

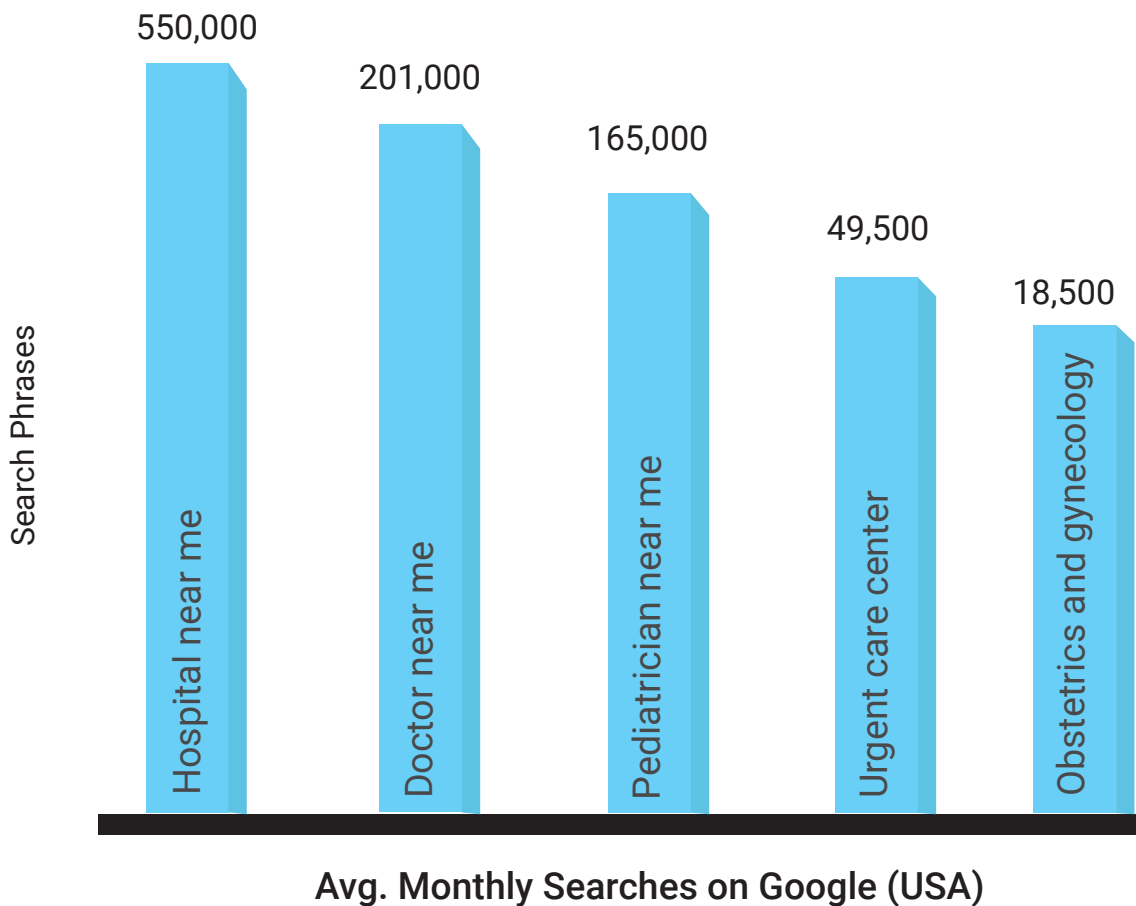
SEO for Healthcare & Medical Practices Explained



What is SEO for Healthcare Practices?

SEO (Search Engine Optimization) is a technique that helps increase your online visibility by improving your rankings in the search results. Whenever potential patients search for healthcare services online, your healthcare/medical practice will show at the top of the search engines like Google, Yahoo, and Bing.

These are examples of some very popular search phrases used by potential patients along with their monthly search volume on Google.



Source: Google Keyword Planner

Why is it important?

Ranking high in searches sets off a chain reaction.

- ✓ Higher rankings mean patients will be more familiar with who you are.
- ✓ More familiarity means patients will find you more credible in your services.
- ✓ More credibility means you will attract more patients to your practice.



Top 5 SEO Requirements for Healthcare Practices

- ✓ Consistent listing of practices across different platforms like Google My Business, Healthgrades, Vitals, and many more
- ✓ An ethical website that follows online policies
- ✓ Good and relevant healthcare content on the website
- ✓ Regular content updates and publishing educational content related to your services
- ✓ High online review ratings



Healthcare SEO FAQs

1. How much time per month does SEO take?

It depends on the competition in your area and your specialization. It takes between 30-40 hours for less competitive areas and around 60-70 hours for areas where competition is high.

2. How long will it take for SEO to turn around my practice?

While SEO affects everyone differently, you will feel an impact after about 3 months.

3. What kind of company should I hire?

Hire a digital marketing company that fully understands SEO principles and is HIPAA compliant.

4. Can I do SEO by myself?

Yes, you can take care of your practice's SEO. However, it can be a time-consuming project to maintain consistency.

5. Are SEO and online reputation management the same?

Online reputation management is a factor that contributes to successful SEO for your practice.

6. Are SEO and online reputation management the same?

Although they are different aspects of digital marketing, utilizing social media can help improve your practice's SEO by sharing your website's links across social media platforms.



Why is SEO recommended for a sustainable practice?

- ✓ ROI for SEO may be long term, but it is definitely cheaper than some other channels like advertising.
- ✓ It has better lead conversion as potential patients are looking for you.
- ✓ Ranking high builds your brand visibility, and patients perceive you as credible.



How to start SEO for your healthcare practice?

[Contact us](#) today to learn how you can start optimizing your website and start getting more patients!



No long-term contracts, just results



Over 10+ years of digital marketing experience



Proprietary online reputation management platform

GMR WEB TEAM 
Patient Acquisition & Retention