



# HEALTHCARE WEBSITE FUNDAMENTALS

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IMPROVE YOUR SEARCH ENGINE  
OPTIMIZATION TODAY

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# HERE'S WHY SEARCH ENGINE OPTIMIZATION (SEO) MATTERS FOR YOUR HEALTHCARE ORGANIZATION

The healthcare field is highly competitive. At the same time, many (possibly even the majority) of healthcare companies are well behind the times in terms of digital marketing strategies. Between HIPAA regulations and FDA constraints on marketing efforts, it can be difficult for healthcare companies to keep up with the latest innovations in digital marketing. And anyway, patient outcomes often take center stage in the healthcare field — which is as it should be.



Still, there's no question that the way patients find healthcare providers and make decisions about treatment is evolving quickly. Here's a quick summary of how healthcare consumers make decisions in the Internet Age:

- 73% of consumers today say they search online for information about healthcare treatment options
- 83% of patients visit a hospital's website before booking an appointment
- As of 2015, 21% of consumers reported that they use social media for health purposes
- In general, 88% of consumers say they trust online reviews just as much as personal recommendations

These stats come as a shock to many healthcare providers and organizations who still assume that word of mouth is their primary way of getting new patients or members. The simple truth is that while word-of-mouth advertising may have been the main source of new healthcare business 10 years ago, it isn't anymore.

Today, potential patients searching for healthcare options use the internet first, and they get started with search engines like Google.

# WHAT IS SEO, REALLY?

Broadly speaking, [search engine optimization \(SEO\)](#) is the practice of making adjustments to your website, web pages, and even your off-site marketing strategies to improve your position in search engines like Google and Bing. SEO is a preoccupation of major healthcare organizations because improving your position in search can have drastic effects on your web traffic and conversions that turn potential healthcare consumers visiting your website into new patients or members for your organization.

It's not hard to understand why: the coveted first page of Google search results is responsible for over 71% of clicks, and the first five results on page one account for over 67% of clicks. So, it makes sense that being on the first page of Google (and especially in the top few results of the first page) is a major priority for websites.

But there's more to the SEO story than just making it on to the first page of a search engine results page (SERP). One example involves Google getting better and better at recognizing user intent. When I search for "dermatologist" here in

our home town of Grand Rapids, Michigan for example, my Google results include a map with local listings and reviews that appear before any organic results. Below that, all 10 organic results are locally focused.

If I instead search for "dermatology," Google provides me with a quick answer box defining dermatology first, and while I still get a map with local results and reviews (some of which are different from my search above), only 6 of the 10 organic results on the first page are locally focused.

The reason for this is that Google is trying its best to understand my intent and serve up results that will help me. In the first query, Google assumes I'm looking for a dermatologist in my area and primarily provides me with transactional results focused on getting me the information I need to vet and contact specialists in my area. In the second, Google is giving me a mix of informational material (assuming I'm poking around for general information based on my more general query) and locally-focused transactional results (in case I might be looking for a dermatologist).

The first page of Google search results is responsible for over 71% of clicks.

Unfortunately, having a dynamite website that is optimized for Google isn't going to get you on that map. That requires a verified local listing with Google, a certain threshold of reviews, consistent citations across platforms online, and more. Having an outstanding site also won't get you in those top results that are labeled as ads. That requires [paid search ads](#), and if you're a healthcare organization trying to compete in this arena, you will need to bring your A-game and a big-league budget, because the competition for this ad space can be intense.

In the interest of full disclosure, having a truly great site that is well optimized might not even get you on the first page of Google (let alone the first few results) for the terms you really want to rank for because every other similar healthcare organization in your area and the United States is trying to rank for those same terms. And if you have an agency promising you page-one results, you need to find a new agency, because that's not a guarantee anyone can make.

**The Team at LaFleur Is Here to Partner With You! Contact Us Today:  
[info@lafleur.marketing](mailto:info@lafleur.marketing) or 1.888.222.1512**

# Keywords Matter

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## But Not the Ones You Care About

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But all hope is not lost, and here's why: long-tail keywords.

If you look at the most popular searches online (which consist of simple one-, two-, or three-word phrases), the top 10,000 most popular terms on the internet only account for 18.5% of internet traffic. To put this in perspective, [the search engine optimization aficionados at Moz](#) explained that "if search were represented by a tiny lizard with a one-inch head [representing the top 10,000 keywords], the tail of that lizard would stretch for 221 miles."

Another interesting fact may also help you understand just how unpredictable and voluminous long-tail keywords can be: every day, approximately 500 million queries by users have never been seen by Google before. These never-seen-before searches account for approximately 15% of the searches done every day, and that

percentage of unknowns has been a factor for the entire history of Google.

