

THE
HEALTHCARE MARKETER'S
COMPLETE GUIDE TO

Content Strategy
and SEO



SEARCH ENGINE OPTIMIZATION (SEO) IS DEFINED BY MOZ AS “THE PRACTICE OF INCREASING THE QUANTITY AND QUALITY OF TRAFFIC TO YOUR WEBSITE THROUGH ORGANIC SEARCH RESULTS.” WHILE THE DEFINITION IS SIMPLE, THE PRACTICE OF BUILDING AND MAINTAINING A HIGH-PERFORMING SEO STRATEGY—AND DOING SO EFFICIENTLY—IS INCREASINGLY CHALLENGING.

Creating a sustainable, adaptable overall SEO strategy is particularly important for healthcare marketers who are continuously asked to do more with less. It's a mission critical task for a few key reasons:

- An estimated **1 in 15** Google searches is healthcare-related—approximately 70,000 queries every minute.
- Search drives **three times** more visitors to healthcare sites than any other channel—social media, email marketing, traditional advertising, etc.
- Healthcare digital advertising spend is rapidly increasing, expected to reach **46%** of all healthcare ad spend and overtake TV ad spend for the first time by the end of 2021.

These three statistics represent important trends in the shift to digital marketing strategies in health care and justify the need to invest in SEO strategies:

1. THE CONSUMER DEMAND FOR HEALTHCARE INFORMATION MUST BE MET.

It's no longer safe to assume that your awards and accreditations will drive patient volumes. Consumers want help understanding their condition and care options, and they want to move through the system with minimal friction. This starts with meeting online search demands and creating a website that serves the consumer, rather than your brand. Content is king in this world, and aligning your website content strategy around consumer search trends will drive SEO performance, build better brand relationships and drive more conversions.

2. THERE'S NO DENYING THAT SEARCH DRIVES MORE WEBSITE VISITORS AND ENGAGEMENTS WITH HEALTHCARE BRANDS THAN ANY OTHER DIGITAL OR TRADITIONAL CHANNEL, AND IT SHOULD BE PRIORITIZED ACCORDINGLY.

Investing time and money into optimizing your organic search performance will help you balance your paid search budget more effectively and capture more qualified leads. Organic search means relying on high-quality content to rank higher on a search engine results page (SERP) to drive traffic. Paid Google search ads allow you to pay for placement at the top of the SERP. By building a high-performing SEO engine, healthcare marketers can begin to focus their paid search budget on the highest-priority service lines and keywords, while relying on organic rankings to generate engagement with the rest.

3. IN THE COMING MONTHS AND YEARS, SEARCH ENGINE MARKETING (SEM) COMPETITION WILL INTENSIFY.

SEM can be thought of as the umbrella term for using search engines to elevate a brand and drive lead volume. Both SEO and paid search fall within the scope of SEM. More healthcare brands are investing in SEO strategies, and paid search spending is increasing. The combination creates an even more agile environment in which organic performance and content strategies must be constantly audited and optimized to maintain consistent performance. There will also continue to be an emergence of nontraditional healthcare providers and services taking up space online. These include new providers in the telehealth and urgent care spaces, device and drug manufacturers who are beginning to invest in content marketing designed to engage with consumers, and various blogs and online communities dedicated to pregnancy, lifestyle trends and chronic conditions.

At True North, we identify five key components to SEO performance:

technical optimization, ratings, reviews, location management and content strategy. While each is important, this guide is intended to focus on content strategy designed to meet the consumer demand for healthcare information and drive organic search performance.

HOW TO BUILD A CONTENT STRATEGY

AT THE CORE OF ANY EFFECTIVE CONTENT MARKETING STRATEGY IS A DATA-DRIVEN AND WELL-ORGANIZED APPROACH
TO CONTENT PLANNING ACROSS CHANNELS AND DEPARTMENTS.

When first implementing a content marketing plan, hospital marketers should consider a few key questions.

WHAT ARE MY GOALS? HOW WILL SUCCESS BE MEASURED?

