Google on the Attack – Is Your Patient Generating Website Safe?

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ASCRS Booth #1206

Disclosure / Background

• Employee of Ceatus Media Group, an online marketing company
• More than 10 years of experience in internet marketing
• Have helped 100s of elective health care physicians around the world with their marketing efforts
$74.8 Billion

Google Rules!

- 75% of the Search Engine market share
- Continues to expand into different arenas
- Stockholders still demand more
- Google likes to Win!

BACK TO BASICS
But They Weren’t The First

- Excite (1993)
- AltaVista (1994)
- Yahoo (1994)
- Ask (1997)
- Google (1998)
- MSN (1998)
- Bing (2009)
- YouTube is the second largest search engine in the world!

What is a Search Engine?

- A program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.
The Almighty Algorithm

• The Cornerstone to Google’s Success

• Utilizes more than 200 major ranking signals and, in turn, could have up to 10,000 variations or sub-signals

• By Far its Biggest Secret
Google is Constantly Adjusting the SERP

• They have stated: “It would be very rare, if you aren’t in at least one experiment” every time you visited a Search Engine Results Page (SERP)
ABS

$74.8 Billion

THAT DOESN'T MAKE ANY SENSE.
In May of 2015, Google stated, "more Google searches take place on mobile devices than on computers in 10 countries, including the US and Japan."

**This New Layout Could**

- Cause PPC ad costs to go up (more revenue)
- Ease infrastructure stress on Google (more revenue)
- Help make mobile users click on more ads (more revenue)
Google is all about Mobile

• Use mobile friendliness as a ranking factor
  – Mobilegeddon (May 2015) Google stated, "...we will be expanding our use of mobile friendliness as a ranking signal."

• Mobile Friendly Tag in SERPs

• Publicly said that a responsive site is the best with mobile being a good alternative

• AMP

Congrats!!

• You now understand how Search Engines work

• Better understand the importance of Mobile First
Is Your Website Content Any Good?

Google Knows

- Search is being thought of as an assistant
- People want their info in a directly consumable way
- People want answers to their questions
- To have their search query better understood
Types of Queries

- Transactional (Do)
- Navigational (Go)
- Informative (Know)

Google has been making a enormous push with Semantic Language.

Semantic Language focuses on the relationship between signifiers – like words, phrases, signs and symbols – and what they stand for.

- Voice Search
  - Queries are longer and more complex.
  - Google wants to understand these
  - They aren’t alone – Siri, Amazon Echo, Microsoft Cortana
- Conversational Search
Hummingbird

- Essentially a new search algorithm (announced in 2013)
- First time since 2001 a Google algorithm has been so dramatically rewritten
- Its purpose is to understand the full meaning of a user's entire search query
What is Quality Content?

- Page Quality has always been a very important ranking factor for Google.
- Content should exhibit:
  - Expertise
  - Authoritativeness
  - Trustworthiness
- You need a satisfying amount of high quality content.
- We should have seen this coming

Panda

- Originally introduced in 2011 as a search filter
- Addressed poor quality content from appearing in the SERPs
- More than 28 iterations were rolled out
- Now part of Google’s core algorithm
Be Alert!

- There are many internet marketing companies that just use duplicate content
- I have seen numerous clients just copy and paste content from other physicians (No! No! No!)
- Run routine checks on your website (Google “Search,” Copyscape)
- Avoid thin content!
- Don’t be lazy!

Good Content Isn’t Cheap

- This is the information people read to learn about your physicians and treatments
- This is the information Google uses to determine how visible your website should be
- Spend the time and/or money to provide the best online business card you can
- It will be a great investment in the long run

Congrats!

- You know understand Semantic Language, Google’s Hummingbird and Panda
- You understand how important content is
#1 Question

How can my website dominate the online market?