This bears restatement to really settle in: every day, Google performs 500 million brand new searches based on user input that it has never performed in its entire history.

So, although you may desperately want to land on page one for a highly competitive, relevant term for your healthcare organization's areas of service (and that may bring you some traffic that will convert), 70% or more of your website traffic is actually coming from the first page or two of highly unpredictable long-tail searches. Just take a look at some of the terms that recently brought people to our company's primary site — #17 is a real doozy. (Note that because LaFleur started as a digital marketing agency primarily for law firms, many of these search terms reflect that focus.)

1. lafleur legal marketing
2. twitter best practices 2016
3. digital marketing ethics
4. legal marketing
5. ethical issues in digital marketing
6. twitter best practices
7. twitter best practices for business
8. social media content developer
9. trust etymology
10. digital marketing ethical issues
11. ethics in representation marketing
12. ethics in digital marketing
13. la fleur
14. etymology of trust
15. lead pursuit
16. twitter best practices for business 2016
17. which of the following platforms is google capable of tracking
18. what does a single quotation mark mean
19. film infographic
20. content marketing q&a

One of the best things about long-tail keywords is that many of them have fewer, if any, ads included in the results. So while your competitors are throwing obscene budgets at paid search ads trying to get highly qualified clicks, you can use this opportunity to build a solid foundation for your website and optimize it for converting potential healthcare consumers into real patients and members. Then, you can supercharge your efforts with paid advertising when you know it will be effective.

# THE SINGLE BEST PRACTICE FOR SEARCH OPTIMIZATION:

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## Consider Your Audience

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So, how do you optimize for these unpredictable, long-tail searches people are conducting? It starts with having a [robust approach to content marketing](#) that puts your target audience first.

Consider this: why do people use Google at all? People use Google because it delivers results that are relevant for their searches. Google's goal is to provide the most useful results to users, which is why they are constantly refining their algorithm to weed out bad content. If they served up material on page one that wasn't helpful to users, those users would go elsewhere for their online browsing needs.

In the past, the primary approach for many SEOs has been to try to take advantage of blind spots in Google's algorithm to cheat the system, an "SEO of the gaps" philosophy where loopholes in Google's method for ranking results were taken as opportunities to achieve a great search ranking with minimal investment in quality. Unfortunately, when those holes get fixed (because it is in Google's best interest to develop an algorithm that filters out low-quality results that are trying to game the system), rankings plummet and SEOs scramble to find the next gap to exploit. But those gaps are getting exponentially less numerous and providing significantly lower return on investment.

Instead, the best way to rank well in Google, Bing, and other search engines is to align your goals with the goals of search engines: provide the best possible quality content to users based on their specific needs and make sure Google knows how to find it.

Here's how:

# 1. DEVELOP A FOUNDATIONAL UNDERSTANDING OF YOUR TARGET AUDIENCE

Looking at your past and current patients or members who have been ideal (or making educated, data-supported inferences about your ideal healthcare consumer) can help you create in-depth personas that will inform your approach to the core content on your site as well as your blog and other marketing channels.



# 2. MAKE A PLAN FOR WRITING RELEVANT, TARGETED CONTENT FOR YOUR CORE SITE PAGES AND BLOG

The number one factor in search engine rankings is the actual written content on your pages, so it needs to be better than outstanding.

Whether you are working with a team of writers or doing the writing work yourself, you'll want to use the personas you develop to write or update the existing content on your site to target your ideal healthcare consumers. Make sure your core site content (home page, service pages, etc.) discusses their specific needs in depth and explains the specific service(s) you provide that can help them resolve their issue. Make sure that content is comprehensive in nature and that it includes a call to action encouraging the conversions you want: call us directly, fill out this form, email us, etc.

Keep in mind that your content should not be self-aggrandizing. Your audience always needs to come

first. This is particularly true of your blog content. When you are thinking of topics to write about, consider the following questions:

- What will be helpful to your ideal patients or members?
- What do they need to know to make progress toward resolving their issue or getting answers?
- What insights can you provide that will help them regardless of whether or not they decide to contact you?
- What nuances exist that people should know about before settling on a healthcare provider or insurer?

For additional questions to align your content with Google's goals, [check out this list of suggestions directly from Google.](#)

Make sure that content is **comprehensive in nature** and that it includes a **call to action** encouraging the **conversions you want.**



# 3. MAKE SURE YOUR CONTENT IS DISCOVERABLE BY SEARCH ENGINES

As basic as this sounds, you need to make sure your website can be found by search engines. If Google doesn't know your site exists, the work you put into content creation will not pay dividends. The best place to start is [Google Search Console](#). Log in or create an account, add your website property to Google Search Console, and verify it by the method that you're most comfortable with (adding an HTML tag on your home page is one of the most user-friendly ways to do this).

