



THE **ANATOMY** OF

Google's Search Engine
Results Page

INBOUNDMD

Anatomy of Google's Search Engine Results Page

Search Engine Anatomy is comprised of three major structures.

In the case of Google these three structures are:

- » 1. AdWords
- » 2. Google Maps (Local 3 Pack)
- » 3. Organic Search Results

This guide will provide you with a moderately progressive understanding of these structures and the functions that they serve in the medical and healthcare industries, all aimed at a single goal of engaging searchers to become patients and customers of the services and treatments that you provide.



Get more patients:

80% of US adults have searched for health information online. Ensure you are found by patients searching for conditions your treat and procedures you provide with a better understanding of Google.





What is AdWords?

1

What is AdWords?

The very top of the search results page after entering a search query, is reserved for customers that pay Google for displaying advertisements.

Google's advertising service, called AdWords, provides practices with an opportunity to appear at the top of the Google search results page, on top of both the **Google Maps / Local 3 Pack** search results, as well as **Organic** search results.

To the right, the adwords search results listings are indicated by this icon:

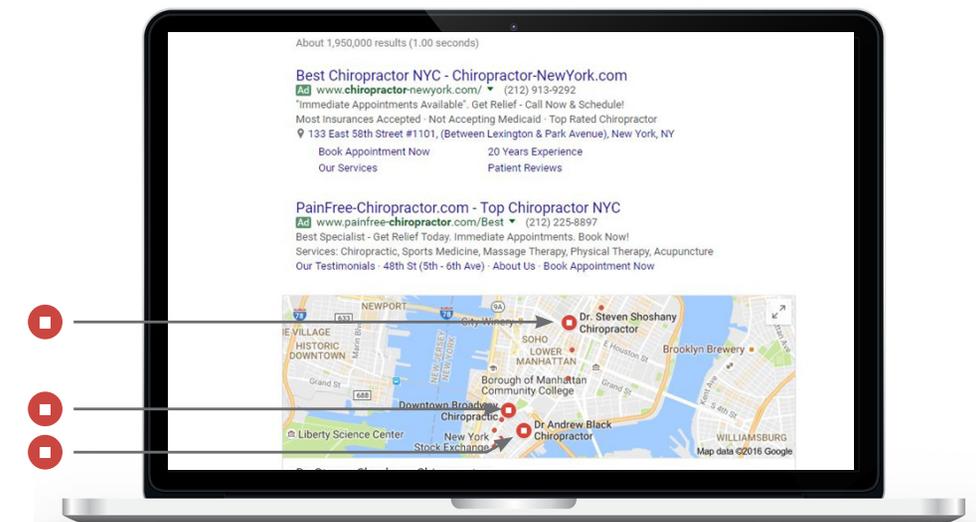
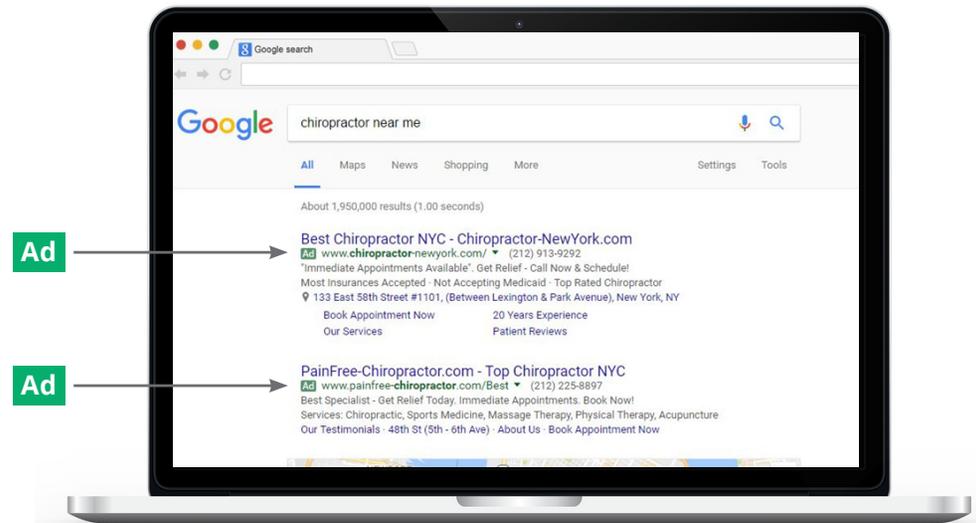


As you can see there are (2) advertisements listed above the (3) Google Maps listings indicated by this icon:



Target desired cases:

With AdWords you can bid on patient search terms to drive new appointments for specific conditions you treat and procedures offered. Adwords is also effective for targeting patients slightly outside your area.



What should a Medical Professional Know about Google AdWords?

Costs:

The fee for appearing at the top of the search results is largely driven by two elements, comprised of a variety of factors:

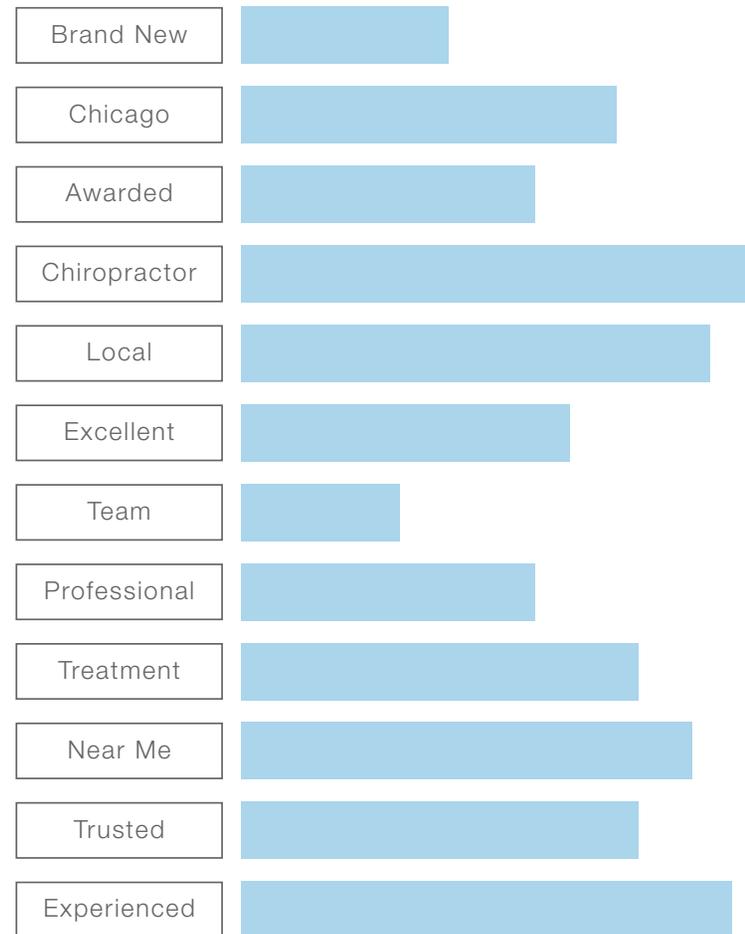
1) How many competitors are bidding on the keywords that you are also bidding on.

