# Suggestions to Enhance Your Website's SEO

Write More Content

We recommend 500+ words on each page of your website.

The more text on each page the more chances the search engines will have to display your site when people search for your services.

Link Your Content

Add links within your content to other pages on or off your website. Make sure you link text that people search for.

You don't want to link text that just says *"click here"* or *"contact us"*. Instead, link text that says *"Dr. Jane Doe"* to Dr. Jane Doe's biography page.
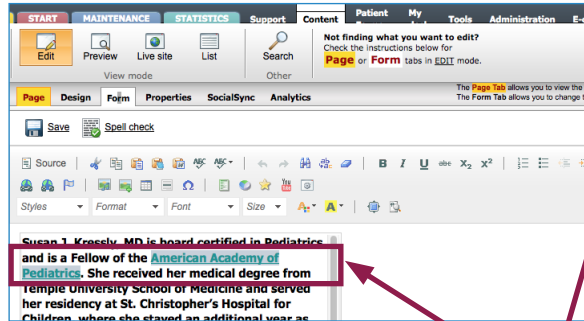

1. To link text, **highlight the text you want as a link.**

2. Click the **Insert/Edit Link icon** which looks like chains on top of a globe.
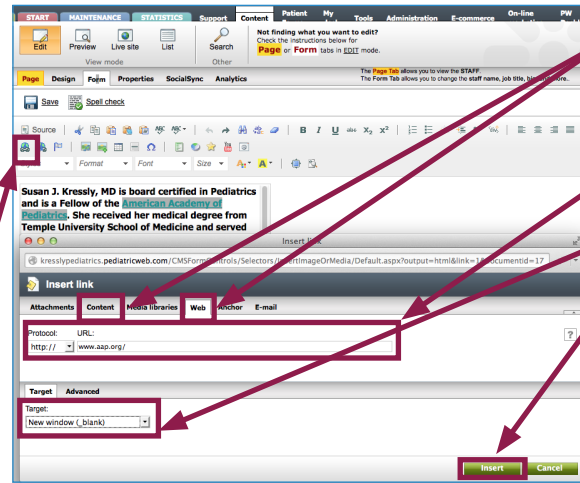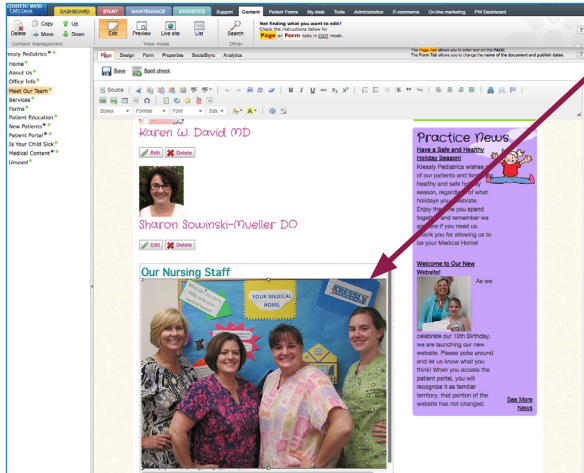
3. This will open a new window. Select the **Web tab** to link to an outside web site or select the **Content tab** to select a page within your site.

4. Add in the web site URL. In the dropdown under **Target** make sure you select **New Window**.

5. Click **Insert** when you are done to close the window.

6. Make sure you **Save** your page when you are done

Update Images, Files & Alt Tags
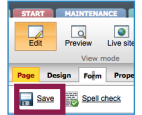
Search engines search on image names so having a relevant name to your files helps. Prior to uploading an image on your website, save the image file to your computer using a relevant file name. i.e. instead of saving an image of Dr. Jane Doe as *"img4356.jpg"* save it as *"Dr Jane Doe Image"*.

After uploading your image, give each image an Alt Tag description. Use specific words to describe the image that is on the page.
For Example: "Dr. Jane Doe, Anywhere Pediatrics"

1. In the admin, **double click your image** that is within your editable content areas or forms.

2. Look towards the bottom of the window that just opened to see the **Alternate Text** input field. Add in your text there.

3. When you are done click **Insert**.

4. Make sure you **Save** your page when you are done.
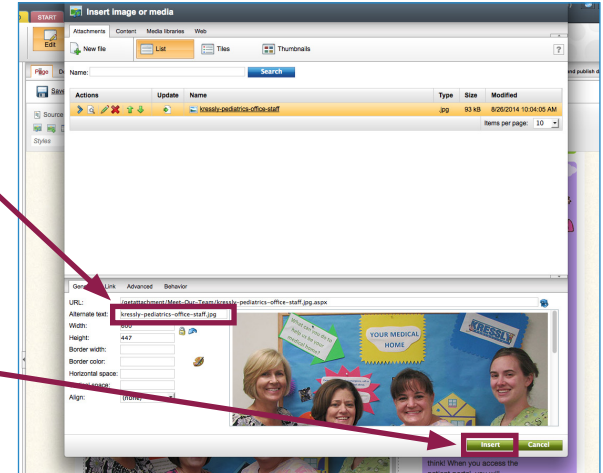
On a search results page, Title Tags are the linked line of text that you see for each site listed.

