

# GETTING TO PAGE 1 OF

# Google

## FOR PODIATRISTS... A 2020 GUIDE



search...

Improve Your  
Google Ranking



Be Visible, Connect and Gain new Patients Online

“The best place to hide a dead body is page 2 of the Google search results.” - Brian Clark (@Copyblogger)

## Get To Page 1 of Google To Grow Your Practice in 2020

If your podiatry practice’s website is not listed online on the first page of Google Search Results, it’s as if Google is hijacking every person in your area with foot pain and hand-delivering them to another podiatrist. You don’t want that, do you?

75% of searchers on Google never scroll past the first page of results. They don’t have to, because the search engine has already done the hard job of finding the best matches to their query: “A podiatrist near me,” “foot surgeon at nearby hospital,” etc. Only 5% of searchers go to Page 2. If you are not on Page 1, you are invisible to potential patients. And they will go to someone else.

**Google now considers more than 200 factors in determining how websites are ranked on their search engine result pages.**

### **How Podiatrists Get to Page 1 of Google:**

[Your Website Must Be Mobile Responsive](#)

[Your Website Must Be Trustworthy](#)

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## Your Website Must Be Mobile Responsive

A simple Google test to check the mobile-responsiveness of your current site:

<https://search.google.com/test/mobile-friendly>



It's a fact: more people now use a smartphone to get to a website than use a laptop or desktop. It is a **huge problem** if your site is not responsive, meaning that your content does not automatically scale to be viewed on a smaller screen. Smartphone users trying to view a non-responsive site would have to work to see your content – resizing, zooming, panning – and still never see it the way it was meant to be seen. Most potential patients on smartphones **give up after two seconds on a non-responsive site** and leave. It's one of the reasons Google favors mobile responsive sites in their search results page.

**All websites designed by Podiatry Content Connection are built to be mobile ready.**

## Your Website Must Be Trustworthy

**If you're consistently showing up on the first page of Google, it means that Google recognizes you as a trusted source of information, and consumers trust businesses that Google trusts.**


**– ThriveHive.com**

Google's bots patrol the Internet looking for several markers of trustworthiness:

### **Proof of Site Security**

It seems like every other day the News reports security breaches of personal information at major companies. Everyone is concerned, even Google. In 2014 it announced that HTTPS is a must have for security. (It is also a factor in search ranking, albeit a minor one.)

HTTPS is an improvement over HTTP, which you will recognize from the beginning of most URLs. Websites and browsers used HTTP to transfer plain text data back and forth, leaving open the possibility that a third party could intercept the private data with malicious intent. HTTPS sites, on the other hand, are encrypted. Your website's server provides an SSL certificate to use with a unique encryption key from your browser to prove that everyone's identity is real and that the data is secure. (If you use Google Chrome, you may have noticed that HTTP sites now come with a warning that the site is "not secure.").



**All websites designed by  
Podiatry Content Connection  
are HTTPS, designated as  
secure by all browsers.**

## A Robust Link Profile on Directory and Review Sites

Citations on other sites prove that you exist online. Do you exist on Healthgrades, Yelp, Facebook and GoogleMyBusiness? Is the information found both accurate and consistent across all sites? Google interprets this to mean that your site can be trusted.



**Podiatry Content Connection accurately lists your information across 70+ directory sites.**

## Provide True and Valuable Content

Are you providing real information that can be trusted by users? Would anyone have cause to distrust the info you impart? Content should be relevant, fresh or evergreen, and as complete as possible to be valuable to those who seek immediate answers.

# Your Content Must Be BERT Search Engine Friendly

**This year, Google is hyper-focused on user satisfaction.**

Google updates the algorithms it uses for its search results page so often, it's hard to keep up. Its new search algorithm, BERT, will impact one in ten of all search results.

Google's bots have been upgraded to better understand natural, human language, and to put search questions into context (i.e., Is "foot" an appendage or 12 inches? What did the user intend to search?).