I COULDA MADE THE FIRST PAGE
I COULDA BEEN A CONTENDER.
Offsite Ranking Factors

• Think about these as votes for your site that Google considers
• Quality over Quantity
• Relevancy
• Most important being Links (but you probably knew that)

Links!

• Links are the biggest "secret" in online marketing
• Old adage was more links the better
• But again – Quality trumps Quantity (and don’t forget Relevancy!)
• Seeing a Trend?
How many links would you like?

Choose the number of links that best fits your needs. You can add any number of links per month. These high-quality links are used by SEO firms and are important in the online content distribution. Please note that links will only link to your website. No need to add a link to our site. When you purchase a link, you will receive a backlink to your website.

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<td>Save $583 Per Month</td>
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</tr>
</tbody>
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Buy Now

Miami Based Business Looking for Bloggers to Hire!

Robert Rogers <robert.rogers.attorney@gmail.com>
Nov 3

Hey Annie,

My name is Robert Rogers and I'm a Miami based attorney.

In an effort to build online exposure, I'm looking for some local bloggers to work with.

Do you accept any form of advertisements on your site?

All I'm looking to do is get links from your site to mine. That link doesn't need to be in a new article, you could simply add it to an old article from 2 years ago.

If interested, let me know. Thanks!
Things Were Bad

- Linking strategies were so egregious, Google began frequently warning site owners and the SEO community
- Direct manipulation of the algorithm, which is against their guidelines
- Ultimately took widespread action
Penguin

• Rolled out in Spring 2012
• Seems like a long time ago, but it seriously continues to plague an immense number of website strategies
• Led to major changes in how SEO is performed (though not everyone plays by the rules)
• Resulted in Google tools to disavow links and file for reconsideration by Google

Penguin

• Been numerous updates, but not since 2014
• Google has stated there will be an update in 2016
• If you or your marketing firm hasn’t been playing by the rules, it could be a rude awakening
• The work to clean up your backlink profile is extremely arduous
Google Keeps Coming

• Google makes more than 700 changes to its algorithm every year

• They have already rolled out several large updates this year targeting unknown strategies

• Increase in poorly built Wordpress sites being impacted
Are You Thinking...

- I have years of education and training...
- We are a leading practice in our area....
- We have treated thousands of patients...
- We would never do things like that...

Google Doesn’t Care About Your Feelings

- Where you went to school
- Who you studied under
- How long you have been in practice
- What a great dresser you are
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How Do You Compare

- Some sites Google has penalized in the past:
  - BBC
  - Interflora
  - Overstock
  - JC Penney
  - Washington Post
  - BMW
  - Google itself!

Do you feel safe?
Google Will Keep Protecting Itself

- "Core algorithm update" on 01/08/16
- AdWords shakeup that we talked about earlier
- Introduction of RankBrain

RankBrain

- 3rd Most Important Ranking Factor (Behind Links and Content)
- Google’s Machine Learning Algorithm
- Google Only Feeds RankBrain the "Good" Stuff
- Huge Focus on Relevancy
- Stronger Assault on Spam
What Else Could Come?

- Google will continue to tighten the noose on dubious SEO techniques
- More Aggressive Algorithm Updates
- RankBrain will get smarter
- Pay attention to Facebook Reviews
- Google My Business - $
Your Website Is Your Best Employee

24/7 365
You Need to Treat It Right

• Remember: Trust, Authority, Quality
• The same things you would want in an employee – right?
• Market your practice wisely
• DON'T GET PENALIZED BY GOOGLE

Don’t Dos

• Don’t have weak, unauthoritative content (No Duplicate Content!!)
• Don’t have bad links
• If you’re buying a strategy from an SEO company that is too good to be true – IT IS!
• Don’t have a poorly constructed CMS site.
$74.8 Billion
SEO is NOT Dead

- SEO is not going away
- The old tricks just don't work anymore
- It is more difficult than ever before
- The focus is on relevance, authority and trustworthiness
- Time consuming and expensive...But Necessary.