

A SHORT BEGINNER'S GUIDE

On-Site SEO for Eye Care

EyeCarePro is one of the largest providers of marketing services to the optometric industry. Solely focused on eye care, we are experts in both marketing (customer acquisition) and optometry.

We have services for every aspect of the practice lifecycle, from the new practice trying to fill a lackluster appointment schedule to sophisticated programs for larger, multi-location practices and groups seeking to dominate their markets.

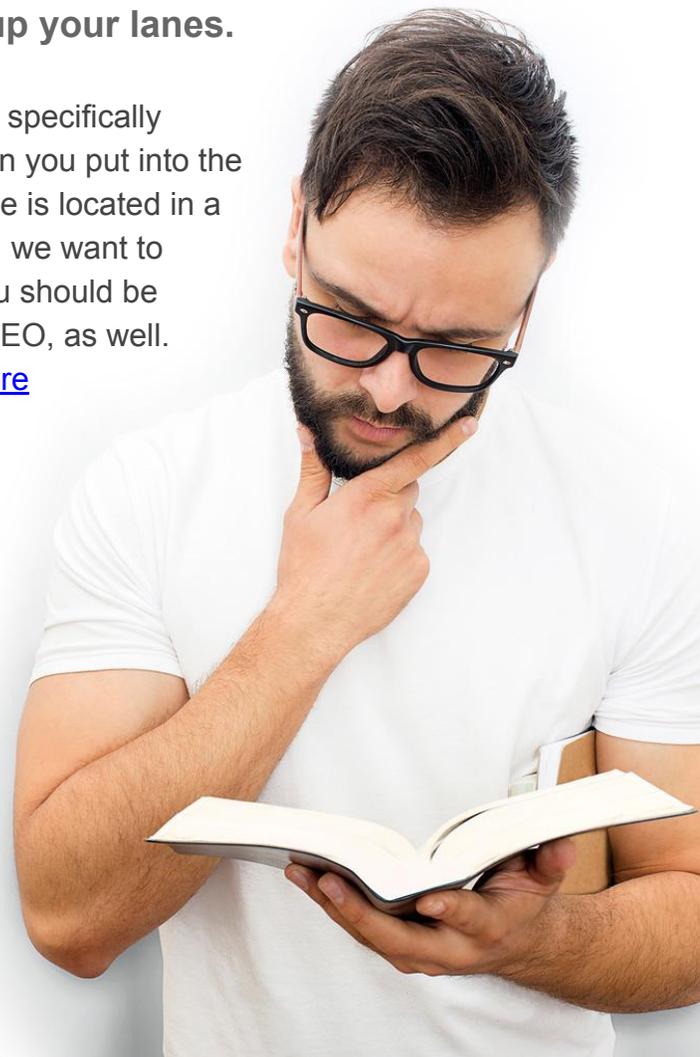
We hope you find this ebook useful. For more help using video to grow your practice or for any other aspect of your online presence, feel free to give us a call to speak with an optometry marketing expert.

You can reach us at **866-886-4442** or [click here to call now](#)

EFFECTIVE SEO CAN BE A DAUNTING UNDERTAKING

It's technically demanding, time-consuming, and multi-faceted. But it's worth your time and money. The reason is simple: everyone is competing for real estate on Google searches. The better your SEO, the more likely you are to rank more prominently for those Google searches that are relevant to your practice. The more prominently your website ranks, the more patients are calling your practice and filling up your lanes.

Your best bet is making use of SEO experts specializing specifically in eye care. Like most things, the more time and attention you put into the SEO, the more you get out of it, especially if your practice is located in a competitive or densely-populated area. In the meantime, we want to empower you with some basic on-site SEO practices you should be doing. This is not to discount the importance of off-site SEO, as well. You can learn more about both and how they [interact here](#)



AUTHORITATIVE, UNIQUE, AND WELL-WRITTEN CONTENT

A well-known adage in SEO circles is “Content is King.” In the wild-west old days of the internet, cramming a page full of keywords was enough for strong SEO rankings. Today, that kind of spammy web building is a liability. Google prioritizes content that is ultimately useable and relevant for the end user.



