

For Your Osteopathic Practice

By Chris Dann

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How Google Works

We'd all like our website to appear at the top of Google. Getting into the coveted top spots for popular searches can produce results that completely change businesses.

These days, getting there is normally the culmination of a lot of hard work and creating a site that is genuinely useful to as many people as possible. The process of getting your website as high as possible up the search rankings is called *Search Engine Optimisation* or *SEO*, which is what this guide is all about.

To start with we need to understand how Google thinks. There are 3 criteria for ranking on Google - Relevance, Authority, and Technical SEO.

Relevance

The first criterion is, obviously enough, relevance to the search. If someone searches for 'new tyres', the results that come up will be about new tyres, not about fishing or local cake shops.

First then, we have to know what people are searching for and in what volume. Then we can pick the searches we want to target and *optimise* the page so Google knows what it's about and can match it when someone searches for those terms. We'll look at keyword selection and optimisation (also called "on-page SEO") in the coming sections.

Google monitors the relevance of your website to searches not just by what is on your webpage, but also by whether searchers appear to have found what they were looking for when they land on it. So if someone searches for "osteopath Bristol", clicks through to your site and ends up contacting you or spending a long time on your site, Google will rank you slightly higher for "osteopath Bristol" next time. If they spent 10 seconds on your site and then went back to the search page to look for something else, you may rank slightly lower next time.

Authority

Let's imagine we have two (or ten, or a million) pages selling football boots. Both are perfectly optimised for the term "football boots". How does Google decide who gets the coveted top spot and who doesn't appear until page 20?

The answer is *authority*, which basically translates to *inbound links*. Broadly speaking, if one page has 10 other websites linking to it and another page has 100, Google will assume that the page with 100 pages linking to it is more authoritative than the one with only 10, and will place it higher up the search results. If another page has 1000 links, Google will assume it to be even more authoritative and will rank it higher still.

Also important is not just the quantity of your inbound links, but the quality or authority of the links themselves. A link to your site from a page which has 100 other pages linking to it is worth far more than a link from one that has none. The absolute best links to have are from high-reputation sites like Wikipedia or the BBC, both of which have huge authority in Google's eyes.

Technical SEO

Google also likes pages to be built well. This means they're easy to use, load quickly, work well on mobiles and have been built with consideration for users who might be using screen readers or have limited vision. We'll touch on this briefly but it can get a bit technical, and best looked at with your developer, or if you're using a website building platform see what tools they have to improve your site performance. If you want to get further into it, try googling "technical SEO guide".

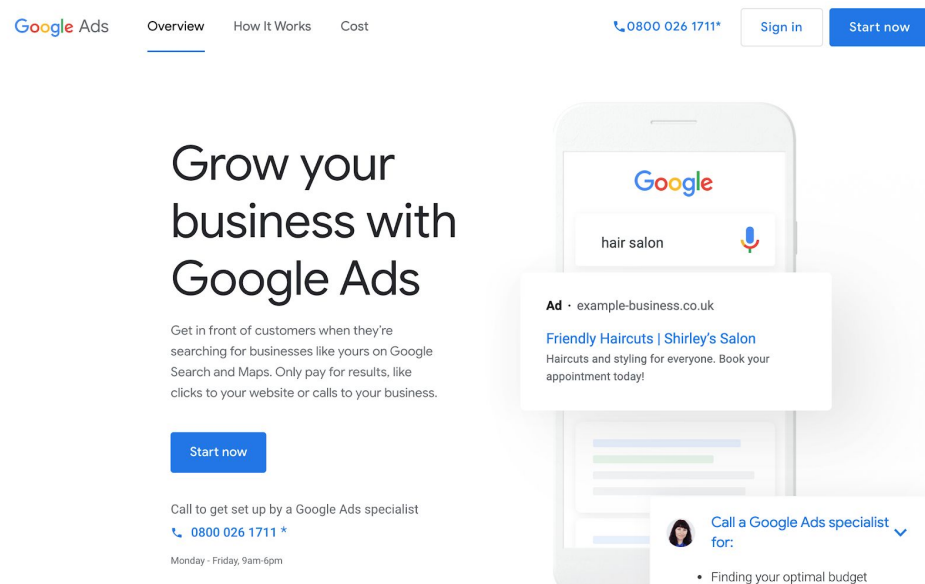
Let's start, then, by *picking your keywords*.

Picking your Keywords

To start picking the keywords for your site, we have to know what people are actually searching for. This is particularly important for osteopathy, because a lot of people might not be looking specifically for an osteopath - or even know what an osteopath does - before finding you. If there are very few searches for “osteopath” but lots for “back pain” or “sports injury clinic” then we need to optimise for those terms if we’re going to pick up the traffic.

To examine what people are searching for we’re going to use Google Keyword Planner. Unlike most SEM (*Search Engine Marketing*) tools, Google Keyword Planner is both free, and enables us to drill down to specific geographical areas to see what searches people are making.

Google Keyword Planner is part of Google Ads and is designed to look for keywords for paid Google advertising. You might need to sign up for an Adwords account and enter your credit card details to use the tool, but you won’t get charged unless you actually place an ad, which we’re not going to do. To find it, just google “Google Keyword Planner”.



We're going to use the “discover new keywords” tool, which allows us to enter keywords appropriate to us and a geographical area, and tells us what similar phrases people are searching for and how many searches are being made.

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

Try "meal delivery" or "leather boots"

English (default) United Kingdom

Enter a domain to use as a filter

https://

GET RESULTS

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

Let's search in Greater Manchester for our example.

