



GUIDE TO CUSTOM CONTENT TIP SHEET



Recent updates to Google's search ranking algorithm penalize websites without quality, custom content, causing their search rankings to suffer. The Panda update penalizes those with duplicate or otherwise low-quality content. The Hummingbird update gives Google the ability to process longer-tail, conversational search queries while penalizing websites that practice keyword stuffing.

Having custom content on your website can help improve your website's search ranking and attract more patients to your practice. Here are some tips!




1. USE LONG-TAIL KEYWORDS


Long-tail keywords are more specific keyword phrases that online visitors use when they know exactly what they are looking for. According to Google's own Matt Cutts, people search the way they speak. Using longer, conversational keywords and phrases is a critical component of a successful SEO strategy.



2. AVOID KEYWORD STUFFING

Keyword stuffing is the practice of including as many SEO keywords on a webpage as possible, to manipulate Google's search ranking results. Instead of using the same keywords over and over, focus on creating useful, information-rich content that uses long-tail keyword variations naturally and in context.

 *A San Diego chiropractor provides San Diego chiropractic patients with chiropractic care in San Diego.*

 *Here are some tips about what to look for when choosing a chiropractor in San Diego.*



3. DON'T DUPLICATE CONTENT

Copying content from someone else's website or using the same content across multiple pages of your own website indicates to search engines that you have low-quality content and, therefore, a low-quality website. For this reason, using duplicate content will harm your website's search ranking.



4. TITLE TAGS AND META DESCRIPTIONS

Title tags are what your website visitors see in their browser tab when they click on your webpage. Title tags should be informative, relevant to what's on the page and fewer than 70 characters each.

Meta descriptions are short descriptions of the information on your webpage. Their purpose is to persuade users to click on your site. Meta descriptions should be catchy and fewer than 155 characters.



5. FREQUENTLY ASKED QUESTIONS (FAQs)

Add any questions that patients frequently ask you to your website. Ideally, you should add FAQs to the bottom of each page, where appropriate. Adding FAQs that include relevant keywords to each page helps enhance your unique webpage content and improve your search rankings.



*If you need help developing custom content for your website, call **1.800.462.8749** or visit us online at **www.Chiromatrix.com**. A Chiromatrix website and SEO expert can help you create custom website content that drives more patients to your door.*