



SEARCH SYNERGY  
HEALTHCARE MARKETING

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# SEO STEP-BY-STEP GUIDE

## DIGITAL HEALTH BOOST

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Community &  
Sales Specialist



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## STEP ONE

# Step 1: Find the Right Keywords

1

The first step is to identify the keywords and search phrases that your patients are using to find healthcare services like yours.

Look for terms related to the conditions, treatments, and services you offer, as well as your local geographic area (for example: Jakarta or Bali).

Tools like Google's Keyword Planner can help you uncover popular keywords, see search volume data, and discover relevant variations.

**For example, if you're a dentist, you might target keywords like "teeth pain treatment," "how to treat swollen gums," or "dentist in [your city]." Understanding the language your patients use is crucial for creating content that resonates.**

Plan from Sep 28, 2024, 3 PM, GMT+08:00

Keyword ideas Forecast Saved keywords Negative keywords

🔍 sakit gig

📍 Indonesia

🗣️ Indonesian

🔍 Goog

Use different keywords for more results [Edit](#)

Broaden your search:

+ sakit

+ kesehatan

+ media kesehatan

+ obat-obatan



Exclude adult ideas X

Add filter

5 keyword ideas available

Keyword (by relevance)

Avg. monthly searches

Three mo  
cha

Keywords you provided

sakit gig

10K – 100K

Keyword ideas

cara mengatasi sakit gig

10 – 100

Go to your Google Ads account -> click on "more tools" --> keyword planner --> discover new keywords--> and start to search for relevant conditions like: "sakit gigi"

## STEP TWO

# 2

## Step 2: See What Your Competitors Are Doing


Analyze what your top healthcare competitors are doing from an SEO perspective.

What keywords are they ranking for in search results? What type of content are they creating? Studying your competitors' online strategies will help you identify opportunities to differentiate your practice and stand out.


**For instance, if you notice a rival dental clinic ranking highly for "swollen gums treatment," you could create even more comprehensive content on that topic to outrank them.**

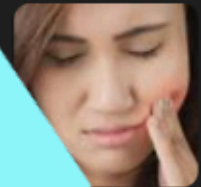



cara mengobati gusi bengkak disertai nyeri

 Siloam Hospitals  
https://www.siloamhospitals.com > artikel > cara-alami-m...  
**7 Cara Alami Mengobati Gusi Bengkak, Mudah dan Efektif!**  
1. Berkumur Menggunakan Air Garam · 2. Mengoleskan Bubuk Kunyit pada **Gusi** yang **Bengkak** · 3. Berkumur Menggunakan Sari Daun Jambu Biji · 4. Berkumur Menggunakan ...  
Cara Alami Mengobati Gusi... · Mengoleskan Bubuk Kunyit...




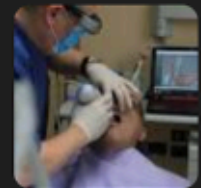
 tanyapepsodent.com  
https://www.tanyapepsodent.com > tips-kesehatan-gigi :  
**Tak Perlu Khawatir! Inilah Penyebab dan Cara Men...**  
Sedangkan, bila **gusi** Anda **membengkak disertai nyeri** berdenyut, Anda bisa mencoba mengompres **gusi** Anda dengan air hangat. 2. Kumur dengan Air Garam. Air garam dikenal ...



 Alodokter  
https://www.alodokter.com > topic · Translate this page :  
**Cara Mengobati Gusi Yang Bengkak Disertai Nyeri ...**  
19 Feb 2024 — Perbanyak minum air putih dan istirahat; Minum **obat** paracetamol sembari mengompres hangat sisi luar **gigi** yang **bengkak**; Tidak merokok. Namun ...



 PUTIH Dental Center  
https://www.putihdental.com > cara-... · Translate this page :  
**4 Cara Mengobati Gusi Bengkak Disertai Nyeri dan ...**  
19 Feb 2024 — 4 **Cara Mengobati Gusi Bengkak Disertai Nyeri** dan Penyebabnya ·  
1. Penggunaan Kompres Es atau Air Hangat · 2. Berkumur dengan Air Garam · 3.