Location

Enter a location to target


Targeted locations (1)

Greater Manchester, England, United Kingdom county

Reach 8,400,000

CANCEL

SAVE



First of all we'll try entering "Osteopath".

Locations: Greater Manchester, England, Uni... Language: English Search networks: Google Last 12 months Jun 2019 – May 2020 < >						
Q osteopath						
Broaden your search: + complementary therapist + health professionals + bodyworker + physical therapy + chiropractor + acupuncture + massage						
Exclude adult ideas ADD FILTER Showing 419 of 420 keyword ideas						
<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Ad position (top)
Keywords you provided						
<input type="checkbox"/> osteopath	1K – 10K	Low	–	£0.65	£1.43	–
Keyword ideas						
<input type="checkbox"/> osteopath near me	100 – 1K	Low	–	£0.61	£1.51	–
<input type="checkbox"/> cranial osteopathy	100 – 1K	Low	–	£0.62	£1.29	–
<input type="checkbox"/> osteotherapy	10 – 100	Low	–	–	–	–
<input type="checkbox"/> omt therapy	10 – 100	Low	–	–	–	–
<input type="checkbox"/> omt near me	10 – 100	–	–	–	–	–
<input type="checkbox"/> dr of osteopathy	10 – 100	–	–	–	–	–
<input type="checkbox"/> omt treatment	10 – 100	–	–	–	–	–
<input type="checkbox"/> cranial osteopathy near me	10 – 100	Medium	–	£0.59	£1.04	–
<input type="checkbox"/> osteo near me	10 – 100	–	–	–	–	–
<input type="checkbox"/> osteopath prices	10 – 100	Low	–	–	–	–
<input type="checkbox"/> best osteopath near me	10 – 100	Low	–	–	–	–

We can see that "osteopath" gets 1,000 - 10,000 searches a month in Greater Manchester, and that "osteopath near me" and "cranial osteopathy" get between 100 - 1000 searches.

Now let's try searching for some back pain related terms:

Locations: Greater Manchester, England, Uni... Language: English Search networks: Google Last 12 months Jun 2019 – May 2020 < >						
Q lower back pain, sciatica, posture correction, bad back						
Broaden your search: No suggestions found						
Exclude adult ideas ADD FILTER Showing 2,292 of 2,308 keyword ideas						
<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Acc
Keywords you provided						
<input type="checkbox"/> lower back pain	1K – 10K	Low	–	£0.08	£0.46	
<input type="checkbox"/> sciatica	1K – 10K	Low	–	£0.04	£0.29	
<input type="checkbox"/> posture correction	1K – 10K	High	–	£0.24	£0.50	
<input type="checkbox"/> bad back	100 – 1K	Low	–	£0.42	£0.47	
Keyword ideas						
<input type="checkbox"/> lower right back pain	100 – 1K	Low	–	£0.19	£1.61	
<input type="checkbox"/> backache	100 – 1K	Low	–	£0.38	£1.99	
<input type="checkbox"/> lower back pain relief	100 – 1K	Medium	–	£0.21	£1.05	
<input type="checkbox"/> lower back pain right side	100 – 1K	Low	–	£0.16	£1.61	
<input type="checkbox"/> lower back pain left side	100 – 1K	Low	–	£0.20	£1.61	
<input type="checkbox"/> severe lower back pain	100 – 1K	Low	–	£0.12	£1.41	
<input type="checkbox"/> good posture	100 – 1K	Low	–	–	–	
<input type="checkbox"/> lower back pain cancer	100 – 1K	Low	–	£1.27	£1.61	

Here we can see that the phrases “lower back pain”, “sciatica” and “posture correction” all get 1,000 - 10,000 searches a month, the same as “osteopath”. Now let’s try “sports injuries”.

Locations: Greater Manchester, England, Uni... Language: English Search networks: Google Last 12 months Jun 2019 – May 2020 < >						
Q sports injuries						
Broaden your search: + injury care + physical therapy + sports medicine + wound care + physical rehabilitation + orthopedics + sciatica						
Exclude adult ideas ADD FILTER Showing 653 of 655 keyword ideas						
<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Ac
Keyword ideas						
<input type="checkbox"/> tennis elbow	1K – 10K	Low	–	£0.21	£1.01	
Keywords you provided						
<input type="checkbox"/> sports injuries	100 – 1K	Low	–	£1.17	£4.41	
Keyword ideas						
<input type="checkbox"/> pulled hamstring	100 – 1K	Low	–	–	–	
<input type="checkbox"/> golf elbow	100 – 1K	Low	–	£0.02	£0.15	
<input type="checkbox"/> knee pain running	100 – 1K	Low	–	£0.06	£0.58	
<input type="checkbox"/> sports physiotherapy	100 – 1K	Low	–	£0.50	£1.73	
<input type="checkbox"/> runner's knee	100 – 1K	Low	–	–	–	
<input type="checkbox"/> hip pain running	100 – 1K	Low	–	–	–	
<input type="checkbox"/> treating tennis elbow	100 – 1K	Low	–	£0.20	£0.35	
<input type="checkbox"/> injuries in football	100 – 1K	Low	–	–	–	
<input type="checkbox"/> tennis elbow pain	10 – 100	Low	–	–	–	

Here we can see that “tennis elbow” is by far the most popular search, also with a search volume of 1,000 - 10,000 searches per month. Of the other sports injury related searches, the most popular with 100 - 1,000 searches per month are “pulled hamstring”, “golf elbow”, “knee pain running” and “runner’s knee”, “sports physiotherapy”, “hip pain running”, tennis elbow again and “injuries in football”.