The cost for keywords in Google AdWords will therefore vary by your practice's location, as each local business has its own unique competition and search audience. The amount you can expect to pay for the service is the total number of times that your ad was clicked multiplied by the cost of the keyword. For example, if the search term, "chiropractor near me" costs \$5.00 per click, and that resulted in your Adwords advertisement being displayed 100 times, and clicked 20 times; you would owe \$100.00 to Google that month for that keyword. Hence the term "pay per click" (PPC).

2) The belief that a would-be patient is more inclined to click the very first results that are displayed while searching for a treatment, condition, medical service, doctor, etc.

Studies of searcher data have proven that there is a higher level of engagement from searchers who encounter results listed at the top of the page. In the case of adwords, ads that display your website are listed at the very top of the search results page, and your practice therefore is more likely to attract the attention of searchers as a result. The fact that adwords exists at all, and represents over 77% (**\$52 billion**) of Google's total revenue also provides credence that paid search advertising, and being listed at the top of search results pages, provides a return on your AdWords investment.

Frequency of Bidding:



**This is a sample only. Not intended for actual use.*

What is AdWords?

Getting Started:

Because you can determine the approximate cost of the keyword, and you can use tools that specify how many searchers type in a keyword per month, you can easily determine a good starting point for your selection of keywords (likely focusing on least cost, highest search volume) before you pay for AdWords at all. Based on that, and creating an effective ad, you can then collect data (clicks, impressions, time of day, etc) for 2-3 months to determine what portion of the potential audience is clicking your ad.

If you are tracking appointments on your website, you now have data to substantiate which portion of those clicks convert to a patient filling out a schedule an appointment form, or calling your phone number. With that data, you can quickly determine if the expense justifies the revenue.

» Pro Tip:

If you offer a particularly complicated, or unique treatment, it might have a low keyword cost, and a low search volume. This isn't necessarily a bad thing; AdWords can help you bring immediate visibility to preferred or specialized procedures that are offered by your practice.



Understand your investment:

With AdWords you can track what advertising campaigns are performing the best based on the number of new appointments that were generated.

Why is AdWords Important to a Healthcare Service Provider?

Higher Placements

Google AdWords is an immediate way to get your practice ranking in the top 3 search results, with top results getting a large portion of searchers clicks it is important to be listed highly and targeting keywords that your potential patients are likely to be entering. There are two significant benefits to being listed highly:

1. As mentioned above, more patients are likely to find (and engage with) search results the higher they are listed. The lifetime value of a patient should be greater than the cost of acquiring them through Google AdWords.
2. Learn quickly about the best strategies to influence your local and organic search results. Because AdWords is usable by anyone, and immediate (it can take up to 24 hours for your very first ad to begin displaying), you can reharvest the data you've obtained from your pay per click campaigns (by comparing things like impressions, clicks, and ad copy) to guide your other online marketing efforts.

Immediate Contact Information

In addition to the ad message, you'll notice on the two AdWords Ad results also display the practice's phone number. This provides potential patient searchers an immediate way to get in touch with you, without needing to visit your website, especially important due to the increase in the number of searches coming from mobile phones, where a searcher can simply click the link to your phone number to automatically place the call.

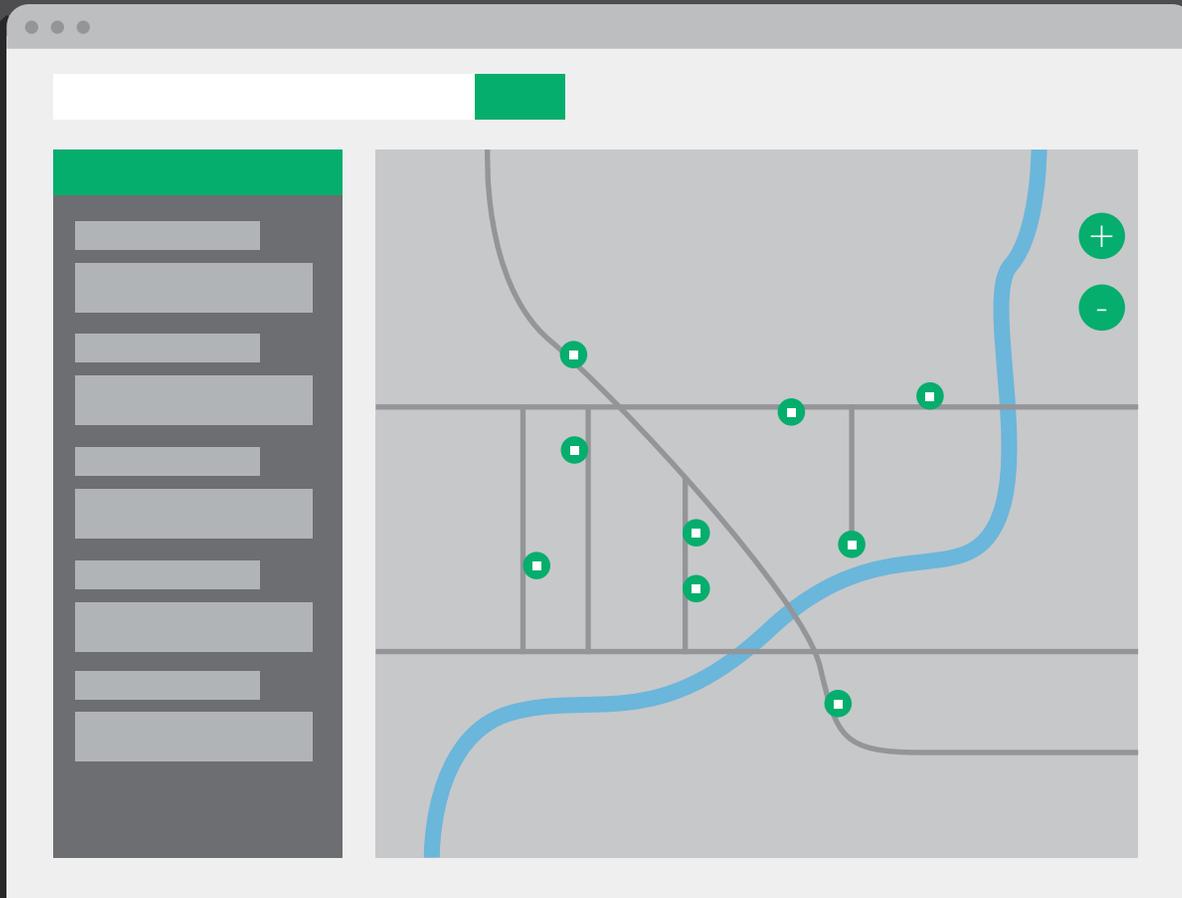
You'll notice the very top ad, also displays the practice address; which provides would-be and current patients searching for you a simple way to get directions to your location. Again, especially in the scenario of a mobile user, providing them an opportunity to simply click on your address to bring up Google Maps directions to your office, removes one more layer of potential resistance in engaging the patient (i.e. they won't have to click through to your website, or find your contact page).

