

OHO U Drupal Healthcare Conference

Maximizing Organic Search Visibility

Overview

- **Why invest in organic search?**
- **The 3 main strategies for organic search in healthcare**
- **How to optimize a service page for search**
- **Drupal SEO implementation checklist**

Making the Case

Why does investing in organic search matter?

- 1. Prospective patients from organic channels are *more engaged and more likely to convert*.**
- 2. Strong organic results can *provide savings on paid campaigns*. If you can generate traffic from organic search, you don't have to pay for digital advertising.**
- 3. Producing valuable content that ranks in search *builds your brand*.**
- 4. A strong organic presence builds *competitive advantage* – it is harder and takes time for competitors to replicate.**

4 Categories of Search Terms in

Brand

Includes variation of organization name.

Service

Specific service line or procedure.

Interest

An article that is topical, but could be of interest to a wide audience.


~~\$0 value~~

Specific mention, program, article that does not contribute to business goals.

INSIGHT

The goal with branded search optimization is to **reduce the friction points** for prospects that are using Google to start a transaction or process or find specific answers.

Service Line or Procedure SEO



bariatric surgery new york

**GENERIC TERM:
PROCEDURE + LOCATION**

<https://www.mountsinai.org> > care > surgery > services > bariatric surgery

Bariatric Surgery - Weight Loss Surgery NYC | Mount Sinai

Mount Sinai **bariatric surgeons** are nationally recognized experts in providing weight-loss surgery to patients with a history of obesity. We use the latest ...

[Am I a Candidate?](#) · [Meet Our Team](#) · [Gastric Bypass](#) · [Gastric Sleeve](#)

<https://bariatric.stopobesityforlife.com>

Bariatric Surgery NYC & NJ | Obesity Treatment New York ...

Get more information on **weight loss surgery** and bariatric procedures from New York's leading **bariatric surgeons**. Book your consultation today 800-633-8446.

[Meet The Surgeons](#) · [Insurance](#) · [Weight Loss Treatment](#) · [Patient Portal](#)

<https://www.nycbariatrics.com>

Bariatric Surgery | Lenox Hill Bariatric Surgery Program ...

Lenox Hill weight loss in New York offers a surgical support team that takes a comprehensive approach to **weight loss surgery**. The team includes full pre- ...

<https://www.nyp.org> > queens > bariatric-surgery

General, Minimally Invasive, & Bariatric Surgery - NewYork ...

The **Bariatric Surgery** Program at NewYork-Presbyterian Queens is accredited as a Comprehensive Center by the American College of Surgeons through the Metabolic ...

Bariatric surgery new york SEARCH VOLUME: 20/MO CPC: \$2.79

Bariatric surgery ny SEARCH VOLUME: 30/MO CPC: \$16.79

**USING SECONDARY KEYWORDS:
WEIGHT LOSS SURGERY**

**STRONG, PATIENT-CENTRIC
DESCRIPTIONS**

Interest – Content Marketing

The intersection of your expertise with high-value keywords.

Related Keyword	Avg. Search Volume	Cost
skilled nursing facility	40,500	

ResearchEducationGivingVolunteeringBlogNewsHelpSearch

Hebrew SeniorLifeHARVARD MEDICAL SCHOOL AFFILIATE


ServicesLocationsAbout Us

The Difference Between Nursing Homes and Skilled Nursing Facilities

What are the requirements, cost differences, and where can you find them.

Author: Brian MurphyOctober 15, 2021

Hebrew SeniorLife BlogThe Difference Between Nursing Homes and Skilled Nursing Facilities



Medical emergencies can reveal more than just a new or worsening medical condition. They often expose more general problems with your living situation and whether or not it will meet your current and future needs. Especially for seniors, recovering from serious emergencies often requires a short-term stay at a rehabilitation center. From there you might be discharged back home or make the decision to move to a senior living community.

Either way, the process can be very stressful, and researching your next steps can be confusing. You may have been told that you should seek care at a skilled nursing facility. If you are going to require ongoing care should you move to a nursing home or can you stay at this skilled nursing facility? What is a nursing home and what is a skilled nursing facility?

The essential difference can be summarized this way: a nursing home is more of a permanent residence for people in need of 24/7 care, while a skilled nursing facility is a temporary residence for patients undergoing medically necessary rehabilitation treatment. We will cover this in more detail below.

