

How to build SEO into your pharma medical education site



Conduct keyword research

An important first step in any SEO strategy is to understand what your target audience is searching for. By identifying relevant terms and weaving these into your webpages' content and metadata (such as the description shown on the results page), search engines will prioritise your site more highly when HCPs search for medical information.

Short-form keywords, such as 'breast cancer', are searched very often but yield many results, making it difficult for your website to rank highly. Long-form keywords, like 'second line metastatic breast cancer treatment', are searched less frequently; however, these terms show more specific search intent and can be much more effectively targeted. By utilising user research and speaking to your audience, you can identify a query that HCPs within your niche often search for and ensure your webpage answers it clearly and succinctly.



Optimise website structure

Your website's structure significantly impacts its ranking on results pages. Make sure your site is easy to navigate, with clear headings and subheadings that are relevant to the content on each page. It's also vital that your site is mobile friendly, with HCPs increasingly using mobile devices to search for information.



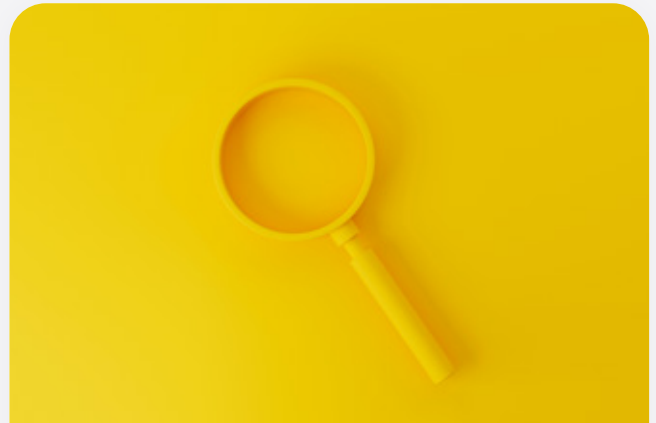
Create high-quality content

HCPs want accurate, up-to-date information that can be read and digested quickly. By creating educational content that is informative and to the point, you will attract and retain more HCPs on your site, which is directly linked to search rankings.



Build backlinks

Backlinks – links from other websites to your site – are a key factor used by search engine algorithms to determine your website's authority and ranking. To build high-quality backlinks, create valuable content that other authoritative websites will choose to link to. This can form part of an off-site SEO strategy, which is just as important as on-page SEO techniques.



Monitor, analyse and enhance performance

The SEO process isn't over once your site is published. It's important to track performance and make adjustments as needed. By monitoring your website's traffic, bounce rate and other analytics, and the metrics of individual pages, you can identify areas for improvement and make changes to your SEO strategy accordingly.