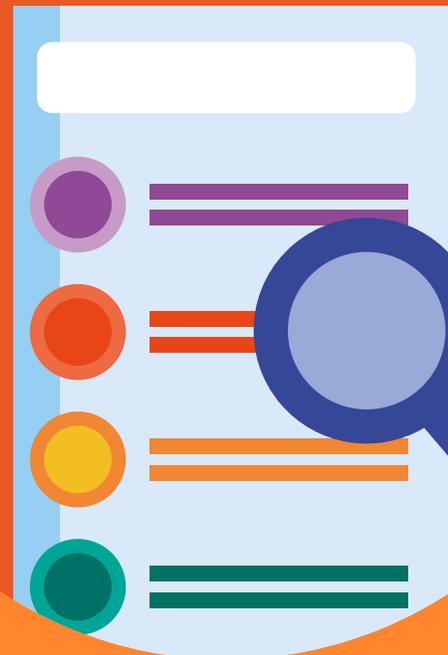


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7 trends to remember

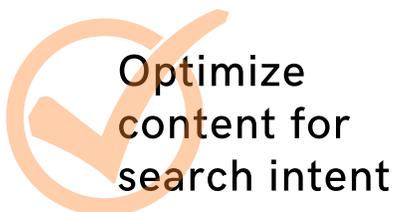


Is your healthcare SEO strategy ready for 2022? After the last few years, it's hard to say we can be prepared for everything. But with these trends and best practices, you can put your best SEO foot forward.



Keep a close eye on Core Web Vitals

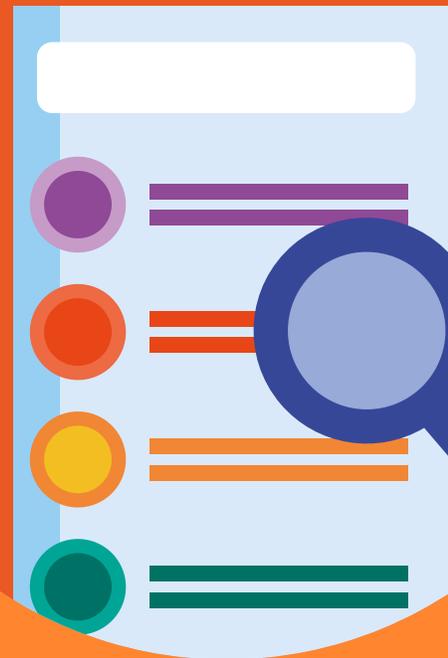
- Look at page load speed, interactivity and content stability
- Use Google's Core Web Vitals tool to track progress
- Use [Search Engine Land's guide](#) to improve scores



Optimize content for search intent

- Target the "why" behind a search
- Determine if the search is informational, commercial, transactional or navigational
- Make sure your content is relevant to the user's question

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Use semantic keywords

- Incorporate more than just the primary keyword
- Use keywords and questions related to the primary keyword; find them on Google's related searches
- Write for your reader, not a search engine



Maintain your EAT factors

- Skip jargon and use plain language
- Make content easy to navigate
- Use trustworthy sources and check for accuracy



Don't forget about voice search

- Use long-tail, conversational keywords
- Spell out questions and answer them with clear answer
- Use headings and lists to outline questions and answers



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Try writing more long-form content

- Start small with attainable goals
- Create an opportunity to incorporate more related and semantic keywords
- Use this content as cornerstones of your content strategy; make sure other pages and posts link to it



Optimize your videos, too

- Incorporate keywords into YouTube titles and descriptions
- Gain insight from Google Trends YouTube searches
- Use on-page (schema) markup for your website videos

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