 Alodokter  
https://www.alodokter.com > inilah-... · Translate this page :  
POHESTAN



### See What Your Competitors Are Doing

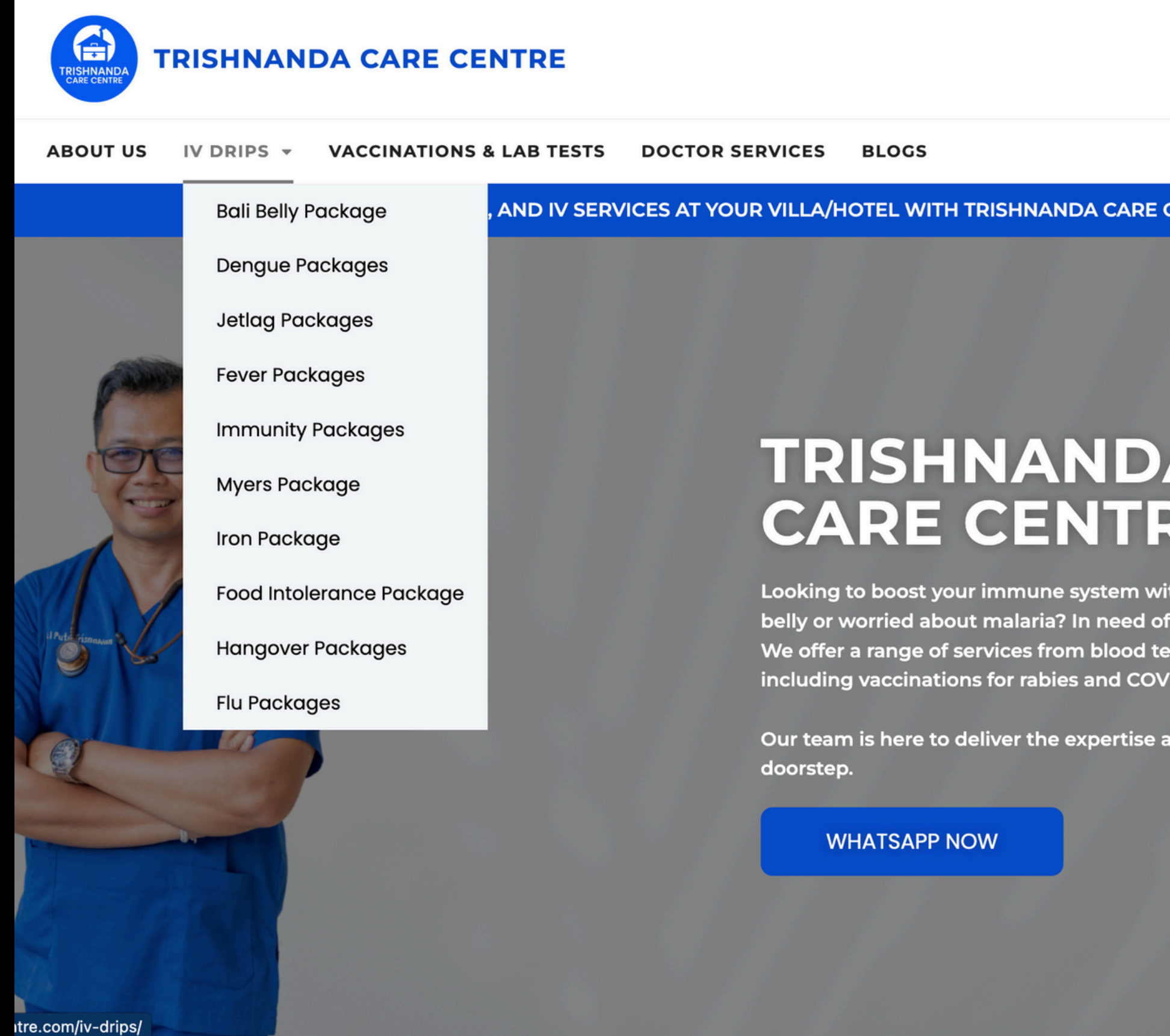
Search for treatments and see who shows up! In this case: cara mengobati gusi bengkak disertai nyeri, on the TOP for SEO is SILOAM HOSPITAL!

## Step 3: Make Your Website Search-Friendly

Use your keyword and competitor research to ensure your website is technically optimized for search engines.

This includes making sure your site loads quickly, is mobile-responsive, has a clear site structure, and is properly connected to Google Search Console (a free tool to monitor your website's performance).

**For instance, before creating your website ensure to write your content using keywords that attract many searches and also**



Go to our example website to: <https://trishnandacarecentre.com>, all of the relevant pages and structure is made. For every service, a dedicated page is created so potential patients knows exactly what to expect.

