



SEARCH ENGINE OPTIMISATION - SEO



LOCALMD

5

REASONS YOUR WEBSITE ISN'T RANKING - AND HOW TO FIX IT

Ranking on Google can feel incredibly overwhelming and our aim is to empower you to take positive steps towards improving your Google rankings whether that be to learn more and implement yourself or engage a specialist to help.



Are you wondering why your website's not showing where it should be on Google, even when you type in your business name? Here's 5 potential reasons your medical practice website is not ranking, and how to fix it.

1. You're not using the right keywords.

The cornerstone of all SEO is keywords. They are absolutely essential! Keywords are the terms or words your patients type into Google to find the services you offer. When your website pages use the right keywords, this attracts more people to your website because it closely matches what people are searching for.

How to fix it:

Use a keyword research tool to check the keywords you are using and see if they are

actually searched for in your local area. Our favourite keyword research tool for local searches is [KWFinder](#). It allows you to check keywords in the suburb and surrounding areas your practice is located in. People in Darwin may search differently to those in Canberra for example. From there, once you know the keywords, you can use those in your page content, titles and descriptions to make them more findable on Google.

2. Your pages are missing SEO titles and descriptions

Once you know the right keywords for each page, those keywords need to be added to each page's title and description.

Titles and descriptions are used by search engines to determine how relevant your website is to a search term, and by your patients to understand what your page is about and whether they want to choose your website ahead of the other websites on the search engine results.

How to fix it:

An important tip here is to focus on one keyword (or closely related group of keywords) per page and never to double up by using the same keyword on multiple pages. There are SEO plugins such as [Yoast](#) that can help make the process of adding titles and descriptions really simple.



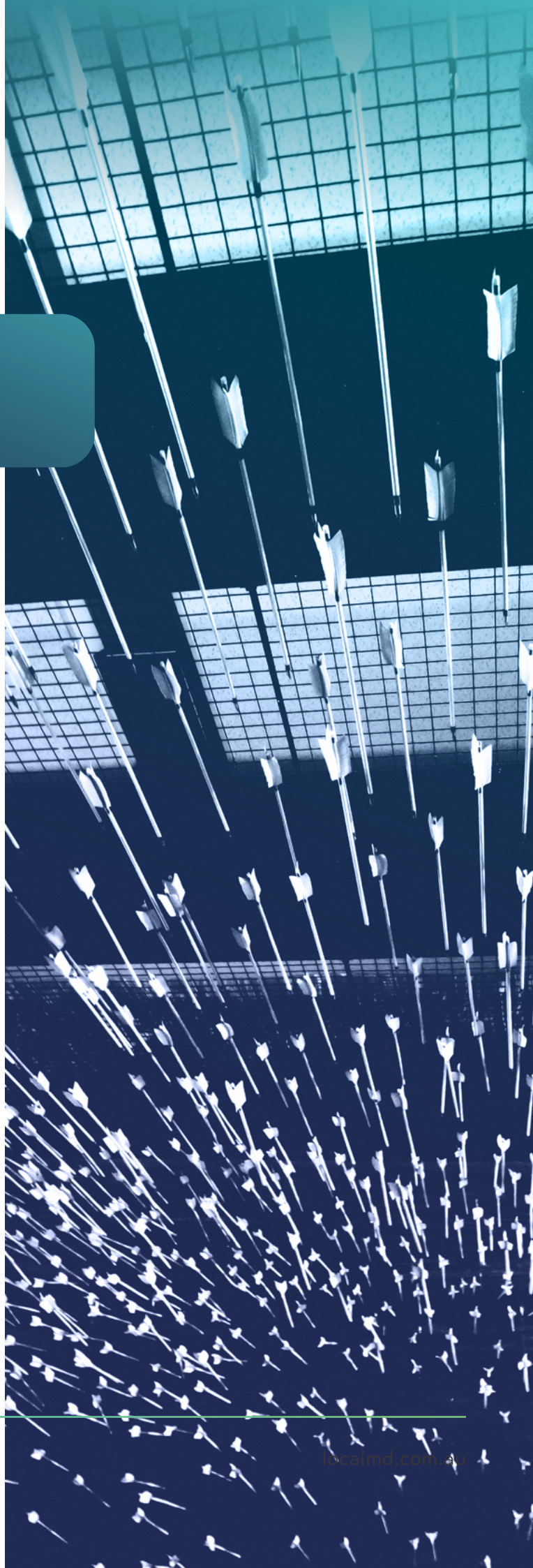
3. You haven't added much information or 'content' to your website.

Often we see really short services pages that don't offer much useful information for patients. It is much harder for Google to find pages with small amounts of content.

How to fix it:

Ideally pages should be 500 words minimum, in some cases up to 1000 words. Using a service page as an example, it's not hard to write 1000 words when providing comprehensive information, for example, here's some subheadings that could be used on a service page to give you ideas of content to create

- What is X
- How is X diagnosed?
- What are the treatment options for X?
- Practitioners offering X at our practice
- Benefits of choosing our practice
- Here's how you can book



4. Your website is difficult to use.

Patients can feel frustrated with your website if it isn't easy to use. Perhaps it loads really slowly, navigation menus are not logical or your booking buttons are not placed prominently.

When this happens it causes confusion, resulting in visitors leaving your website.

How to fix it:

Viewing your website through the eyes of a visitor can help, perhaps you could ask patients for feedback or conduct testing using Heatmaps. Sometimes there are multiple issues and a product like our [Website Growth Assessment](#) can be really helpful here, as it looks at the big picture and gives you a step-by-step action plan to improve your website.





5. Your website is brand new.

A common misconception is that once your website is 'live' it should automatically appear on page 1. That's definitely not the case. It takes time to climb to the top of the search results not only for the services you offer but even for your business name.

If your business name is similar to other businesses or other information online that makes the task even harder. After your website is 'indexed' which means Google knows it's there, Google needs to assess how important and relevant your website is in comparison to all the other website competing for the same keywords.

A practice website that is 5 years old will be usually be viewed more favourably than a brand new website.

How to fix it:

One of the first things you can do is make sure your website has been submitted to Google by setting up a free [Google Search Console](#) account and completing a simple task called submitting a sitemap. This tells Google all the pages of your website and encourages Google's robots to find and index your pages. The next 2 most important things are:

- a) Consistently adding useful, keyword focused information to your website, which we have covered above, and
- b) Growing your assets online. Some places to start are: setting up a Google My Business profile, social media accounts, adding your business to health directories and local directories.

Thank You

And that's a wrap!

We hope this guide has been helpful and we've shed some light for you on the 5 reasons your website may not be ranking. We also hope that our tips have empowered you to take positive steps towards improving your Google rankings whether that be to learn more and implement yourself or engage a specialist to help.

Ranking on Google can be a bit of a waiting game although the most productive way to approach it is that the more user-friendly, informative and helpful your website is for patients, the better it tends to perform in Google searches.

Our mission is to help shine the light on your medical practice in the online world so you can positively impact the lives of more patients.

If you'd like assistance with your SEO and Google rankings, we are here to help.

BOOK A 15 MINUTE CHAT



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