Despite the distinct differences between what qualifies as a nursing home vs. a [skilled nursing facility](#), most of the confusion comes from the medical definition of skilled nursing.

What is skilled nursing and what are some examples of skilled nursing care?

Skilled nursing is a high level of care requiring advanced training and certifications. Skilled nursing care must be provided by or under the direct supervision of licensed health professionals, such as registered nurses (RNs), licensed practical nurses (LPNs), speech/language pathologists, and physical/occupational therapists.

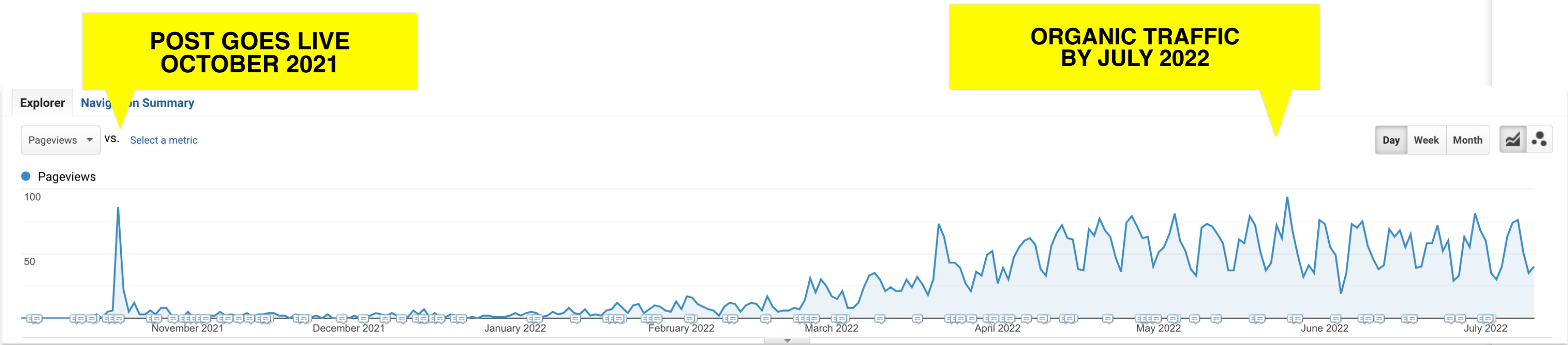
Examples of skilled nursing services include physical, occupational, and speech therapy, wound care, intravenous (IV) therapy, injections, catheter care, continual monitoring of medical signs, and the use of medical equipment to support the patient's care needs and monitoring of vital signs and medical equipment.

It is helpful to consider that skilled nursing is a description of the type of service that is offered. Accordingly, skilled nursing is offered at both skilled nursing facilities as well as nursing homes. It can also be provided in a senior's home as part of [home health services](#).

What is a skilled nursing facility?

A skilled nursing facility (SNF) is an inpatient rehabilitation and medical treatment center. They're often utilized for care after a hospital stay following an accident, severe illness, or surgery to help a patient regain their ability to do activities of daily living such as bathing, dressing, cooking, personal hygiene, walking, and getting into/out of a bed or chair. Similar to a nursing home, SNFs provide 24/7 care. Hebrew SeniorLife offers [skilled nursing facilities](#) at Hebrew Rehabilitation Center in Boston and at NewBridge on the Charles in Dedham. Our goal is to restore function following an illness or injury so older adults can get back to the people and activities that they love.

It should be noted that the need for skilled nursing services does not automatically mean that you need a stay in a SNF since skilled nursing is available in a variety of settings including a senior's private home. A number of factors will go into the decision about [where to receive skilled nursing care](#), including your living situation, whether there



Considerations & Assumptions

- **Reviews – monitor and build the number of reviews for your organization**
- **Practitioner – invest in optimizing doctors, clinics, and other practices through business profiles**
- **Locations – consider business profiles for each location**

**Manage your appearance
on Google properties**

Knowledge Panel
Business Profile
Images
Video

WORKSHOP

Service Page Optimization

KEYWORD

“Taylor Swift Tickets”





Ticketmaster

<https://www.ticketmaster.com> > Concert Tickets > Pop >

Taylor Swift Tickets, 2023 Concert Tour Dates

Buy **Taylor Swift tickets** from the official Ticketmaster.com site. Find Taylor Swift tour schedule, concert details, reviews and photos.