Content

SEO



Key Words

AUTHORITATIVE, UNIQUE, AND WELL-WRITTEN CONTENT

A Content Strategy for Your Practice

The main thing is to sit down and write reasonably often. Fresh content is more meaningful to Google than a static website. When you write, think about your strategic goals. Do you want more general patients? What content avenues could you explore to reach more patients?

Dovetailing with what we've already said about keyword density, informative and engaging content goes hand in hand with the right keywords to establish YOU as the optometry expert and your practice website as the most reliable, relevant, and best-ranking page on a given eye care topic on Google. Don't just list your services, write about them. It's a chance to both engage potential new patients AND fill your website with lots more of those keywords in a way that reads well and is not just fodder for the SEO gods.

Content allows you to go after lots of different audiences too. Here are some of the key areas you could be focusing your content efforts on:

- Technologies you use
- Eye emergencies
- Medical specialties you offer (e.g. vision therapy, scleral lenses, etc.)
- Unique or high-demand frame lines
- Bespoke or advanced optical and lens technology

For specialized services, you can and should target a much broader area. People may not travel far for a comprehensive eye exam, but they will travel further for someone who definitely offers emergency eye care when they need it. Needless to say, someone might travel quite a ways for a vision therapist or custom contact lens expert as needed.

We hope that this short guide is helpful. There is a lot to learn and SEO can be done at very advanced levels. Have questions? Need help? Want to take your practice SEO to the next level? Schedule a call with us. An optometry marketing expert will be happy to discuss your next steps in growing your practice.



SEO OPTIMIZATION USING KEYWORD DENSITY

When you enter a search for a local eye doctor on Google, a complex algorithm comes into play based on proximity and website content. The location of your physical practice definitely plays a role, but you can't rely on that. You have to make sure that there is a relatively strong density of the relevant keywords you want to rank for—the kinds of terms potential new patients are searching for.

For your practice homepage, for example, you want a fairly strong concentration of terms such as “eye doctor”, “optometrist”, “eye exam”, etc. But, don't overdo it. If Google catches you “keyword stuffing” or trying to add too many keywords into your content in an unnatural way, it can backfire. Plus, you stand to turn off the actual humans perusing your website...

SEO OPTIMIZATION USING KEYWORD DENSITY

Location Matters

But eye care terms are not enough. You are not competing globally to win with these terms and we don't suggest trying. Location terms are essential. Keep these hyper-local. Unless you live in a small or rural township, aim more for neighborhoods rather than entire towns. Your chances of succeeding for an entire urban city are weak at the best of times. Besides, even if you succeed at ranking number 1 for New York, keep in mind that most people won't drive more than about 10-15 minutes in an urban area for an eye exam anyway.

Headings

Web pages are conventionally organized into a page title and subheadings. This not only organizes your page for human traffic but effective use of these headings helps to communicate to Google exactly what each page is all about.

Each page should have one, and only one H1 heading as the page title. Using the core term and location for the homepage and the Hours and Location page titles is strongly recommended. For example, if you have a page on eye exams, the title should be something like, "Eye Exams in [town/neighborhood]".

Nearly as important as the H1 are H2 headings. H2 tags mark significant subtopics within a page. Make sure not to have more than a few of these tags per page, as this can water down the total SEO value. Here is an example of H-tags in actions:

EG. HEADINGS

H1:
Myopia Management in Springfield
Text:...(General introduction, various treatment options)
Text....

H2:
Ortho-K for Myopia Management Text...
Text...

H2:
Multifocal Soft Contact Lenses for Myopia Management
Text...

SEO USING TITLES & TAGS

Alt-Tags

Every image on a webpage can and should have an alt-tag. Regardless of SEO, they're also mandatory for ADA compliance.

The purpose of alt-tags is to provide a text-based description of each image, particularly for visitors who cannot see the picture, for example, people who rely on screen-readers. They can be used to improve SEO too, because, Google, which also can't "see images" uses the alt-text content to identify what the image is about and that gives you another opportunity to add keywords and nudge Google to conclude that your website is highly relevant for those search terms. For example, if you have your bio picture up, a great alt-tag would be "Dr. Johnson, Springfield optometrist".

