

# Healthcare SEO in 2023: How Google's Shift to AI Changes the Game

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# Healthcare SEO Challenges

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- Google changing the rules
- Organizational buy-in
- High bar for medical content
- Crafting content
- Publishing consistently

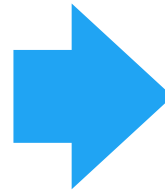
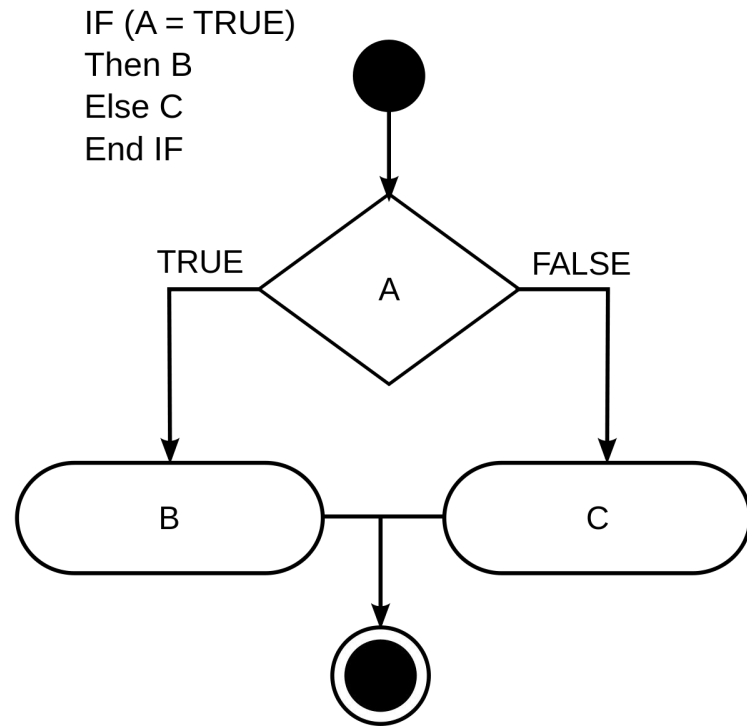
# How Google is Changing the Rules