Highlight Particular Treatments

Perhaps you're one of the few orthopedic surgeons in the country able to perform a certain cutting edge robotic surgery, or you're a dermatologist that has specialized in a particular treatment that provides great results or is especially lucrative. Often times these specific advertisements will cost far less, and in many cases you'll be the sole advertiser, which can provide you with a very qualified patient, that is inexpensive to acquire. Perhaps patients searching for keywords that indicate a condition you can treat aren't aware of the best and most innovative procedure, since many of the organic search results, or common treatments all echo very similar messages (making it less likely for them to select you).

» Pro Tip:

Seasonal advertisements can also provide great results. Are you an orthopedic surgeon in Salt Lake City, UT? Why not use AdWords to run seasonal, highly targeted campaigns that emphasize your practice in both the top search results, and with a message that resonates with their specific scenario. For example, from November to April creating a campaign that targets keywords around "broken leg skiing /snowboarding" and paying special attention to having your Ads displayed at peak winter-sports times (usually weekends).



**What is
Google Maps?**
(Local)

2

What is Google Maps (Local)?

Google Maps, also known as Google Local search results, are displayed below AdWords results, and above organic search results. Under Google's current search algorithm only 3 search results are displayed here, giving way to other names: with variations of "Google / local / 3 pack / maps" but are all referring to the same structure.

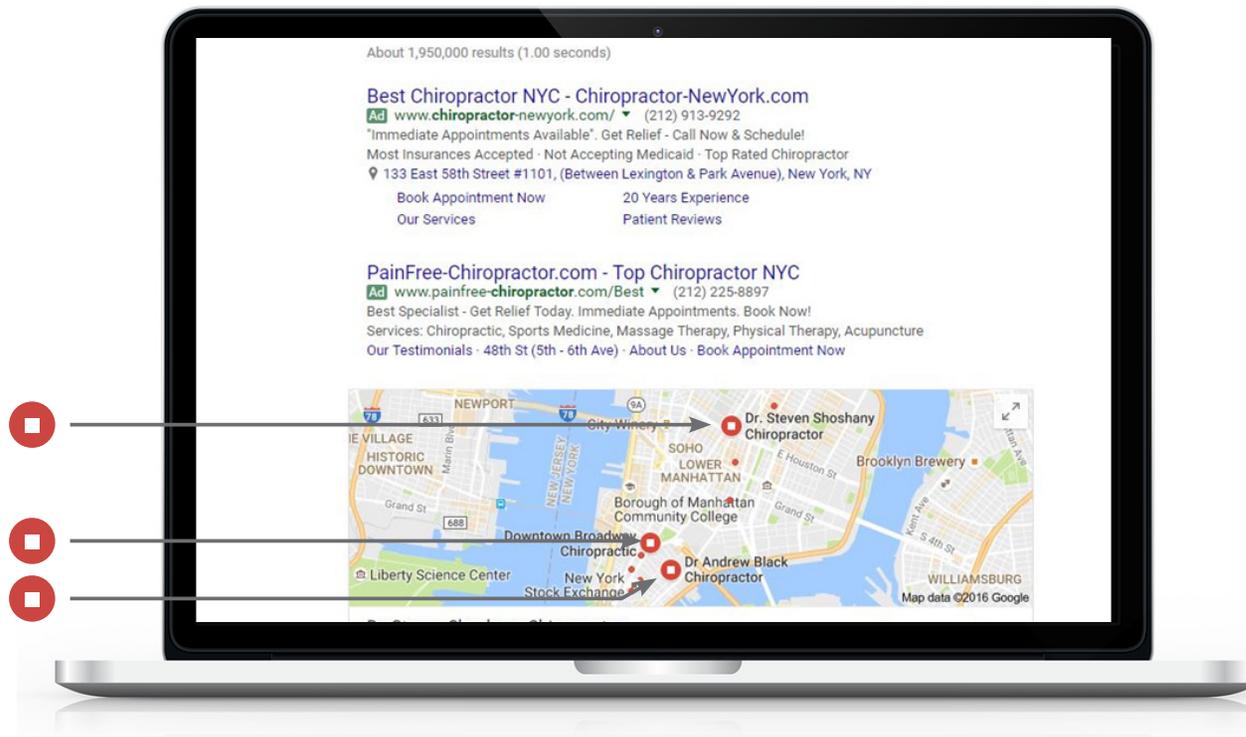
Below, the image shows the three Google Maps search results, indicated by  along with their business name listed in bold on the map.

