Transcript: Module 3c

Writing for Visibility

» Why is SEO so important?

Let's consider for a moment two articles that, for all intents and purposes, are equal in every way except that article B uses SEO techniques. So why is it so important to write with SEO in mind? Well, article A will likely be seen by 40 clients, for example. These are likely only existing members of your practice that have been notified by email or social media to come and read the article. On the other hand, the exact same article B will be seen by those same 40 clients, plus an additional 120 prospective clients over the first year because now this article is also found within the Google search engine results.

Just by adding the techniques that we'll be covering in this module, you can see the profound impact
it will have on your new client acquisition rate and prospective client engagement.

» Let's look at the 4 steps to writing for visibility.

1. **Creating your keyword list.** To start, you're going to need to brainstorm a list – essentially around permutations of "vet" plus "your city name". We have to think like a potential client here and imagine what they would be using to type into Google to find a local veterinarian. The more densely populated your area, the more you may want to hone in on specific neighborhoods or other common nicknames.

   Another trick is to take some of these keywords that you've just brainstormed and to type them into the Google search bar. What you're going to be using here is Google suggestion. Let's jump over and take a look at that now. For example, if I type the words "vet Memphis", the results will be based on what people are actually searching for in that area. These would be excellent permutations to add to your keyword list. And, as you can see, some of them may be counter-intuitive, so it's important to include this step.

   Between your brainstorming and Google suggestions, we are going to develop your list, which should contain between 12 and 24 different keywords. These are

then going to be used within your schedule. Let's take a look exactly where.

As we can see from this example, the keyword phrase is "Seattle veterinarian". For each and every article, you are not only going to have a topic such as "changing flea season", but you are also going to have a keyword phrase that will be used repeatedly throughout your article, making the difference between your article being invisible to prospects and dominating the search engine results.

2. **Structure.** At this stage, we're going to look at the actual structure that you can follow each and every time you write an article. The first component is the title, and this must contain the keyword phrase you've already selected for this article in your schedule. Next, we must make a headline that also contains the keyword. Our objective here is to show Google that this article is an authority for the keyword phrase you've selected. You can make any sentence into a headline within your website administration panel. If you're having difficulty, just ask your web developer.

3. **Keyword Density.** The next component to note is keyword density, and this should be between 1-2% of the total words within your article. So, for example, if you've written a 300 word article, your keyword phrase should show up about 3-6 times. This can be challenging, but remember, this is what makes all the difference in your article's visibility so just try and do your best. Next, we have a link, and this should be at the conclusion of your article and actually contain your keyword phrase. What I would recommend is that you create this link to go back to your homepage. I'll show you further details on this in a moment.

4. **Length.** The next thing to consider is the length, which should be between 250 and 800 words. If you happen to have a long article, I would suggest breaking it up into shorter segments to correspond with this guideline. You'll just get more bang for your buck. Finally, we have tags. Tags are added within your website administration panel and are used by Google to determine what your article is about. These should definitely contain your keyword phrase. If you're finding the tagging component difficult, then ask your web developer to make sure that this functionality is available to you.

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» Let's put these steps into action.

Now I'm going to walk you through the process, piece by piece. So, let's go ahead and write a sample article together. First, we have to give our article a title. For instance, "Flea Season Changing". That's what we'd naturally do, but now we have to add the keyword phrase. This would typically be "city vet" or something similar. So, for example, if you were in Seattle, the title could be "Flea Season Changing by a Seattle Veterinarian".

Next, we have the headline, which should be similar to the title and also contain the keyword phrase. So, an example headline might be "Seattle Vet Discusses Flea Outbreak". This ensures that in Google's eyes it's clear that this article is not only about fleas, but it's also about Seattle veterinarians, and it's going to rank it accordingly within the search engine results.

Below the headline, we're going to have further content which will contain the keyword phrase. Remember, the keyword density of the content should be between 1-2%. An important addition is to also add a link at the end of your article. For example, you could say "if you need more info, please contact a Seattle veterinarian", and the actual keyword phrase "Seattle veterinarian" should then be linked back to your homepage. Google uses links as a measure of authority, so it's important that your articles contain them.

The last component is tags. You should be able to add these within the administrative portion of your website. A good rule of thumb is to think of words that are related to your topic and that are related to your keyword phrase. For this sample article, tags could include words like "fleas", "Seattle vet", "dogs", "cats" and "vet Seattle", which is a variation of the keyword phrase. So, there we have a mocked up article.

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» Let's take a look at an actual example.

Now let's look at a real example article, with all of the important SEO elements highlighted. Starting at the top, we can see that the title includes the keyword phrase, which is "Seattle veterinarian", and moving down, so does the headline. The keyword phrase has also been repeated throughout the article. A note on the keyword density, we can see that the word length is 375, so to achieve a density of 1-2%, this article should contain the keyword phrase between 3-7 times. In this article, it has been used 4 times, so they are right on target.

We can see a link, which should guide readers back to your practice's homepage. Not only is this a great way to further the prospect's engagement but it will also help your homepage rank for your keyword as well. Underlined, we also see the tags, which have been entered into the administrative portion of the website or blog, and are intended to highlight for Google what this article is about. Now, this article will rank whenever anybody searches for "fleas in Seattle" or any other permutation of these words.

Back to our real world example, we can see the profound impact of this system and how it enables you to dominate the search engine results. This is not only good for your practice, but it's also beneficial to the public as veterinarians have regained their ability to educate pet owners. Even when accessing "Dr. Google", they are still receiving true veterinary advice.

This brings us to the conclusion of the content development portion of this series. In the toolbox, you will find an SEO structure guide that you can use as future reference when you are writing your own articles. Additionally, you will find the example that we discussed here.

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I look forward to seeing you in the next module, which will be all about social media. In the meantime, if you have any questions, just email us at phpjumpstart@dvmelite.com and we'll be glad to point you in the right direction.

See you in the next module!