Better understanding a user's intent leads to results that make sense to the user, leading to greater satisfaction.

More than ever, your website content must serve potential patients by addressing the topics they are searching for online and the real questions they have-- and that requires high quality, fresh content (blogs, videos, articles...).



The character Bert is licensed by Sesame Street.

## A Home Page That Users (And Google) Can Love

**Health websites are held to higher standards than other sites.**

Google has new algorithms about your use of "above-the-fold" space (the screen that is visible without scrolling) on your home page. In the last few months, the search behemoth has made it clear that it would reward home pages that focus on **user satisfaction**, rather than on tactics to earn a higher rank in search results.

The **who-what-where-why** of your site should be immediately apparent (You are a Podiatrist, located in Springfield, you treat these conditions, and here is how you can reach me.) There must be helpful, visible content above the fold. Avoid stuffing the page with unrelated ads or visuals that are not useful. The site should look and be trustworthy and professional. Navigation around the website should be intuitive.

If your site is pleasing, your calls-to-action clear, and you can answer visitors' most immediate questions, they will stay longer and explore further. Google will notice, and in turn rank your site more favorably. The better your position, the more traffic you will get to your site, and the more likely you are to show up on the first page.

# Optimizing Your Website Content So Google Can Find It

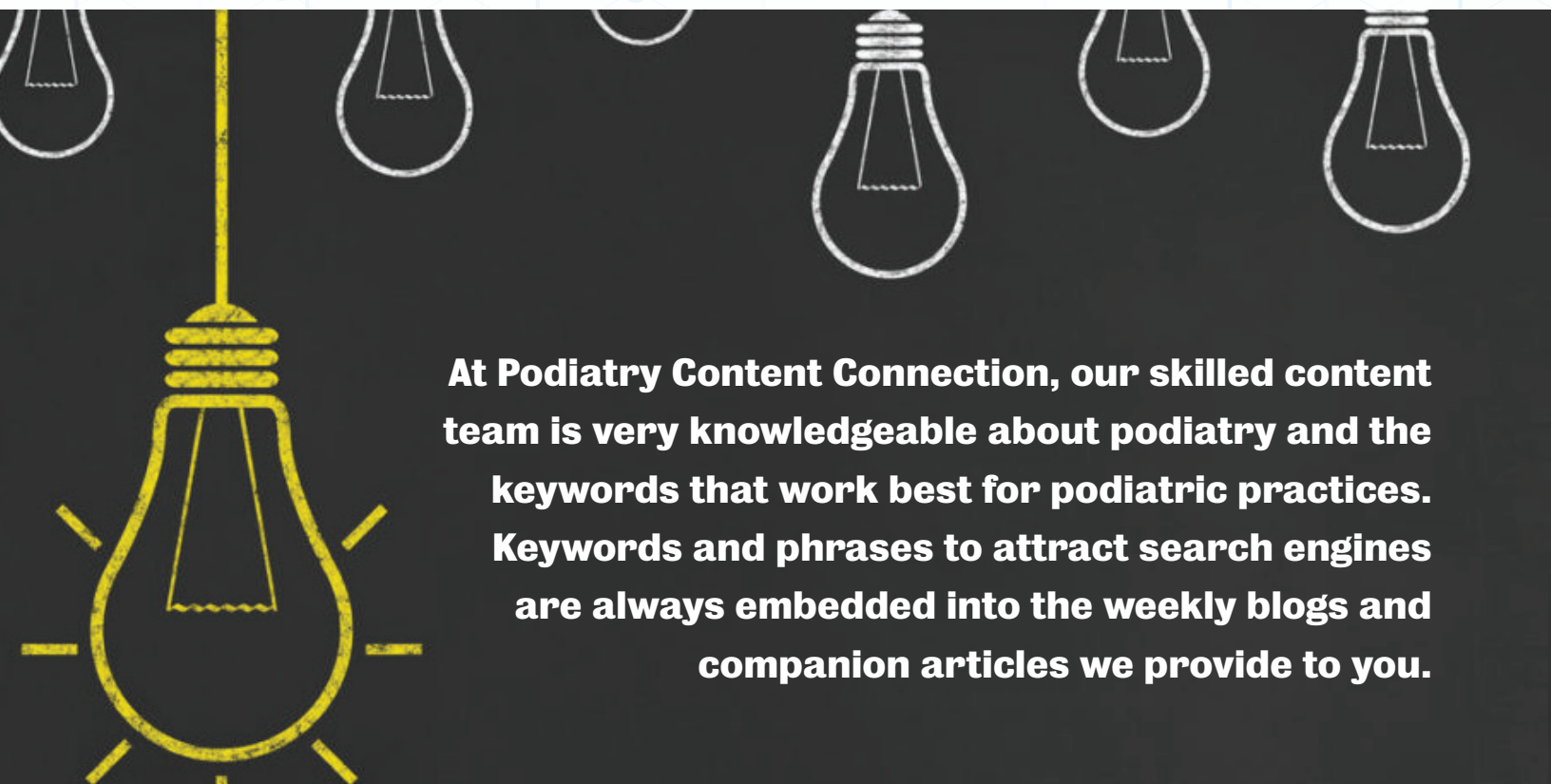
**Hey Google, I'm over here. Get a load of my keywords!**