When setting a goal for a content marketing plan, be realistic about what you'll achieve. Content marketing isn't likely to directly impact ROI (return on investment), but it will have a direct, positive impact on SEO performance and engagement rates across your website, blog and social media. Focus your key performance indicators, or KPIs, on organic engagement metrics and increases in keyword rankings, and communicate those KPIs to leadership so they know what to expect from the investment. One key KPI to consider is conversions through bottom-of-the-funnel website content, find-a-doctor pages, and more that will have a more direct correlation to ROI.

WHO AM I TRYING TO REACH, AND WHAT DO THEY WANT TO HEAR ABOUT?

True North's philosophy around content planning is to think first about your goal service lines and conversion priorities and then align that with consumer search demand to meet the need in your market. If content marketing is new to you, perhaps choose one to three service lines to start with.

Here are a few examples of how you might consider your target audience and consumer demand for common service lines:

WOMEN AND BABY

This is a common and easy place to start if content marketing is a new endeavor for your organization. Women ages 25–60 are likely to engage with content relevant to their stage in life, and there are a plethora of topics they care about, including infertility, birth control, sexual health, pregnancy, pediatrics, parenting and menopause. All of this advances your priorities of filling the OB-GYN service line and building a relationship with the health care CEO of the household.

CHRONIC CONDITIONS

Honing in on chronic conditions, such as diabetes, COPD, asthma and others, for your content strategy is another strong approach. While more focused on population health and patient support, content about these conditions will generate engagement around topics including diet, exercise, viruses, allergies, co-morbidities and more.

ACCESS CARE

Your top-of-funnel service lines, such as primary care, urgent care, telehealth and emergency care, are other areas to focus an effective content marketing program. We recommend a two-fold approach. First, build brand relationships through blog content that helps consumers live healthier lives. Topics including seasonal health concerns, injuries, diet and exercise will resonate well with your target audience. Second, meet immediate consumer demand through paid search and website content strategies that provide a frictionless path to conversion when someone needs you most.

WHO'S RESPONSIBLE FOR CONTENT PLANNING, PRODUCTION AND PROMOTION?

Decide in advance who will own each piece of your content strategy—planning, content creation, project management, promotion, reporting and optimization, SME collaboration and more. Otherwise, things will likely slip through the cracks. Your content strategy will typically involve a blend of inside and outside resources, and if you're choosing to work with an outside firm, look for a partner with extensive healthcare experience, a strong content portfolio and genuine passion for the field—people with whom you genuinely want to collaborate and who have an agile approach to client services.

WHAT TOOLS ARE NECESSARY TO CONTENT MARKETING SUCCESS?

Content planning and reporting on your outcomes requires investments in a few tools. For content planning, try resources like SEMrush or BrightEdge to help you understand consumer search demand, what your competitors are doing and your current keyword ranking performance. As you produce content, use a tool like Yoast that checks for keyword cannibalization and keyword stuffing and offers metadata best practices, word count recommendations and strategies that allow you to better optimize your content. When you're reporting on outcomes, use the same planning tool you decide to invest in, leverage Google Analytics insight to further understand organic engagement, and rely on social media tools, such as Hootsuite, to monitor activity and conversations with your brand through Facebook, Instagram and other social media channels you use.

CONTENT PLANNING TIPS

CONTENT PLANNING TIPS TO GUIDE YOUR CONTENT AND WEBSITE STRATEGIES BASED ON THE UNIQUE GOALS OF EACH CHANNEL.

Think of your website as bottom-of-the-funnel content that helps consumers sort through medical conditions and symptoms and quickly find the support they need. Your blog, on the other hand, is for top-of-funnel content that helps consumers live healthier lives while also entertaining and building brand relationships. Website and blog content should be closely aligned, but there's a unique approach to content planning for each.

When you begin content planning for your blog, True North recommends thinking first about your annual business priorities and the service lines most critical to your organization. This ensures that your content aligns with revenue objectives and paid campaigns you may have in market. From there, use your SEO tool to research the questions consumers are frequently asking around those target service lines to guide your topic planning.