# Tomcat Bali: How to Stay Safe

## Step 4: Create Helpful, Expert Content

Leverage your keyword research to develop informative, in-depth content that addresses your patients' questions and needs.

Position your healthcare organization as a trusted, authoritative source by covering topics comprehensively and incorporating relevant medical expertise.

**For example, if you're an physiotherapist, you could create a detailed blog post on the causes, symptoms, and treatment options for common knee injuries. The more you can educate and inform your audience, the more you'll establish your practice as a go-to resource.**



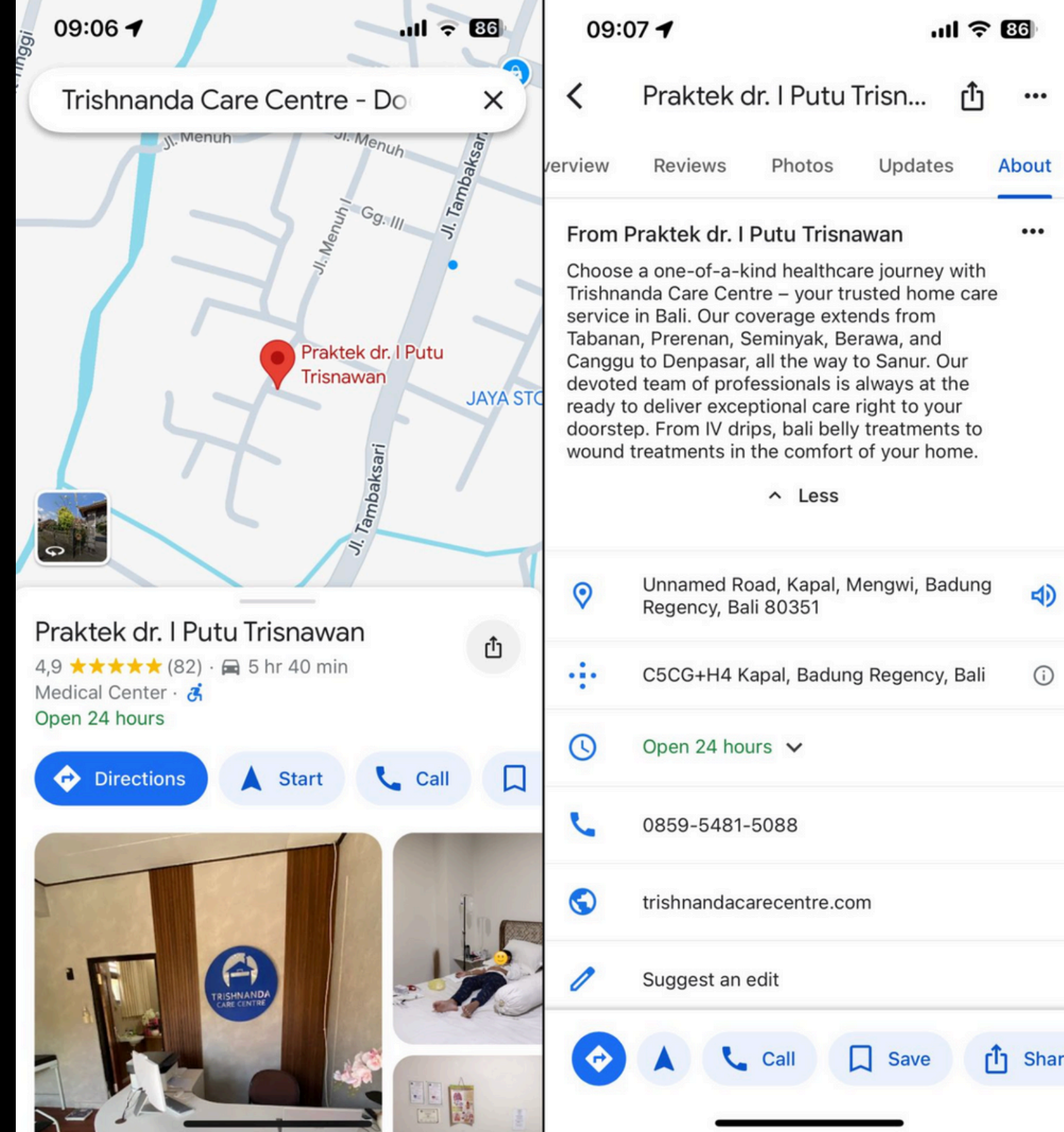
Go to our example website to: <https://trishnandacarecentre.com/blogs>, all of the blogs explain about common treatments and solutions to educate potential patients and eventually, drive them to your services

## Step 5: Focus on Local SEO

Since patients often search for healthcare providers in their immediate geographic area, local SEO is critical.

