

# CONTENT QUALITY SCORES OVER LINK BUILDING FOR YOUR DERMATOLOGY WEBSITE

By Naren Arulrajah with Vikas Vij

Link building has traditionally been one of the most significant parameters for Google and Bing search algorithms to determine a website's page rankings. However, the evolution of the algorithms with major updates in the last few years, such as Panda and Penguin, have taken some of the emphasis away from link building and put it more on content quality.

This does not mean that link building does not have a role to play. But the fact is that its role is now more in terms of organic or natural link building from selective, high quality sources. This can be achieved only when the content is highly original, compelling, and unique.

## LOW QUALITY LINKS DON'T COUNT

Low quality link building can be achieved through a variety of tactics, but such tactics often backfire with today's sophisticated search algorithms in place. Search engines continue to use inbound links as a key signal to determine the value of your website, but now they are able to identify links that have been achieved organically or naturally from eminent and reputed websites, blogs or social media networks.

If the content is weak in terms of quality—even if the quantity of links is high due to old link building strategies such as article submission to directories, purchase of links in bulk, link exchange schemes, or links through multiple domains owned by the same website—it may not yield the desired results in terms of search rankings.

## CONTENT QUALITY REIGNS SUPREME

The SEO strategy for your dermatology website should have content quality rather than link building as its focal point. Link building ought to be an incident outcome of providing interesting, relevant and highly shareable content on your website. Therefore, it is important to ensure that your online marketing or website development team gives maximum attention to creating outstanding content quality in order to achieve the desired online exposure and top search rankings.

When the content is designed to fulfill the needs of the readers, and directly addresses the queries of online search users in a consummate manner, it will eventually result in superior quality of inbound links, targeted traffic of localized visitors to your website, higher degree of reader engagement and response, and greater amount of stickiness of the readers. In other words, the average reader will spend more time on your site, make repeat visits to the site, and may over time enter into a productive relationship with your practice.

## SHAREABLE CONTENT

The power of social media and blogging cannot be ignored in this overall content promotion strategy. High quality content will naturally receive greater number of shares from readers on their Facebook, Twitter, and Google+ social media accounts. Bloggers may link to the relevant articles, columns and other parts of your content to share on their blogs.

To boost your SEO and content strategy, you may also consider writing a guest blog or a column for a respected online publication, magazine, website or blog. Many leading online outlets are keen to receive professional content from an authoritative and qualified individual in the field. High quality articles and columns, including images, infographics and videos wherever relevant, also have the potential to go viral. This can lead to very high exposure and sustainable publicity for your dermatology website. ■



*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.*