These three results are then also displayed below Google Maps in the Google Local search results.

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Location matters:

Google knows where your patient's are located and that they are more willing to engage with a provider who is close to them.



What Should a Medical Professional Know About Google Maps?

New Google Maps Improvements and Effects

In the past 18 months Google has **significantly changed** both the function and structure of their local results, driven by the maturity of their algorithm and Google's relentless motivation to provide searchers with the search results they are looking for (allowing them to continue to dominate the online search market).

It might be hard to remember, but even as recently as a few months ago, local businesses did not display on Google Maps in the local search results structure (displayed in the image above). Go back a little bit over a year ago and you'll remember times where you could search "plumber" (or any business category), and you would encounter search results that were from entirely different area's of the country or your state. Obviously this doesn't produce the fastest, most bona fide search result, as most searches looking for services are also looking for the most practical search result.

Google identified that layer of practicality, and implemented their search algorithm to take into consideration that searchers are more likely to engage with a business in walking range than biking range, and biking range more than driving range (and so on). One significant factor to localizing results was identifying the searchers location (by IP address), and comparing the distance between their exact location and the exact business location.

Formerly local search results typically displayed 7-8 business names and an option to visit their website or an icon to click on, that would show the business on Google Maps. As you can see in the screenshot, local search rankings are limited to just 3 spots, but now include a much richer snippet of information: reviews, ratings, address, phone number, business category, website, and directions are all displayed instead of just the business name and website.

As a consolation for only listing 3 locations, when clicking on "more places" the searchers now sees the results of as many as 20 local businesses (again prioritized by distance and optimization), but all of them will again now include a much richer "digital business card" for the organization or medical practice than existed in Google's local search results prior to these updates.

An important point, because this means that if there are three other providers in your speciality all achieving the same level of online presence optimization, you potentially won't show up in the top 3, simply because there are 3 other providers closer in proximity to the searcher. To overcome this it's critical for healthcare business that are serious about online patient acquisition to optimize all of their overall online presence, and not just their website (a significant change from the recent past).

5 Ways to Get Placed and Rank Highly on Google Maps Local Search Results

1. Fill out your Google My Business page

Be thorough with your listing. Include as much information as they'll allow: a long and short profile, multiple images, hours of operation, specialities, etc. are all important, as they are an indication to Google that you are serious about your online presence, and want to make engaging with you as easy as possible for searchers.

The most complete, and the richest listing is often the difference between obtaining that 3rd spot on the local results for a patient searching for services on the opposite side of town (or county). It's also the difference between ranking 4th or 5th on the top 20 results, as you'll soon find that some competitors are not aware of, and doing the things necessary to be listed highly in Google search results. This means that you can still outrank your competitors, even if they are in closer proximity to the searcher.

2. Earn positive Google+ Reviews

Online reviews, especially on your **Google+ profile** is another indicator to Google that your presence online is authentic, and that you are genuinely interested in engaging with patients online.

Earning reviews can be as simple as providing written instructions to patients who've recently visited your practice, or as easy as using an automated tool (like **repcheckup**) to both send authorization, collect, and post (or triage) the patients review. For ideas on how to increase online reviews and gathering patient feedback, read **more**.

However it's done, continually earning reviews on your Google+ profile is a great way to ensure you are listed ahead of competitors in local search results. As you continue to collect more reviews over time, you're further protecting your placement in local search results, making it more difficult for you to lose your placement. Of course, not to be overlooked, is the fact that collecting reviews and feedback allow your practice to benefit from positive praise and grow from criticism.



3. Complete Online Citations

There are 30 medical related directories and citations we recommend be completed for your medical practice (like **Healthgrades**), an additional 60 that are relatively important (ranging from **Angie's List** to **Yellowpages**), and many hundreds more exist but provide limited value.

The most obvious place to start are medical and healthcare online directories that are used most frequently by patients looking to review or read reviews. Though almost all citations in these directories add value (read more **here**) they add no value if they are not consistent and complete. Your name, address, phone number, must be listed exactly! The more complete the citation profile (more pictures, longer descriptions, etc), the better.

4. Proximity

Google will rotate results in their 3-pack (based on time of day, popularity of the number of visits, even/odd numbered day of the week, etc) if all healthcare providers (targeting the same keywords) are equally optimized. In the situation of a tie, Google will more often prioritize the service provider in closest proximity to the searcher.

Proximity is one thing you can't control. Gone are the days where businesses could obtain a P.O. box, and therefore be qualified as unique, allowing for multiple listings all across a locality (offering no advantage to searchers, as search were therefore less diverse).

The only way to overcome (and benefit from) Google's preference for searcher proximity is to take the steps above, optimize your online presence (which often can include your website) and provide Google with information that their search algorithms are seeking.

5. Backlinks Local Sponsorships

Websites all have one thing in common, a domain name: (www.yourdomainhere.com). A link from another site: (www.anyoneelsesdomainhere.com) that references www.yourdomainhere.com anywhere on their site counts a backlink.

For example, a local softball team that you sponsor probably (or should) have a list of sponsors on their website. That listing of your practice name on their website (however it exists) provides an opportunity for them to link back to your website.