**Search Engine Optimization (aka SEO)**, is the process web designers and writers use to leave topic breadcrumbs (keywords) for Google to find as it searches for content that addresses user's queries.

Not long ago, many websites took dubious shortcuts, scattering keywords throughout the text in a way that was not supported by the website's actual content. The goal of "keyword stuffing" was to trick Google's content crawlers into thinking that a site's information was more comprehensive than it really was in order to jump to the first page. Google can now detect keyword stuffing and if it does, it will place you **far, far away from the first page of its results.**

Today, Google is attracted to **long-tail keywords or keyword phrases** that qualify the search by adding more detail. All keywords and phrases must make sense in context, or search engines may penalize your site in their rankings.

**Today's SEO practices are not about tricks, but about better connecting with your perfect potential patients by offering helpful, relevant content that is searchable.**



**At Podiatry Content Connection, our skilled content team is very knowledgeable about podiatry and the keywords that work best for podiatric practices. Keywords and phrases to attract search engines are always embedded into the weekly blogs and companion articles we provide to you.**

# Google Rewards Great Content

**Google Search strongly favors sites featuring fresh content of high quality that exhibits both topical completeness and relevancy.**

## Are You a Good Website or a Bad Website?

Foregoing computer programs, Google has hired humans to evaluate and rank websites from lowest to highest quality. Evaluators make recommendations based on Google's 160-page document, [Search Quality Evaluator Guidelines](#).

Among other factors, these evaluators expect a "High Quality" site to demonstrate:

- **E-A-T**, a high level of Expertise, Authoritativeness and Trustworthiness
- A satisfying amount of Quality Main Content
- A Positive Website Reputation

Google also employs the **QDF algorithm** (Query Deserves Freshness). Fresh, updated content answers new queries, asserts authority, promotes trust, and conveys your efforts to meet the changing needs of patients.

## What Types of Content Rate Highly

- Fresh blog posts
- Educational articles
- Videos, info-graphics, podcasts, etc.

**Podiatry Content Connection provides twice the amount of educational content other marketers do-- a fresh blog post and a companion article each and every week. Plus an optional video library.**

**Content is at the center of our Podiatry Content Connection marketing strategy because everything else for marketing success hinges on it — your Google search ranking, your reputation, and your ability to attract new patients.**



## **PCC Content puts you out front on Google Search, Voice Search & in Directories**

The larger your offering of fresh, relevant (i.e. patient-centered) content, the more likely Google will find you, and rank you higher up in organic search results—*something that no amount of money can buy.*

Patients searching for podiatry health information will find you and head to your website, ready for conversion to patients.