Through this process, keep the following considerations in mind:

HAVE YOU WRITTEN ABOUT THIS TOPIC BEFORE?

If the answer is yes, rewrite or refresh existing content rather than repeat topics. This helps you avoid keyword cannibalization and keep your blog a well-organized source of information.

IS THERE A SUBJECT MATTER EXPERT WHOM YOU CAN LEVERAGE TO ADD CREDIBILITY TO THE CONTENT?

Involving clinical staff members is a win-win—they feel involved and appreciate seeing their name and face in marketing materials, and consumers trust the expert voice infused in the content.

WOULD A VIDEO, INFOGRAPHIC OR OTHER ASSET ADD VALUE TO THE ARTICLE?

Provider and patient interviews, explainer videos, infographics, HRAs to measure risk for a certain disease, and other engaging assets can help a consumer further understand the information and think about the appropriate next step.

IS THIS TOPIC APPROPRIATE FOR A BLOG?

Condition-specific content and other information consumers might use to research a diagnosis or treatment is bottom-of-funnel content more suited to your website than your blog. For example, “Signs of a Stroke” is a common blog topic, but that content should really live on your main website. If you wanted

to include stroke-related topics on your blog, consider honing in on specific risk factors, audiences or prevention tactics. A better blog topic might be “Never Too Young for a Stroke,” which would focus on strokes in young patients.

CAN YOU USE YOUR BLOG TO DRIVE TRAFFIC TO OTHER CONVERSION TOOLS?

Blog calls to action and internal links within blogs offer opportunities for you to highlight health risk assessments, landing pages where people can request appointments and other conversion tools that generate leads. If there's not an opportunity to drive meaningful engagement or lead volume through a topic, it might mean you should reconsider that topic's relative value.





WEBSITE CONTENT REQUIRES A DIFFERENT APPROACH.

True North recommends including a few key types of content that optimally engages consumers and delivers the support they need, including:

- Conditions and symptoms pages
- Services and procedures pages
- Provider and location pages
- Various “about us” resources

Content planning for websites is typically driven by the services your health system offers. Building content around those services supports the consumer journey by answering their questions and guiding them to the next best action at every stage. Use SEO research to define which specific words and phrases will resonate with your target audience, and better understand what high-performing content needs to look like. Website performance should be analyzed monthly for new and optimized content opportunities, and you should continually plan new content to support new locations, services, procedures, etc.

In both website and blog content planning, keyword research is a critical piece of the puzzle. Understanding the nuances of what consumers need from you and how they’re searching for it can have a big impact on SEO performance. Even details such as whether to use “cardiovascular health” or “heart health,” while historically based on provider and service line leader preferences, can be answered by understanding consumer search demands. Medical providers and leadership may have their preferred terminology, but matching consumer language will ensure your target audience finds the information they’re looking for on your website, rather than a competitor’s.

Competitive research and analysis can also be an overlooked component of content planning. Tools like SEMrush and BrightEdge allow you to understand how your competitors’ content is performing compared with yours and will highlight opportunities for improving your condition, service line and blog content. Qualitative research is important as well. Look to local competitors and similarly sized health systems across the country to glean insight into what others are talking about, how they display and organize content, and user experience (UX) features that you may want to emulate.

BUILDING A CONTENT TEAM

EFFECTIVE CONTENT MARKETING REQUIRES A WIDE VARIETY OF RESOURCES—including staff and outside partners. FINDING A TEAM OF COPYWRITERS AND EDITORS WITH HEALTHCARE EXPERIENCE, A FRESH AND ENGAGING APPROACH TO CONTENT DEVELOPMENT, AND A THOROUGH UNDERSTANDING OF SEO AND DIGITAL COPYWRITING BEST PRACTICES AND WHO FIT IN WELL WITH YOUR TEAM AND ORGANIZATION'S CULTURE AND BRAND IS CRITICAL. WHEN IT COMES TO FINDING THOSE RESOURCES, KEEP THESE CONSIDERATIONS IN MIND:

HEALTHCARE EXPERTISE

No matter the topic, healthcare marketing influences consumer health and lifestyle choices and brings a greater responsibility for writers and editors to thoroughly research and vet their content. You want an editorial team skilled in engaging with clinical experts regularly, comfortable and adept at interviewing providers, and able to distill complex topics into digestible information.