Ensure your Google Business Profile is complete and up-to-date, and incorporate location-based keywords throughout your website and content.

**The more you can optimize for local search, the more likely you are to appear when patients in your area are looking for the services you offer.**



Ensure to have a complete Google My Business profile, go to: [https://www.google.com/intl/en\\_us/business/](https://www.google.com/intl/en_us/business/) and link all your social media channels towards the profile so you are easier to find.

# Step 6: Measure your results, how is your business doing?

Continuous monitoring, analysis, and optimization are key to long-term SEO success. Regularly review your Google Search Console data and other relevant metrics like organic traffic, conversions, and keyword rankings.

**Use these insights to refine your healthcare SEO strategy over time.**

**To get started with Google Search Console, follow these simple steps:**

1. **Go to [search.google.com/search-console](https://search.google.com/search-console) and click "Start now".**
2. **Enter the URL of your healthcare website and click "Continue".**
3. **Verify your ownership of the website by following the instructions provided.**
4. **Once your site is added, you'll have access to a wealth of data and tools to track your SEO performance.**

| QUERIES                       | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES       |
|-------------------------------|-------|-----------|---------|-------------------|-------------|
| Top queries                   |       |           |         |                   |             |
|                               |       |           |         | ↓ Clicks          | Impressions |
| tomcat insect bite treatment  |       |           |         | 5                 | 114         |
| trishnanda care centre        |       |           |         | 4                 | 21          |
| mosquito bites bali treatment |       |           |         | 3                 | 45          |
| tomcat insect                 |       |           |         | 2                 | 955         |
| tomcat bali                   |       |           |         | 2                 | 211         |
| tomcat insect bite            |       |           |         | 2                 | 115         |

| QUERIES   | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES       |
|---|-------|-----------|---------|-------------------|-------------|
| Top pages   |       |           |         |                   |             |
|   |       |           |         | ↓ Clicks          | Impressions |
| <a href="https://trishnandacarecentre.com/blog/treat-severe-tomcat-bites/">https://trishnandacarecentre.com/blog/treat-severe-tomcat-bites/</a>   |       |           |         | 37                | 1,711       |
| <a href="https://trishnandacarecentre.com/">https://trishnandacarecentre.com/</a>   |       |           |         | 24                | 366         |
| <a href="https://trishnandacarecentre.com/blog/mosquito-bite-prevention-bali/">https://trishnandacarecentre.com/blog/mosquito-bite-prevention-bali/</a>                                   |       |           |         | 20                | 803         |
| <a href="https://trishnandacarecentre.com/blog/preventing-parasites-in-bali/">https://trishnandacarecentre.com/blog/preventing-parasites-in-bali/</a>                                     |       |           |         | 18                | 477         |
| <a href="https://trishnandacarecentre.com/blog/how-to-avoid-getting-heat-stroke-while-in-bali/">https://trishnandacarecentre.com/blog/how-to-avoid-getting-heat-stroke-while-in-bali/</a> |       |           |         | 13                | 289         |
| <a href="https://trishnandacarecentre.com/id/beranda/">https://trishnandacarecentre.com/id/beranda/</a>   |       |           |         | 8                 | 136         |
| <a href="https://trishnandacarecentre.com/blog/std-testing-in-bali/">https://trishnandacarecentre.com/blog/std-testing-in-bali/</a>   |       |           |         | 7                 | 203         |

You can see how many impressions each keyword received! For example, here you can see that Tomcat Bites has received the most impressions and this is a great strategy to keep writing blogs every month about Tomcat insects.

