Top Tips for SEO for LNCs

Does SEO or search engine optimization mystify you? If you have a website, use these SEO marketing tips for legal nurse consultants. You have a website because you want to be found, right? Look at your content from how search engines will evaluate your site. The strategies you use add “SEO juice” that attracts search engines.

This is Pat Iyer, bringing you a new episode of Iyer’s Insights, my take on the topic of our interview this week with Rex Camposagrado. You’ll want to listen to Rex share his tips on SEO. Check out LNP 300 when you are finished listening to me. Thank you for joining me for the 301st legal nurse podcast broadcast.

Here are the tips.

1. **Use a keyword or keyword phrase as the text when you have a link.** Suppose you have a contact form on your site (great idea!) Instead of writing, “Use my contact form here to contact me about a case” use your keywords. For example, you might rephrase this to say, “Contact Pittsburgh Legal Nurse Consultants to discuss a case.” The use of your company name adds a bit of SEO juice.

2. **Fill in the “alt tag” when you upload images.** The “alt” tag is meant for people with low or no vision so it should be descriptive, such as “nurse with stethoscope”. Don’t skip the “alt” tags on images. If you use WordPress, you can put text in the alt tag area.

3. Did you know that servers are case sensitive? **Don’t capitalize any of the letters in a URL that you want to be found by search engines.**

4. **Start a blog on your website.** This is one of the best SEO marketing tips for legal nurse consultants. I have gotten LNC cases from attorneys who found my website and specific blog posts that relate to their case.

Make it a goal to write a new blog at least once a week. You should be able to write a 600-700-word blog post in about an hour.
5. **Link to sites from your website.** Just as you focus on external linking, you should also focus on internal linking to other pages or posts on your site. You may keep your readers on your site longer if you link to another blog post on your site.

For example, under a blog post add an “if you liked this you may like this” link below to increase the time your readers engaging in your content. Search engines reward sites with longer view times.

6. **Look for opportunities to offer guest blog posts to other bloggers.** If you’re going to guest blog for SEO purposes, choose blogs that are relevant to your site, have the same audience, rank higher than your site, and receive a lot of engagement. But I would not offer these opportunities to other LNCs. You don’t want to give your competitors a chance to spotlight themselves to your audience.

7. **Keep your content up to date.** Add new content but also upgrade old content in blog posts by ensuring it’s still relevant and all links work.

8. **Use long tail keywords in your blog posts.** For example, use keyword phrases such as nursing home medical malpractice. That will bring you more visitors than medical malpractice, which has a lot more postings.

9. **Find relevant blog posts on other people’s sites** and make comments and include your website. Commenting on relevant blogs that allow your website listing is still a good way to drive traffic and improve your search engine ranking.

With more attorney visitors, you have more opportunities. Here are more tips on getting more visitors to your site.
Blogging is an excellent way to bring visitors to your website. New content attracts the search engines. You may be wondering how to start. Debra Lloyd and I have the answers for you in a free webinar we created called **Blogging for Biz.**

**WHAT will you LEARN from this FREE Webinar?**

- Find out exactly why you can get more business with blogging. More traffic converts into qualified leads and increased profits.

- Learn how you can quickly maximize the benefits of blogging to improve credibility confirm your authority and grow your business fast.

- Discover the secrets of successful blogging… the What, the Why, the How… and much, MUCH more!

Get the link for this program at the show notes on podcast.legalnursebusiness.com.
10. **A good non-website SEO tip is to start posting in relevant groups that have a lot of engagement and traffic.** Don’t focus on promotion, just engage. You may find these groups on Facebook or LinkedIn.

11. Need a fast SEO tip? **Improve your website’s loading speed.** Search for website loading speed test and find a free test site. After you find out your performance grade, talk to your webmaster if you have one about whether you need to make changes to load faster. Try this link https://tools.pingdom.com

12. **The best domain name for good search engine optimization for LNCs is a name that is a .com,** is short, has keywords, and doesn’t infringe on anyone else’s trademark. This tip is particularly important. Don’t invest a lot of resources into your LNC name without checking to see if someone else is using it or something very close.

13. **Ensure that your site is more than mobile friendly,** but that it works perfectly whether mobile or on a PC. Look at your site on your mobile phone. Does it redraw itself to fit the device or do you have to scroll from side to side? Google is penalizing (not giving high rankings) to sites that are not mobile friendly. They know that people are increasingly using their phones to search the internet. If you have an older style site, it is past time to upgrade.

14. **Good search engine optimization tips for LNCs start with understanding your attorney audience inside and out.** What are the words attorneys use to search for your services? What are their needs? What are their pain points? How can you help them? Use that language on your site.

15. **Headlines matter a great deal when it comes to SEO.** Create headlines that include keywords.

16. **Every page on your website should have its own title** separate from your site name to increase search engine optimization.

17. **Use keywords and keyword synonyms in your H1 and H2 Tags.** These are the headers on your site. The other places for keywords are Title tag (your H1 or the title of your page or post, first paragraph, headers, and links.) Also include your
keywords in your anchor text (the text that appears highlighted in a hypertext link and that can be clicked to open the target web page.)

18. **Put your share buttons in prominent places on your website and blog** to make it simple for people to share. They won’t share if they can’t find it fast.

These search engine optimization tips for LNCs are compiled from best practices. Invest a bit of time to discover how you can make your website more findable. One new client will pay for your efforts.

Check out our Legal Nurse Podcast 90 for more tips.

And be sure to check out our free online training called *Blogging for Biz*. You’ll get immediate access to our training and valuable tips for creating blogs for your website. Get the link for the training at the show notes for podcast.legalnursebusiness.com.

I’ve got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.

Many of us are lifelong learners who enjoy the chance to keep expanding our knowledge. Just like the book of the month clubs, LNCEU.com gives you two online trainings every month. We have a yearly payment plan that saves you over $50 compared to paying monthly, and each program is hugely discounted. Look at the options at LNCEU.com.

The LNCAcademy.com is the coaching program I offer to a select number of LNCs. You get my personal attention and mentorship so that you can excel and build a solid foundation for your LNC practice. Get all the details at LNCAcademy.com.