How to Audit Medstar Sites Using SEO Yoast

1.) Go to http://www.medstarhealth.org/wp/wp-login.php and login.
   a. Username: enfusen
   b. Password: ROI!$2015

2.) Open the Medstar Content Updates Google doc.

https://docs.google.com/spreadsheets/d/16L0ZE6w_7AsYr_WCQoupAXsRK8tqDMMCJIcCDfGsCY8/edit?ts=5693df7d#gid=0

MedStar Content Updates

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 2 days ago by Roger Bryan

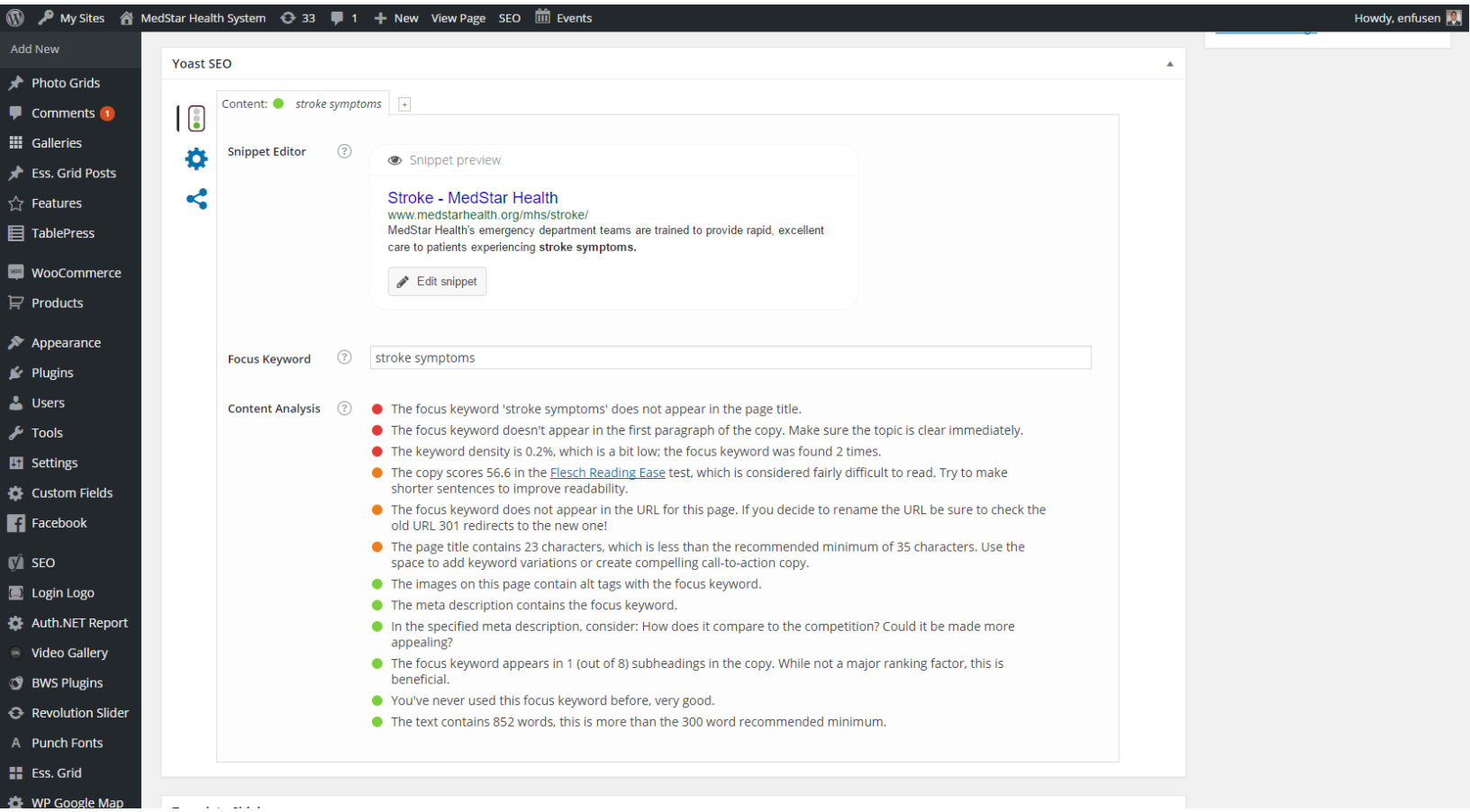
madaboutmarylandmedical@gmail.com Comments Share