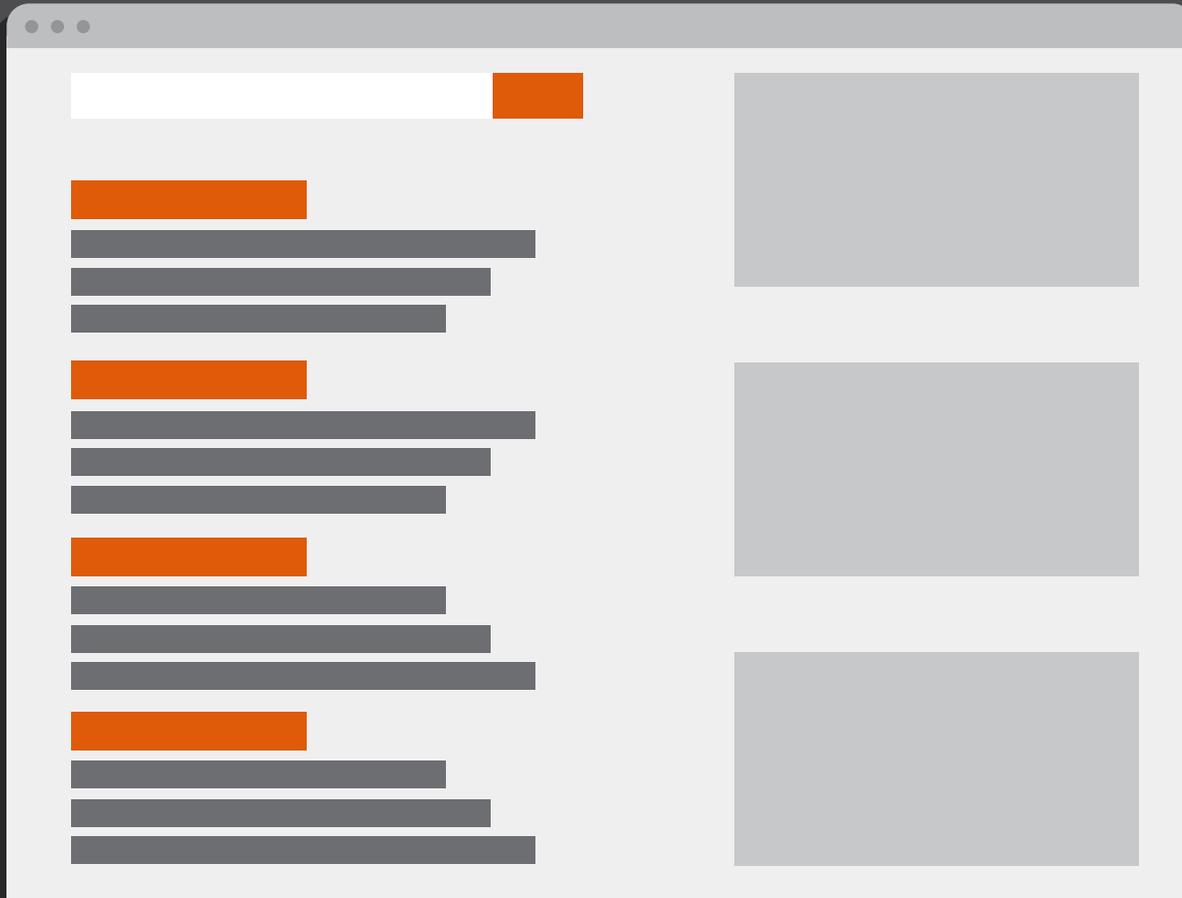
That link back to your website (even from your small town T-Ball team) is a strong indication to Google and other search engines that you are an undisputed origin. The more authority the websites have that link back to you is of course beneficial (for example, a reference to your practitioners or your practice on a .edu domain), but any link to your website from any legitimate website provides benefit to your online rankings, and the priority given to you on Google Maps.

Here are **three ways doctors can get involved in their community** (and earn a few links along the way)

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You can't control proximity:

You can't be right next door to everyone searching for your services but a multi-pronged attack of an optimized Google My Business profile, positive reviews, accurate online citations, and backlinks can help to overcome that.



**What are Organic
Search Results?**

3

What are Organic Search Results?

Organic Search results, are listed below Google AdWords, and below the Google Maps / Local 3 Pack search results.

To the right, the image shows the last Google Map listing and “More places” and the top 6 organic search results.

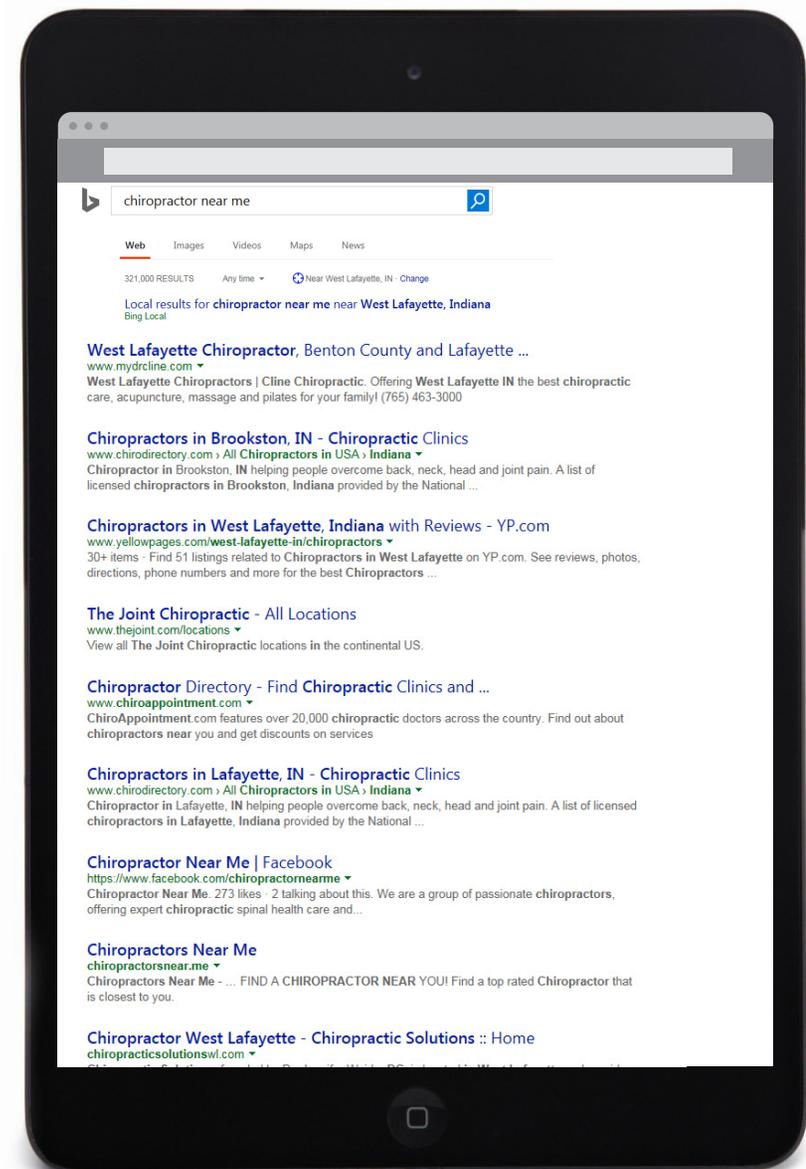
The first website address shown is 1st of the 10 spots displayed on Google’s first page search results.