Based on our searches so far, we might decide to structure our website with a page for each of the 1,000 - 10,000 per month searches, and then another page for “running injuries” with subsections for the most popular running-related searches, like this:

- Treatments
 - Lower Back Pain
 - Sciatica

- Postural Correction
- Tennis Elbow
- Running Injuries (subheadings in page for knee pain and hip pain)

This is a very cursory look at keyword selection and there are other factors to take into account. We have to be careful with search terms that we could misinterpret, for example someone searching “football injuries” might want to know what top flight players are currently injured, rather than looking for treatment. We also have to take into account the competition for each keyword by using an SEM tool to find out which websites are currently ranking high for those terms and how difficult it will be to compete with them.

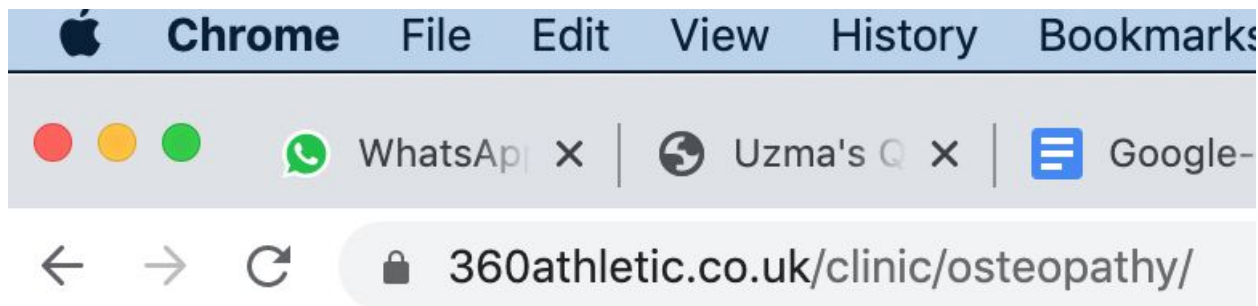
So, picking your keywords takes data but also intuition and will depend on the size of the market for any given keyword, the competition, and your own skills and preferences (there might be a huge search engine market for ‘baby osteopathy’ but you might not feel inclined or qualified to treat babies). There’s also an element of trial and error, of seeing what keywords are most effective for you and experimenting with new ones to see what happens.

Now that we know how to find our keywords, let’s look at how to *optimise* a page for a given keyword or phrase, so Google ranks us as high as possible for it.

Optimising for your Keywords

Optimising our page for its keywords is basically about ensuring the keyword appears in all the most important places on the page, and appears naturally and at the right frequency within the main text of the page. So let's look at where our keywords need to go (this might get a bit technical, but don't worry, it's understanding the principles that is important).

The first place Google will look is the website URL (the page address or *Unique Reference/Resource Location*), which appears in the address bar in your browser.



This example from 360athletic.co.uk shows the words clinic and osteopathy in the URL. This tells Google straight away that the page is for an osteopathy clinic in a way that “page15” or any other generic page URL doesn't. If you have a web developer they should obviously name the page correctly, but most web design programs will also allow you to manually change the page URL.

Next is the page title tag, which appears in the browser tab, as in this example for Victoria London Osteopathy:



If you right click on the page and select “view source” or similar you’ll see exactly what appears in the browser tab in the “title tag” in the source code. Again, a developer will be able to alter this for you, or most web development platforms will allow you to change it yourself.

```
24 <link rel="mask-icon" href="https://360athletic.co.uk/safari-p...
25 <meta name="msapplication-TileColor" content="#da532c">
26 <meta name="theme-color" content="#ffffff">
27
28 <link href="https://fonts.googleapis.com/css?family=Roboto:300,
29
30
31 <!-- This site is optimized with the Yoast SEO plugin v14.1 - h
32 <title>Victoria London Osteopathy | 360Athletic</title>
33 <meta name="robots" content="index, follow" />
34 <meta name="googlebot" content="index, follow, max-snippet:-1,
35 <meta name="bingbot" content="index, follow, max-snippet:-1, ma
36 <link rel="canonical" href="https://360athletic.co.uk/clinic/os
```

Note above the title tag there is a comment saying “This site is optimized with the Yoast SEO plugin”. We’ll come back to Yoast in just a minute.

The next important tag in the code is the meta description tag

```
<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
<meta name="viewport" content="width=device-width, minimum-scale=1, maxim
<meta name="description" content="Your Performance Innovation Centre">
```

This tag tells Google what our page is about, but also is what Google will use to find a description of your page to appear in the search results. This should be carefully written as it is what users will see on the search results page and will use to decide if they want to click through to your site.

It’s also possible to include “open graph” information tags, which control how your page will look when shared on Facebook, Twitter or other platforms.

```
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Victoria London Osteopathy | 360Athletic" />
<meta property="og:url" content="https://360athletic.co.uk/clinic/osteopathy/" />
<meta property="og:site_name" content="360Athletic" />
```

If all this looks a bit complicated, don't worry, only a web developer would be expected to edit these things directly. Instead we generally use tools built into our web development platform to edit them from our user interface. In WordPress, the Yoast SEO plugin is a popular option for doing this. Let's see it in action with this example from my own website:

SEO

Readability

Social

Focus keyphrase ?