## **PCC Content is Social Media Currency**

When interesting content is posted on your social media, people of all ages-- most of whom are outside of your current patient base-- become aware of you and your practice. Should a potential patient, or any one in his or her circle, need a podiatrist, you will be top of mind.

Social media allows users to informally engage with you through sharing. This goes beyond simple brand awareness into brand advocacy. When people recommend you to others, we call this social proof.

**PCC will post your weekly blog content  
on social media channels for you!**

## **PCC Content is a Representation of your Knowledge**

Educating patients, perhaps even before they've met you, accomplishes several goals. It establishes your Authority as an Expert in your industry, to patients, peers and Google. Potential patients choose your practice over others whose websites are less useful. Lastly, you may be the recipient of inbound links from outside articles and blogs.

## **PCC Content Enhances Patient Communication**

It helps patients to put their problems in context and better describe their issues when they do see you. The more time someone invests in exploring your site, the more likely they will choose you as their provider.

**Properly curated online content is the best way to reach and serve the modern patient who expects answers right now.**

## Page 1 Google Ads

Would you bypass SEO and pay Google for the privilege of a first page Google search result? Hell, yeah! It's called Google Ads.

We know that 32% of Google searchers click on the first result listed on any results page, and 60% click within the top three. Those three listings? Probably Google Ads.

Ad · www.progressive.com/ ▾

**Progressive® Insurance | Official Progressive Website**

★★★★★ Rating for progressive.com: 4.4 - 7,981 reviews

Drivers Switch & Save an Avg of \$796/Year with **Progressive**. Get a Free Quote! Name Your Price Tool. 24/7 Customer Service. Good Student Discount. Mobile App. 80 Years of Service. Roadside Assistance. Online Quoting. Snapshot Discount. Guaranteed Repairs.

Example: Google Ads Paid Search Results

**Google January 2020 Core Updates** were just globally released, changing the look of organic and paid search results. At the top of every organic listing is a **Favicon**, a boxed icon corresponding to a website, followed by the site's URL. Paid listings (Google Ads) replace the icon with a black "Ad" designation (formerly appearing in green lettering).

Some say the new look makes everything look like an ad because every listing has something to the left of the URL.

Ads may look a lot like organic search results. But look again; they can also include "forbidden" details— such as those valuable and trusted REVIEW STARS.

Your organic search results can appear simultaneously with these ads, adding to your Page 1 dominance. (In addition, Google text ads can appear on Google Partner websites and on its display network. For instance, your ad may appear alongside of a WebMd article.)

Organic results are still vitally important to have. They boost your credibility, answer questions, and lead potential long-term patients to your pipeline.

**Podiatry Content Connection's multi-layered Google ad campaigns target the correct message to a specific type of patient within a specific geographical area. Podiatrists who work with Podiatry Content Connection see an average ROI of 10X on Google Ads.**

*(Compared that to Google's estimate of \$2 return for every \$1 spent.)*

**When patients find answers to their questions, they are more likely to take action and book an appointment with you.**



Be Visible, Connect and Gain new Patients Online

## Podiatry Content Connection

### Be Visible, Connect and Gain New Patients Online

**Podiatry Content Connection** offers a powerful program, designed specifically for Podiatrists, to attract new patients, remain viable in a competitive field, and do it all in a time-and-cost effective manner.

From designing a mobile-responsive website, to getting on the first page of Google, boosting your reputation, being in 70+ directories, to social media, PCC experts can do it all for you. At the very heart of our PCC strategy is Quality Online Content—a fresh and useful blog, and a companion article, every week (twice as much content as other companies)! Properly curated online content is the best way to reach and serve patients who expect answers right now.

PCC offers buyer protection in writing, and our amazing 96% client retention rate proves that we do our job and do it well. For a free 2020 Practice Acceleration Session, text or call Randy Rosler at 917-572-5088, or email [RandyRosler@PodiatryCC.com](mailto:RandyRosler@PodiatryCC.com), to set up an appointment.

**Podiatry Content Connection**  
Serving Podiatrists Nationwide