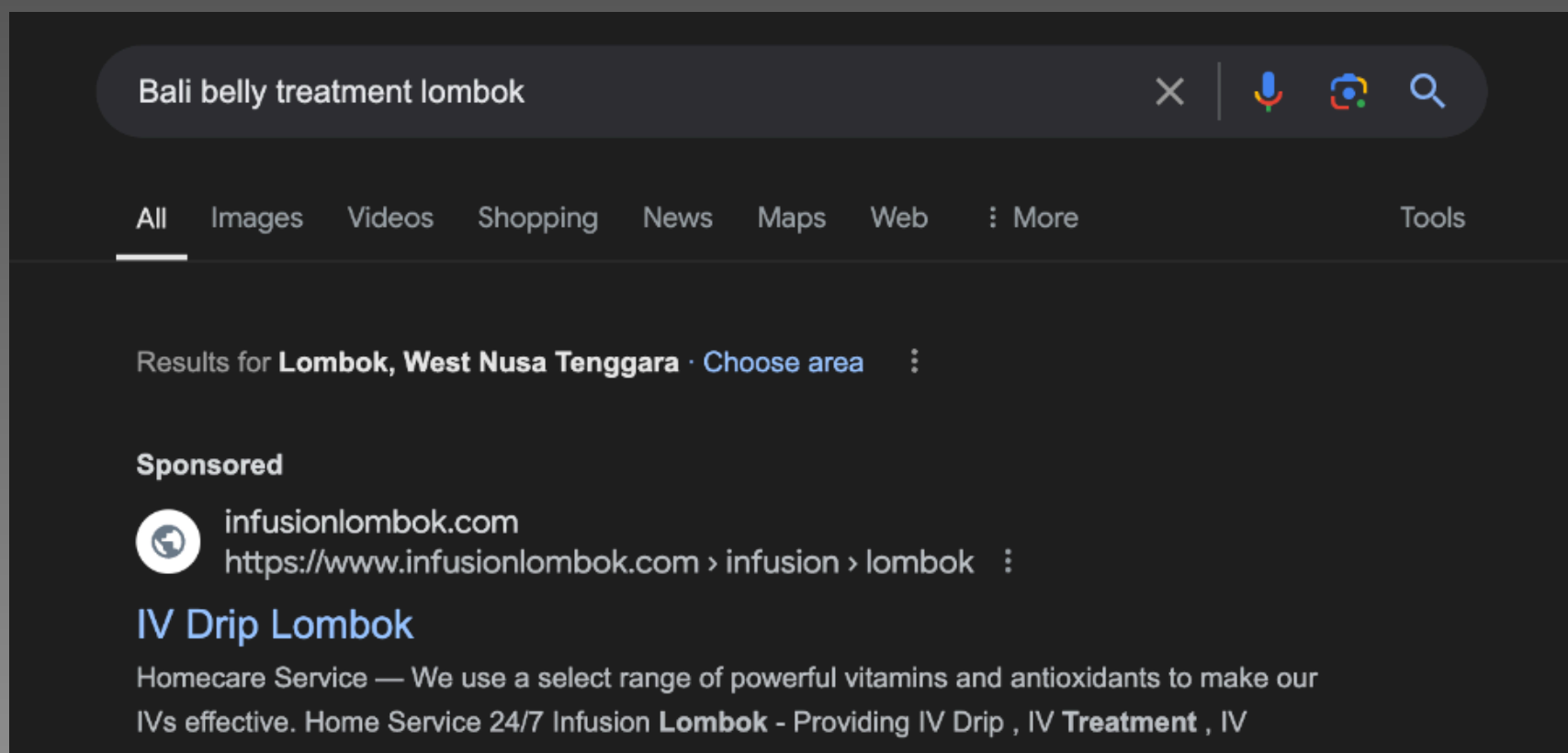


# How do you make sure you ARE ALWAYS VISIBLE IN GOOGLE SEARCH?

The key to making sure your healthcare organization is always visible in Google search is to use a combination of both Google Ads and SEO strategies.

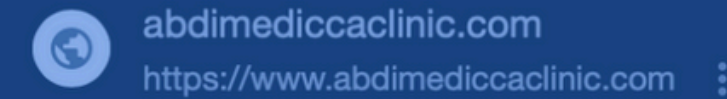
Find information on how it works on the following slides!

**Google Ads has the “sponsored” label”!**



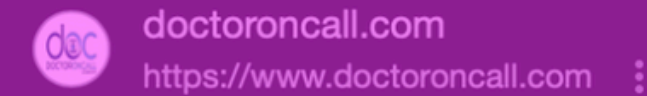
## GOOGLE ADS VS SEO

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ONLINE Pharmacy · Profile · Health ServicesNEW! · Medical Supplies

As you can see, if you are running google ads and are doing SEO you can show up everywhere on Google! Any patient looking for you can be yours!

