



A Podiatrist’s Playbook to Search Visibility—Part 1

Here’s how patients find you online: SEO for podiatrists.

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Editor’s Note: The second part of this article will run in the August issue.

When someone is struggling with a medical condition, where is the first place they turn? For the vast majority of people, they usually start with a simple search on Google or, increasingly more common, through an AI assistant like ChatGPT.

Welcome to part one of our two-part series, *A Podiatrist’s Playbook to Search Visibility*. Over the next month, we will cover Search Engine Optimization and Artificial Intelligence Optimization. Our goal is to empower you with the knowledge you need to show up for potential patients. Today, we start with the foundation of your digital presence: SEO.

What Is SEO?

SEO is the practice of getting your website to appear at the top of Google results when someone in your area searches for a term related to podiatry. But how exactly does Google decide who ranks first out of dozens of local practices? The algorithm looks at these core pillars or types of SEO:

Technical SEO

Technical SEO optimizes backend parts of your website to help search engines read it more effectively. Technical SEO goes hand in hand with user experience because Google

favors websites that users can also navigate with ease. This means you should focus on improving factors like load speed, mobile-friendliness, and page organization.

On-Page SEO

On-page SEO is about the content on your web pages. To rank well, your website needs custom content

address, and website link.

- **Add Metadata to Your Pages:** Make sure that there is a meta title and meta description for every page on your website. This information tells Google what the page is about and appears for users in search results.

- **Test Your Website’s Mobile Version:** Pull up your website on your phone. Can you read the words on

To rank well, your website needs custom content that speaks directly to your podiatry specialty and services.

that speaks directly to your podiatry specialty and services. Use headings, bullet points, and short paragraphs to make this content easy to read, and proofread it to catch any spelling mistakes, grammatical errors, or inaccurate statements.

Local SEO

Local SEO relies heavily on your Google Business Profile and how many positive reviews it has. After an appointment, send a follow-up email to ask the patient if they would be willing to leave a review on your profile. Be careful not to pressure them or influence what they say, though, as that can leave a bad taste in their mouth.

DIY SEO Tips to Start Today

- **Claim Your Google Business Profile:** If you haven’t already, go to google.com/business, and claim your practice. Fill out every single field, including your description, hours,

the homepage without zooming in? Does it load in under three seconds? If not, it’s time for an update.

Final Thoughts

Strong search visibility starts with a Google-optimized website. Use our SEO best practices to tackle web development, write new content, and enhance local profiles for your podiatry practice. PM



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