Fri, Apr 28 [Taylor Swift | The Eras Tour](#)Sat, Apr 29 [Taylor Swift | The Eras Tour](#)Sun, Apr 30 [Taylor Swift | The Eras Tour](#)[See Tickets](#) · [The Eras Tour](#) · [Raymond James Stadium](#)

Taylor Swift

<https://www.taylorswift.com> >

Taylor Swift: Home

The Official Website of **Taylor Swift**. ... Tour Official Ticket
supplies last · **Taylor Swift** The Eras Tour Presented



StubHub

<https://www.stubhub.com> > ... > Artists T - Z >

Taylor Swift Concert Tickets and Tour

Taylor Swift tickets for the upcoming concert tour are available now. Buy
your **Taylor Swift concert** tickets today. Tickets are 100% guaranteed.

Fri, Apr 28 [Taylor Swift with beabadoobee ...](#)Sat, Apr 29 [Taylor Swift with ...](#)Sun, Apr 30 [Taylor Swift with MUNA and ...](#)[How many tickets?](#) · [Mercedes-Benz Stadium](#) · [Nissan Stadium](#) · [MetLife Stadium](#)

Vivid Seats

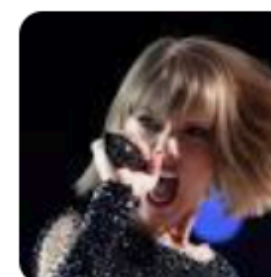
<https://www.vividseats.com> > Concerts > Pop >

Taylor Swift Tickets & 2023 Eras Tour Dates

Currently, **Taylor Swift tickets** at Vivid Seats start around \$200, with an average price of around \$1700. How to Buy Cheap 2023 **Taylor Swift Tickets**. No matter ...

Fri, Apr 28 [Taylor Swift with beabadoobee ...](#)Sat, Apr 29 [Taylor Swift with ...](#)Sun, Apr 30 [Taylor Swift with Muna and ...](#)[Mercedes-Benz Stadium](#) · [Lincoln Financial Field](#) · [MetLife Stadium](#) · [SoFi Stadium](#)

You've visited this page 2 times. Last visit: 4/26/23



Keywords Found

31

Keyword Locations

Title	1	Body	26	Meta description	2
Url	1	IMG Alt	0		

Page Factors

24	3
Helping	Hurting

Page Score ⁱ

89

Factors associated with this page

Hurting your score

3

Helping your score

24

All factors

27



Avoid Keyword Stuffing in Document



Keywords in Image Alt Attribute



Avoid Too Many Internal Links



WINS THE 4TH POSITION

KEYWORD IN URL

INTERNAL NUMBERS AT END

TITLE TAG

META DESCRIPTION

Buy Taylor Swift tickets from Vivid Seats and skip the lines! Buy Taylor Swift Tickets for the 2023 Eras stadium tour from Vivid Seats. Enjoy our 100% Buyer Guarantee.

META KEYWORDS

```
<title>Taylor Swift Tickets & 2023 Eras Tour Dates | Vivid Seats
<meta name="description" content="Buy Taylor Swift tickets from Vivid Seats and skip the lines! Buy Taylor Swift Tickets for the 2023 Eras stadium tour from Vivid Seats. Enjoy our 100% Buyer Guarantee.">
<meta name="keywords" content="Taylor Swift tickets">
<link rel="canonical" href="https://www.vividseats.com/taylor-swift-tickets/performer/12245">
```