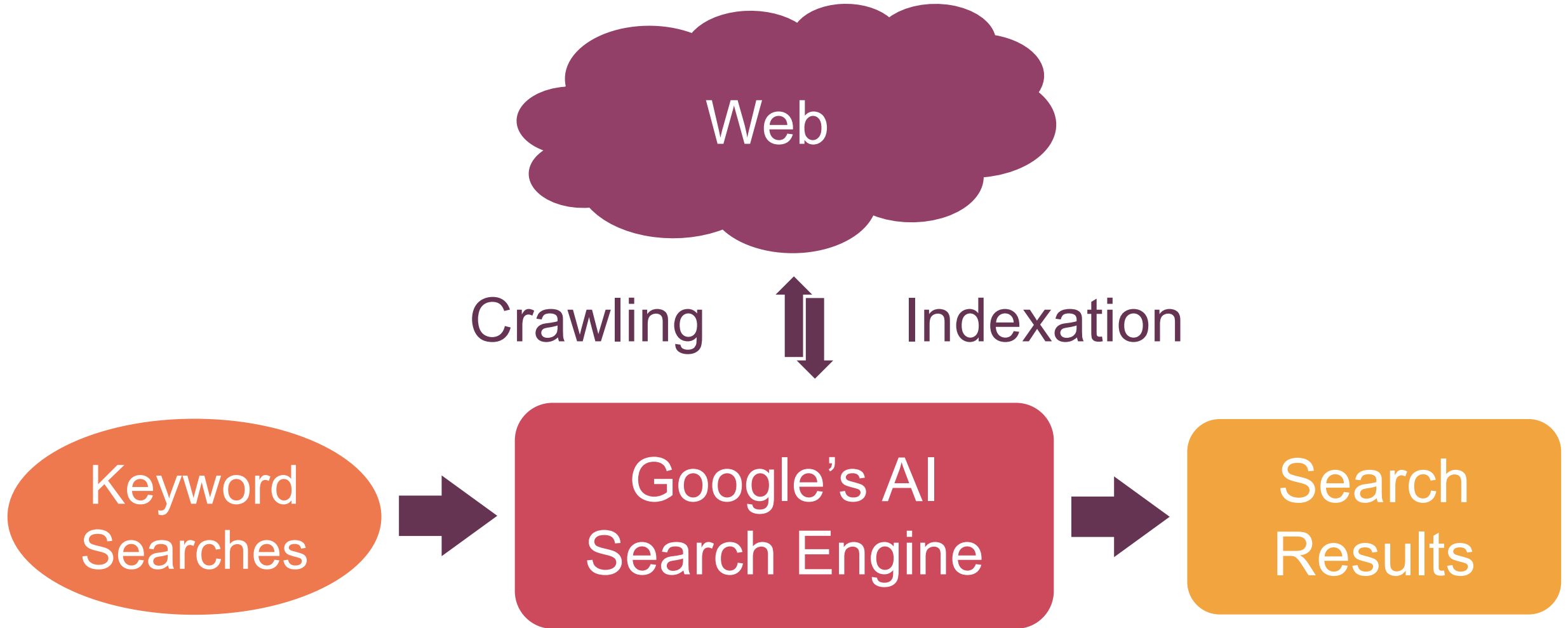
# Google's Shift to AI Algorithms

## Rules based

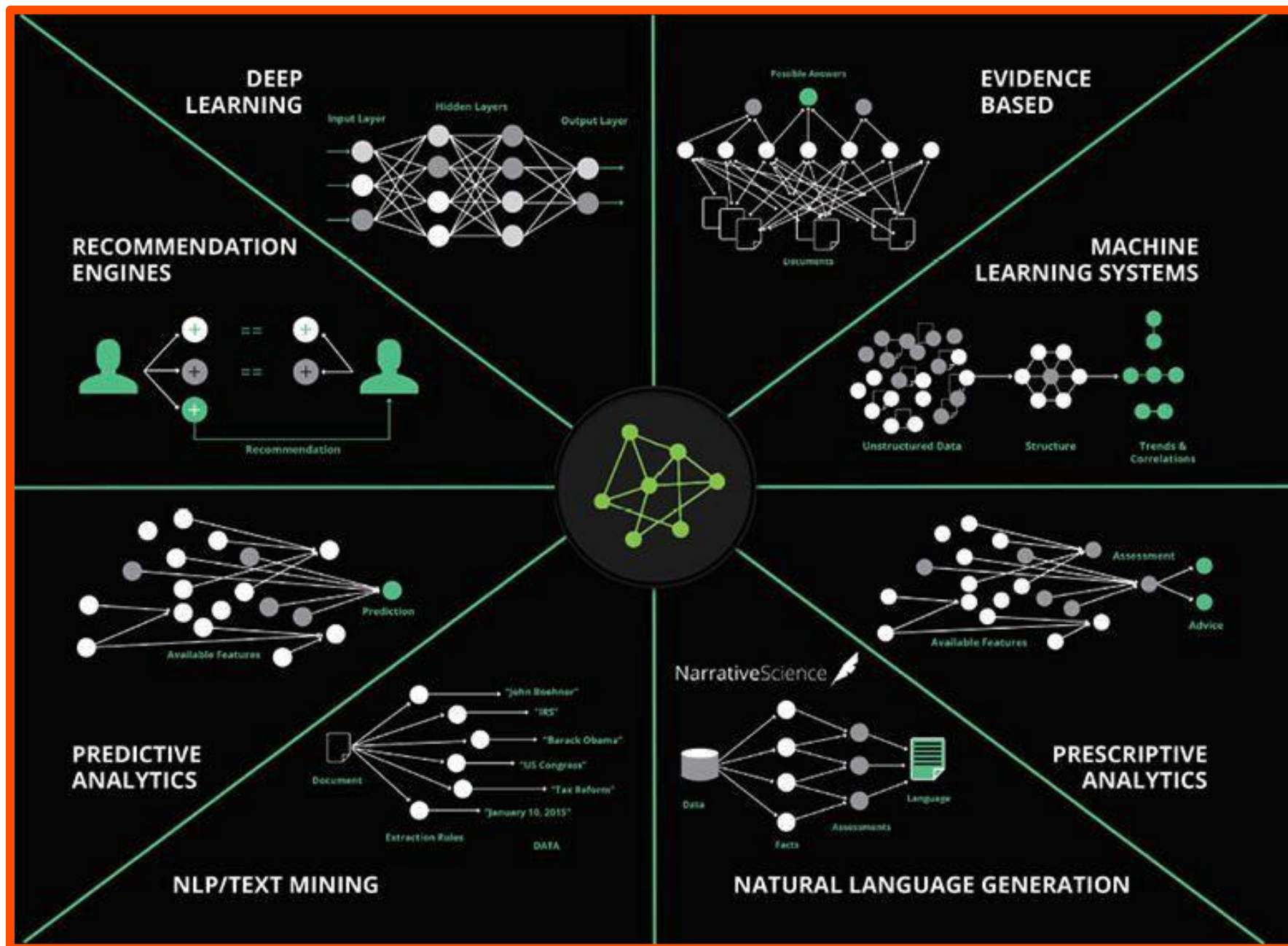


## AI based











# Why is AI Better?

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- Better results
- Learning algorithms
- Operates at scale
- Faster algorithm updates
- Trained by humans

# Organizational Buy-in

# Stakeholder Support is Key



- Subject matter experts
- Website manager
- PR
- Development team
- Lawyers
- Content writers
- Finance

# Getting Stakeholder Buy-in



- Support C-suite initiatives
- Point to a competitor
- Education at all levels



# High Bar for Medical Content



# E.A.T.

Google's new name for what every high-quality page needs: **E-A-T.**

*A High Level of Expertise,  
