



PRACTICE
ACADEMY

The
MINI
SEO Checklist:
for Health and
Wellness Providers

thepracticeacademy.com



SECTION ONE: **KEYWORDS**

When someone is searching for information online, they will usually visit a search engine and enter some words describing what they are looking for. The term “keywords” refers to the word or string of words they type in.

Keyword Content

1. Each page has at least three identifiable keywords
2. Some pages target mid-tail keywords
3. Some pages target long-tail keywords

Keyword Placement

4. Important keywords are placed at the front of page titles
5. Keywords appear in the headings and sub headings of content
6. Keywords appear at least 3 to 5 times throughout content (more if the content is long)

SECTION TWO: **PAGE TITLES**

Each page on your website has its very own title. The page title tells Google what keywords are most important to your site. If you don't enter a custom title for your site, it will be given a default title, which isn't always the best way to go because it often won't contain your most popular keywords for that page and, as a consequence, your page will not get indexed in the right place.

7. Every page has a unique page title
8. Title employs some coherent sentence structure and is not just a list of keywords
9. Titles are 55 to 60 characters long (512 pixels max are shown on search engine result pages)



SECTION THREE:

PAGE DESCRIPTIONS

Meta descriptions are just for search engine result pages and are displayed under the page title. If you don't enter a custom description for each page, than Google will provide one for you based on the content that is on that page.

10. Every page has a unique page description
11. The description contains some of the keywords from the page
12. The description is no more than 160 characters in length

SECTION FOUR:

URL (WEB ADDRESS)

A website URL, or domain name, is one of the most important parts of your website. It is the address for your website and without it you wouldn't be able to get any traffic.

13. Domain name includes a keyword or name of city (however, don't try to force it if it's not a natural fit)
14. Sub domains contain keywords for the page

SECTION FIVE:

CONTENT

Search engines will read all the content on your website to figure out what service you offer and where you should rank on search engine result pages. The content on your site is one of the most important factors when it comes to ranking high.

Homepage

15. Contains the most basic and general keywords and phrases
16. Through images or text, the homepage communicates to the visitor that you are a healthcare practitioner providing a specific service in a specific town.



About Page

17. Keywords should include the type of practitioner you are, your business and company name, the location of your practice, and any other identifying information
18. Content of the page goes deeper into what you offer, the special trainings, certificates and degrees you hold, and the population that you serve.
19. The About page includes a photo of you
20. Keywords should appear in each of the headings and subheadings

Specialty & Services Page(s)

21. Individual webpages created for each issue that you specialize in (e.g. anxiety, insomnia, PTSD) and service that you provide (e.g. individual therapy, couples counseling, family therapy.)
22. Keywords for each page should contain the name of the issue or presenting problem, synonyms for the issue and how you treat the issue
23. Keywords should appear in each of the headings and subheadings
24. Keywords should appear naturally and organically throughout content

SECTION SIX:

LINK BUILDING

In order to rank as high as possible in search results, you need to acquire as many links to your website as possible. The more links on the Internet pointing to your site, the more search engines will see your website as important and rank you accordingly. First, make sure that you link to all the pages on your site internally on your own website. Then, focus on getting other sites on the Internet to link to your website.

Internal Links

25. Your website should have the minimum amount of links possible between the homepage and any given page on your site
26. Do not have more than 150 links on a single page



External Links

27. Sign up for free and paid directory listings that will provide a link to your website
28. Sign up for a Google business listing
29. Ask local colleagues in the healthcare industry in your town to link to you from their website
30. Get 20 external links

Once you've checked off at least 25 items, it's time to move on to the [Ultimate SEO Checklist](#). The Ultimate SEO Checklist has 117 items. By working through the items on the Ultimate SEO Checklist, you'll start to skyrocket past your online competition and continue to move up in the search results – a critical step in attracting more clients online.

The exact number of elements you'll need to address on your website will depend on how competitive and saturated your market is. I recommend every practitioner shoot for a score of 80 on the Ultimate SEO Checklist, which will give you an excellent chance of ranking high for popular search terms.

[Learn more about the Ultimate SEO Checklist by clicking here.](#)