Once you're all set up in Google Search Console, you can create an XML sitemap using a tool such as [Screaming Frog](#). This may sound complicated, but it's actually pretty straightforward as long as your website doesn't have any major issues at the outset. Once you have an XML sitemap, you can [submit it in Search Console](#) and Google will crawl and index the pages on your site shortly thereafter. Once it does,

you'll be able to see what pages Google sees (or doesn't), which you can then use to make updates to the navigation on your site to include all the pages you want Google to see.

For many healthcare websites, these three steps may already be complete, but the results you would like to see from your website aren't materializing. You can dive into a great many facets of SEO to improve your site's performance in Google — just read [Google's beginner guide to SEO](#).

But what can you do right now that will help optimize your existing, indexed web pages?

Read on for a list of things you can do in the next 15 to 30 minutes to improve any given web page's performance in search engine rankings.

CONTACT US TODAY FOR A FREE WEBSITE AUDIT:  
INFO@LAFLEUR.MARKETING OR 1.888.222.1512

## LOW-INVESTMENT, HIGH-RETURN WEB PAGE OPTIMIZATIONS

As a certified SEO specialist, whenever I am confronted with a page that is well-written, live, and indexed but isn't performing well, one of the first things I do is look at the following information about that page, and you should too:

- Title tag
- Meta description
- H1 tag
- H2 tag(s)

To the best of everyone's knowledge (since Google doesn't share every detail about what matters to their algorithms), the title tag, H1 tag, and H2 tags are read by Google to help determine what your page is about and rank it for people's searches accordingly. The meta description is not a ranking factor; however, it does appear in search engine results.

It's easier to see these different elements than it is to describe them, so here is what they look like in Google and on your site:

# AT A GLANCE

Title Tag

**LaFleur: Brilliant Digital Marketing**  
<https://lafleur.marketing/> ▼  
LaFleur leverages cutting-edge technology and inspired talent to create holistic digital marketing solutions for growing businesses across the United States.


Meta Description

INFO@LAFLEUR.MARKETING | CALL US AT (888) 222-1512

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**LAFLEUR** CHOOSE YOUR INDUSTRY ABOUT US BLOG CONTACT US Q

**(C'mon, Baby! Do the Automation!) Marketing Automation FAQs**  
By Kyle McCarthy | April 18, 2018



MARKETING AUTOMATION

Marketing automation has become increasingly popular in recent years. In 2010, it was a \$225 million industry. As of 2015, that number spiked to \$1.65 billion with nearly 150,000 companies using some sort of marketing automation software. It's an important part of any digital marketing plan because it complements and informs every other tactic and leads to tremendous success for the companies that utilize it. Whether you already have a robust, segmented, and successful marketing

LOOKING FOR SOMETHING?

Search

RECENT BLOG POSTS

- 10 Minutes With Project Manager Catherine Smyka
- Tyson's Place: How Building a Better Website Helps Everyone
- Active Voice: Putting Our Favorite Marketing Quotes to Good Use

WANT TO LEARN MORE?

First Name \*

Email \*

Title Tag

📄

(C'mon, Baby! Do the Automation!) Marketing Automation FAQs - LaFleur

From there, just follow these four basic steps, and your firm will have a quality, user-friendly site in no time.

**Step 1: Develop Personas**

Many attorneys think that anybody could be a great client, which I suppose is technically true, but it's also not a great approach when looking for potential clients to cast a wide net, cross your fingers, and hold your breath. Instead, you need to know exactly what you're fishing for so you can then begin to understand your potential clients' behavior, including where they like to hang out online and how likely they are to bite on a specific line. This is where developing personas comes into play.

We've talked about personas before, but we can't stress their importance enough. When you define your personas, you define your ideal audience. It's an exercise in

Contact Us Now

H2 Tag



# Best Practices

You'll want to make sure these things are all optimized to get the best results out of your content. Here are some tips for improving each of these fundamental SEO elements on your web pages:

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## TITLE TAGS

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One very important thing to keep in mind about title tags is that Google cuts them off if they are too long. Google will still read the entire title, but people searching for your content will only see the first 65 characters or so (including spaces). When considering how to title something effectively, you'll want to front-load your title with the most important information so that it will be seen by searchers.

People agonize over including just the right keywords in their title tags, and while it is important to clearly indicate what your page is about in its title tag, spamming keywords into a title is going to drop you right off Google's radar because spamming keywords is not helpful to users. Remember that even in these little details, you want to put your audience first. Create a title that describes what your content is about and that sounds natural to users.