Authoritativeness, Trustworthiness*



Google's Search Quality  
Guidelines, Section 4.1



# Y.M.Y.L.

"Some types of pages could potentially impact the future happiness, health, or wealth of users. We call such pages "Your Money or Your Life" pages or YMYL."



Google's Search Quality  
Guidelines, Section 2.3

Credit: WordStream.com

# Establishing Trust with Google

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- Expert-written content
- Industry endorsements
- Trusted brand
- Content partnerships

# In-house Expertise

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Leveraging in-house  
expertise is critical



# Demonstrate that your Content is Written by Experts

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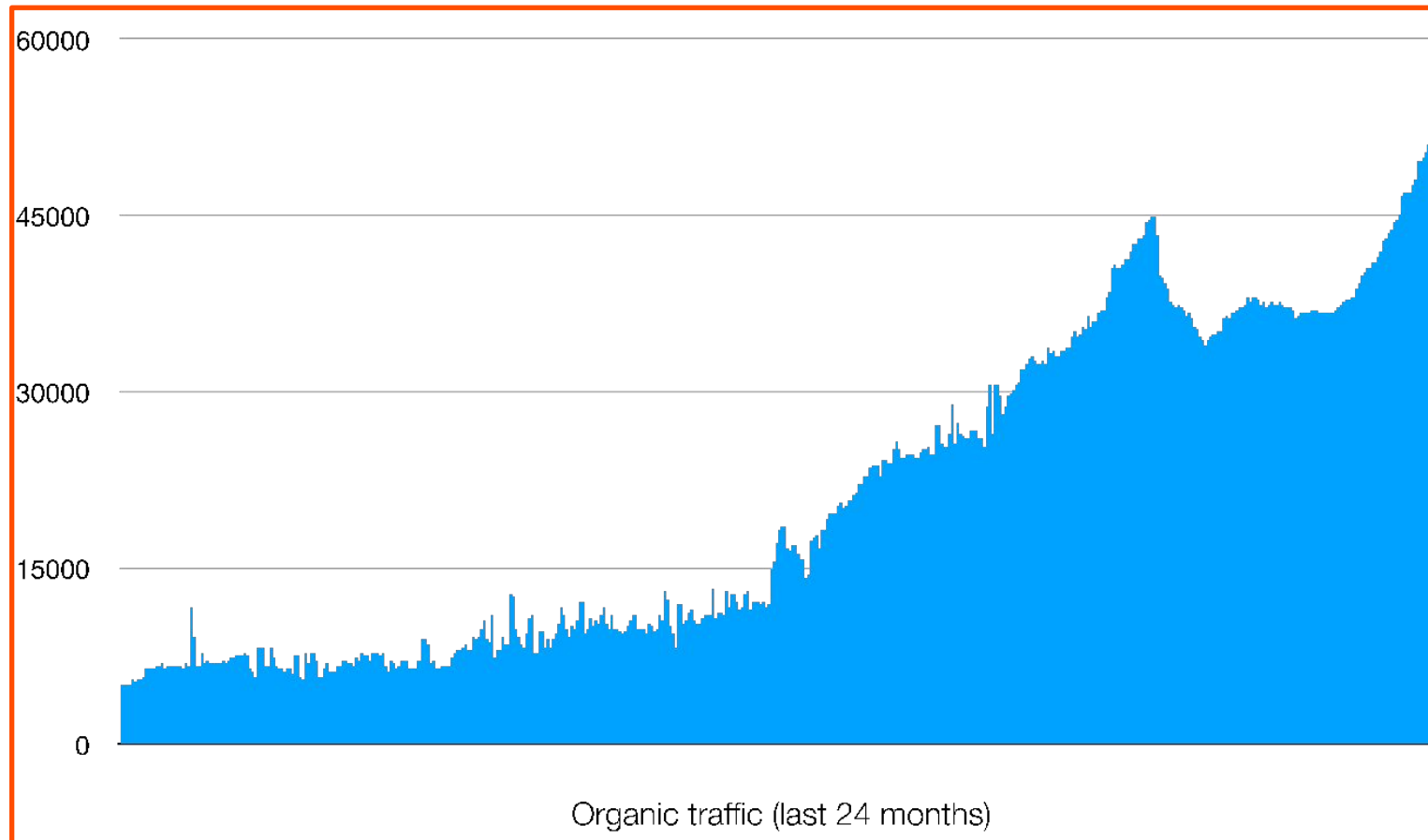


