



SEO REVIEW, REPAIR, OPTIMIZE

FREQUENTLY ASKED QUESTIONS

+ WHAT IS SEO?

SEO stands for 'Search Engine Optimization' and is an internet marketing strategy, which maximizes your website's performance by positively affecting its visibility in the organic (unpaid) search engine results page. The SEO process leads to increased website traffic and higher rankings in the search engine results page.

Not all websites are search engine optimized out of the box, which means your site could be missing the programming it needs to put you at the top of search engine results like Google, Yahoo, and Bing. The benefits of having good SEO are simple: the better your SEO, the more new potential patients are finding your practice. The more potential new patients that find your practice online, the better your opportunity to grow your business.

+ WHAT IS A HIGH PERFORMANCE WEBSITE?

A high performance website has a strong online position with high visibility. It ranks highly for key searches, drives increased traffic to your website, and leads to increased patient referrals and positive results for your practice. With good SEO, you can have a high performance website.

+ HOW DOES A SEARCH ENGINE RANK MY SITE?

Imagine that the internet is a giant web, made up of billions of interconnected pages, files, videos and other media. The search engine's job is to crawl the entire web, like a spider, indexing all of the information to decipher which websites will be relevant to search engine users. Using information it gathers from the coding on each website, it also ranks the sites in order of what will be most useful to search engine users.

When a person goes to a search engine and types in a phrase (e.g., "orthopedic surgeons") the search engine spider goes back to its index and determines which websites are best to show that person.

By knowing the search engine's criteria for ranking, an SEO specialist can control what information the search engine gets when it indexes your site, thus organically increasing your chances of being shown in the top results.

+ WHAT IS THE DIFFERENCE IN ORGANIC VS. PAID SEARCH RESULTS?

Search engines allow businesses to pay a fee in exchange for space at the top of a search engine results page. The fee is calculated based on the popularity of your service category or keywords and how many people click on your ad (Pay-per-click) or each time your ad gets displayed (Cost-per-impression). This method can be effective, but costs can be high and unpredictable, and it still requires a certain level of time spent on optimization to achieve the desired results.

Search Engine Optimization, by comparison, uses proven techniques to organically raise your ranking in search engine results. It is cost-effective, and consumers tend to trust the organic results 70% over the paid advertising at the top of the search engine results page.





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+ HOW LONG DOES IT TAKE TO SEE RESULTS FROM SEO REPAIRS?

Because SEO raises your ranking organically, results are not always immediate. However, you can reasonably expect to see results in the form of more traffic to your website and through the front door of your practice in 7 to 10 weeks time.

+ WHAT IS THE DIFFERENCE BETWEEN ON-PAGE SEO AND OFF-PAGE SEO?

Competing for top rankings in search engine involves two types of Search Engine Optimization: On-Page SEO and Off-Page SEO. Simply put, **On-Page SEO** optimizes and improves what is directly on your website. **Off-Page SEO** measures and improves factors that are happening beyond your site. SEO Review, Repair & Optimize deals directly with On-Page SEO because the content and technical structure behind your website are among the most accessible and controllable SEO elements. They will allow you to be competitive in search rankings and provide a solid foundation for any further Off-Page SEO optimization efforts.

+ IS GOOGLE THE ONLY SEARCH ENGINE ON THE INTERNET?

No, there are many others (e.g., Bing and Yahoo), but Google is considered king when it comes to searching the web. With over 70% market share, Google is not only top of mind for most people who go online to do research, they are also the search engine industry trendsetter for how they rank and display search results. Therefore, it is safe to use Google as the baseline by which to measure your website's overall SEO.

+ WHAT IS THE DIFFERENCE BETWEEN A MOBILE COMPATIBLE AND A MOBILE RESPONSIVE WEBSITE?

These two terms are often confused, but their difference is significant. **Mobile compatible** means your website displays on a mobile device exactly as it would appear on a desktop computer. Your site will appear as a much smaller version of itself causing any user who is viewing on a mobile device to pull out their magnifying glass to find what they need.

By contrast, a **mobile responsive** website will reformat and optimize viewing based on what device the website is being viewed on. With online searches on mobile devices surpassing desktop searches, a mobile responsive website is absolutely critical to good SEO.

+ DO RATING AND REVIEW SITES INFLUENCE SEO?

Yes. The search engine's job is to present results to its' users that will be useful and meaningful. If the search engine consistently provided bad results that weren't helpful or that misled the user, they would be out of business very quickly.

Therefore, the search engine takes into consideration a business's online popularity and reputation when it is ranking results. If a business's reputation is non-existent or negative, it will get pushed down in ranking results in favor of businesses who have a good reputation and higher online presence due to volume of reviews.

Having a solid online reputation management strategy goes hand in hand with good SEO. Read more about Physician Strategy Group's online reputation management solution, Reputation.com, at <http://physicianstrategygroup.com/reputation-com/>.

