

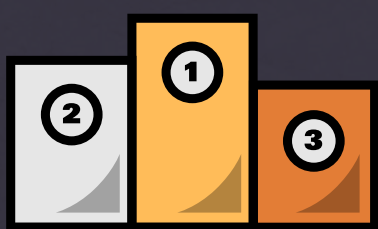
# THE FIVE MOST IMPORTANT HEALTHCARE SEO TRENDS

YOU NEED TO KNOW FOR 2021

## COMPETITION IS RISING

THIRD-PARTY PROVIDERS ARE HERE TO STAY

Third-party listings like Healthgrades, Vitals, and ZocDoc can be helpful to maximize your visibility, but they can also rank higher than your website. Optimize your profiles to ensure maximum exposure.



## WEBSITE SPEED MATTERS

"CORE WEB VITALS" COMING IN MAY 2021

Google is officially making its "core web vitals" part of its ranking algorithms in May 2021. If you want to rank high on Google, your site needs to be blazing fast and meet these standards before then.



## GOOGLE MY BUSINESS IS KEY

FOR LOCAL SEARCH

Organic search results are being pushed farther down the page thanks to paid ads and the Map Pack. Want to get the first impression? Make sure your Google My Business profile has complete information and lots of reviews.



## PATIENT INTENT IS CHANGING

OPTIMIZE FOR ZERO-CLICK SEARCHES

"Zero-click searches" - when patients need a quick answer but don't want to visit a website- are on the rise. These are great for practice visibility, but don't often lead to new patient appointments. Take these into account when planning your marketing strategy.



## VET YOUR CONTENT

GOOGLE GETS STRICT WITH MEDICAL CONTENT

If you publish content on your site (hint: you should), make sure it's vetted by an expert and is in line with standard medical consensus. Google is getting more strict with ranking healthcare content, so you'll want to be extra careful when you publish.