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## META DESCRIPTION

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Like title tags, Google cuts off your meta description after about 155 characters (including spaces), so you'll want to keep it succinct and punchy. Describe the gist of your content and direct it toward your target audience. If possible, think of a way to entice people to click through to your page. Here's a meta description from one of our other blog posts:

### Sample Meta Description

"WRITING A GREAT HEADLINE DOESN'T HAVE TO BE A HEADACHE. THESE FOUR TIPS CAN MAKE YOUR HEADLINES CLEARER, MORE POWERFUL, AND MORE EFFECTIVE."

Note that words matching (or synonymous with) a searcher's query will be bolded in your meta description. Sometimes Google will even create its own meta description for your content to more closely match a search if your specified description doesn't already. For this reason, it's sometimes a good idea to include keyword variants in your meta description, but don't sacrifice a natural, engaging sentence or two just to include more keywords. It's not about keywords — it's about reaching the people who are reading it.

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# H1 TAGS

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H1 tags are an important element in SEO. Your H1 tag should closely match your title tag, and here's why: if people click on your title tag in Google and land on a page with an H1 that doesn't match what they clicked, they're going to be disoriented, and they may even think they've been tricked by a scam. When they click on something, they expect to go where they clicked. If they are brought to a page with a label they don't expect, it's jarring and unpleasant, and people will abandon ship immediately.

If you truncated the title of your piece to get it to show completely in your Google search result, you may be able to use your full title as your H1 if it's not too different from your title tag. You can also add things like a subtitle into your H1 tag in order to describe your content in more depth if that is going to help readers better understand what your page is about.

Diverging from your title tag might be a great way to stuff more keywords onto your page, but guess what? It's not about keywords. It's about your audience. If they don't like your H1, they will leave - no matter what keywords you have in there.

**You're dedicated to making your website better — good for you! If you have questions, please feel free to reach out to our team: [info@lafleur.marketing](mailto:info@lafleur.marketing) or 1.888.222.1512**

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# H2 TAGS

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H1 and H2 are shorthand for "heading 1" and "heading 2" where the number designates a specific level in your content's informational hierarchy. Headings at level 1 are more important than headings at level 2, and headings at level 2 are more important than headings at level 3, etc. With this in mind, your headings (and how they are designated in HTML) should reflect the natural hierarchy and structure of information in your content.

The H1 of your piece should be a brief, high-level overview of your entire piece, which is why it often makes sense to closely align your title tag with your H1. If your content has multiple major sections (which it probably should), it makes sense to label them with H2 tags. You can do this all the way down to H6, but even when we are writing complex pieces for healthcare professionals, we rarely get beyond H3 or H4 tags.

H2 tags are a good place to consider including keyword variants if they read naturally. For example, I have used "web page optimizations," "search optimization," "SEO," and "search engine optimization" in my subheadings so far — hopefully you didn't notice! I primarily wanted you to have a smooth reading experience, not get tripped up by confusing and awkward keywords stuffed into my headings for robots to index.

Some SEOs are starting to put multiple H1 tags on a page because they think Google will give the text contained within those tags higher importance and thus rank the page higher for the keywords included in those headings. That might be true for right now, and it might even give them a temporary boost, but remember that Google is constantly improving their algorithm. If they notice that the H1 tag is becoming a poor signal of what a page is actually about, they'll lessen its importance as a ranking factor and send lazy SEOs scrambling for the next, even less effective exploit.

# AUDIENCE FIRST

If you can put your audience first and nail these foundational SEO elements on all of your web pages, you'll be in great shape for boosting your pages' rankings in search. It usually doesn't take more than 15 to 30 minutes to rewrite and reformat these elements on any given page (unless they're in really rough shape to begin with, which we see all too often).

And if you optimize these elements on all of your pages but still don't see the results you're looking for, you'll know that you need to look elsewhere to your URL structure, page load speeds, mobile-friendliness, written content, or any number of other factors that can influence your rankings in search.

## How to Review On-Page SEO Information on Your Site

Before you dive in to optimizations, you'll want to make an assessment about what pages need work. Two great free tools for this are the **MozBar** and Screaming Frog. The MozBar is an extension you install in your browser, and it provides you with the meta data information about the page you are currently on. Below is what the MozBar information looks like on a blog post I wrote: **(C'mon Baby! Do the Automation!) LaFleur Answers Your Most Pressing Marketing Automation FAQs**.

