

# HOW IMPROVE YOUR GOOGLE RANKING IN 6 STEPS

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You don't have to worry about getting buried on Google anymore.

# Here's How You Can **Show Up** On Google Searches

A QUICK GUIDE  
TO DOING LOCAL SEO WELL





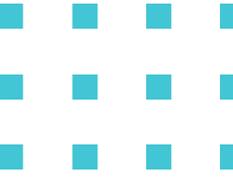
# DO A QUICK SEO AUDIT

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Getting the right start means taking inventory of what you have already, what others are doing and then creating a plan for growing. Do a quick audit of your area.

## **SEO Audit & Strategy Development:**

- Do a Google search of the service you want to rank for and the location where you serve
- Analyze current website and online presence.
  - Note how sites that are ranking well look and how fast they load
- Find keywords they are ranking for
- Find keyword opportunities where competition is low
- Identify SEO strengths, weaknesses, and opportunities.



Websites are the foundation of how you show up on search. That's one of the main places Google pulls its information from. Make sure your site is optimized for search.

### Here's what you can do:

- Ensure website slug includes service and location (yourclinic.com/chiropractor-seattle)
- Improve technical SEO aspects (site speed, mobile-friendliness, HTTPS).
- Add Page Titles and Meta Descriptions that include your service and location



# WORK ON YOUR WEBSITE





# 3 OPTIMIZE YOUR "OFF PAGE" LISTINGS

There are several other factors that contribute to how your website ranks on a local search.

Here's what you need to do next:

- Claim and optimize Google My Business listing.
  - Add any directory listings available (Yelp, Bing, Yahoo, LinkedIn, etc)
  - Ensure NAP (name, address, phone) is consistent across online directories.
  - Integrate location-specific keywords in services or descriptions.
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## Google is like a big popularity contest.

The more websites that are pointing to your main site, the more credible you are viewed. Backlinks are a time-tested, proven way to show Google you are a serious player in the game.

### Here are some ways to build links to your site:

- Identify trustworthy websites that will link to your website
- Ask other service providers to link to your site (you will have to offer them the same on yours)
- Offer to write a guest blog post for another service provider. Make sure it links to your website to learn more.



# BUILD YOUR BACKLINKS



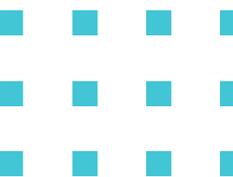
# GET MORE REVIEWS

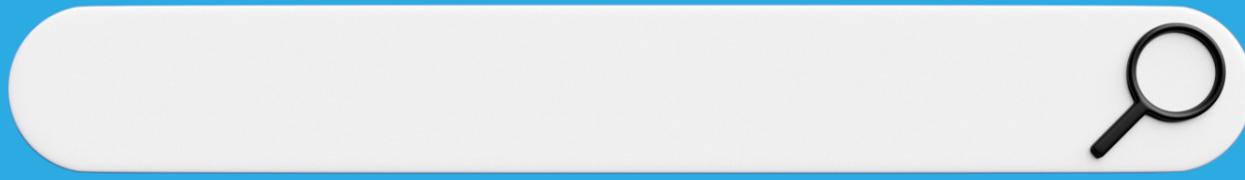
**Reviews are becoming one of the best ways to improve your ranking.**

It's not only good for your SEO, it's also great for potential patients looking to learn more about how you help.

## **Here are some ways to get more reviews:**

- Identify trustworthy websites that will link to your website
- Ask other service providers to link to your site (you will have to offer them the same on yours)
- Offer to write a guest blog post for another service provider. Make sure it links to your website to learn more.





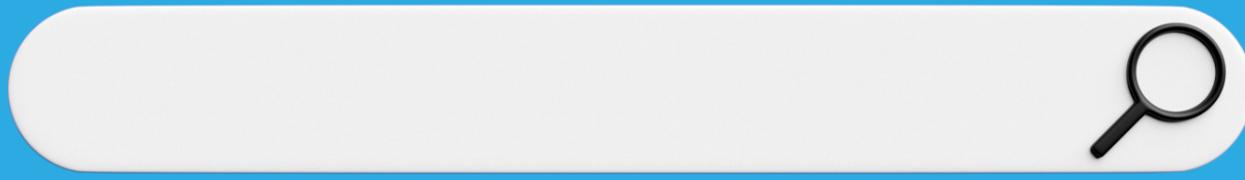
# WRITE EXCELLENT CONTENT



**Nothing helps your SEO like having excellent content on your site.** Content has always been king. Make sure you have a plan to create content that shows your expertise, authority and trustworthiness.

## **What kind of content does Google like?**

- Keyword-rich blogs that answer a question patients are asking
- Service pages that emphasize your service+ location
- FAQ page that answers some of the most commonly Googled-questions.



# WANT SOME HELP GETTING IT DONE?

We know SEO isn't for everyone. It isn't even for most people. But we have a team of experts who are willing to partner with you to boost your clinic's presence.

We will do it in an ethical and professional way so that your clinic gets a better ranking on Google.

**SCAN THIS QR CODE TO  
SCHEDULE A FREE, NO  
OBLIGATION CALL WITH  
SOMEONE FROM OUR**



# MORE ABOUT JON

Jon Morrison loves helping clinic owners reach more people.

He brings over seven years of expertise in boosting clinics' online presence through SEO.

With an MBA and having established strong partnerships with Clinic Sites and Jane App, he demonstrates a dedicated and knowledgeable approach to healthcare digital marketing.

His practical, results-oriented strategies are grounded in an in-depth comprehension of the specific challenges and opportunities for clinic owners.

Learn more at [clinicseo.co](https://clinicseo.co)