

WHAT IS ON-PAGE SEO?

Here's our beginners guide to on-site optimisation covering 10 key page elements we analyse and optimise to increase your organic traffic and conversions as part of our SEO packages for dentists.

SEO Friendly URL

URLs shouldn't be overly long and we recommend that the URL should ideally contain a target keyword such as 'dental', 'dentist', 'clinic', etc. and be structured correctly. The domain should also be secure using https.

Meta Information

Meta tags are snippets of code that tell search engines important information about your web page, such as how they should display it in search results. They include Meta title tags and meta descriptions that include target keywords to encourage readers to click through to read more.

Header / Hero Image

A header or hero image is a primary image, usually at the top of every page. This image represents the overall theme or topic of the site or page. The image should appeal to your audience (and present your brand in a positive light) as they will automatically inform the perception your audience forms of your brand. So, before you start choosing images, define your brand identity and know how you want your audience to see you.

Visualise Information

Include a range of visual content like bespoke photographs, videos and infographics to highlight and explain the most important information and build trust with visitors. Try and use bullet lists and FAQs to break up long segments of content.

Linking

Include internal links to other relevant treatment pages within your site. Internal links help connect your content and provide Google with an idea of the structure of your website. They can also establish a hierarchy on your site, allowing you to provide the most important pages and posts with more link value than other, less valuable pages. Using the right internal linking strategy can boost your SEO.

Technical

Make sure your site is quick to load on mobile as well as a desktop and optimise content to be read on both devices. Use schema mark-up where necessary, for FAQs for example.

H1, H2, & H3 Headers

Since search engines pay attention to headers, we suggest optimising them to help SEO and rankings. While headers will not bump you into first place automatically, every component counts to improving your overall SEO performance score. H1 = Main keywords and subject matter, what the overall page is about. H2 = Sections to break up content, using similar keywords to the H1 tag. H3 = Subcategories to further break up the content, making it easily scannable.

Body Copy & Keywords

Write in short paragraphs and use the target keyword and variations in the first 100-words. Use your keyword and its variations naturally throughout the page. There is no overarching best word count for SEO but we recommend aiming for at least 1,000 words for blog posts and 500 words for treatment pages.

Authority & Credibility

In order for a web page to rank well on search engines, it needs to be as trustworthy and authoritative as it is informative to read. Search algorithms look for pages with a lot of internal linking to other reliable content, backlinks from other authoritative sites, and relevant, thorough content to recommend to users.

Call To Action

Clearly tell the site visitor what action you want them to take at the end of the post. This could be booking an appointment, booking a free consultation, calling the practice or completing an enquiry form.

With the search landscape continually changing, it takes expert knowledge and insight to understand how your dental practice website can get more traffic and more patient enquiries. If you need our help improving your websites SEO get in contact and request a site audit.