The screenshot shows the MozBar interface for a specific page. The top navigation bar includes 'On-Page Elements', 'General Attributes', 'Link Metrics', 'Markup', and 'Http Status'. The main table displays the following data:

| Tag/Location     | Content   | # of Characters |
|------------------|---|-----------------|
| URL              | https://lafleur.marketing/blog/cmon-baby-automation-marketing-automation-faqs/  | 78              |
| Page Title       | (C'mon, Baby! Do the Automation!) Marketing Automation FAQs - LaFleur • Search by Algolia • Search by Algolia   | 109             |
| Meta Description | Most new clients are only vaguely familiar with marketing automation (or that it even exists), so we thought we'd answer some burning questions.  | 144             |
| Meta Keywords    | Not found   | --              |
| H1               | (C'mon, Baby! Do the Automation!) Marketing Automation FAQs   | 59              |
| H2               | What Is Marketing Automation? • What Are the Benefits of Marketing Automation? • Why Do Some Marketing Automation Campaigns Fail? • What Are Marketing Automation Best Practices? • Is Marketing Automation Right for Your Company? • Get Your Automation in Motion With LaFleur! | 273             |

Below the table, the MozBar displays the page's content, including the title '(C'mon, Baby! Do the Automation!) Marketing Automation FAQs' and the author 'By Kyle McCarthy | April 18, 2018'. On the right side, there is a search bar labeled 'LOOKING FOR SOMETHING?' and a section for 'RECENT BLOG POSTS'.

As you can see, the MozBar will show you all the essentials covered above. (Moz’s “page title” is the title tag.) In addition to seeing the content for each type of meta data, the MozBar also shows how many characters each has. Here, our title tag has 59 characters, well below the 65-character recommendation, and our meta description has 144 characters, which means we could have gotten a little more descriptive if we wanted to utilize the full 155 characters. Also included in the MozBar analysis are meta keywords. However, meta keywords are no longer a ranking factor, so there is no reason to devote time and energy to defining them.

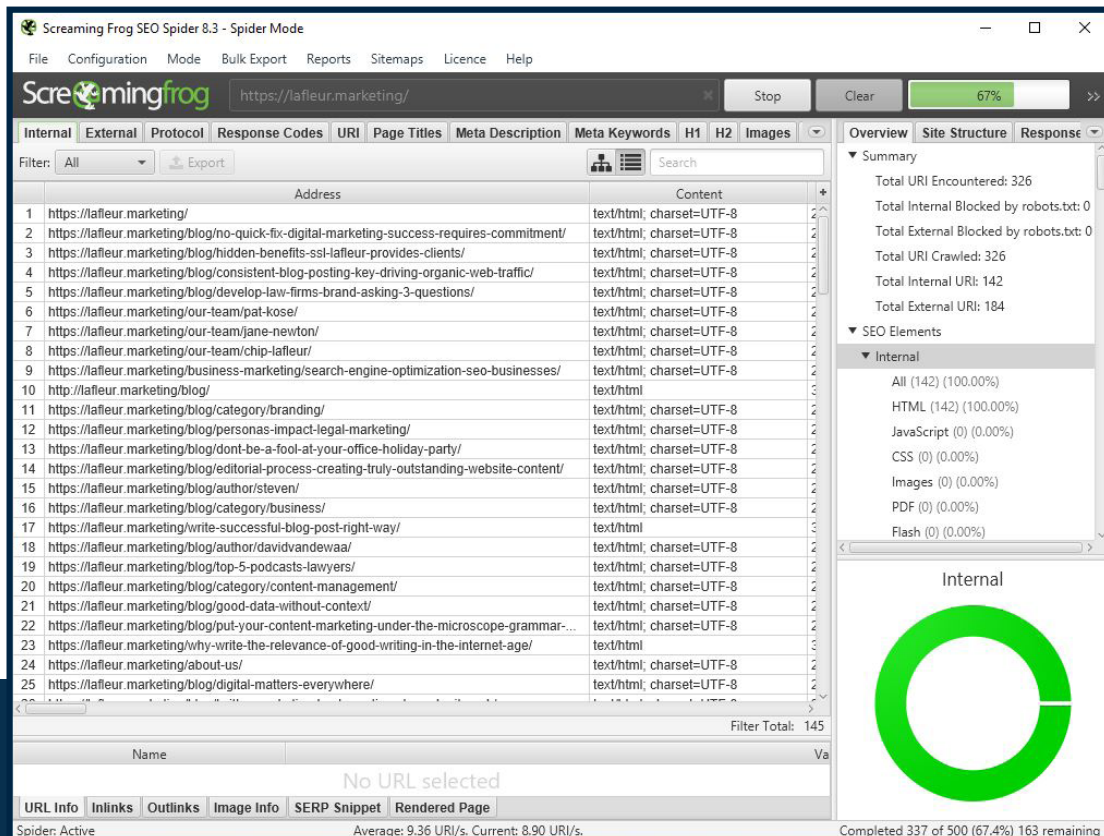
The MozBar is an excellent tool if you are spot-checking specific pages for their meta data.

