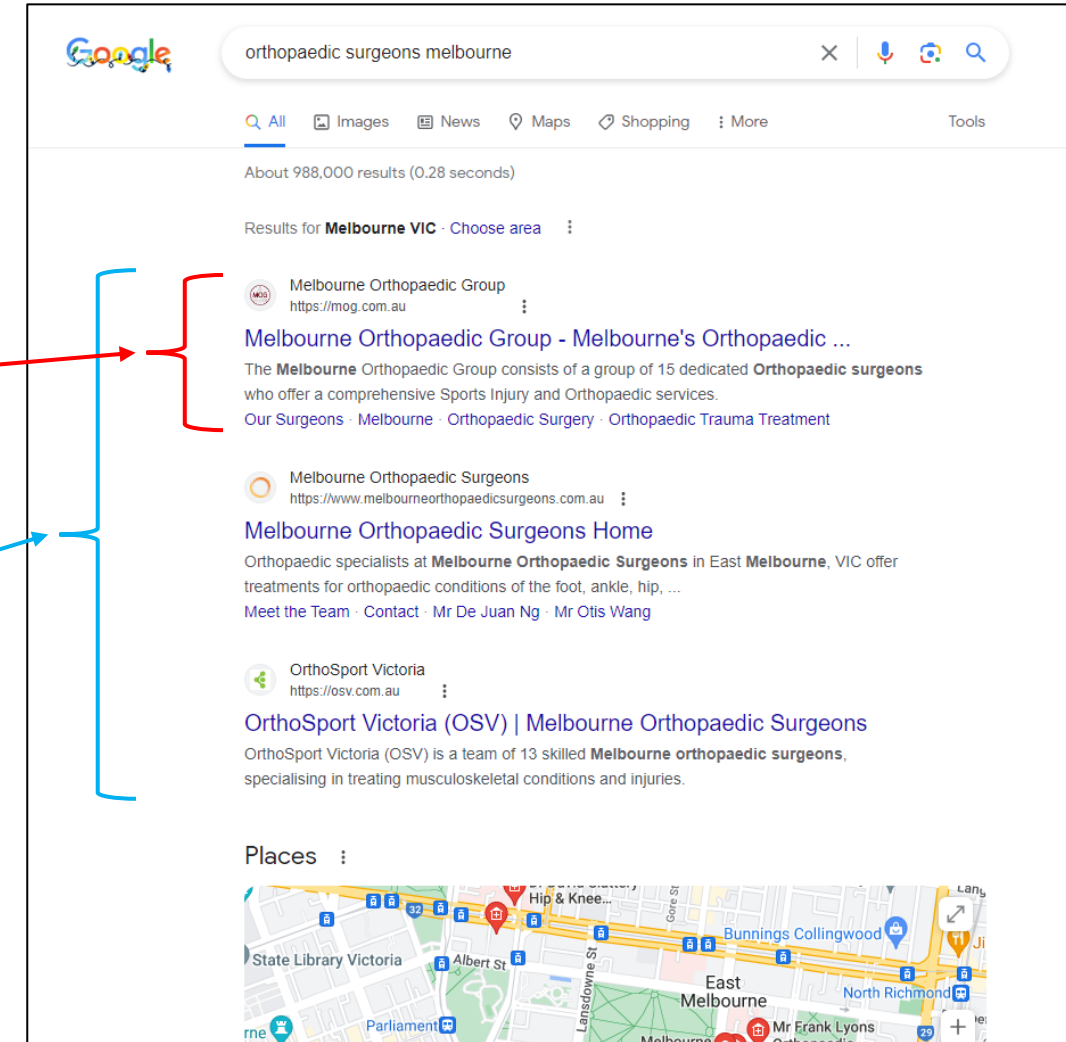


Ensuring patients can find you in Google.

Aiming to have your site “ranked” at the top of Google is a must for all businesses, not just medical practices.

Most studies show that:

1. When someone searches for something using Google... the result found **first** on the list of Google results is clicked on **25 - 30%** of the time!
2. The top 3 links receive between **50 - 60%** of clicks and drops off significantly for links further down the page.
3. Links provided **after** the first page of Google results are clicked on less than 0.70% of the time!