STYLE

Your editorial team should have a good command of your brand voice and style. They should understand your tone and target audiences across your marketing channels to ensure your external communications engage those audiences effectively. Hiring the wrong team could result in inconsistent messaging, frustration among both consumers and subject matter experts, and unnecessary time spent rewriting copy.

SEO

Effective digital copywriting requires writers who understand why SEO is important, how to write for performance and how to use various SEO tools is key. In addition to hiring good copywriters, it's important to have a process in place that includes digital templates, internal review and SEO tools, so effective SEO gets carried from your copywriters to the digital team loading your content. Alternatively, hire firms or staff with proven experience and passion for this kind of writing.

AGILITY

In a fast-paced, rapidly changing environment, your content team must be able to respond to urgent situations, evolving clinical priorities, changing SEO best practices and search algorithms, and more. They'll also need to accommodate subject matter experts' schedules and communication styles to be able to collaborate effectively and efficiently.



CULTURE AND PERSON FIT

In marketing, collaboration and teamwork are critical to success, and this is arguably the most important when it comes to content. Build a team of inside and outside resources who have diverse backgrounds, cultures and perspectives but will work productively and happily together to constantly improve performance.

EXECUTING CONTENT

PLANNING WEB CONTENT AND MAXIMIZING YOUR SEARCH RANKINGS GOES BEYOND CHOOSING THE RIGHT KEYWORDS AND EDITORIAL TEAM. A GOOD SEO STRATEGY MUST ALSO INCLUDE DEDICATED TOOLS, TEMPLATES AND BEST PRACTICES THAT PERMEATE EVERY STEP OF THE PROCESS, FROM CREATION TO LOADING TO PROMOTION.

WORD COUNTS AND FORMATS

There is no formal recommendation for word counts or content formats (infographics, videos, etc.) for optimal SEO performance. Word count should be determined in the content planning process. As you do your topic planning and keyword research, your SEO tools should provide a target word count based on the current top ranking search engine results for that topic to guide your work. In general, word counts are trending longer and longer because of the amount of content saturation online. Make sure you're thorough in your content, getting deeper than simply surface-level information. Word count isn't the only driver of SEO performance by any means, but Google favors high quality and comprehensive content, and again, the current trend is towards longer content. In health care, we see word count recommendations range typically from 500-2,000 or so words depending on the target keywords.

Since the vast majority of healthcare-related searches are for information, copy is king. Content needs to be engaging, easy to read and scannable, and blogs/website content can include additional types of content that keep readers engaged.

Whether writing or reviewing content, keep these best practices in mind:

USE BULLETED LISTS

These generate strong engagement because of the scannability they offer the reader. In blogs, numbered lists ("listicles") perform exceptionally well, especially when the number is included in the headline.

INCLUDE SUBHEADS

These not only allow the reader to scan information easily and quickly, but subheads that include focus or related keywords help boost your content's search rankings.

ADD VIDEO TO BOOST BOTH ENGAGEMENT AND SEO PERFORMANCE

Consider explainer videos, animations and provider interviews where you have the resources to do so.

LINK TO OTHER ENGAGING RESOURCES

These can be quizzes, assessments and downloadable guides. These assets help consumers further understand their health. As a bonus, you'll collect email addresses through these assets to use in building a stronger brand relationship and nurturing consumers toward conversion.

FEATURE INFOGRAPHICS

Engaging assets that help consumers visualize a process, get ideas for incorporating health advice into their lives and debunk myths, infographics can be great accompaniments to an article that has been optimized for search.





INTERLINKING AND CTAS

Linking to other content on your site throughout an article adds value and credibility to both the piece itself and the content you're linking to. Chances are, you have a plethora of supporting material for each and every piece of content you create that you can leverage as a way to provide further support for the ideas you're working to communicate. For shorter content, approximately 600 words, aim for about four internal links per article or page and add from there as needed. External links can add value, too, but use them sparingly. In health care, we recommend leveraging CDC and .gov resources when it's appropriate to further validate your stance or opinion, but a good rule of thumb is to include no more than two to four external links in your content regardless of length.