Snippet Preview

https://www.redballoonweb.com › websites

Professional websites for business :: Custom design and coding

Websites for small to medium businesses. Free website review.

Websites professionally coded. Custom design and custom WordPress coding.

RED BALLOC

websi

Edit snippet

SEO title

Insert snippet variable

Professional websites for business :: Custom design and coding

Slug

websites

Meta description

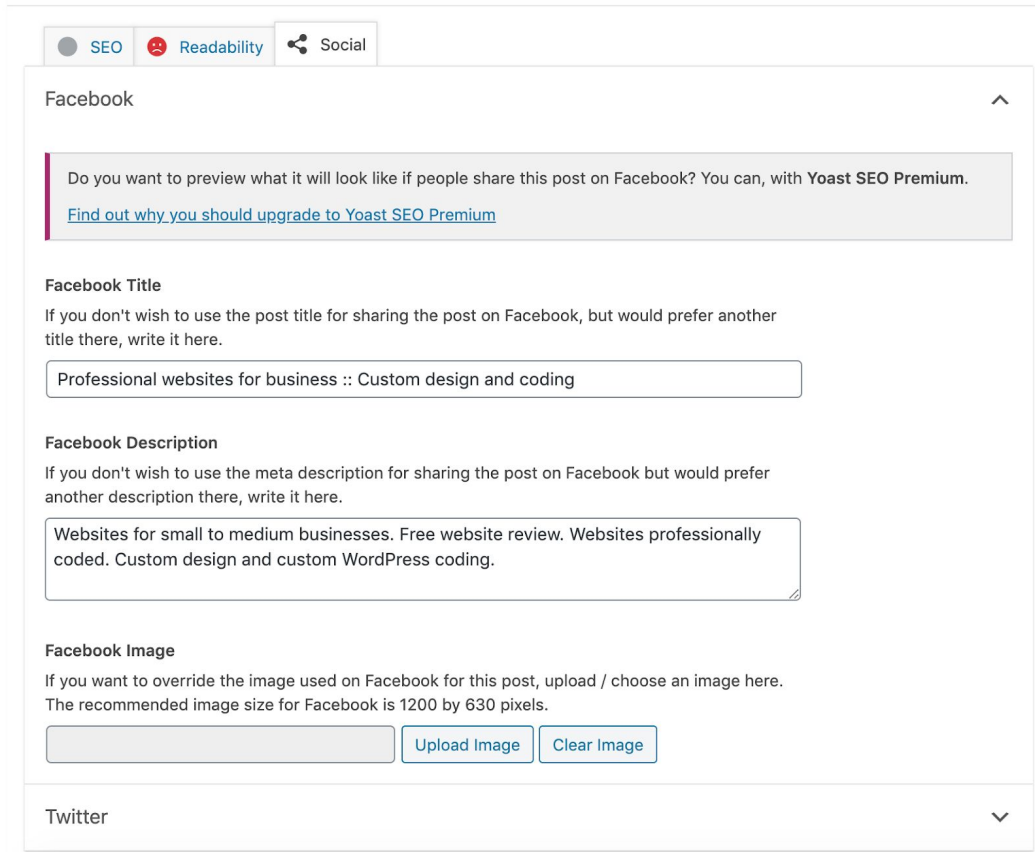
Insert snippet variable

Websites for small to medium businesses. Free website review. Websites professionally coded. Custom design and custom WordPress coding.

Close snippet editor

Whatever we put in “SEO title” will appear in the title tag and in the browser tab, and whatever we put in “Meta description” will be placed in the meta description tag.

If we click on the social tab, we can set how our page will look when shared on Facebook or Twitter (the open graph tags).



The screenshot shows the Yoast SEO 'Social' tab interface. At the top, there are three tabs: 'SEO' (selected), 'Readability', and 'Social'. The 'Facebook' section is expanded, showing a preview area with a message about upgrading to Yoast SEO Premium. Below this, there are three main sections: 'Facebook Title', 'Facebook Description', and 'Facebook Image'. Each section has a text input field and a brief instruction. The 'Facebook Title' field contains the text 'Professional websites for business :: Custom design and coding'. The 'Facebook Description' field contains the text 'Websites for small to medium businesses. Free website review. Websites professionally coded. Custom design and custom WordPress coding.' The 'Facebook Image' section has a placeholder image and two buttons: 'Upload Image' and 'Clear Image'. The 'Twitter' section is partially visible at the bottom.

Facebook

Do you want to preview what it will look like if people share this post on Facebook? You can, with Yoast SEO Premium.
[Find out why you should upgrade to Yoast SEO Premium](#)

Facebook Title
If you don't wish to use the post title for sharing the post on Facebook, but would prefer another title there, write it here.

Professional websites for business :: Custom design and coding

Facebook Description
If you don't wish to use the meta description for sharing the post on Facebook but would prefer another description there, write it here.

Websites for small to medium businesses. Free website review. Websites professionally coded. Custom design and custom WordPress coding.

Facebook Image
If you want to override the image used on Facebook for this post, upload / choose an image here.
The recommended image size for Facebook is 1200 by 630 pixels.

Upload Image Clear Image

Twitter

Moving on to the content that’s actually on the page, your content will be made up of headings, which have levels 1-6 (known as h1, h2 etc.), and paragraphs. Here’s an example from the WordPress Gutenberg editor, using some of the content from www.websitesforosteopaths.com.

