

## Google AdWords for Beginners

Go to Google. Type “keyword planner” in the search box, and hit Enter. Click on the [first link](#) and create a free AdWords account. Congratulations, you are now halfway to becoming a self-taught expert in [SEO](#) online marketing.

But wait, why should you want to do this? A quick Google search for “plastic surgeons” returns millions of hits. Even if you add a specific country or city, there will still be thousands of results that the average prospective patient may not know how to filter.

Optimizing the content of your website with the right keywords has two particular benefits: 1) it makes the search easier for the user, and 2) the better optimized your content, the higher your practice’s website will rank in search results. Everyone’s goal is to be on the first page of returns, though only a few make it there.

The algorithm used by Google and other search engines to rank results is a closely guarded, ever-changing secret that even industry insiders scramble to keep up with. Professional SEO marketers rely on both research and educated guesswork when strategizing their content. Your best method is to find out what search terms your prospective client pool is likely to be looking for, and then incorporate those keywords naturally into your content.

Let’s look at an example. Ms. Martin is a 55-year-old woman who wants to find out more information about rhinoplasty. Simply Googling “nose surgery” returns an unmanageable number of results, so she decides to add words that narrow her search results more specifically.

What words will Ms. Martin choose? She may choose to narrow her search by location or cost, or other factors important to her. How do you find out, and how do you utilize that information to return a better search engine ranking? The [keyword list](#) you choose to employ can make all the difference.

It’s not simply a matter of using as many relevant keywords as many times as possible. In fact, Google and most other search engines actually penalize such “keyword stuffing” by treating the site as spam. You can tailor some of your content around specific high-usage keywords, but the main purpose is to help patients understand information and create a sense of trust in your professional credibility. There is no firm rule about keyword ratios, but the general practice is to use each targeted keyword once every 300 words or so. These keywords may be the same each time, or variations on the same topic. It’s also a good idea to keep adding as much new content and as many new pages as possible, because content updates also help websites rank highly in searches.

The important thing is to think like your prospective patients. Because of your expertise and in-depth knowledge, you may find it takes some doing to put yourself in their place, and you may want to engage some outside help for the task. But on the other hand, you haven’t gotten where

you are by shying away from challenges, so hearten up, dive in and get new visitors flocking to your website!