CANONICAL TAG SET

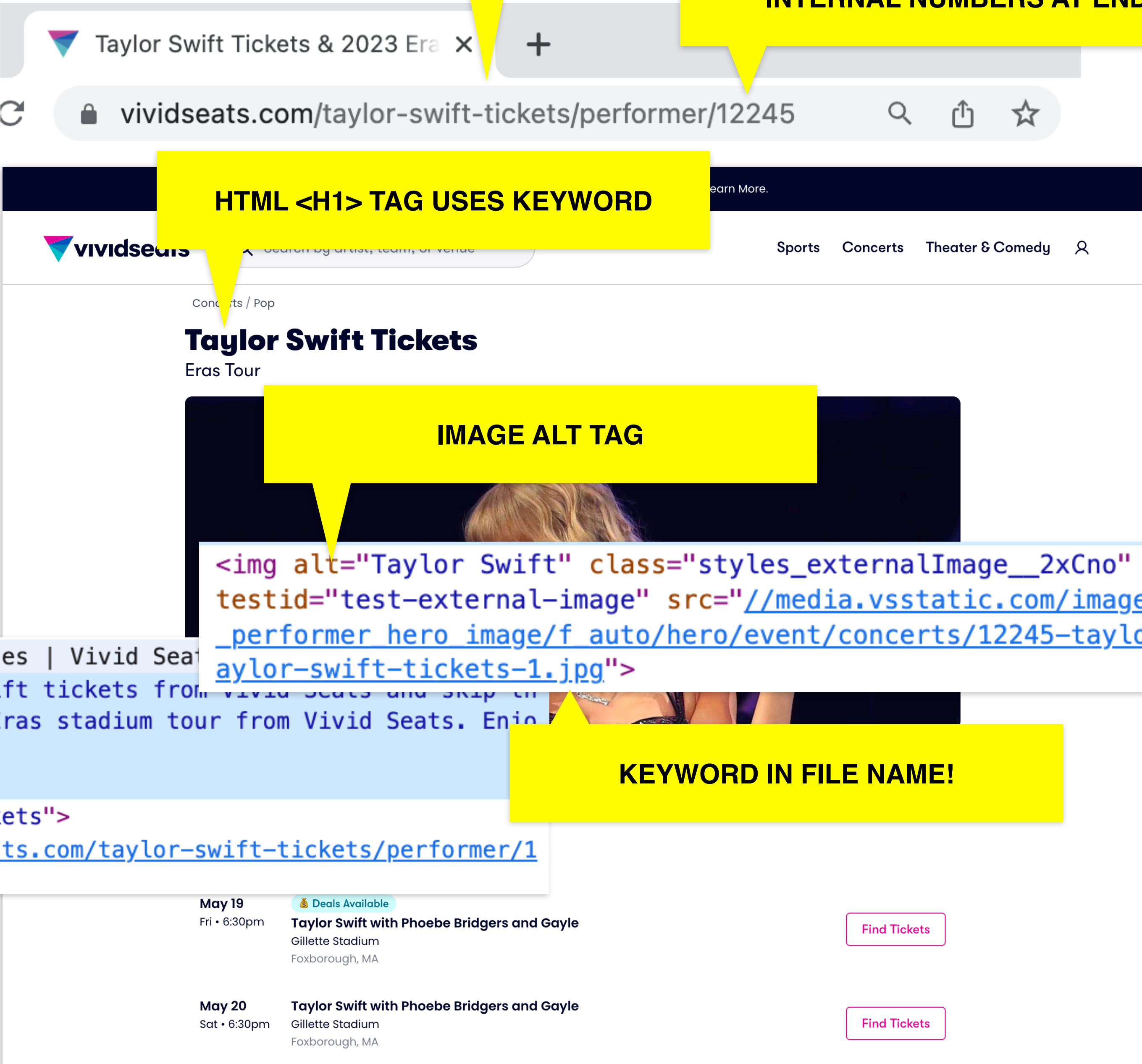
HTML <H1> TAG USES KEYWORD

IMAGE ALT TAG

```

```

KEYWORD IN FILE NAME!



KEYWORDS IN HEADERS

Taylor Swift Concert Tickets

After a break from the spotlight, American singer-songwriter Taylor Swift is back and ready to reclaim her "Reputation." Whether she's performing pop songs, country songs or something in between, the ever-talented Swift continues to be a major force in virtually every facet of the music industry. As has been well-documented, the Pennsylvania native's move to Nashville during her teenage years helped set in a motion a career chock-full of top-selling, award-winning music.

In 2006, at age 16 Swift released her self-titled debut album, *Taylor Swift*. The chart-topping country album took the world by storm peaking at No. 1 on the *US Top Country Albums Billboard* and reaching at No. 5 on the *US Billboard 200*. The jam-packed album included hit singles, "Tim McGraw," "Teardrops on My Guitar," "Our Song," "Picture to Burn," and "Should've Said No."

Over the years, the American singer-songwriter went on to produce numerous best-selling albums from, *Fearless*, *Speak Now*, *Red*, *1989*, *Reputation*, *Lover*, *folklore*, and her latest, *evermore*. Now, she's set to release her forthcoming album, *Midnights*. Taylor Swift has described her new album as "the stories of 13 sleepless nights scattered throughout my life." This award-winning vocalist has cemented her star power with top tracks like "Love Story," "Blank Space," "Shake It Off," and "You Belong With Me."

