

Blogging for SEO... Blogging for Business

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Blogging. Everybody's doing it. Yawn, right? And who has the time? Well, it can be time well spent. Blogging is not just for those with an opinion and nowhere to go with it. It's a business tool, a way to bring people to your website and your practice. It's true. You may think: *I have a website, my patients know I'm out there.* Right. But what about generating new business? What about keeping your current patients interested and sharing an informative blog with friends and family - who could become patients? Blogging is important to growing your practice, and here's why:



Simply put, blogging makes you easier to find for potential patients. How? SEO (search engine optimization). When someone searches on Google for information, the first ten results are the ten highest ranked websites according to Google...and so on down the list.

The ranking system involves keywords people use to search (e.g. dental implants, dentures, painless anesthesia, etc.), links to other sites in your content, the number of pages on your site, and how often your content is renewed. Blogging puts all of these SEO factors to work for you, keeping your website ranked high in search returns.

"Companies have found that blogging has generated 55% more traffic to their website."

Much of the content on your website is static. It's pertinent information that rarely needs to change, so it's not being rejuvenated for search engines or patients. But blogging keeps people interested with fresh, stimulating content to read and share, and it keeps search engines interested, as well.

Additionally, search engines will see a new blog entry as a new web page, and search engines like pages...and more pages. The higher the page count, the higher your ranking. However, you can't toss up any old blog. It needs to be a high-quality blog that is educational, answers a question, or is otherwise useful to your patients - and prospective patients. A blog about your recently redecorated waiting room is not going to drive traffic to your virtual - or real - door, and it certainly won't get you a high ranking.

Which brings us to another point - keywords. Sprinkling words and phrases in your blog that people are frequently using in their searches will help you be found in the high ranks. But pepper carefully. Polluting your blog with keywords will put you in the penalty box with Google. "Stuffing" will actually win you a lower SEO ranking, and the blog won't read smoothly when overrun with keywords.

Companies have found that blogging has generated up to 55% more traffic to their website. And getting people to your website helps get people to your practice. Perhaps it's time to consider blogging for business.

Here are some tips for excellent SEO through blogging:

WRITE FOR WHAT PEOPLE ARE SEARCHING

Know what keywords people are using in their searches and use those in your blog. To find what the most popular search terms are for your business take a look at: <http://www.google.com/trends/>

KNOW WHERE TO USE KEYWORDS

Headlines are an important place to use keywords for SEO. Search engines read the headline first, just as you do. Give them what they're looking for. They see a headline as a new page and new pages are up for ranking. Also, scatter keywords appropriately throughout the body of the blog.

KNOW HOW TO USE KEYWORDS

Just as lesser keyword density will keep you ranked lower, so will overkill. You don't get a prize from Google for the most keywords. Cramming your blog with keywords will only put you lower in the ranking. In addition to the content not having a natural flow, it will be obvious to a reader what you're up to.

BLOG FOR QUALITY

You want your blogs to be informative and showcase your expertise in your field. Fluffy blogs won't rank high on anyone's radar.

Tagged: Blogging, keywords, Google, Search, Search Engine Optimization

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