Website Content:
The Real SEO Strategy for Your Practice

The information found on your website should be locally optimized.

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Your eye care website is the virtual face of everything that your practice stands for. Each page of the site deserves to be developed with the same level of excellence that you provide when caring for your patients. If design and form represent the website's body, content represents its soul. In the new Internet search paradigm established by Google's search algorithm, it is clear that page rankings on all leading search engines will ultimately be determined by how compelling the page's content is.

Internet marketing and search engine optimization (SEO) experts have been quick to realize the growing importance of content as Google sharpens its focus on identifying websites with compelling content. According to a research study conducted by Marketing Sherpa, content creation is now ranked as the single most effective SEO tactic, surpassing all others such as keyword optimization, link building, meta-tags and URL structure, and social media integration.[1]

Eye care patients are regularly scouring the Internet for relevant content, and if your website provides it, they are bound to flock to it. To dominate the local search and to achieve the goal of driving potential patients from your area to your website, maximum effort should be invested in creating effective, locally optimized content. As long as you are disseminating exceptional, authoritative, relevant, and original information related to eye care, the search engines will promote your website and place it in their top search rankings.

WHAT IS GOOD EYE CARE CONTENT?

The primary concern of a search engine is to ensure that its users' search queries are answered in the most accurate and best possible manner. From a search engine's point of view, beneficial eye care content must have one key quality: it must provide the most searched for eye care information on the Internet in a superior way.

If the content is enriching and satisfying for your website readers and potential patients, they are more likely to link it, share it, and comment about it on blogs, forums, other websites, and social networks. The more time that a reader spends on a site and the more positive activity that he or she conducts in relation to your site, the higher your search engine rankings will be. In search engine speak, content that emerges on top with regard to these parameters is good content.

FRESH CONTENT

Search engines take into account users' need for fresh content that provides them with the latest and most relevant information. Top search engines such as Google evaluate every web page of a website for timeliness. Many search queries look for recent content, although a few queries will always be about older content that continues to be relevant.

More and more, professionals are investing their time, effort, and money in developing fresh content. According to a recent Custom Content Council report, about 39% of marketing advertising and communication budgets this year are likely to be allocated to content marketing.[2]

To make sure that your eye care website comes out on top in search results for both current and evergreen types of searches, it must contain both types of content. Recent news, updates, events, and developments in the field of eye care should be regularly featured or updated on your website. Search engines determine the freshness of your content based on several parameters.

PARAMETERS
Date of Origin

Every webpage on your website has a "freshness" quotient that is based on the date of its origin. This quotient typically diminishes with the passage of time. The date of origin is usually when a search engine first recorded

the existence of the document, such as when the search engine first indexed or found a link to it.

Quantum of Change

The freshness quotient of an old webpage can still continue to be high if the document periodically undergoes substantive content changes. The extent of such changes will influence the newness evaluation of the document. Mere cosmetic changes of a keyword or a line here or there will not have the same impact as real, significant changes to the main text, design, images, and other components of the page.

Frequency of Change

The more frequently the content on your webpages is changed, the higher its freshness quotient will be. This is where news or blog sections are highly useful because these sections are likely to add updates frequently, accounting for a high rate of change.

Addition of New Webpages

Freshness of a domain is not evaluated on the basis of regular revisions of the existing web pages alone. Creation of completely new webpages and the expansion of your website also help boost its freshness quotient. The opportunity to add new content—without compromising the updating of existing content—should be welcomed.

Updating Critical Areas of the Site

Changes to the homepage and other important landing pages that receive maximum visitor traffic are more valuable than changes to the rest of the pages. Similarly, within a webpage, the main body text is the more important content and not the navigation instructions or advertisements.

New Link Activity

If a webpage on your site happens to receive many new links within a short period of time, search engines are likely to view it as a signal of freshness. This kind of link activity usually happens when a very current or relevant piece of content is added to a webpage.

User Activity

If potential patients and other visitors to your website continue to add comments to the old content or link it to their social networks and other sites, the content is deemed to be fresh. On the other hand, if visitors reach a particular webpage and turn back without spending even a few seconds on it, the search engine may see it as old or stale content.

Old Can Still Be Gold

Google and other search engines fully understand that for certain websites, old content is still very relevant and

evergreen. New content is not necessarily better than the old content in all cases. The contents' uniqueness and authoritativeness can extend its life for as long as possible.

ENHANCE THE SEO VALUE OF YOUR SITE

In a highly complex and competitive Internet environment, it is critically important to use multipronged approaches that lead your website to the top of search engine page rankings. Following are a few tips that you can use to improve the SEO value of your website.

The website should include only very high-quality information that is authoritative, current, and relevant to your target audience. Make sure that the information is presented in an interesting manner, with the support of images, videos, and graphics. The more user friendly and engaging the content, the more the readers will want to interact with it and share with others. This will boost the page rankings of your website over time.

Creating an excellent eye care website with professional content and presentation is not enough. You need to let the world know about your website and develop a cohesive online promotion strategy. Make sure your site managers or Internet marketing consultants submit the website to high-quality and reputable web directories and reference websites. Top-rated blogs, forums, eye care-specific expert domains, Yahoo!, Open Directory Project, and Wikipedia are some of the places that should ideally be linked to your website.

Leading social media networks such as Facebook, Twitter, Google+, LinkedIn, and YouTube can help publicize your website and have a multiplier effect. These networks will even assist in boosting the page rankings of your website on various search engines. Blogging is another great way to promote your website. According to HubSpot, Inc., websites with active blog content enjoy 55% more traffic on average.[3]

CONCLUSION

With some amount of out-of-the-box thinking and the professional assistance of an experienced Internet marketing company, you can outperform your competitors. Create a constant buzz, keep your website alive and kicking, and it will never lose its attraction power and will continue to occupy the prime rankings on all leading search engines. ∎

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