



4 Easy Tips to Improve Your Website's Google Rank

1. First and foremost: Keyword inclusion in a natural way

How do you determine what keywords to use?

- A. Ask yourself: What words would your potential patients put into Google to find an acupuncturist in your area? Or to find a healthcare provider with your specialty?
- B. Put keywords into Google then scroll to the bottom of the first page of the Google search results. Google will show you other keywords that are related to the ones you searched; now you have ideas for alternate keywords that people are using to search in your area.

Where should you use keywords?

- In the body text of website pages
- In the Headings of your web pages and blog posts
- In the URLs of your blog posts
(i.e., www.AglessAcupuncture.com/keywords-here)
- In the names of the images you upload to your site
- In headers and footers of your website

Examples of keyword inclusion (acupuncture + your location + specialty):

- "Ageless Acupuncture specializes in pain management in the Rochester, New York region"
- "Providing acupuncture in Upstate New York for 6 years"
- "Proudly serving the Rochester, New York area with acupuncture for pain management"

(You could put sentences such as these in the headers & footers of your website, as well as the body text of the landing page, and the bio of your blog posts, for example.)



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2. Internal linking: Link to your own website's various pages, throughout your website

- Include links to other pages of your website on every page of your site
 - An especially awesome opportunity if you write blog posts:
 - Each time you write a blog post, link to another blog post you've written, or any other page on your website.
 - Ex: Link to a previous blog post that is related to the current one in case your audience wants to check that one out, too.
- Action Item:** Go through all of your website's pages & blog posts. Add links to other pages wherever relevant.
 - Add at least one link per page.
 - If you don't have time to do this right now, add it to your marketing calendar so you don't forget.

3. Get backlinks to your site

- Write articles or guest posts that get published on their sites
- Do link trades with other local businesses (authentic, non-spammy - only link to sites of professionals you would actually refer to)
- Write or create content that is so useful that people link to your site naturally/organically
- Get interviewed on relevant podcasts. If the podcast is new, sometimes all you have to do is ask!
- If it seems like a great fit, email others to ask if they would include your blog or specific articles in the "resources" section of their site

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2. Write a blog and post regularly

If you do ONE THING to boost your website's SEO, please blog!

- Every time you publish a blog post, it's a new page on your website for Google to crawl/index
- Plus Google gives precedence to websites that are updated recently
- The more often you blog, the better:
 - Aim for at least once a month, ideally 2-4x/month
 - Choose a frequency you can be **consistent** with
- Blog about topics related to your specialty to help bring in your ideal patients. A few examples:
 - How does acupuncture help with fertility?
 - Nutritional recommendations to boost fertility
 - New research supporting the use of acupuncture and fertility (broken down in layman's terms)

(In other words, make your blog a go-to resource for your ideal patients and the things they struggle with. Solve problems for them!)

- Action Item:** Brainstorm a list of 24 blog article ideas for this year (2x/month)
 - Then pick a day of the week to focus on writing your blog, and schedule time in your calendar for this activity.
 - Plus, every time you publish a new blog article, be sure to blast it across your social media with enthusiasm so your audience knows!

Okay, you've got this! Get started ASAP and watch your Google rank improve. Email me with any questions!
>> michelle@michellegrasek.com

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more SEO
tips?