Websites

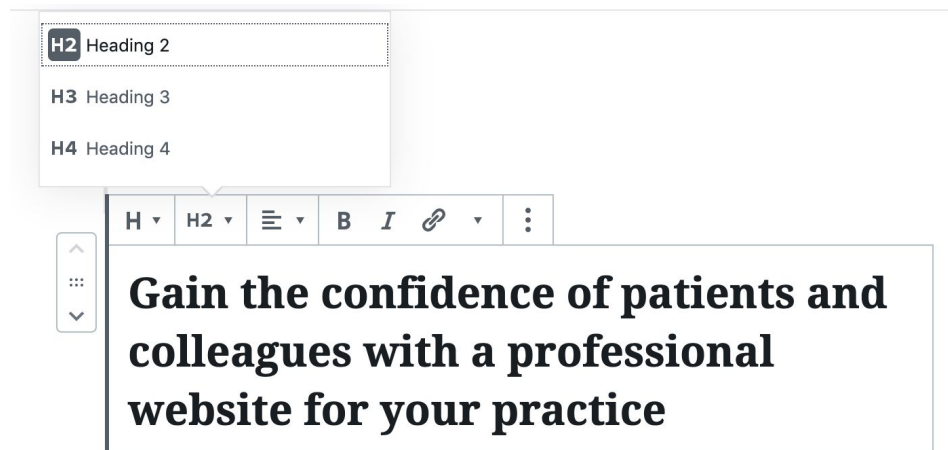
Gain the confidence of patients and colleagues with a professional website for your practice

A quality website can be one of the most solid investments you'll ever make for your practice, driving you forward for years to come. A great website will raise your profile, instill confidence in your visitors, and allow you to share your practice online with pride.

Full Support and Hosting

From setting up your email to updating your blog, we offer free unlimited support to all our website clients. With our hosting service we will also host, maintain and back up your website and give you half an hour of developer time a month, so you can make the changes you need whilst staying focused on patients.

Each of the headings (the bold text) will be somewhere from h1 to h6. Clicking on the second heading, we can see it's set to h2.



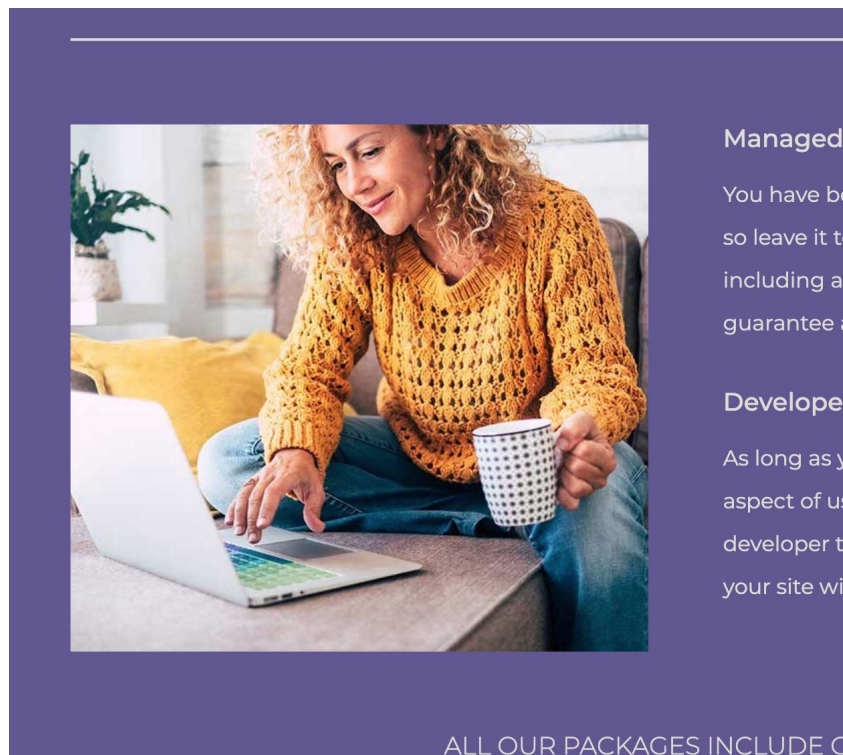
When crawling your page, Google will look first of all for the h1 heading as the indicator of what the page is about (it's very important there is only one h1 tag on your page). Then h2 headings

will show it the major sections of the page, h3 headings will show the subsections of each of those, and so on.

Making sure your page is properly structured and that your keywords appear in the h1 and h2 tags makes sure Google both ranks our page for the correct terms, and can understand what our page is about and how it is structured.