Calls to action (CTAs) are critical in your content, as well. Make sure every piece of content you create has a clear call to action for the reader, one that's appropriate for where they're at in the consumer journey. In your blog content for example, an article related to cardiovascular health might promote a screening or encourage the reader to take a health risk assessment (HRA). On the web, however, your cardiovascular health content will be more bottom of the funnel and while you may include a variety of CTAs in your content, the goal is to connect the reader with the specialist they're looking for. Make sure all CTAs are tracked as goal events, too, so you can measure the effectiveness of your content.

METADATA

ACCORDING TO MOZ, “META TAGS PROVIDE INFORMATION ABOUT THE WEBPAGE IN THE HTML OF THE DOCUMENT. THIS INFORMATION IS CALLED “METADATA” AND WHILE IT IS NOT DISPLAYED ON THE PAGE ITSELF, IT CAN BE READ BY SEARCH ENGINES AND WEB CRAWLERS.” SO WHAT DOES THIS HAVE TO DO WITH CONTENT AND WHY SHOULD YOU CARE? SEARCH ENGINES USE THIS INFORMATION TO FURTHER UNDERSTAND THE WEBPAGE AND USE IT FOR RANKING PURPOSES. THIS IS A CRITICAL COMPONENT TO PRODUCING HIGH-PERFORMING CONTENT, AND AN AREA YOUR TEAM AND FIRM MUST BE WELL VERSED IN.

Here are the meta tags most critical to performance, and relevant to your editorial team:

TITLE TAG

This is the title of your page, displayed on the Search Engine Results Page (SERP) and intended to offer a preview of what your content is about. Title tags should be clear, descriptive, and no more than 60 characters. Try to include a keyword, but only if it adds value and can make the title tag clear and concise. Remember that your title tag is both for users and the search engine, so thread the needle between clarity for the reader and context for the machine. Never duplicate title tags.

META DESCRIPTION

Of equal importance to your title tag, the meta description is the snippet that displays below the title in the SERP and should provide an accurate description of the content on your page. However, meta descriptions don't actually factor into Google's ranking algorithms—meaning they won't impact your SERP rankings. They are primarily intended to enhance click-through rates by articulating to the reader the value they'll get from your content versus other options, which is why they're of critical importance. Google truncates snippets to ~155–160 characters, but there is no word limit or hard and fast rule on meta descriptions. If you need more space to clearly communicate the purpose and value of your content, or if you're trying to use the meta description to result in the voice search result, you can go over the 160 character limit. Like with title tags, never duplicate meta descriptions.

ALT TEXT

This is becoming an increasingly important part of SEO, offering an opportunity to drive rankings with visual content. Images need to be accessible to both search engines and a diverse audience of people, and alt text can ensure these things. It provides a text alternative to images and tells the search engine what the image is intended to represent. Don't keyword stuff this tag, but it can add value to SEO performance if it makes sense to include a keyword. This tag should be a very simple and concise description of the image.

CANONICAL TAG

You'll need to work with your web team to implement these tags, but canonicalization can allow you to avoid duplicate content penalties for pages that are identical. This tag guides crawlers to which URL is the “main” URL, placing emphasis on that primary page and preventing the others from cannibalizing SEO performance. In health care, this is important for systems with a variety of hospital-level sites or pages that may require duplicate or very close to duplicate content.

HEADER TAGS

Another critical piece of metadata is your header tags. These are part of your content, and are used to structure your page, support the reader's experience with your content and help search engines understand what your content is about. Your h1 is typically your title tag or headline and you should only have 1 per page, while h2s and below are subheads that break up your content. Here, too, think quality over quantity. Use them thoughtfully to break up your content and introduce the main point of each section. It's important to organize your content this way for both the reader and search engine, so do use a variety of subheads, but don't overuse them. A good rule of thumb would be four h2s for an 800–1,000 word post, or a subhead every 200 words.