- Recruit in-house experts
- Letters after their names
- Board certifications
- Academic papers
- Research studies
- Updated and revised regularly


# Crafting Content

# Content Fuels SEO Growth

Telehealth Addiction Treatment Business Results



# Gather Insights

[OUR TEAM](#)[GET STARTED](#)[DEPRESSION ▾](#)[TMS THERAPY ▾](#)[TMS REVIEWS](#)[BLOG](#)[CONTACT](#)


## TMS Therapy FAQs


What is TMS Therapy?

What is TMS Therapy like?

What are the benefits of TMS Therapy?

Is TMS Therapy right for me?

  
CALL NOW

  
CONSULT



# Content Types



**How do your customers search for medical products and services?**

- **Location** → Location landing page
- **Condition** → SEO landing page, Q&A content
- **Treatment** → Comparison page, Q&A content
- **Medication** → Comparison page, Q&A content
- **Symptom** → Article, Q&A content
- **Side-effect** → Q&A content
- **Services** → Service landing pages

# Search Intent

Google

medical weight loss

All Images Maps Shopping News More Tools

About 2,100,000,000 results (0.69 seconds)

## Businesses

Rating Hours

**Form Health**  
4.9 ★★★★★ (62) · Weight loss service  
(617) 505-1520  
Opens soon · 9AM  
Provides: **Medical weight management**