Optimising Images and Technical SEO

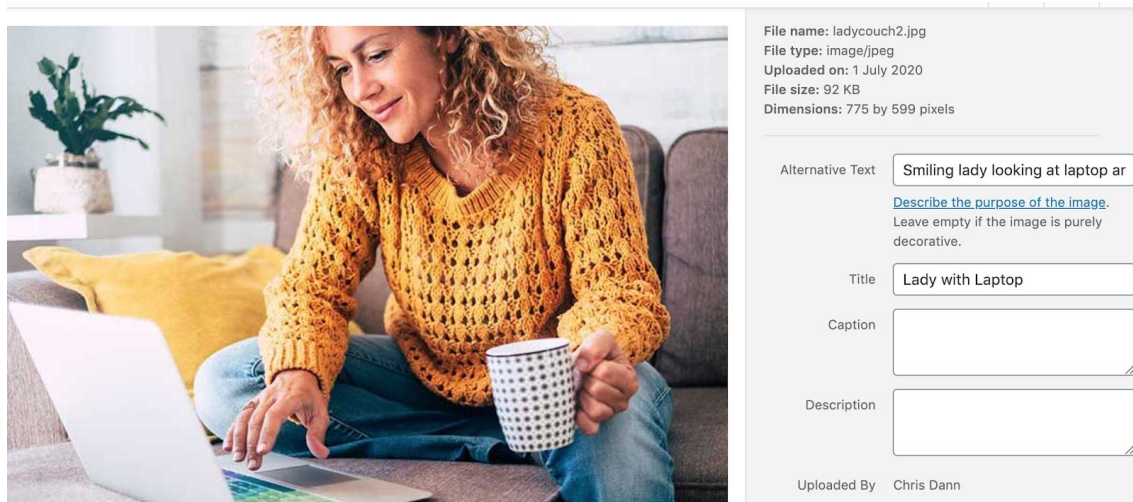
There are a few other things we should do to structure our page properly. Where we have images on the page, they should have correctly marked up “alt tags”, which tell people with vision impairment (and Google) what the picture is about. Here’s an example from www.websitesforosteopaths.com:



If we look at the code to display this picture we can see it has a hidden “alt” description built into it. This will be read out to people using screen reader software and also allows Google to know what the pictures on our page are about.

```
▼<div class="image">  
   == $0  
</div>  
▶<div class="text">...</div>
```

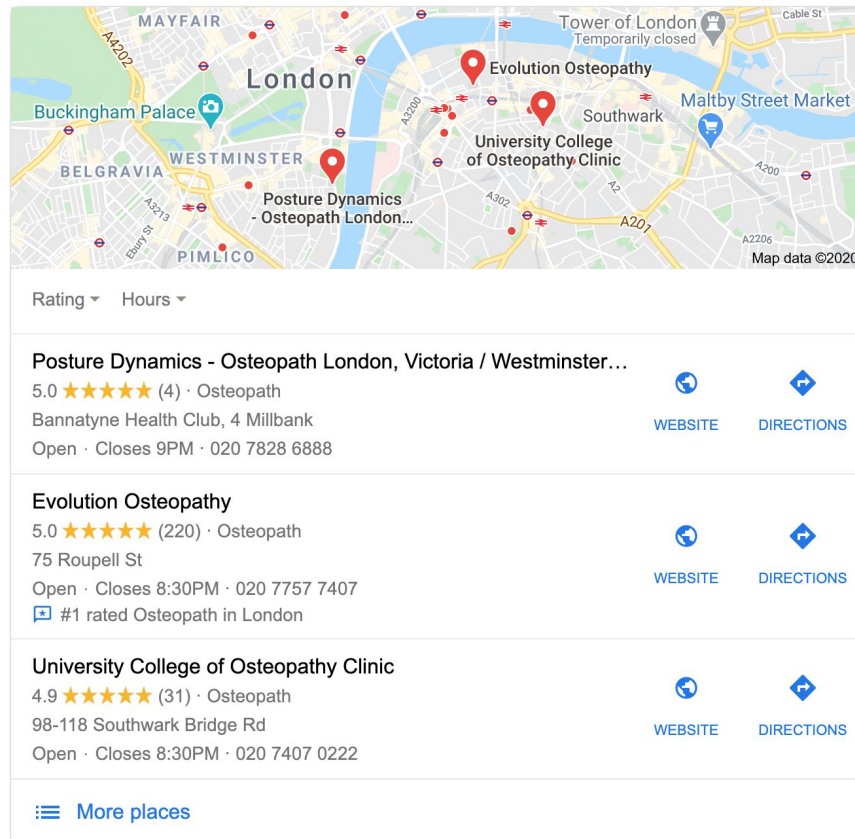
Again, most website builders will allow you to edit the alt text directly, without having to touch any code:



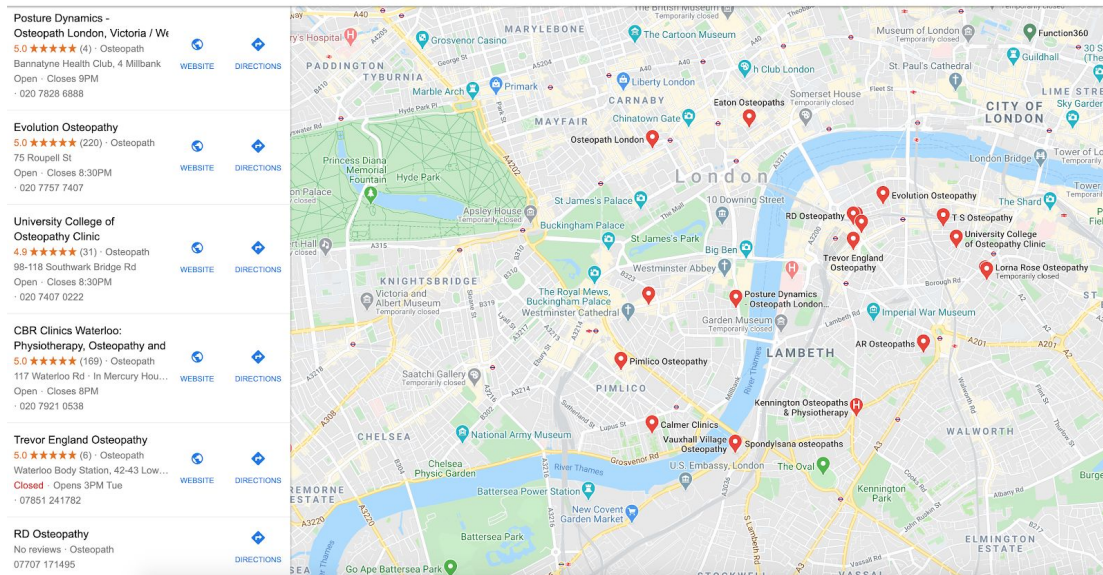
Adding alt text for images is important for SEO, both because it helps Google to understand the purpose of our image, and also because it makes the page accessible to people with vision impairment and screenreaders. Google is big on accessibility, so optimising images is also a big part of technical SEO.