Noticeably, the organic search results lack the flashy color of the map on the local search results, and do not have any icons next to the results. This is done intentionally to allow searchers to better distinguish the search results page, and allows Google to enhance their other products, particularly Adwords.

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Organic is good for you:

Creating authoritative, original content on your website that targets phrases patients are search for is how you bolster your organic search results and can help you to outrank your competitors who aren’t making the same effort.



What are Organic Search Results? •••••

3 Main Elements of Organic Search Results

Chiropractor Directory - Find Chiropractic Clinics and ...
www.chiroappointment.com ▼
ChiroAppointment.com features over 20,000 chiropractic doctors across the country. Find out about chiropractors near you and get discounts on services

1. The Page Title

Search engines like Google read from up to down, and left to right, just like us; the page title is listed as it's prioritized as a primary indication of what the page is about.

Chiropractor Directory - Find Chiropractic Clinics and ...

2. The Page URL

The website domain is listed in green, any keyword appearing in the URL is bolded.

www.chiroappointment.com ▼

3. The Type of Page

The page as it's listed in the site index in this case "Homepage" (or if it's a content article, the date it was published). Along with a brief description of what content you are likely to encounter after clicking on the page.

ChiroAppointment.com features over 20,000 chiropractic doctors across the country. Find out about chiropractors near you and get discounts on services



The power of 3:

Build a good foundation for your online content first with properly formatted page titles, page URLs, and types of page. These three elements are the key pieces that can have a big impact on organic search results for the keywords, search terms, and medical topics that you are focusing on.

Why are Organic Search Results Important in Healthcare?

The priority that websites are displayed in organic search results is based on the relevance Google's search algorithm gives to the webpage compared to the searchers entry into the search engine.

This means that searchers will find organic search results highly relatable to the search and subsequent search results. By providing content within a healthcare providers speciality, and deploying that content on web pages that reflect the off-line reality of what patients are searching, you greatly increase your chances of introducing a potential patient to your website, and therefore increase the likelihood of a patient making the choice to do business with your doctors and your practice.

1. Top placements means a larger audience

Websites listed in organic search results play an important role in online searchers behavior: as many as 1/3 of all searchers click on the top 3 organic search results. These searchers often overlook AdWords due to skepticism, and look past Google Maps search results to find further information about the the topic they are searching.

2. Distinguishing your practice as authoritative

Because organic search results display a brief snippet of information on the page prior to clicking, searchers landing on organic search results are likely to be educating themselves about a course of action of a treatment, or information on a condition. Providing thorough information to searchers visiting your website is an opportunity to demonstrate your ability to solve their problem.

2. Being listed on the first page three times

The latest update to Google's search algorithm prevented businesses (including medical practices and their physicians) from completely dominating the first page of search results. Google believes that by providing searchers with diverse results it provides them with the best search results.

Organic search results allow your practice and practitioners to be listed as many as three times: Once on Google AdWords, once on Google Maps, and finally once in Organic Search results. Since it is no longer possible to be listed more than once in the organic search results, the top The more times you are listed on the first page, the more likely a searcher is to find your website, and the services you provide. Because it is no longer possible to flood the first page with your website, each of these three positions.

4. It's the most accessible

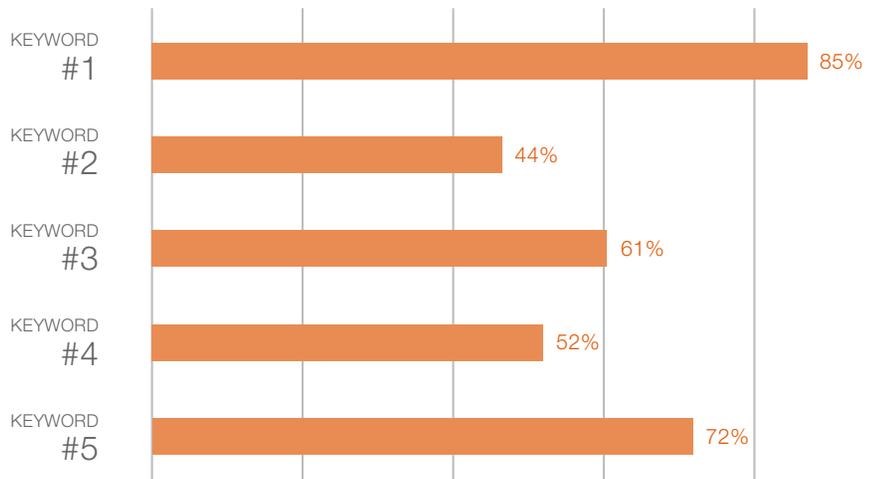
If adwords isn't in your budget, and while your local search strategy is developing, one of the best things you can do is to begin optimizing your website. Though a well optimized website might not appear on the first page of organic listings right away (the first 90 days is critical to getting your site indexed properly), if your long term strategy is to remain relevant in the eyes of search engines there's no better time, or cost-effective way than to begin rankings your website for organic search results.

3 Ways a Medical Practice Can Take Advantage of Organic Search Results

1. On-page SEO and technical SEO

Learn all about SEO including on-page and off-page SEO here. By providing search engines with a structured pattern (specific to how they evaluate (crawl) your website) and strategically optimizing keywords based on your practice specialities, your doctors, and the conditions and treatments you provide patients are more likely to encounter those pages.

Recall how you search on search engines, versus how a patient might, compared to the variations in search terms that might produce. For example, if you're looking for a restaurant do you type "steak restaurants", "restaurants serving delmonico", etc. Good keyword planning, and understanding the education level and position that your searcher is likely to be in, allows for medical practices to eliminate confusion about what your practice is about "pain management" versus "hip pain", and substantiate what you are about "hip replacement", "robotic hip replacement".



Know your patients:

With the right keyword planning you can know what your patients are searching for and create content for your website based on those topics.

2. Offer Specific Treatment and Condition Pages

Specifying and creating content for these pages is critical to any practice that wants to acquire more patients by marketing online. It's best to start with research on the types of things your searchers are searching for (by using keyword research tools, and simply typing in search phrases and checking the results) and develop an outline of potential pages sorted by terms that are either treatments or conditions. After you've developed an outline, prioritize by the number of searches for those treatments and conditions per month, or by your willingness and interest in providing services for particular treatments and conditions.