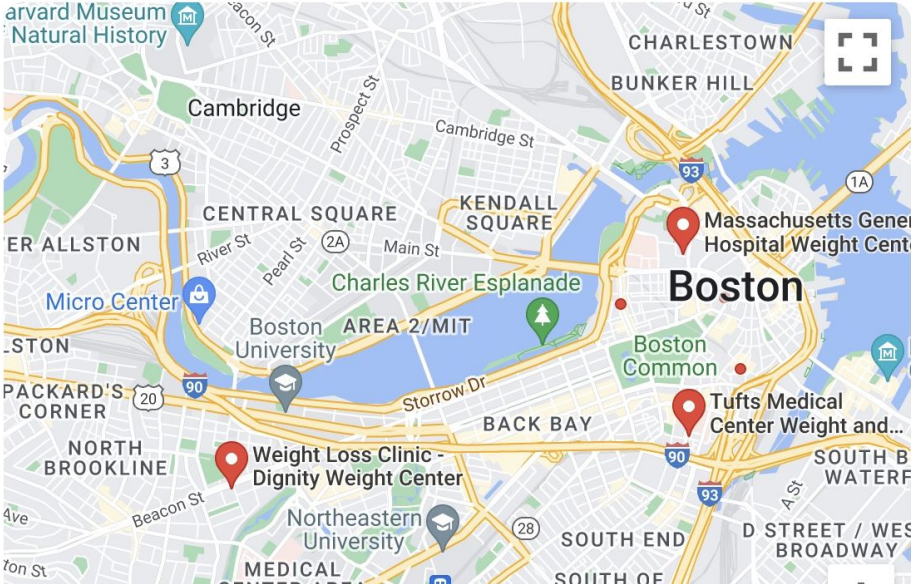
Website

**Weight Loss Clinic - Dignity Weight Center**  
4.9 ★★★★★ (52) · Weight loss service  
3+ years in business · Brookline, MA · (617) 855...  
Open · Closes 7PM  
Provides: **Medical Weight Loss**

Website Directions

**Massachusetts General Hospital Weight ...**  
4.0 ★★★★★ (6) · Weight loss service  
Boston, MA · (617) 726-4400  
Open · Closes 5PM

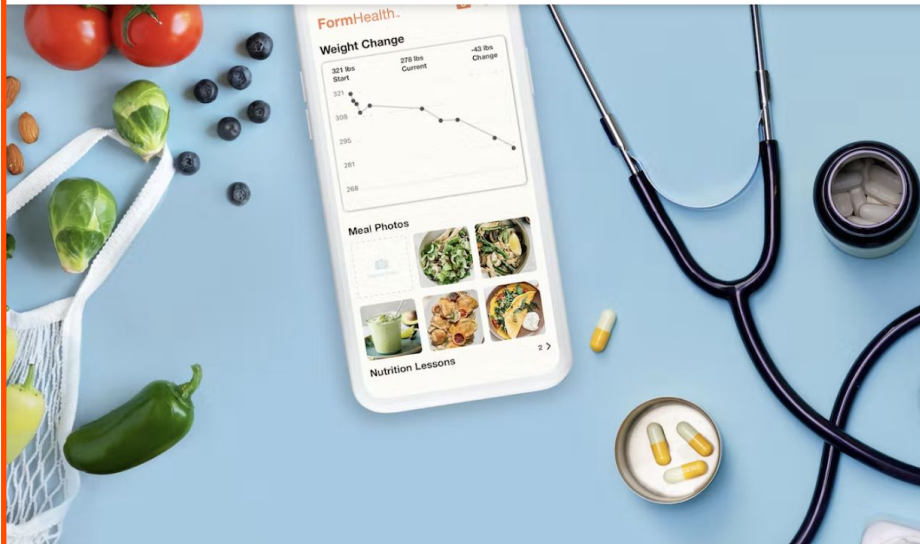
Website Directions



The map shows the Boston area, including Cambridge, Charlestown, Bunker Hill, Central Square, Kendall Square, Back Bay, South End, and South of the City. Key locations marked include the Harvard Museum of Natural History, Boston University, Northeastern University, and the Massachusetts General Hospital. The Weight Loss Clinic - Dignity Weight Center is highlighted in the North Brookline area.

# Convert Visitors

form™



Form Health® can help you achieve your weight loss goals with FDA-approved medication and a personalized path designed by doctors.

Take our 3 minute quiz to see if Form Health is right for you.

Start the quiz

"Life-Changing. I've been in the program for about 6 months and have lost over 60 pounds. The program is personalized to address your specific needs, likes, and dislikes. Unlike most weight loss programs, you work in collaboration with a doctor and dietitian; which allows for long-term and optimal success."

—Victoria



# Publish Consistently



# Process Matters



## Build a documented content development process

### Content development

- Organize with a content calendar
- Write detailed content briefs
- Identify partnership and promotion opportunities up-front
- Schedule interviews with in-house subject matter experts
- Reuse content across all channels

### Content promotion

- Find content partners
- Maintain social media presence
- Link building outreach
- Email marketing
- Targeted syndication

# Text **AUTHORITY** to **66866** for Authority First SEO Strategies Resource Guide

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