This way, we can include a core keyword and location term as well as the basic photograph information.



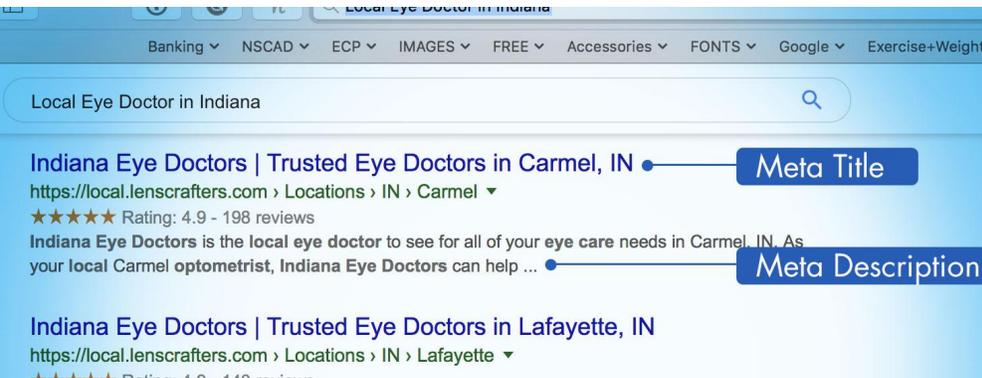
SEO USING TITLES & TAGS

Meta-Titles and Meta-Descriptions

Every page on a website, including the homepage, has a meta-title and a description.

They're not visible on the website itself, but they are a recommendation to Google for what you would like to be displayed as organic results on a Google search, and they basically tell Google what the page is about. Word these strategically in a way that both best says what the page is about while at the same time capturing as many crucial search terms. Don't go overboard. Sacrificing readability won't do you any favors if your final goal is to draw in human patients.

You want to tell people exactly what the page is about. In this way, you draw in relevant traffic who find exactly what they are looking for. User experience counts for quite a bit.



Note this search result for the term “eye doctor indiana pa”. The meta-title says exactly what the homepage is about while targeting core location and search terms. You can see how the meta-description even highlights in bold the relevant search terms Google assumes would interest the searcher. By thoughtfully composing the metadata, you can make sure each page is pulling its weight. The more relevant Google thinks your website is to a specific search, the better it will rank.

SEO USING ROBOTS.TXT

Every website needs a properly setup robots.txt file. .

This small, simple file is essential in helping Google and other search engines understand which pages and what content should be indexed. Without proper indexing, you haven't got a hope of ranking well on a Google search and an incorrectly set up robots.txt file could be inadvertently preventing Google from indexing important pages, and some pages which you want to keep private may end up as a result in a Google search! You can check the robots.txt for a given URL, as well as learn more about [how they work here](#)



SITE STRUCTURE:

SITEMAPS + INTERNAL LINKING

Similar to robots.txt, your sitemap.xml file tells Google what pages to crawl and index

The sitemap guides google through the overall layout of your website. Sitemaps are essential for strong SEO performance, especially in the absence of more sophisticated in-depth site structuring. A great guide on setting up [site structure can be found here.](#)

Internal linking

Hyperlinks from one page on your website to another—make your website easier for people to navigate and can be used to help Google get from one page to another, increasing your chances of having every important page crawled and indexed in Google. You can learn more about [best practices for internal linking here.](#)



CONSIDER DIGITAL MARKETING SERVICES FROM EXPERTS IN OPTOMETRY

We hope you find this guide helpful. Of course, there is a lot more to effective SEO, but our hope is to give you the basic tools to get started with. Ultimately, what works best is professional and rigorous SEO that is performed at the highest level for both on and off-site. At EyeCarePro, we work exclusively with eye care professionals to dominate local searches and grow.

For us, the only metric that counts in the end is new-patient appointments. We have a wide range of marketing packages for a wide range of practice types. Whether you're just starting out or are well-established, general or specialized, we have the content and digital marketing expertise to enable you to grow. Don't believe us? Give us a try! We think value proves itself so we never commit you to a contract

CONTACT US

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