Treatment and condition pages are critical to a being placed in organic search results, as searchers, especially new patients aren't likely to be familiar with the practice, or the practice name. Most prospective patients are familiar with what's closest to them: perhaps "carpal tunnel symptoms", or "wrist pain", "numbness in my wrist"; having pages and content that reflect that will provide you with a qualified audience that finds your website.

What are Organic Search Results?

3. Well Written Content

Well organized and well written content gets the attention of both Google's search algorithm, and the prospective patients that are therefore likely to encounter it. Patients want information about the services you provide in plain english. Though adding the specific terminology has merit, the bulk of the content should be read through the eyes of a patient.

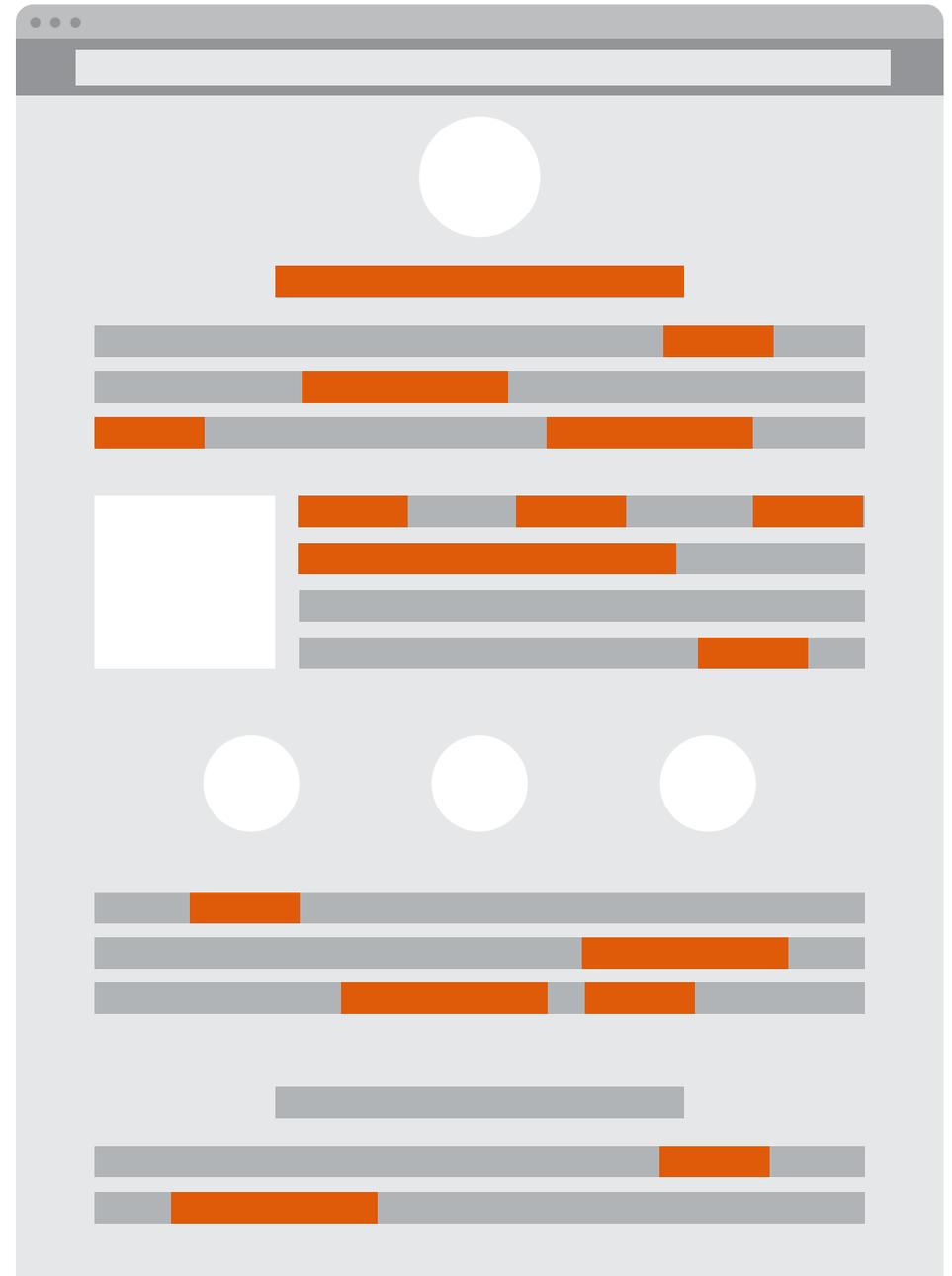
Because this isn't a medical paper, you won't need to worry about including citations for the types of procedures and treatments that you provide. Though other medical professionals are likely to be impressed, patients will simply gloss over it, particularly if viewing your website from a mobile device. Organic search results are highly relatable in the minds of a searcher; particularly if the person searching for the information is a novice.