Google My Business

Google My Business is probably the most useful tool for local businesses to be found online. Let's say I google "osteopath", you'll see something like this come up in the search results:

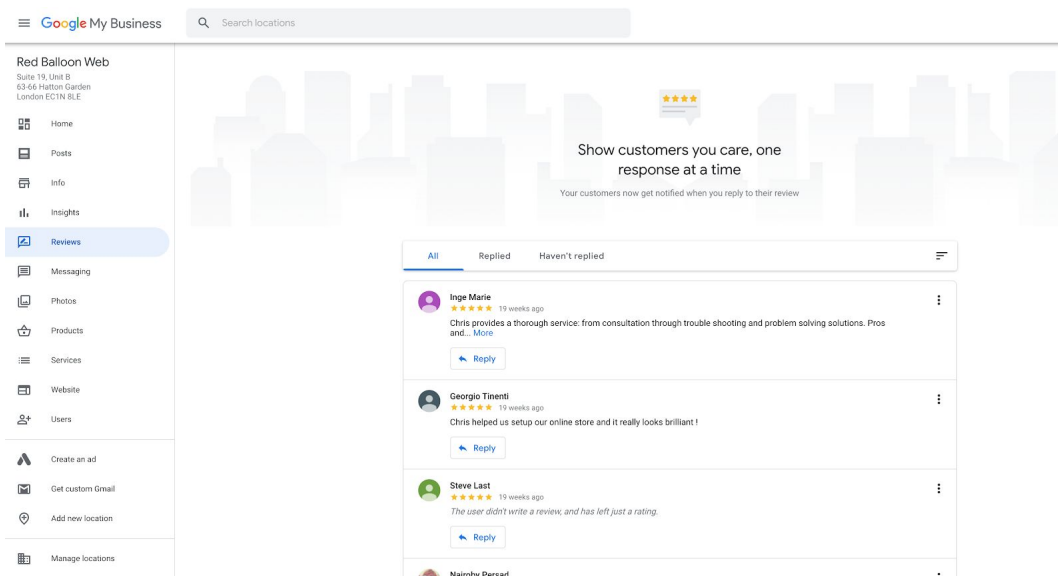


A map of my local area is displayed, with map pins showing the “top 3” osteopaths in my area. Clicking on “more places” at the bottom will open up more osteopath listings, like this:



All these listings come directly from Google My Business, and you can create your own Google My Business listing for free.

Here's a snapshot from my own Google My Business page admin interface. This is the "reviews" section which allows you to respond to customer reviews, but as you can see there are a ton of other sections as well, allowing you to manage every aspect of your listing.



To set up your own Google My Business, just google “Google My Business” and follow the instructions to set up your own. Google may send you a slip of paper in the post with a code to verify that you really are where you say you are.

When filling out your Google My Business listing, be sure to include as much information as you can. Fill out all the address and contact details sections, upload some photos and encourage your clients to review you. The more information on your Google My Business and the more positive reviews you have, the more likely you are to come at or near the top on the map listing when someone searches for you.

What makes Google My Business so useful is that it allows us to appear on the first page, to local customers, for very generic terms like “osteopath”. If someone simply searches for “osteopath” then that will always be dominated by websites like Wikipedia, the NHS and the Institute of Osteopathy - big, authoritative websites explaining what osteopathy is. So your Google My Business listing is invaluable to being found easily by local customers.

Speaking of which, let’s move on and look at the specific challenges of optimising for a local business.

Optimising for Local Search

Local businesses are a particular case when it comes to SEO. We might be pleased to come top of the search results for someone 300 miles away, but we're unlikely to get any direct benefit from it. What we really want to do is target people who can feasibly visit us for treatment.

There are different approaches to this. The old way used to be to create pages on your website for each different area you serve. For example, an osteopath in London might create a page called "osteopath in London", then another with their town "osteopath in Hackney", then more pages with the surrounding areas "osteopath in Tower Hamlets", "osteopath in Stratford" and so on.

This might help you hit those particular searches, but it's discouraged and quite outdated. The problem is that information on your website for someone from the neighbouring town isn't any different to the information for your town, so you will end up duplicating content and having an awkward website where the pages aren't broken down clearly by subject.

There are also some people who try to hit the "near me" and "local" searches by using text like "if you're looking for a local osteopath or an osteopath near me, then give me a call." Don't do this. It goes against Google's rules on putting the focus on human readability, and Google is smart enough to know who you're near and who you're local to, so long as we do it right.

Instead, it's better to do everything we can to let Google know the location of our business, and then trust it to show the right results to the right people. For example, if I search for "back pain treatment near me", Google will show London back pain clinics in the search results, even though I didn't specifically mention London in my search terms:

www.londonbackpainclinic.com ▼

London Back Pain Clinic: Home Page 01

I have been having **treatment** from Karl since Jan 2017 for an ongoing hamstring/**back** issue, which was preventing **me** from performing at 100% in both the gym ...

www.harleystreetphysiotherapy.com › back-pain-harley... ▼

Back Pain Specialist London | Back Pain Harley Street | Back ...