In the lead up to her 2023 *Midnights* Eras, Swift rolled out a "Midnights Manifest", that featured an album teaser trailer as part of Amazon's *Thursday Night Football*. The announcement was teased by sideline reporter Charissa Thompson during the Bears vs. Commanders broadcast. After releasing *Midnights*, Taylor Swift became the first artist in history to claim the entire Top 10 on *Billboard Hot 100*. There's been "historically unprecedented demand" for the Taylor Swift Eras Tour, as fans flooded the web on November 15 looking for Eras Tour tickets.

Don't miss the chance to see one of the world's top touring acts on stage, buy 2023 Taylor Swift tickets from Vivid Seats to experience her celebrated discography performed live in a city near you. Buy tickets for a Taylor Swift concert by following the steps below for a safe and secure ordering experience through our marketplace.

MORE KEYWORDS

How to Buy Taylor Swift Tickets:

1. To get started shopping for available 2023 Taylor Swift concert tickets, locate the concert you'd like to attend. Any local Taylor Swift tour dates 2023 will usually be filtered to the top, with other shows listed underneath in chronological order. Click the corresponding "Tickets" button to advance to the next step where you will be presented with Taylor Swift ticket prices.
2. On the next page, you'll find a venue seating chart and a list of all available 2023 Taylor Swift concert dates for your selected show. Be sure to click on each section of the venue-specific seating chart so you can see what prices are available for each part of the venue. Be sure to sort the Taylor Swift tickets 2023 by price, quantity, or location. Cheap Taylor Swift tickets will be located at the top of the list, with more expensive tickets found as you scroll through the complete list of options. Have your credit card information already entered into your Vivid Seats account so you can purchase tickets quickly. Once you're ready to complete your purchase, press "Buy."
3. You can easily complete your Taylor Swift ticket purchase online. However, feel free to connect with us by phone (866.848.8499) or Live Chat if you need any assistance while placing your order for the Taylor Swift tour. Your 2023 Taylor Swift tickets will first need to be confirmed by the seller before the transaction can be finalized.

Frequently Asked Questions about Taylor Swift Ticket Prices and 2023 Eras Tour Information

How Much Are Taylor Swift Tickets?

No matter what you're looking to spend, Vivid Seats has tickets to fit your budget. Currently, Taylor Swift tickets at Vivid Seats start around \$200, with an average price of around \$1700.

How to Buy Cheap 2023 Taylor Swift Tickets

No matter what you're looking to spend, Vivid Seats has you covered, with options for cheap Taylor Swift tickets. Usually, the cheapest price for Taylor Swift tickets is \$387. During the 2018 Reputation tour, Taylor Swift fans bought

LONG-FORM CONTENT HELPS RANKING

No matter what you're looking to spend, Vivid Seats has you covered, with options for cheap Taylor Swift tickets. Usually, the cheapest price for Taylor Swift tickets is \$387. During the 2018 Reputation tour, Taylor Swift fans bought tickets on Vivid Seats for as low as \$20. The Top 5 cheapest Taylor Swift concerts for her 2023 Eras tour are: Top 3 Cheapest

- Tampa - Raymond James Stadium - 4/13/2023 (Thursday)
- Houston - NRG Stadium - 4/21/2023 (Friday)
- Denver - Empower Field at Mile High - 7/14/2023 (Friday)
- Pittsburgh - Acrisure Stadium - 6/16/2023 (Friday)
- Cincinnati - Paycor Stadium - 6/30/2023 (Friday)

All 2023 Taylor Swift tour dates will take place over the weekend (Friday-Sunday) except for her shows at SoFi Stadium (Tuesday-Thursday) and one Thursday show at Raymond-James Stadium.

Fridays are the cheapest night to attend, followed by Sunday concerts. Saturdays are the most in-demand shows. Swifties can save 25% on average by attending a Friday show instead of a Saturday show.

When Is the Next Taylor Swift concert?

The Taylor Swift Eras tour will begin on Mar 17, 2023 at State Farm Stadium in Glendale, Arizona. Her stadium tour will stretch through the beginning of August, with her final show taking place at SoFi Stadium in Los Angeles on Aug. 9. On Nov. 4, Taylor Swift added eight new dates to her Eras tour, giving even more Swifties the chance to see her live. On November 11, she added an additional 17 shows to the tour, making it her largest ever tour. Swifties can stay up to date on Taylor Swift tour news on Vivid Seats.