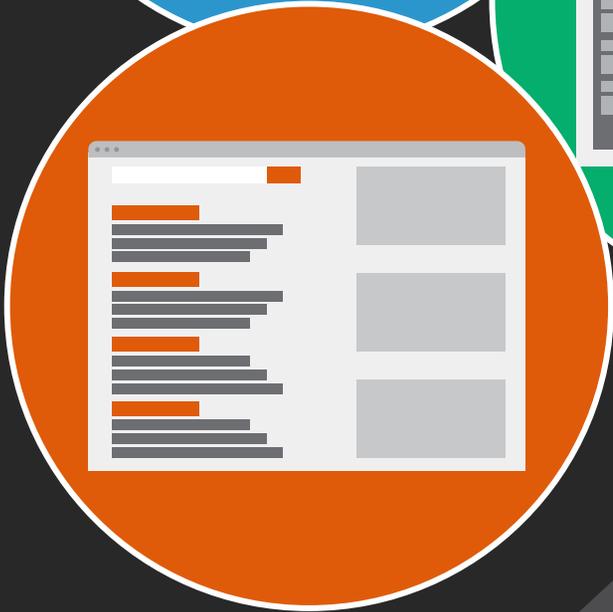
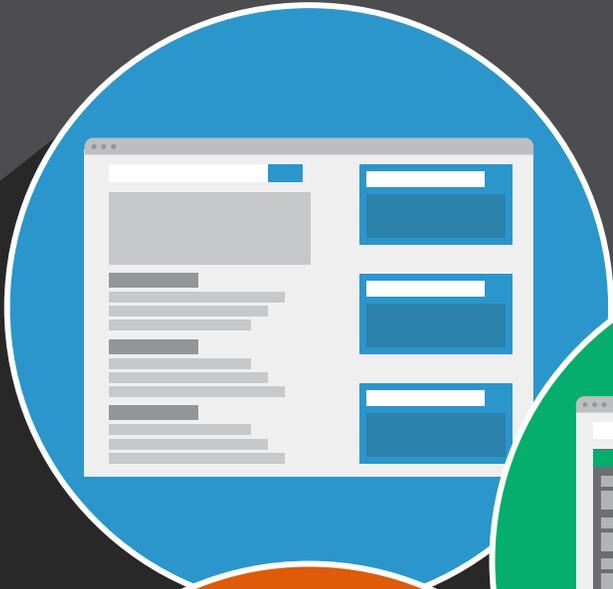
Providing content that is succinct, to the point, and intended for today's fast-paced (frantic) society will increase the chances that your pages will be viewed, regardless if the searcher is viewing from a tablet or PC, provides the search algorithm responsible for organic rankings evidence that your site is authoritative and likely something that other searchers would be interested in viewing, causing your page ranking to rise.



Google wants quality, not quantity:

Having a lot of poorly written and improperly formatted content will do you no favors with Google's search algorithm. Google wants to provide the best experience for searchers which means well written content that solves a problem or answers a question.





**Working in
Harmony**

4

Working in Harmony

Diligently following strategies to improve your practice's visibility online is a significant way to grow your business and increase the number of patients who make appointments at your practice.

Achieving a placement in all three structures of Google search engine results requires a good strategy and an investment of a little time and money. Our aim at InboundMD is to enable providers of the healthcare industry to grow their practice by engaging more patients.

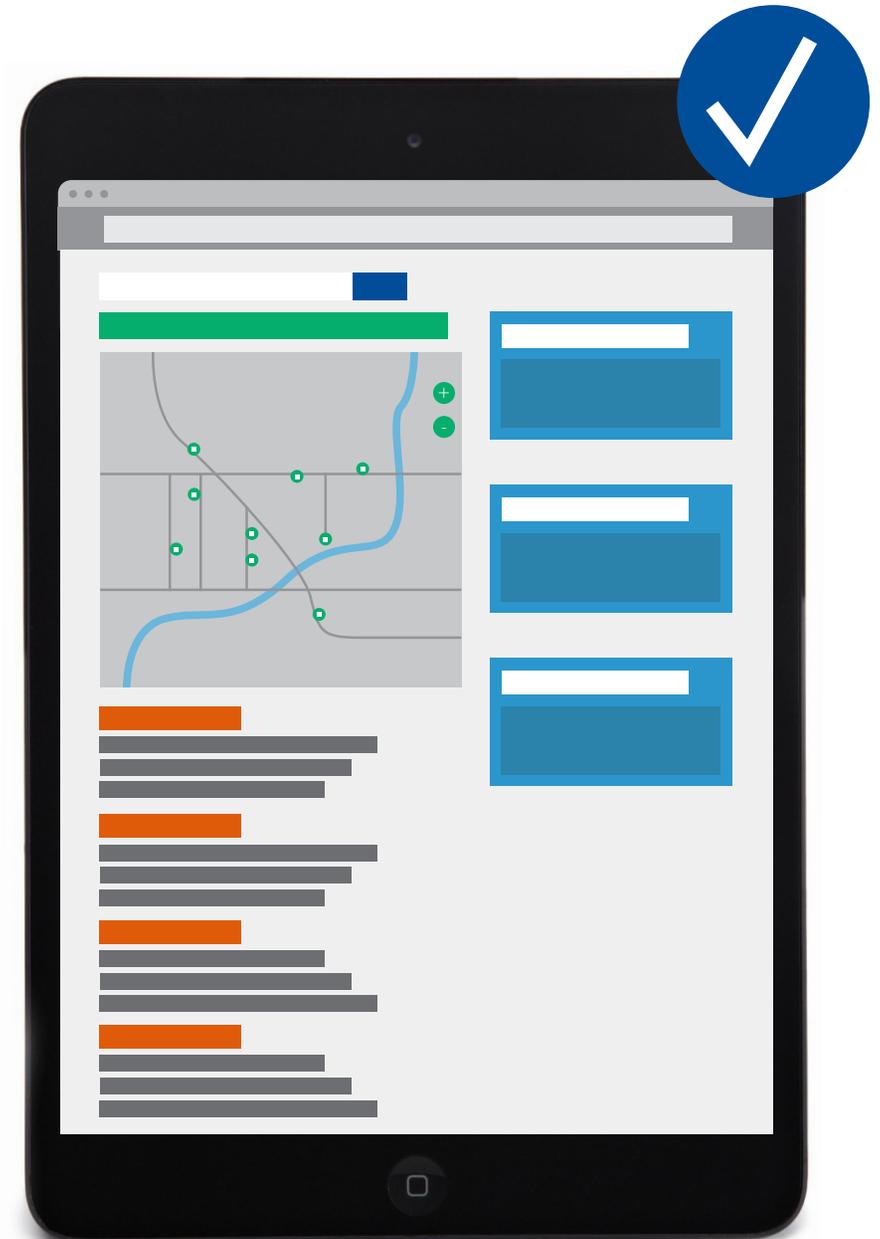
InboundMD.com strategies for leveraging the three primary structures of Google's search engine results in success for our clients and minimal commitments.

If your practice is in need of enhancement online or is just beginning to develop its online presence, we can provide you with a path to efficiently achieve your goals.



No silver bullet:

There is no single thing that you can do to make your practice website rank first for your specialty or favorite treatment overnight. However, a combination Google AdWords, Google My Business and Organic Search Engine Optimization will help you maximize the number of appointments you can drive through the search engine.



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