

PHARMA'S ON-PAGE SEO

Checklist 2017



○ Title tags: front-loaded targeting and persuasive

Pharma's 2017 On-Page SEO Checklist | Method Medical Media
www.methodmedical.co.uk/seo/pharmas-on-page-seo

Digital pharma tips:

- ☒ Have your most important keywords at the start of your page title: Google gives more weight to these
- ☒ Use persuasive language in your page titles to improve your click through rates (CTR)

○ URLs: targeted, short and sweet

Digital pharma tips:

- ☒ Include your target keyword in your URL
- ☒ Keep your URLs short and sweet

○ Header tags: for structure, consumption and targeting

Digital pharma tips:

- ☒ Use headings and sub-headings to create structure, make your content more consumable and convey key messages
- ☒ Include your target keywords in your page heading (H1) and sub-headings (H2, H3) to support your on-page SEO efforts

○ Body content: relevant, consumable, comprehensive

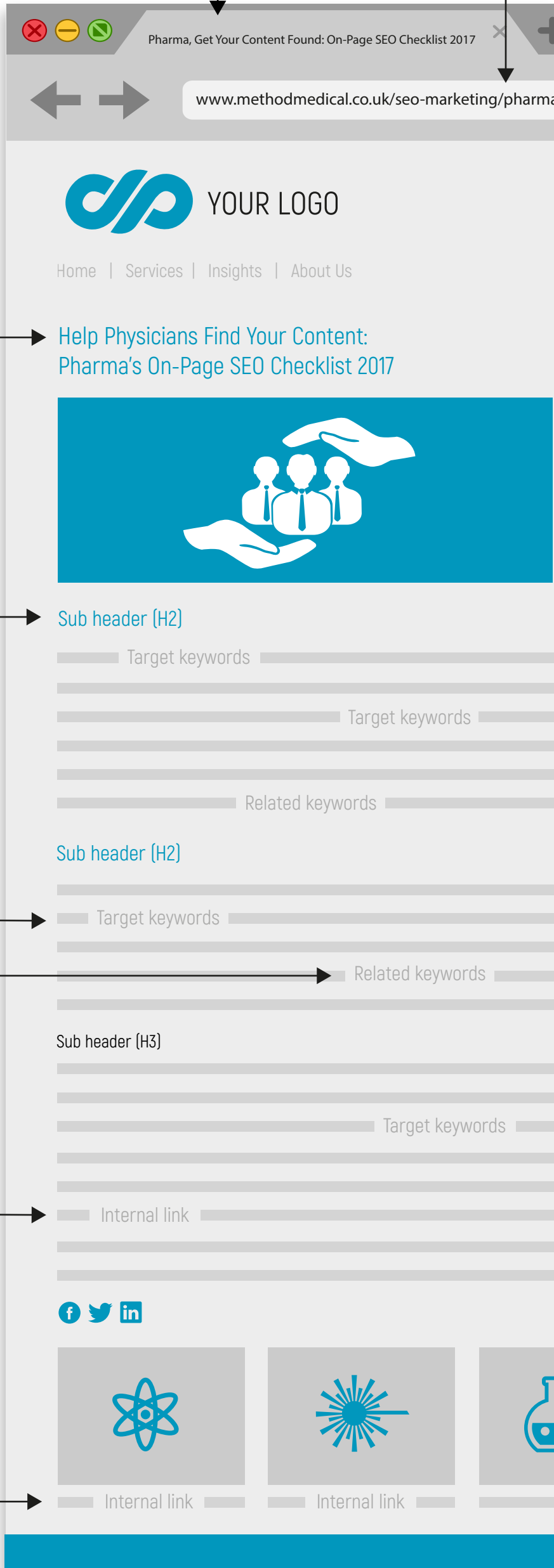
Digital pharma tips:

- ☒ Each core topic should have a dedicated landing page – this improves navigation and consumption, and will reduce your bounce rate if done correctly
- ☒ Align your content, including keywords, with your audiences' key information needs and search behaviours – this ensures high topical relevance
- ☒ Create longer, more comprehensive content to satisfy your audiences' information needs and terminate their search in your site
- ☒ Keep your content fresh – update your content regularly to demonstrate to Google and your audiences that your content is relevant

○ Internal links: share the power, prioritise pages, help navigation

Digital pharma tips:

- ☒ Use internal links to share ranking power between your pages
- ☒ Preferentially link to priority pages to boost their rankings
- ☒ Enhance user experience by helping them find relevant content



Go social: create a buzz

Digital pharma tips:

- Create valuable content that's worth sharing
- Use image and video-rich content optimised for social channels
- Make it easy for physicians to share your content by including social sharing buttons and comments sections next to all your content