Will Taylor Swift Tour in 2023?

Yes! Taylor Swift has announced her 2023 Eras tour, in support of her album *Midnights*. For any confirmed future Taylor Swift tour dates, Vivid Seats will have tickets. View all top **2023 concerts** and tour rumor information for top artists.

Taylor Swift Floor Seats

Taylor Swift floor seats can provide a once-in-a-lifetime experience for Swifties. Often, floor seats/front row seats can be some of the most expensive tickets at a show. Sometimes Vivid Seats offers Taylor Swift VIP tickets and Taylor Swift meet and greet tickets, which can cost more than front row seats or floor tickets. The maximum price tickets for Taylor Swift could be front row or center stage tickets.

How to Get Taylor Swift Tickets Through Capital One

When you buy Taylor Swift tickets through Vivid Seats, you can earn 8% cash back on your purchase by using your Capital One Savor or SavorOne card.

Taylor Swift Tour History

Taylor Swift is a prolific touring act. Here's a breakdown of her headlining concert tours:

- 2009-2010 - Fearless Tour
- 2011-2012 - Speak Now World Tour
- 2013-2014 - The Red Tour
- 2015 - The 1989 World Tour
- 2018 - Reputation Stadium Tour
- 2020 - Lover Fest West (Los Angeles) and Lover Fest East (Boston) (Canceled)

Are Taylor Swift Stadium Tour Tickets Sold Out?

Even for popular Pop events like Taylor Swift concerts, the Vivid Seats ticket marketplace usually has tickets.

SECONDARY KEYWORDS

POSSIBLE “PEOPLE ASK” QUESTION

KEEPS ON GOING!

Taylor Swift concert tickets for 2023 are available now on Vivid Seats. Eras tour presale access may also be available. As part of her *Midnights* album roll out, the Meet the *Midnights* Manifest, she has teased a "special very chaotic surprise" to be revealed at 3 a.m. ET on the morning on Saturday, Oct. 22. The full 2023 Eras tour was announced less than two weeks later on Good Morning America.

Taylor Swift Setlist

Taylor Swift has unveiled a massive 44-song setlist that covers nearly every album from her music career. Although Taylor Swift setlists vary slightly show to show, these are some of the songs that fans can expect to hear on the Eras tour:

- Miss Americana & the Heartbreak Prince
- Cruel Summer
- The Man
- You Need to Calm Down
- Lover
- The Archer
- Fearless
- You Belong With Me
- Love Story
- Tis the Damn Season
- Willow
- Marjorie
- Champagne Problems
- Tolerate It
- ...Ready for It?
- Delicate
- Don't Blame Me
- Look What You Made Me Do
- Enchanted
- 22
- We Are Never Ever Getting Back Together
- I Knew You Were Trouble
- All Too Well (10 Minute Version)
- Invisible String
- Betty
- The Last Great American Dynasty
- August / Illicit Affairs
- My Tears Ricochet
- Cardigan
- Style
- Blank Space
- Shake It Off
- Wildest Dreams
- Bad Blood
- Mirrorball (acoustic)
- Tim McGraw (acoustic)
- Lavender Haze
- Anti-Hero
- Midnight Rain
- Vigilante Shit
- Bejeweled
- Mastermind
- Karma

Taylor Swift's *Midnights* Tracklist

The tracklist of Taylor Swift's upcoming album *Midnights* is here, and it features a major collaboration with Lana Del Rey:

Drupal Implementation

- **URLS – consider your menu and site map hierarchy to be optimized for SEO and use custom URLs**
- **Title Tag – write a custom title tag and consider position of organization name and location in the title tag**
- **Headers – ensure your HTML is use header tags and these are implemented in the visual editor**
- **Meta Descriptions & Keywords – Use both of these and be sure to write unique ones per page**
- **Rebuild XML site map – When making updates, rebuild the XML site map**
- **Internal Linking Strategy – Include inline links and consider a link-rich footer**
- **Google Search Console – Ensure GA4 is set up and you have claimed Google Search Console to submit URLs**

Thank you!



**Web + Digital Marketing
for Healthcare and Higher Education**