



Search Engine Optimization (SEO)

Connecting People and Your Content



We search for Answers

Nearly 93% of all web traffic comes through search engines.

Google is #1 in Search Engines

Google accounts for 96.2% of all desktop search engine traffic in Brazil and 95.9% in India. Focusing on Google makes sense, but Bing, Yahoo, DuckDuckGo etc are important to get as much traction as you can.



Clear, Well Written Content

Is the King and Queen of SEO.

It should be evident that you are expert in your field.

Massive amount of content is essential in a competitive business.

Make Sure the Site is Crawlable And Can Be Indexed.

- This site is built on the Angular.js library.
- Out of the box it and other Javascript frontends such as React.js are SEO unfriendly. Have Google crawl and you will see.
- There are plugins for Angular to output some or all pages as static HTML. I would research that.

Essential Bits

- **Everything counts** - you are writing for humans and bots.
- Page Title
- Meta-Description
- Sitemap.xml - and submitted to a Google Search Console and Analytics account to track traffic.
- Every page should get one H1 and a following paragraph that describes what the page is about. Often this becomes the text on SERP
- Each section of a page should have h2-h5 tag to describe the content of the section. Section can be bullet points, paragraph, charts, graphs, photos, videos etc. All are good if they support the content.
- Write Semantic HTML - there's many more tags than DIVS, use them.
- Each photo needs to be accurately and descriptively named, and have an alt attribute that reflects the name, and the photo itself. Imagine a blind person using a text reader to view your site. Build accordingly. This counts toward Accessibility.
- Each page should have internal links to other pages of the site that are relevant, ending up with a spider web of referring links.
- Build for Mobile, and Desktop
- Test on Mobile to make sure everything is readable, and that you can touch/click links easily. Google will evaluate your site for **Mobile First**.

Meta-Description

Should be **unique** for each page or view, and describe exactly what is on the page. It serves as a descriptive placeholder for Search Results Pages. Max length is approximately 160 characters.

Page Title should be unique for each page.

```
<head>
  <meta charset="utf-8">
  <title>eGlobalDoctors - Care for better</title>
  <meta name="viewport" content="width=device-width, initial-scale=1">
  <meta name="description" content="Research-based evaluation of the best IT, marketing, and business
  service and software providers for any industry and business size.">
</head>
```

Sitemap.xml

A successful website needs a sitemap.xml that lists all pages or views. This is to help Google Search Bots find all your content. Should be at root level. While you are at it, it is helpful to build a **human sitemap** also, as it can help with linking from page to page on your site.

Social Media

- Social Media Sites Rank High in Searches
- They can provide extremely valuable Backlinks to your site. The more clicks you get on these backlinks, the higher your page will rank on the SERP (search engine results page).
- Best performing Social Media include: FaceBook, Twitter, YouTube, Instagram, LinkedIn, Pinterest



Brand Authority

This is about traffic, and engagement, and eventually brand awareness. The more time that people spend on your site, engage, and share with others, the better and the higher your Brand Authority can become, and the higher ranking you are in search results. Share often.