SCHEMA MARKUP

Schema markup is a semantic vocabulary of tags that you can add to your HTML to help search engines understand your content, and rank and represent it in SERPs. This component to SEO begins to walk the line of technical versus content SEO work, but it's important to consider. Schema allows you to add more to your SERPs than simply the title tag, URL and meta description—one example that can be particularly beneficial is star ratings for provider or location pages. In general, it can add more information about some of the following types of content on the page:

- Creative work
- Events
- Organizations
- People (providers)
- Places (locations)
- Products (services)

Each of these has a variety of properties underneath it that could describe the applicable item in more detail. While it sounds like an opportunity to boost performance, start small with schema markup. It's unclear how it's actually used by search engines to boost (or not) search rankings, so we recommend experimenting with it on a small scale. Perhaps you leverage it first to boost click-through rates by incorporating components like ratings and reviews into what's displayed in SERPs.



VOICE SEARCH AND FEATURED SNIPPETS

First, while it's critical to be thinking about voice search and snippets (the featured content at the top of the SERP) in your content strategy, remember that not every piece of content needs to be optimized for voice.

Voice searches are often informational queries that require a very simple answer. In health care, think about questions like “where is the closest ER” or “how long does an MRI take” and “what are the symptoms of an ear infection”. These are all questions likely addressed by your content in some way, shape or form, but likely a very different set of resources from top of funnel blog content, which is designed to give health and lifestyle advice, for example.

When thinking about writing for voice, think about those pages being designed to simply and quickly provide an answer to consumers, such as location pages in the case of “where is the closest ER?” and the like. Conditions such as ear infections and symptoms of the flu should often be simply explained so that Google could potentially feature your content as the featured snippet for a user.

Consumers also want to know things like how long a specific procedure or appointment might take, what the side effects are of various treatments, and other questions that are more bottom of funnel, but not necessarily conversion focused. The featured snippet can be pulled from the meta description, which would make a case for longer meta descriptions for these focus pages than the search engine truncated character count, or it may be pulled from the first few sentences of text on the page.

It's not entirely clear how the snippet is selected, so experiment on some of your target pages with both longer meta descriptions and very clear and concise first paragraphs of text to answer the search query to see what works for you. The voice search result is often the featured snippet—about 40% of the time. The rest of the time, voice search results come from FAQ pages. Using long-tail keywords in your copy will also help you rank for various voice search queries.



TECHNICAL SEO

THERE'S NO SUCH THING AS A PERFECT WEBSITE. MANY SITES HAVE HUNDREDS, IF NOT THOUSANDS, OF POTENTIAL ERRORS. BY WORKING WITH YOUR WEBSITE PARTNER, YOU SHOULD BE AUDITING AND WORKING TO FIX SOME OF THE FOLLOWING POTENTIAL ERRORS ON A REGULAR BASIS:

- Crawl errors - an audit will illuminate some of the most critical technical SEO errors like duplicate content, page speed issues, missing metadata and more
- HTTPS status - search engines and users will not have access to your site if you still have HTTP URLs
- XML sitemap status - this helps search engines crawl your content and rank it
- Ensure mobile friendliness
- Check your robots.txt file - if you see "Disallow: /", this means you're telling search engines not to crawl your content
- Check for broken links - any broken link across your site can hurt SEO performance



★★★★ RATINGS & REVIEWS ★★★★★

While it may not seem directly related to content marketing and technical website performance, ratings and reviews do influence SEO success. Having reviews on your website signals to search engines and users that you're a credible organization with authority on a particular topic. Both quality and quantity of reviews on your site are important.



MEASUREMENT

Setting goals and measuring the progress of your SEO strategy over time is a critical component to success, as that progression should directly impact your ongoing content strategy. For each priority service line, identify your target keywords and track their rankings over time.

Doing so means that you're tracking the position of your content in SERPs and working towards driving those rankings so that your content continues to be more prominent to users searching for information in your market. Separately, track engagement on your website—organic visitors and sessions, pages per session, time on page, goal conversions and more will give you insight into the perceived value of your content for users. It will also help you make better web design and content decisions over time.