Here are some potential scenarios where this tool is optimal:

- You’re not entirely sure if specific pages have complete meta data.
- You learn about a new facet of SEO, like optimizing for local searches, and want to check if certain pages are optimized.
- One of your pages is not performing very well, and you want to see if non-optimized meta data is a potential cause.
- You want to review specific core content pages for their optimization status, such as a core service area page, a page about your organization, or even a page about you.

If you are doing a site-wide review, you will want to be able to see a lot more data all at once, and you’ll want that data in a format you can work with. Screaming Frog is a great tool for accomplishing both of those goals.

Here is a small preview of what the Screaming Frog interface looks like:



This tool gives you all of the data that the MozBar does and more. It may seem a little intimidating at first because it gives you data on all your web pages at once.

Once you have crawled your site with this tool, you can then manipulate the data in any way you'd like or export it into Excel and gain all of Excel's functionality to manage your work. Here are some high-level actions you could take with the data to dedicate your efforts to the areas that need it most:

- Filter the data so that only pages with missing meta data or tags are visible and then create a to-do list to create data for them.
- Filter the data so that only pages with title tags or meta descriptions that are over the limit of recommended characters are showing; then make a plan to revise them.
- Search for identical title tags, meta descriptions, and headings and prepare to rewrite them.
- Take a systematic approach to reviewing each page's meta data, making note of which pages need updates and then develop a strategy for revising them.
- Add performance data to your SEO data to determine if there are any noteworthy trends: do pages with longer or shorter titles perform better? Do pages with an explicit call to action in the meta description perform better than pages with a structured summary in the meta description? Do more creative H2s or more to-the-point H2s seem to resonate more with readers? Then, create or update your content marketing strategy to capitalize on those positive trends and increase your ROI.

**We Can Help You Optimize Your Website!**

**Contact Us Today: [info@lafleur.marketing](mailto:info@lafleur.marketing) or 1.888.222.1512**

## HOW TO UPDATE YOUR WEB PAGES

Now that you know what you need to do, it's also important to know how to do it. Some people are familiar with updating their website pages, and if you fall into that category, feel free to skim over this material. However, many of the healthcare professionals we have worked with at LaFleur are not familiar with the nuts and bolts of managing their websites, and some people are just hesitant to make changes because they could break something.

I've been working with websites for over a decade now, and I still remember being nervous in my early days whenever I would make a change. Before explaining how meta tags work in practice, here are a few tips help you avoid the kinds of mistakes that may cause unexpected problems on your website:

# 1. CONSIDER TAKING A CLASS

Many website-building courses exist that you can take online from reputable establishments, and some of them even let you audit for free. For example, Coursera offers a “How To Create a Website in a Weekend!” class that covers all the basics of building a website from scratch.



lynda.com

udemy

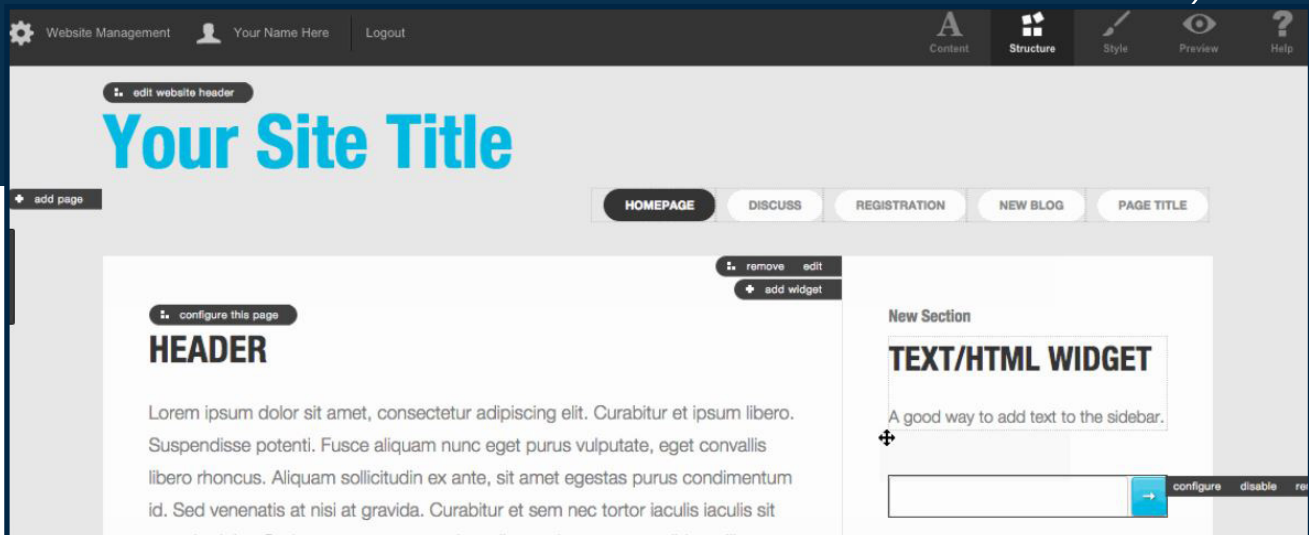
coursera

# 2. FIND A HELPFUL GUIDE ONLINE

If you don't have time for a class or don't need to know how a website works from the ground up, you can usually find plenty of free information online about how to update your web pages. There are many different website-building tools out there. Some platforms are designed for people with virtually no experience (like Wix or Squarespace), while other

