

Drive More Patients To Your Medical Tourism Website



**MEDICAL TOURISM
BUSINESS**

Why are Website Audits so Important?

When is the last time you checked your websites performance? There are many factors that can hurt your websites effectiveness. If your website is not attracting a steady flow of patient leads, you may need a different online marketing plan which can only be created after you find out the errors that need to be fixed on your site.

What is SEO?

(SEO) stands for “Search Engine Optimization”. It is the practice of increasing the organic traffic to your website through search engines (Google, Yahoo, Bing, etc.). Despite the acronym, SEO is as much about people as it is about search engines themselves. It’s about



understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer.

Search Engine Basics

Search engines are answer machines. They scour billions of pieces of content and evaluate thousands of factors to determine which content is most likely to answer your query.

Search engines do all of this by discovering and cataloguing all available content on the Internet (web pages, PDFs, images, videos, etc.) via a process known as “crawling and indexing,” and then ordering it by how well it matches the query in a process we refer to as “ranking”. The goal is to get your website ranked as #1 on search engines such as Google, when certain medical tourism words and phrases are typed into their search engine.

Scope of Services

There are several aspects of your website that we will examine during the website analysis process. They all play an important role in how well your website is able to meet your business goals.

DISCOVERY & ANALYSIS

The Discovery Phase is the first step in the project development process. We start by looking at your current traffic patterns and conversion rates. We want to find out where your traffic is coming from; how users behave on your site; and most importantly, where



we need to improve.

SEO AUDIT & PLANNING

We will perform in-depth research on your website and provide specific recommendations to improve the rankings and traffic of the website. We look at things like on-page ranking factors, off-page metrics like keywords, Meta data, schema markups, back-links and index-ability etc.

REPORTS & DELIVERABLES

We typically see great improvements in the first 50 to 60 days. Here are the areas that will see the most success in the early stages of this campaign:

- 1) **Page authority (PA)** - Is a score that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank.
- 2) **Domain authority (DA)** - The higher your domain authority is, the more likely you are to earn a higher search engine ranking and to receive more and better web traffic.
- 3) **Trust flow (TF)** – Is a number predicting how trustworthy a website is based on how many credible websites are linked to it. To get the best results, your site needs to be linked to popular brands in healthcare travel.
- 4) **Citation flow (CF)** – This shows how influential a URL is based on how many sites link to it. (somewhat similar to



Trust Flow)

- 5) **Moz Ranking** – This tool allows you to instantly check your keyword rankings with helpful metrics like search volume and keyword difficulty.
- 6) **Backlink Profile** - Google monitors which sites link to you, trusting their visitors to you and that reputable sites are going to link to other reputable sites while spam sites likely link to other poor-quality sites.

These are the measuring attributes provided by Google, Majestic SEO, and GSC & MOZ SEO.

Below are the expectations for our SEO projects:

- Increase in SERP (search engine result pages) and organic traffic through industry keywords.
- The backlinks will boost and index the site in the search engines
- Lower the websites bounce rate and increase the amount of returning visitors

Conclusion

We will provide you with a **weekly status report** which will allow you to see the work we have done on the site as well as check your websites keyword performance. Apart from this we will provide you with Google Analytics & Search Console reports with screenshots on a monthly basis, so you can check your visitor's behavior.

If you are interested in attracting more international patients to



your website or looking to have a medical tourism website created, contact us today.

Tel/WhatsApp: +1 (561) 909-7178

Email Address: Info@MedicalTourismBusiness.Com