While our manual **therapy** sessions are unrivalled, we will also look to help you with your nutritional, fitness and recovery needs beyond the **treatment** table. To get ...

★★★★★ Rating: 5 - 13 reviews

www.londonpainclinic.com › our-services › spine-pain

Back Pain Specialist - Expert Diagnosis & Treatment ... - London

Relief from **back pain** from specialists consultants including a thorough assessment and examination, expert ...

19 Dec 2012 - Uploaded by London Pain Clinic

www.londonbridgehospital.com › treatments-specialties ▼

Private Back Surgeons and Back Pain Specialists | London ...

Back pain treatment. Two thirds of us will suffer from some form of **back pain** during our lives, but only very rarely does it mean we have something seriously ...

www.londonspineclinic.com ▼

The London Spine Clinic

The emphasis is to provide holistic care and **treatment** allowing our patients to feel part of the team. . We are based in Harley Street ... In **pain**? Be seen within 24 hours*. . Patient / Clinician referral hotline ... To strengthen your core muscles, to support the lower **back**, look at the new Spine Gym. A simple ... See **me** on...

Google knows my location, and it knows the location of the businesses it is putting in the search results, so it's able to intelligently match the businesses that are "near me" or "local" without any trickery on our part. All we have to do is make sure it knows where we are.

How to let Google know your location

It's easy enough to make sure that Google is certain about the location of our business and can match us correctly to local services:

- First of all, complete and verify your Google My Business page so Google knows where you are, and link it to your business website.

- Make sure your address is on every page of your site (normally in the footer) and make sure it is in *exactly* the same format as on your Google My Business page.
- Include a map on your website, which is set to your Google My Business listing rather than to your postcode or similar.
- Mention briefly in your website text and also in your page titles the areas your practice serves. So your page title (which appears in the browser tab) might be something like “Grange Osteopaths | Osteopathic Clinic in Hackney, Tower Hamlets, London” and you can mention the areas you serve briefly on each page of your website.

We can test our website from time to time to see where we’re appearing in search results. If you want to do it by just typing terms into Google and seeing what comes up, make sure you’re signed out from Google in your browser first, otherwise it will personalise your search and you’ll come artificially high. Alternatively, google “free SERP tool” (*Search Engine Results Page*) and you can emulate a Google search for any term you like, from any location.

This is the SERP for “osteopath near me” for someone searching in Manchester, from the free tool AccuRanker:

www.manchester-osteopaths.co.uk ▼

Manchester Osteopaths: Home

We are Manchester **Osteopaths**, providing proven effective treatment from ... We have two **Osteopaths** in Manchester, known to help back pain but provide ... The last seven months of training have taken **me** on the most incredible journey.

www.centralmanchesterosteopathy.com ▼

Central Manchester Osteopathy & Sports Therapy

Osteopathy can be an effective treatment for back and neck pain, tension headaches, arm and shoulder problems, sport injuries, hips and leg pains and postural ...

www.osteopathy.org.uk › register-search › practices › counties › man... ▼

Osteopaths in Manchester - General Osteopathic Council

Results 1 - 10 of 34 - Tel: 01204 848 887; Email: boltonchiropractic@hotmail.co.uk; Website: <http://www.boltonchiro.co.uk>; Disabled access: Partial; Home visits: ...

www.cityosteopathsmanchester.co.uk ▼

City Osteopaths Manchester

City **Osteopaths** is an independent **osteopathic** practice based in Manchester city centre.

threebestrated.co.uk › osteopath-in-manchester ▼

3 Best Osteopath in Manchester, UK - Expert Recommendations

6 Mount Street, Manchester M2 5NS Directions. Since 2010. CENTRAL MANCHESTER **OSTEOPATHY & SPORTS THERAPY** - Back, Neck, Knees, Ankle, Elbow, ...

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For back pain treatment in Stretford, Urmston Lane

Manchester **Osteopathy** offers musculoskeletal therapy to help treat back pain, spinal problems and headaches. ... "I am very grateful for how he has helped **me**.

Outreach and Link Building

As I said right at the start, one of the biggest factors in Google ranking is your *inbound links*, or the quantity and quality of other websites who link in to yours. Very simply, the more quality inbound links you have, the higher your website will rank.

Getting more inbound links to your site (or *link building*) is a job all in itself, but there are a couple of rules we can follow.

First of all, list your practice on every single free internet directory you can. Every single directory you list yourself on will be a link back to your website from that page, so it's an easy win to start boosting your rankings, and one that a lot of your competitors might overlook.

Next, think about why people would link to your page in the first place. You might pick up a few links along the lines of "here's a local osteopath", but generally the more useful or interesting your content is, the more people will link to it. So rather than just having sparse information on your "back pain" page, you could have plenty of information to put people in the picture about the causes of back pain, possible treatment of back pain and a frequently asked questions section. That's far more likely to get inbound links from other websites because it's more useful for people. It's also more likely to rank highly on Google because the page has a lot of useful content. People are generally searching for quality information first and foremost.

Of course, no-one will link to your webpage if they don't know it exists, so the next thing is to let people know about it and ask if they would mind linking back to it. We'll look at that further, along with constantly creating fresh content, in the next guide - blogging.