methods for building a site require a greater degree of skill and specialization (like coding a site from scratch). The best way to get started with updating your website is to do your research: confirm which platform your site is on, and find a practical guide for editing pages that you can refer back to as you work.

Squarespace





## 3. GET STARTED ON A DIFFERENT SITE (OR AN AREA OF YOUR SITE THAT PEOPLE CAN'T SEE)

Getting familiar with the user interface for modifying your website can be a little overwhelming at first, especially if you already have a fairly large and robust site with many pages. If you plan to get your hands dirty and do website work with some regularity (perhaps as part of a larger strategy for improving your online presence), it may make sense to start from scratch on a new site to get familiar with the process. Then, you can go back to your organization's site to start working.

Alternately, you could start by modifying pages on your site that are not viewable by public visitors to minimize the chances that your site (or your business) will be affected by any changes you make in error. Once you have a handle on how editing works, you can move on to your public-facing pages.

## 4. ALWAYS, ALWAYS PREVIEW FIRST

One of the biggest rookie mistakes that people make when they first start working on sites is publishing their changes before previewing what they look like first. While website editing platforms have gotten more and more user-friendly over the years, there's really no such thing as a true what-you-see-is-what-you-get (WYSIWYG) interface. So while it may look like your page is perfect in the editor, always check the preview to ensure that your changes look the way you want them to before publishing. (Unfortunately, some platforms don't have a preview option, which means you'll have to be extra diligent about double-checking before publishing your changes.)

THERE'S REALLY NO SUCH THING AS A TRUE WHAT-YOU-SEE-IS-WHAT-YOU-GET (WYSIWYG) INTERFACE.

WITH THESE TIPS IN MIND, YOU SHOULD BE READY TO GET TO WORK.

# A CRASH COURSE IN HTML FOR META DATA

Because there are so many different tools and platforms for managing websites, it would be futile trying to provide a step-by-step tutorial for editing your meta data and headings. However, regardless of which platform you use, you should be able to see and edit the HTML code on your web pages.

Below is a brief crash course in what the HTML code looks like for the important meta data elements and tags discussed in this ebook. If you can identify the correct section of code, you should be able to easily update key on-page elements.

## Head and Body

The title tag, meta description, and heading tags are placed within two of the major sections of your web page: the head and body. The head of an HTML document is comprised of all the information between `<head>` and `</head>`. The body is comprised of all the information between `<body>` and `</body>`. The title tag and meta description go in the head, while the headings go into the body.

## Title Tag

The title tag element is denoted using `<title>` and `</title>`. If the title of our web page was “How to Create a Title Tag,” it would look like this in the HTML code:

```
<title>How to Create a Title Tag</title>
```

## Meta Description

A page’s meta description will be inserted in the head section within a meta data element. If the meta description of our page was going to say “Learn more about creating a title tag here!” – we would use the following HTML code:

```
<meta name= “description” content=“Learn more about creating a title tag here!”>
```

## H1 and H2 Tags

H1 and H2 tags go in the body section of the document. H1s consist of the text between `<h1>` and `</h1>`, while H2s consist of the text between `<h2>` and `</h2>`. The coding is similar for H3s right on down. If we wanted to include an H1 that matched our title tag, it would look like this:

```
<h1>How to Create a Title Tag</h1>
```

And if we wanted a descriptive H2 to start off our content below that, it could look like this:

```
<h2>Creating a Title Tag in HTML Is Not as Hard as Most People Think</h2>
```

# PUTTING ALL OF THAT TOGETHER, YOU CAN SEE HOW THE BASIC BUILDING BLOCKS OF A WEB PAGE COME TOGETHER:

|   |  |
|---|--|
| <pre>&lt;!DOCTYPE html&gt; &lt;html&gt; &lt;head&gt; &lt;title&gt;How to Create a Title Tag&lt;/title&gt; &lt;/head&gt; &lt;body&gt;  &lt;h1&gt;How to Create a Title Tag&lt;/h1&gt; &lt;p&gt;Creating a title tag in HTML is not as hard as people think.&lt;/p&gt;  &lt;/body&gt; &lt;/html&gt;</pre> | <h2>How to Create a Title Tag</h2> <p>Creating a title tag in HTML is not as hard as people think.</p> |
|---|--|

