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## Digital Strategies

### SEO in Action: Your Top 3 SEO Implementation Questions Answered

By Jason Daniels



Search engine optimization may be easier said than done. ROB and EyeCarePro.net found questions streaming in following the Jan. 31 webinar, "Search Engine Optimization: How to Rank #1 on Google." Jason Daniels, webinar host and director of professional services for EyeCarePro.net, offers action plans to address your top questions.

**Reader:** I understand that my content must communicate to Google all of those keywords that I want to be found for. But what is the best way to get started with linking?

**Jason Daniels:** Link building is a process that you develop over time since you want to get backlinks from as many sources as possible. An easy place to start would be some quick links from your practice Facebook page or Twitter profile. But since those are just two domains, you need many more links from a much greater variety of sources to make an impact on your site SEO. From there you can consider local and topically related sites such as state associations, vendors, business groups, eyecare specialty groups, eyecare directories and online health-care-related directories. The more links you get, the better.

**Reader:** You recommend that the content on the web site be updated often, that this is one of the "pillars" of topping the search engines. How often does the web site need to be updated?

**JD:** Since Google wants to provide users with quality information, the more you show Google that you care about the quality of your site, the more they will value it. You do this by regularly updating your site with not only new content, but also new pages for Google to add to their index. How often? Try to add at least two new pages a month along with weekly or bi-weekly content updates. Surely, you have a lot going on in your practice such as new products, staff changes or industry developments. Reporting this information on an on-site blog or news and events section is an easy way to keep your site fresh and up to date.

**Reader:** Being at the top of the **organic** section of Google is valuable, but just as valuable if not more so is the top of the **map** section on Google. How do you get to the top of both?

**JD:** Google's search results can be categorized into three types:

1. Organic results which are dependent upon your web site SEO.
2. Local results (aka. the "maps section" mentioned above or the 7-pack), which are dependent upon your Google Local Optimization (i.e. optimizing your Google Places Page).
3. Blended results, which combines the organic and local results into a mixed listing.

Since Google is moving toward more and more blended results, interspersing organic results with local results, your best bet is to focus on optimizing your web site (SEO) as well as your Google Local profile. Strong SEO will positively influence both your web site's organic ranking AND your local search results, thereby benefiting your site in all three of the types of search results listed above.

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