BackLinks

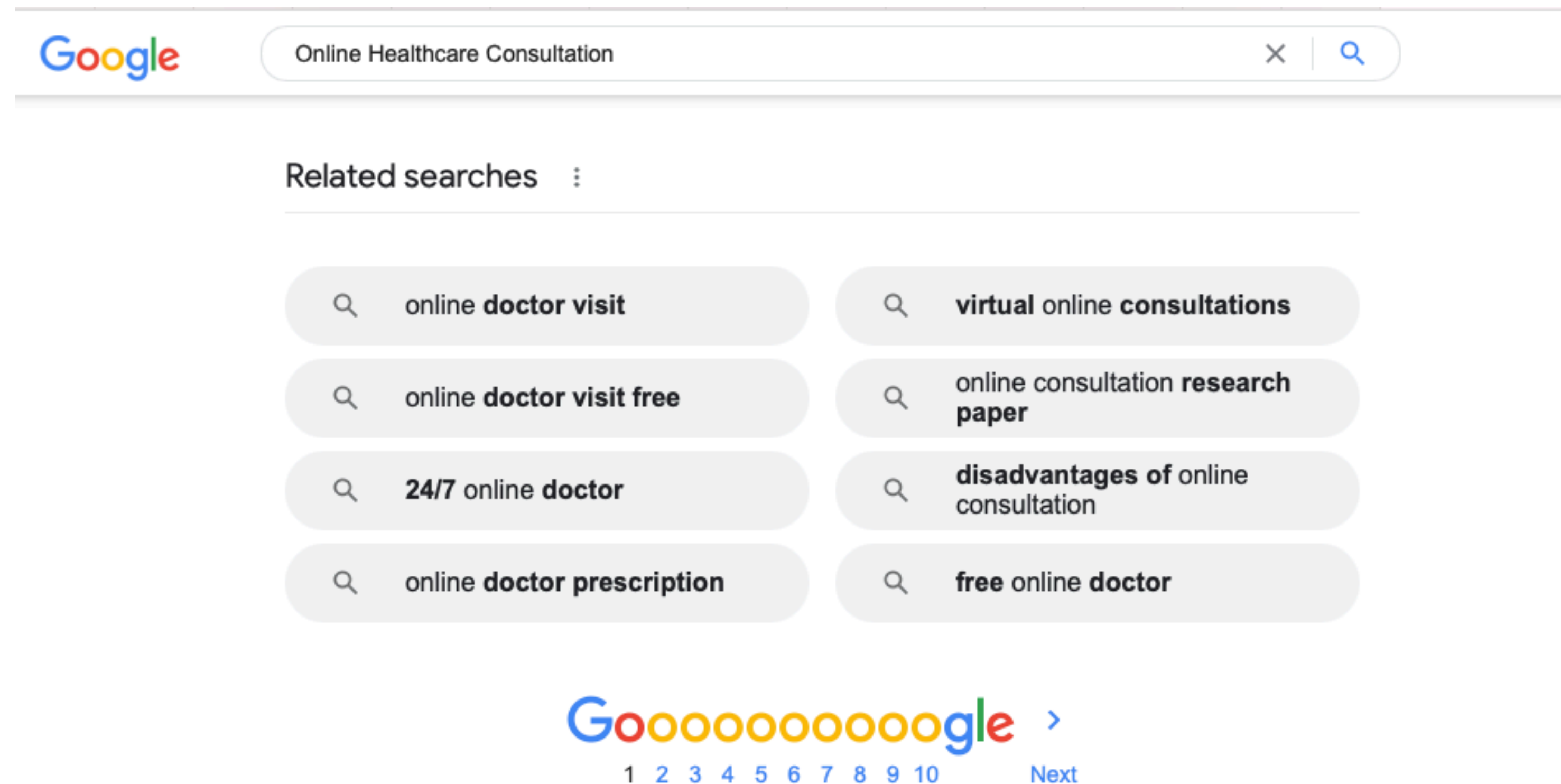
Backlinks from Social Media, other medical related websites are essential. It takes time and great effort.

What keywords should I have?

- Look at your competitors and inventory the words, phrases, and content they use.
- Inventory your existing content, and compare to your competitors.
- What additional words, phrases, and content can you add to better explain what you do? This should be about communication, rather than keyword stuffing.

Google Searches include suggested Related Searches.

This is a great for identifying additional keywords and phrases.



Tools

- Google Search Console
- Google Analytics
- Google Search Page - “People also ask”, and “Related Searches”
- [MOZ.com](#), [ahrefs.com](#), [SEMRush.com](#), Screaming Frog SEO Spider, etc
- [WordClouds.com](#) for getting a visual weighting of words on the page.



<https://eglobaldoctors.com> :

eGlobalDoctors - Care for better

eGlobalDoctors is the brainchild of a group of non-residential Indian doctors in collaboration with IT professionals from all over the world who would like to offer ...

[About Us](#) · [Services](#) · [Doctors](#) · [How it works](#)

Search Results for “eGlobalDoctors”

If you do not have a meta-description the search bots look for an h1 tag and following content and use that for search results. Or you get a random selection.

Our Mission

eGlobalDoctors will provide unbiased, exemplary health care at an affordable cost to all people in need via telehealth consultations. We want to eliminate the burden of people having to travel long distances and spending their entire life savings just to get expert medical treatment.

eGlobalDoctors is the brainchild of a group of non-residential Indian doctors in collaboration with IT professionals from all over the world who would like to offer their experience and services to the medically underserved and those seeking an unbiased medical second opinion.

Our main mission is to leverage mobile app and web-based technology to reach as many people as possible who live far away from major cities or otherwise lack proper access to medical care. All of our users will have their own Health Passport (personal electronic health record), a centralized, personalized, highly secured hub where their medical records can be accessed.

Our platform is user-friendly, secure, and can even be accessed on mobile devices. With the click of a button, we bring the most experienced, well-respected, and highly qualified medical personnel to those who need it most to help meet their health care needs.

No Meta-Description?

Google finds this.





eGlobalDoctors



Better without Clutter

Brainstorming

- A list of Symptoms since people most likely search for this before seeking a doctor - See which organizations have the very best explanations of diseases, and symptoms and model their sites. Each symptom / disease should have it's own page.
- Each Specialties and Services need their own pages.
- Testimonials
- Definitions
- Strip down the home page, and instead give a synopsis of each section and link to their own page. Right now the home page is too cluttered, and you don't state your mission or what the page is at the top, and in the meta-description.
- Build out a spider web of internal links
- Ok to use a few outgoing links on a page to support your content.
- Add a Blog to facilitate adding content quickly and often.
- SEO takes ongoing effort. It doesn't happen overnight.

Things to Avoid

- Do not use any Black Hat SEO techniques such as keyword stuffing, obfuscating keywords in the background.
- Avoid BackLink Mills as they might get you in trouble with Google. The links are usually of low quality.