



## SEO Cheat Sheet

*This is an extra resource to go along with the original article:*

[6 Steps to optimizing your practices website](#)

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SEO can seem like a complicated concept to grasp. And, in some ways, it can be – particularly when it gets down to the nitty gritty technical stuff. However, with a basic knowledge of SEO—and awareness of how important it is to your practice—you can start implementing some best practices to help get your website in front of potential patients.

Just follow along the quick cheat sheet below and you'll already be ahead of the game!

### Do your keyword homework

Take a deep dive into the terms a potential patient might put into a search bar, and then branch out in every direction to come up with a list of alternatives. Also, don't forget about location, location, location!

### Optimize page titles

It's not enough to just put easy-to-understand content within your page, you also have to keep this practice in mind when setting up your URLs. Make them descriptive but simple, so that Google (and potential patients) can easily find the page they need.

### Make it count

Don't just put words on the page for the sake of it—actually, too much content is a deterrent to users and Google, so instead think critically about the information you present on your site and integrate your keywords in an authentic and thoughtful way.

### Tag everything

Taking advantage of meta descriptions and title tags helps Google know exactly what your site is offering up to users, so in a sense things provide a bit of shortcut for the software. And, just like humans, bots love a good shortcut.

### Stay speedy

A slow website is a bad website, so take the care to choose the right developer for the project and reiterate to them the importance of fast page uploads. This will not only help with your SEO, but will avoid user abandonment once they've already clicked.