

The SEO Metrics

That Matter (And How to Track Them)



SEO matters... But understanding the importance of SEO is one thing and knowing what to do with your SEO metrics is another.

It's a lot to ask any clinic owner to learn everything there is to know about SEO. It's a complex topic. But here are the SEO metrics that you really should be tracking, even if you don't have time for anything else.

ORGANIC TRAFFIC



Organic traffic is all the traffic you don't pay for – in other words, it's traffic you get because someone searched for a keyword on Google and then clicked on your link.

You need to track organic traffic using Google Analytics because it's a good barometer of your SEO in general. If you get little or no organic traffic, it means nobody is finding your website and you need to work on your SEO. If your organic traffic is high, it means people can find you by your keywords.



YOUR TARGET KEYWORDS



What are the keywords you want people to use to find you?



A tool such as Keywords Everywhere is a good place to start. You should look at the monthly search volume and dig into the search results looking for opportunities to rank for them. You may be able to identify opportunities that other websites have missed.

THE KEYWORDS YOU ALREADY RANK FOR



How are people finding your website now?

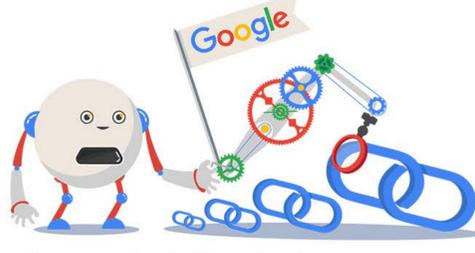
The best tool for the job is Google Search Console. I recommend using your existing rankings to capitalize on opportunities at the same time you think about how you can use the traffic you have to get the traffic you want.

BACKLINKS



Backlinks are still a huge factor in SEO.

There are two aspects to tracking your backlinks. The first is tracking your own, which you can do using Google Search Console. Seeing what you have can help you identify the areas where you're falling short.



The second aspect is tracking your competitors' backlinks. There are a lot of potential backlinks out there and I'm willing to bet you haven't capitalized on all of them. Using a backlink evaluation tool, such as the SEMRush Backlink Checker or Moz can help you spy on your competitors' backlinks.

SOCIAL MEDIA TRAFFIC



You can track your social traffic using Google Analytics, which is free. Pay special attention to the posts and activity that's leading people back to your website. You can use that information to do a better job of targeting your social media posts – and to create the kind of content that people will respond to on social media.



VOICE SEARCH RANKINGS



Alexa, are people finding my dental clinic through voice search?

If you're not asking that question, you should be. Voice search is taking over the world of search. As of 2020, 49% of all searches are voice searches. Mobile phones are still the source of most voice searches, but virtual assistants Alexa, Cortana and Siri aren't far behind.

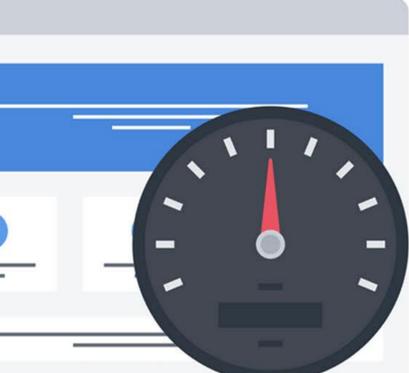


PAGE SPEED



Nobody likes a slow website and research shows that if your site takes more than a few seconds to load, people will navigate away. That makes tracking your page speed a no-brainer.

This is an easy metric to track using Page Speed Insights by Google. If your page is slow, you'll need to address it immediately.



ORGANIC CONVERSIONS



Your organic conversion rate is a measurement of how well your organic search rank is converting casual searchers to subscribers or (best of all) paying customers.

Here again, you can use Google Analytics – which is free – to track your conversions. You might get a ton of organic traffic, but if it's not helping you build your list, attract leads, and make sales, then it's not doing you any good.



Most of these metrics are free to track and with enough time and perseverance you can empower yourself to understand the metrics that matter. But most practice owners are focused on running a great practice and prefer to find an expert dental marketing partner that will inform, guide, and manage their SEO and digital marketing to produce the best results. That's where we come in...

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Our sources:

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