FOCUS ON HIGH QUALITY CONTENT CREATION TO BOOST YOUR SEARCH RANKINGS

By Naren Arulrajah with Vikas Vij

Your dermatology practice is represented online by your practice website. Potential patients will perceive your practice and form their first impression on the basis of what they experience on your dermatology website. Content quality is the backbone of your website. From a search engine optimization (SEO) perspective, content has become more important than ever before.

Most patients are highly Internet-savvy today, and they would probably search for relevant information online about a particular dermatology procedure before they decide to visit a dermatologist. If they come across your website in the search results, and find the information that they are looking for, some of them are likely to consider seeking a consultation at your office.

WRITE FOR YOUR TARGET AUDIENCE

Many content writers make the mistake of directing their content at the search engines instead of the readers. However, the scenario is completely different now. Search engine algorithms have become increasingly sophisticated, and are in a much better position to identify the best quality content that addresses the queries of their users most adequately, accurately and effectively.

Relevant, interesting and fresh content always tends to achieve a better response from the target audience. Your potential patients may spend more time over such content, share and link it with others, comment about it over social media and blogs, and engage more interactively on your website. Search engine crawlers will usually pick up a variety of cues to determine the quality and appeal of your content, and assign it rankings according in their search results.

NEW OR UPDATED CONTENT

It is important to update your dermatology website regularly to ensure fresh and dynamic site content at any given point of time. This will bring back readers to the site repeatedly and build loyalty. At the same time, the search engines will attach more value to such content in their search results. A search engine crawler may be able to determine content freshness based on the following cues:

DATE OF ORIGIN

For a search engine, the date of origin can be when it first recorded the existence of a web page, such as when it first indexed or found a link to it.

EXTENT OF CONTENT CHANGE

If an old web page keeps undergoing considerable content change on a regular basis, it will be perceived as fresh content by a search engine.

ADDITION OF NEW CONTENT

Creation of completely new web pages and expansion of your dermatology website will always keep the website dynamic and improve its SEO.

UPDATING CRITICAL AREAS OF THE SITE

Home page, Contact Us page, About Us page, Testimonials, and Sitemap are typically important web pages that should be updated on time in order to achieve higher rankings for these pages.

NEW LINK ACTIVITY

Higher frequency of new inbound links, which are received at your website organically, is a positive signal for the search engines about the value of your website in terms of search rankings.

USER ACTIVITY

If your website allows and encourages readers to add comments and feedback on various content pages, or engage with the site in other ways such as filling a form or downloading a white paper, such regular activity will be noted favourably by the search engines.

Most importantly, your dermatology website should include only very high quality information that is authoritative, current and very 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 will be, the more the readers will like to engage and share it with others. This will boost the page rankings of your website over time. ■

*Naren Arulrajah is President and CEO of Ekwa Marketing, a complete Internet marketing company which focuses on SEO, social media, marketing education and the online reputations of dermatologists. With a team of 130+ full time marketers, **EKWA.COM** helps one doctor in an area dominate their market and grow their business significantly year after year. If you have questions about marketing your practice online, call Naren direct at 877-249-9666.*