# BE ALWAYS ON TOP OF THE SEARCH

- **GOOGLE ADS PROVIDE QUICK, SHORT-TERM VISIBILITY AT THE TOP OF SEARCH RESULTS. THIS HELPS YOU GET IN FRONT OF PATIENTS RIGHT AWAY.**
- **SEO BUILDS LONG-TERM, SUSTAINABLE VISIBILITY IN THE ORGANIC (NON-PAID) GOOGLE SEARCH RESULTS. THIS ENSURES YOU CONTINUE TO RANK HIGHLY OVER TIME.**



# BE ALWAYS ON TOP OF THE SEARCH

- BY USING BOTH GOOGLE ADS AND SEO TOGETHER, YOU GET THE BENEFITS OF FAST, IMMEDIATE RESULTS FROM THE ADS PLUS THE STABLE RESULTS FROM SEO.
- IT'S LIKE HAVING TWO PATHS TO REACH YOUR PATIENTS - THE "FAST LANE" OF GOOGLE ADS AND THE "SCENIC ROUTE" OF ORGANIC SEARCH. COMBINED, THEY ENSURE YOU'RE ALWAYS EASY TO FIND.



# BE ALWAYS ON TOP OF THE SEARCH

- THIS BALANCED APPROACH REDUCES THE RISKS OF RELYING ON JUST ONE STRATEGY. IF GOOGLE ADS SEES FAST CHANGES, YOU CAN RELY ON SEO - AND THE OTHER WAY AROUND.
- THE SYNERGY BETWEEN GOOGLE ADS AND SEO MAKE YOUR OVERALL ONLINE PRESENCE STRONGER AND MAKES YOUR HEALTHCARE ORGANIZATION CONSISTENTLY VISIBLE IN GOOGLE SEARCH.





# Get Access to Search Synergy's FREE HEALTHCARE SEO CHECKLIST



SEARCH SYNERGY

## FREE HEALTHCARE SEO CHECKLIST

|                                | Subtask   | Status      |
|--------------------------------|---|-------------|
| <b>1. Keyword Research</b>     |   |             |
| <input type="checkbox"/>       | Use <a href="#">Google's Keyword Planner</a> to find relevant keywords                        | not started |
| <input type="checkbox"/>       | Go to Google Ads account > "More tools" > "Keyword planner"                                   | not started |
| <input type="checkbox"/>       | Click "Discover new keywords"   | not started |
| <input type="checkbox"/>       | Identify keywords related to conditions you treat   | not started |
| <input type="checkbox"/>       |   | not started |
| <input type="checkbox"/>       | Identify keywords related to treatments you offer   | not started |
| <input type="checkbox"/>       | Identify keywords related to services you provide   | not started |
| <input type="checkbox"/>       | Identify keywords related to your geographic location   | not started |
| <input type="checkbox"/>       | Note down popular keywords and their search volumes   | not started |
| <b>2. Competitor Analysis</b>  |   |             |
| <input type="checkbox"/>       | Identify top competitors in your field  | not started |
| <input type="checkbox"/>       | Analyze their SEO strategies  | not started |
| <input type="checkbox"/>       | Identify keywords competitors are ranking for   | not started |
| <input type="checkbox"/>       | Analyze types of content competitors are creating   | not started |
| <input type="checkbox"/>       | Search for treatments you offer and note who appears at the top                               | not started |
| <input type="checkbox"/>       | Identify opportunities to differentiate your practice   | not started |
| <b>3. Website Optimization</b> |   |             |
| <input type="checkbox"/>       | Ensure your website loads quickly by making a <a href="#">page speed test</a>                 | not started |
| <input type="checkbox"/>       | Make your site mobile-responsive  | not started |
| <input type="checkbox"/>       | Create a clear site structure   | not started |
| <input type="checkbox"/>       | Set up Google Search Console  | not started |
| <input type="checkbox"/>       | Go to <a href="https://search.google.com/search-console">search.google.com/search-console</a> | not started |
| <input type="checkbox"/>       | Click "Start now"   | not started |
| <input type="checkbox"/>       | Enter your website URL  | not started |
| <input type="checkbox"/>       | Verify ownership of the website   | not started |
| <input type="checkbox"/>       | Create dedicated pages for each service you offer   | not started |
| <b>4. Content Creation</b>     |   |             |

# ***DIGITAL HEALTH BOOST***

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**HEALTHCARE SOCIAL MEDIA:  
GUARANTEED LONG-TERM  
SUCCESS FOR GOOGLE SEARCH**





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# Get in Touch!



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Sales Director



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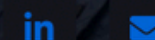
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