Granted, these elements may be a bit more difficult to find among all the other coding on your page. One of the blog posts I mentioned earlier, for example, has a lot of other material in the HTML, but if you know what you are looking for, you can pick out the information you need with relative ease:

|                  |  |   |
|------------------|--|---|
|                  | <pre>&lt;!DOCTYPE html&gt; &lt;html lang="en-US" prefix="og: http://ogp.me/ns#"&gt; &lt;head&gt; &lt;meta charset="UTF-8" /&gt; &lt;meta name="viewport" content="width=device-width, initial-scale=1.0" /&gt; &lt;meta http-equiv="X-UA-Compatible" content="IE=edge" /&gt; &lt;link rel="profile" href="https://ogp.org/xfn/11" /&gt; &lt;link rel="pingback" href="https://lafleur.marketing/xmlrpc.php" /&gt; &lt;!-- [if IE 9] &lt;script src="https://44m1c3ff8xlenghuix1ftj-wpengine.netdna-ssl.com/wp-content/themes/bb-theme/js/html5shiv.js"&gt;&lt;/script&gt; &lt;script src="https://44m1c3ff8xlenghuix1ftj-wpengine.netdna-ssl.com/wp-content/themes/bb-theme/js/respond.min.js"&gt;&lt;/script&gt; &lt;/if IE 9--&gt; &lt;title&gt;Google Analytics: Nothing to Fear and Everything to Gain - LaFleur&lt;/title&gt; &lt;!-- This site is optimized with the Yoast SEO Premium plugin v5.5.1 - https://yoast.com/wordpress/plugins/seo/ --&gt; &lt;meta name="description" content="To the untrained eye, Google Analytics can look intimidating. These basic tips can clear things up and help you better understand the traffic on your digital properties."/&gt; &lt;meta property="og:locale" content="en_US" /&gt; &lt;meta property="og:type" content="article" /&gt; &lt;meta property="og:title" content="Google Analytics: Nothing to Fear and Everything to Gain - LaFleur" /&gt; &lt;meta property="og:description" content="To the untrained eye, Google Analytics can look intimidating. These basic tips can clear things up and help you better understand the traffic on your digital properties." /&gt; &lt;meta property="og:url" content="https://lafleur.marketing/blog/google-analytics-nothing-fear-everything-gain/" /&gt; &lt;meta property="og:site_name" content="LaFleur" /&gt; &lt;meta property="article:tag" content="Google Analytics" /&gt; &lt;meta property="article:section" content="Business" /&gt;</pre> | Page Source   |
| Title            | <pre>&lt;title&gt;Google Analytics: Nothing to Fear and Everything to Gain - LaFleur&lt;/title&gt;</pre>   |   |
| Meta Description | <pre>&lt;meta name="description" content="To the untrained eye, Google Analytics can look intimidating. These basic tips can clear things up and help you better understand the traffic on your digital properties."/&gt;</pre>  | Although there are a few ways to view the page source, my favorite is the shortcut, "Ctrl + U" or "Command + U" |
| H1               | <pre>&lt;h1 class="fl-post-title" itemprop="headline"&gt;   Google Analytics: Nothing to Fear and Everything to Gain &lt;/h1&gt;</pre>   |   |

Additionally, you can see the code for any web page by viewing the page source code. (For PCs, all you need to do is right click on a page in your browser and choose the "view page source" option.) Perusing the source code for a variety of pages can help you identify the HTML code you should be looking for when you edit your own web pages.

# CERTIFIED SEO SPECIALISTS AND MARKETING PROFESSIONALS



Search engine optimization can feel intimidating, especially if you haven't worked much with websites before. There is a lot of lingo to get familiar with, it's nerve-wracking making changes to your site (especially when it hasn't been built well in the first place and tends to crash), and making even the simplest optimizations requires skills ranging from creative writing and coding in HTML to planning and tracking updates using unique software.

Here at LaFleur, we have certified SEO specialists on staff who have the knowledge, skills, and experience to make sure your healthcare organization's website is optimized for search. More importantly, we approach all of our services, from **creating content deliverables** to **managing your social media** profiles, with a holistic mindset geared toward attracting and converting your ideal patients or members.

So if your website (or current marketing agency) isn't meeting your expectations, call us today at 888-222-1512 or fill out our **convenient contact form**. We'd love to get to know your organization and bring you the results you're looking for!

## ADDITIONAL RESOURCES

**(C'mon, Baby! Do the Automation!) Marketing Automation FAQs**

**Pay-Per-Click Tools and Resources for Long-Term Success**

**Intelligent Design: The LaFleur Approach to Visual Storytelling**

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