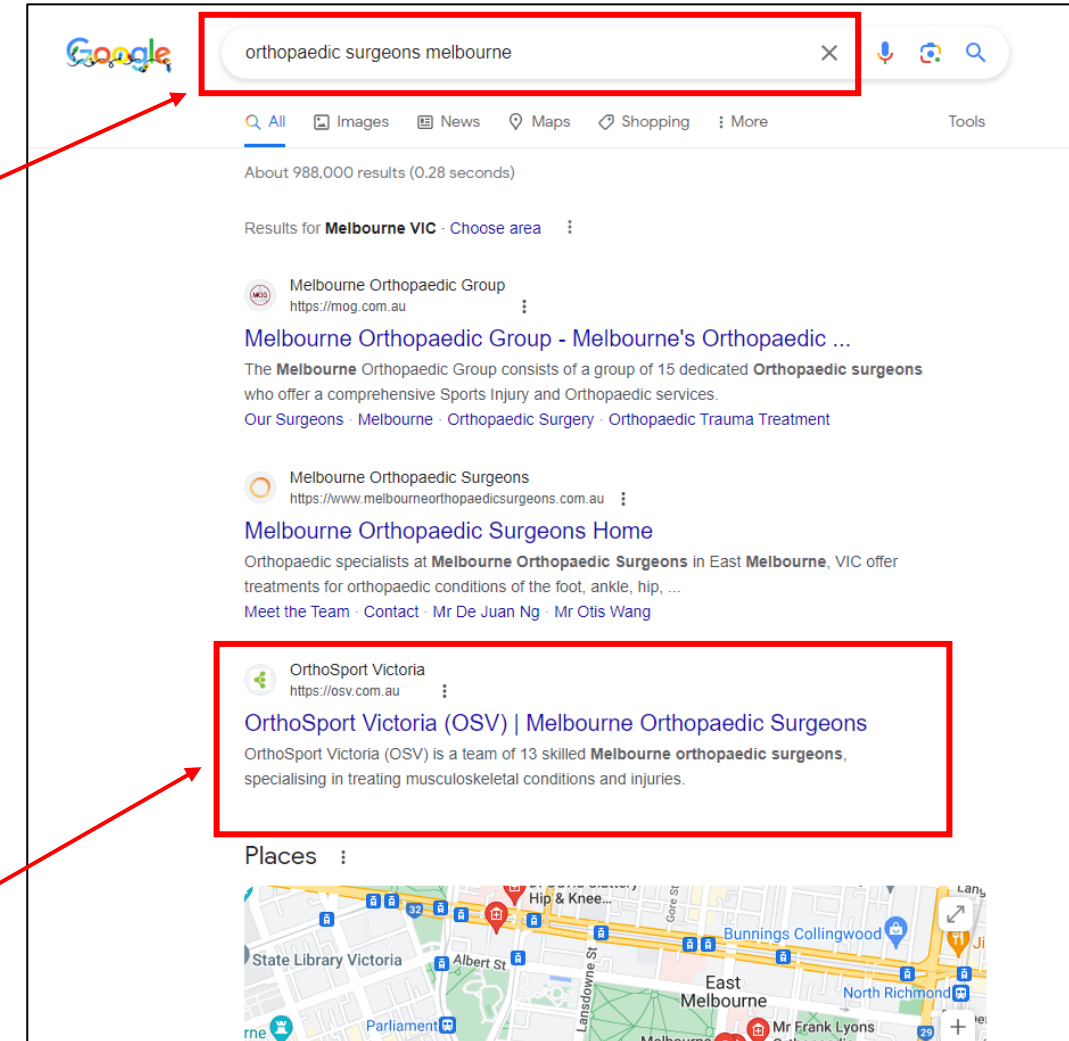
Reviewing your website's Google performance

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Reviewing your website in Google search results

Test the performance of your website in Google by following these steps:

1. Search for keywords that you believe patients and GPs may search in Google to find you. Some examples could be:
 - a. Orthopaedic surgeon North Sydney
 - b. John Smith, Orthopaedic Surgeon
 - c. Hip replacement surgeon, North Sydney
2. Each time you search for something, review your findings in Google search results and take some notes:
 - a. Did you find a link to your website at, or near the top of the results? On the first page? Second page?
 - b. Was the text shown in the Google results for your website clear and effective? Were there typos or strange sentences?



Strategies for improvement

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Improving your “ranking” or position in the search result

This is about convincing Google that your website is the most relevant option for people that search for those kinds of search terms/keywords in google. To achieve a significant improvement in this space, using a specialist agency is recommended, however there are some areas of improvement you can achieve alone.

Area of improvement	Description
Keyword Research	This relates to ensuring the content within your website is relevant to what patients/GPs may be searching online. You can use tools such as Google Keyword Planner or Ubersuggest to find out how much certain keywords are searched via Google in your area. Once you find the most common keywords, where appropriate, we suggest incorporating these topics into the content of your site.
Content Review	Ensure your website content is informative, well-written and free of spelling or grammatical errors.
Image Optimisation	Ensure any images that are on your website are not large files (greater than 800KB) as this will slow down the load speed each time someone opens your page which will affect your Google ranking. An easy way to test this... on your website, right click an image and click “Save As”. Once you save it, go to the folder you saved it, right click and select “Properties”. Here you can view the file size. If images are too large you can resize them via your photo application on your computer and reupload to your website. Images files should be properly named too... click here for naming instructions.

Improving your “ranking” or position in the search result

Area of improvement	Description
Input website to Google Business Account	Make sure your website is stored and visible via the Google Business account (See Google Business guide provided in VMO portal).
Link social media profiles	Add your social media profiles to the footer of your website. There are often plug ins available in most website platforms for media such as Facebook, Instagram, Twitter or YouTube.
User experience	Ensure that your website is easy to navigate and use. Play around with it yourself and ask others for feedback. You could also view some of your competitors and gain inspiration from their sites.
Mobile friendly	Most users will view your site on their mobile devices, so it is important to make sure it is easy to use on mobile. Test this yourself and ask others for feedback to find areas you can improve.
Google Reviews	Ask patients to leave reviews on your Google Business profile.
Backlinks	Google looks favourably upon websites that have “backlinks” from reputable sources. The more backlinks you have from reputable sites, the more favourably your website may be ranked. An easy example of this is linking to your website from your St. Vincent’s specialist profile. Speak to your St. Vincent’s Business Development or Marketing manager about this.

Optimise the text shown in your search results

The way your site appears in Google results is based on the information your website provides Google for it to interpret.

Within the backend of your website, you must input specific “Meta Data” / Information behind each page so that Google knows what the page is and what it is about. This is what Google uses to create your unique search results.

In the backend of your website, you should review for **every page** the following:

- **Title Tags:** Ensure each page has a unique and descriptive title with relevant keywords.
- **Meta Descriptions:** Craft compelling meta descriptions for each page.