Remember to find a way to simply and succinctly communicate your key performance indicators, or KPIs, and continuously report on results, for marketing and organization leadership. Leaders you work with who may not be content, or even marketing, experts may find it challenging to understand the value of content marketing, so this is an important factor in defending and growing your budgets over time.

TOOLS, TRAINING AND CERTIFICATION

THERE ARE A NUMBER OF RESOURCES AVAILABLE TO MARKETERS, MANY OF WHICH HAVE BEEN MENTIONED THROUGHOUT THIS GUIDE. HERE ARE A FEW TO CONSIDER FOR YOUR TEAM:

TOOLS

- [SEMrush](#) - Full-service SEO tool for audits, optimization and analysis.
- [BrightEdge](#) - Enterprise-level, real-time research, recommendations, and rankings for everything an SEO needs all in a unified platform.
- [Moz](#) - Full-service SEO tool for keyword recommendations or a site crawls. Get insights into how your website is performing and how to improve it.
- [Ahrefs](#) - Highlights what parts of your website need improvements to rank better in search. Find the most-linked-to content, check and fix broken links on your website and get an overview of your best-performing pages.
- [Google Search Console](#) - Monitor and report on your website's presence in Google SERP. Control what gets indexed and how your website is represented with this account. As an SEO checker tool, Search Console can help you understand how Google and its users view your website and allow you to optimize for better performance in Google search results.
- [Yoast](#) - Optimize WordPress posts on the fly through suggestions on how to improve meta descriptions, keyword density, external links, etc.
- [Keyword Finder](#) - Helps you find long-tail keywords that have a lower level of competition.
- [Ubersuggest](#) - Helps you identify short and long-tail keywords and search intent behind them.
- [Spyfu](#) - Research on competitors to determine which keywords they use. Search your competitor's, or your own, website to easily see organic keywords, monthly clicks, who their paid and organic competitors are, and Google Ads campaigns.
- [Woorank](#) - Plug in your competitors to discover which keywords they are targeting so you can overlap with theirs. Understand how keywords perform over time. Understand the things your website is lacking from both a technical and content perspective. Identify duplicate content, downtime, and security issues and direction on how to fix them.
- [Google Trends](#) - Not only gives information regarding a keyword but it offers insight into trends around the topic. Search for keywords and receive information around it like top queries, rising queries, interest over time, and geographical locations, depending on interest.
- [Screaming Frog](#) - Performs super fast site audits. This tool also informs you of duplicate content, errors to fix, bad redirections and improvement areas for link building.
- [Buzz Stream](#) - Extract page title, description and keywords from URLs.

TRAINING AND CERTIFICATIONS

MOZ

- [SEO Learning Center](#)

SEMRUSH

1. [SEMrush Overview Course](#)
2. [SEO Fundamentals Exam](#)
3. [Competitive Analysis and Keyword Research Course](#)
4. [On-Page and Technical SEO Course](#)
5. [SEMrush SEO Toolkit Exam](#)
6. [SEMrush Advertising Toolkit Exam](#)
7. [SEMrush Site Audit Course](#)
8. [Technical SEO Exam](#)

YOAST

- [Yoast SEO Training](#)

AHREFS

- [SEO: The Complete Guide for Beginners](#)

HUBSPOT

- [Hubspot Academy](#)





Discover your True North

**WE'RE HERE TO HELP YOU ENGAGE PATIENTS
ON THEIR HEALTHCARE JOURNEY.**

“True North is a true partner in every sense of the word. We communicate openly and frequently. There is no problem we can’t tackle together. They are extremely creative and responsive and they think about our needs proactively and responsibly.”

*— Courtney McDermott, director of marketing and communications
at Beaufort Memorial Hospital*

LET'S CONNECT!

If you'd like to learn more about how True North Custom can partner with your marketing team, we'd love to connect with you. We work with hospitals and health systems nationwide and serve as a practical and nimble partner willing to utilize a wide variety of tools and skill sets to reach campaign and brand goals and solve challenges.

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