You can have different title tags and different keywords on every page of your site.
A keyword is made up of two or more words. *For example: "pediatric practice" or "surgical specialist".*
Find one or two keywords only, **within the content of your page**, to show in your title tag.
Space is limited, so only a few words can be added.

Title Tags

To add a title tag to a content page:

1. **Select the page** you want to work on.

2. Click on the **Properties** tab.

3. Click on **Metadata**.
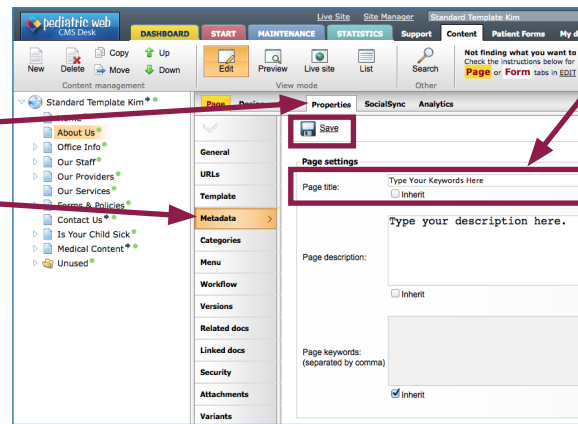
4. **Uncheck the Inherit checkbox** for Page title. If you choose to not uncheck the Inherit box, the page title will display the default information that we have set up for you. The default set up is: Page Title | City, State | Practice Name

5. Add in your keywords and click **Save**.

Please note that not all search engines will use your title tags on their results page.

Meta descriptions are short sentences displayed under the linked title tag on the results page.

You can have different descriptions on every page of your site.
Make your description a short one or two sentences.
Make the first few words enticing so visitors will want to click on your site.
For example: "Rated best family practice in Anywhere County".

Meta Descriptions

To add a meta description to a content page:

1. **Select the page** you want to work on.

2. Click on the **Properties** tab.

3. Click on **Metadata**.
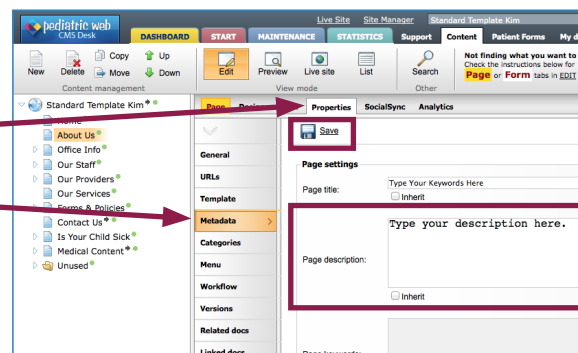
4. **Uncheck the Inherit checkbox** for Page description.

5. Add in your sentence and click **Save**.

Please note that not all search engines will use your description on their results page.

REMEDYCONNECT

To help with ranking and visibility of your site in search engines, you must get your URL on other websites.

Link Other Sites To Yours

Professional Listings and Memberships
If you belong to an organization that has a directory (whether online or in print), make sure you have your website, phone number, address and other contact information listed.

Local Search
Being found in local searches will be very helpful for your web site. We recommend you list your web site with the following local search directories:

- Google Local: www.google.com/mybusiness
- Bing Local: www.bingplaces.com
- Yahoo Local: smallbusiness.yahoo.com/local-listings

Social Media
Add your web site link to your social media account(s). Occasionally add messages in your account that reference and link back to your web site.

Business Directories
The following are more directories that you can list your web site on:

- www.vitals.com
- www.healthgrades.com
- www.citysearch.com
- www.yp.com
- www.insiderpages.com
- www.plus.google.com
- www.ratemds.com
- www.angieslist.com *(You can create a free account to see if your practice is listed)*

Additional Suggestions

- Ask your local hospital to add your URL to their website.
- Ask Real Estate Agents in your practice to add your URL to their website.
- Write a brief article in a newspaper, magazine or blog about strep throat. Include a link in the article back to the page on your website about strep throat.

- Make sure your website is listed on your profile on any professional society's website (AAP, American Academy of Family Physicians, American Medical Association, etc).
- Determine other local resources who would benefit from sending their users to RemedyConnect's Is Your Child Sick?™ Content on your website and have them link directly to it.

Search engines love large websites. Call RemedyConnect today at (303) 756-6223 to learn how to add 500+ pages to your website overnight.

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