http://www.medstarhealth.org/mhs/our-services/neuroscience/conditions/stroke

	A	B	D	E	F	G
1	KEYWORD (System)	LANDING PAGE URL	DMC	ENFUSEN NOTES	MEDSTAR PROGRESS	MCC NOTES
2	stroke symptoms	http://www.medstarhealth.org/mhs/our-services/neuroscience/conditions/stroke	Kirby & Olympia	Add keyword to title. Add keyword to first paragraph. Increase keyword density. Make title longer. Keyword not in page URL. (JG 3/28/16)	The page is about stroke in general, including warning signs, symptoms, and services we offer for stroke patients. When we list our conditions and treatments, they have 'symptoms' information on the pages, but 'symptoms' is not used in the page title, only the condition/health issue is. Unsure how to proceed (OD 3/9/16)	
3	cancer treatment	www.medstarhealth.org/mhs/our-services/cancer-care	Kirby & Olympia	Add keyword to page title. Add keyword to first paragraph and a subheading. Make page title longer. Increase keyword density. URL does not contain keyword. (JG 3/28/16)	The page is about cancer in general but with a focus on cancer treatments and what we offer, so I'm unsure about changing the page title to Cancer Treatment since it is the main cancer landing page. Unsure how to proceed. (OD 3/9/16)	
4	sleep center	http://www.medstarhealth.org/mhs/our-services/neuroscience/treatments/sleep-center	Kirby & Olympia	Add keyword to first paragraph. Increase keyword density. (JG 3/28/16)	Can the keyword be changed from 'sleep studies' to 'sleep center?' (OD 3/9/16)	Updated Keyword from Sleep Studies to Sleep Center in MCC (JG 3/9/16)
5	Women's Health Treatments	http://www.medstarhealth.org/mhs/our-services/womens-health/treatments	Kirby & Olympia	Add keyword to first paragraph. Increase keyword density. Increase copy to at least 350 words.Add alt tags to imagesURL does not contain keyword. (JG 3/28/16)	Can the keyword be changed from 'women's health' to 'women's health treatments?' (OD 3/9/16)	Updated Keyword from Women's Health to Women's health Treatments in MCC (JG 3/9/16)
6	Rehabilitation treatment	http://www.medstarhealth.org/mhs/our-services/rehabilitation/treatments	Kirby & Olympia	Add keyword to page title. Add keyword to first paragraph and a subheading. Increase keyword density. Make meta description shorter. URL does not contain keyword. (JG 3/28/16)		Updated URL in MCC (JT 3/1/16)
7	breast cancer treatment	http://www.medstarhealth.org/mhs/our-services/breast-health-program/treatments	Kirby & Olympia	This keyword has already been used 2 times. Add keyword to first paragraph. Add alt tags to images. Move keyword closer to beginning of title. URL does not contain keyword. (JG 3/28/16)	We have a big breast health program that is called the MedStar Breast Health Program that encompasses all breast health including offering breast cancer treatments. We have a main Cancer Care page, but all cancer content (including breast cancer) lives on the hospital sites, which is where the user is going to find more relevant information. This page is the closest thing on the system site for breast cancer treatment. So should the keyword be changed to 'breast health program'? 'Breast Cancer' is on the page 5 times and 'breast cancer treatments' is in the alt tag. Unsure how to proceed. (OD 3/9/16)	
8	neurosurgical treatments	http://www.medstarhealth.org/mhs/our-service	Kirby & Olympia	Add keyword to page title. Add keyword to first paragraph. Increase keyword density. Consider adding outbound links. URL does not contain keyword. (JG 3/28/16)	Do the keywords in the system and yoast match? If so, do we need to only increase the keyword density? (OD 3/9/16)	Updated URL in MCC (JT 3/1/16)
9	orthopaedics	http://www.medstarhealth.org/mhs/our-services/orthopaedics	Kirby & Olympia	Add keyword to page title. Add keyword to H2 tags. Add keyword to first paragraph. Decrease meta description. Make page title longer. Increase keyword density. URL does not contain keyword. (JG 3/28/16)	Orthopaedics' is how we spell it and it's how I see it spelled on other sites in the page title. However, I used 'orthopedics' in the content with the exception of 'MedStar Orthopaedics' and 'MedStar Orthopaedic Institute' since those are branded MedStar division names. (OD 3/9/16)	Updated spelling of keyword from Orthopedics to Orthopaedics in MCC (JG 3/9/16)

KEY | Target Doctors | System - Services | System - Education | Union Memorial | MGCN - Cancer South | Georgetown | Franklin Square | Washington | Heart Institute

3.) Copy the landing page URL for each page and paste it into the search bar.
4.) At the top of each landing page, click the edit page button.
5.) Scroll down the page to SEO Yoast.



6.) Look at the content analysis section. Pay attention to the suggestions next to the red and orange dots.
7.) Open the landing page in another tab and make sure the suggestions given in SEO Yoast are correct.
8.) Once you have determined which suggestions are correct, add them into the Google doc next to the corresponding keyword, under the Enfusen notes column.
    a. Make sure to put your initials and the date you did the site audit.
    b. The DMC's will make comments on what they have changed in one column, so check those as well in case they left questions as well.