

# The Evexus guide to being found online



# How to stand out in a crowded online space

The Health & Wellness industry is thriving - it was said to be worth £19.59 billion in 2020. These days, that means a crowded online space - so it's crucial to make sure that your website is found by as many people as possible.

There are two ways to do this - 'Pay Per Click' (PPC) where businesses pay for online advertising such as Google Ads, or 'Search Engine Optimisation' (SEO) which is a way of making your website content more relevant to users.

Both are marketing strategies that aim to ensure your website shows up prominently in an online search. Both rely on identifying keywords that are relevant to you and to your practice, class or studio.

## What are keywords?

A keyword is a word or phrase that best describes the content on your page or post. It's the search term for which you want to rank. That means that when people search for that keyword or phrase in Google or other search engines, they should find the page on your website. We've got some keyword tips overleaf.



# What does SEO mean?

SEO refers to strategies that help your website rank higher in Search Engine Results Pages (SERPs). SEO strategies are long-term, and strategies rely on two aspects:

- **Content** - ensuring your most relevant keywords are included in the content of your site, in a way that's natural, easy to read and in the context of useful and interesting information for your readers
- **Technical** - ensuring your site loads quickly, is mobile-friendly, accessible to diverse users.

Consider this - over 99.2% of your potential customers will only be clicking on the first page that shows up in a Google search. The first five 'natural search results' (as opposed to the paid ads you sometimes see at the top of search results) account for 68% of all clicks.

So, your strategy needs to work to get you to the top of those search results, consistently. We've got some SEO tips overleaf to help you get started.

# What does PPC mean?

PPC refers to paid online advertising. Google Ads is Google's pay-per-click (PPC) advertising feature, enabling businesses to bid on keywords for a chance to show ads in Google search results. These are shown above the 'natural search results' and have the 'Ad' tag to let readers know it's sponsored content.

When you use Google Ads, you only pay when someone clicks on your ad to visit your site or call you. Once you put an ad out online, you can edit it anytime to reach a specific group of people (by interest, geographical area, etc.) or promote a specific service. If you can't frequently update your website to reflect new offers or therapies, this flexibility can be a great benefit. PPC delivers faster results than SEO and is great for marketing campaigns.

# How to identify the best keywords?

Put yourself in your clients' shoes for a moment. What would they be searching for online, that might lead them to you? What words and questions would they use?

This is the basis of your keyword research. Type your words and phrases into a search engine, and see what alternative suggestions come up. Make sure your keyphrases are specific to what you're offering, but not too niche. 'Osteopathy for pregnancy' for example, will be searched more highly than 'Osteopathy for third trimester pain'.

Use keywords often, but in moderation – 1-2% of your page content is about right. But don't just stuff keywords into your content. Make sure your webpages are readable and coherent, so they end up higher in the search engine results pages.



# What does good SEO look like?

Here are our top tips for making sure you get noticed, without paying for advertising. Whether you have an osteopathy website, or a Pilates website, if you are a yoga teacher or a physiotherapist, the principles of good SEO remain the same.



**Offer current and fresh information** Google checks that you have updated your content and rewards you with a higher ranking if you have. You can choose to include a blog area on your site, where you regularly write relevant content, for example you could include the latest research on how your therapy works to relieve pain. Blogs really impact your SEO for the better.



**Try to get plenty of backlinks** Backlinks are links from a page on one website to another, if someone links to your site, then you have a backlink from them. This is important as it raises the authority of your domain or site, overall.



**Position yourself well** Cultivate a reputation for expertise and trustworthiness in a specific area. For example, if you offer Pilates at your studio, be specific about what type of mat you use or what type of exercises you offer. If you offer yoga classes, what sort of yoga do you do?



**Go deep** Content depth is more important than length. What's important to the searcher? What do they need to see? How long they remain on your page is important in SEO rankings - the longer the better, so make your content deep enough to retain interest.

When you've listed out your keywords, and determined your strategy to keep your website top of the search results, make a note in your diary to revisit it a few months down the line. The online space is forever changing, with new trends - so it's important to adapt along with those changes.

# SEO & Google Ad packages from Evexus

Ensuring your website is visible online means taking a strategic and consistent approach. But if that feels hard to find the time for, we're here to support you all the way. From an initial audit and regular review of your website, to creating compelling copy and eye-catching Google Ads for your marketing campaign, we have all aspects covered.

We specialise in writing SEO content that's unique and authoritative. Our strategic approach is tailored to each practitioner. Because we focus on supporting Health & Wellness practitioners, we write blogs that are relevant, high quality and engaging. We love what we do because we know it enables you to do what you love.

We bring expertise in SEO that doesn't skimp on detail or style. We'll take care of all the elements needed to make your website content shine.

To find out more about our SEO and Google Ads packages visit our website.

Whether you're a complete beginner or you're looking to improve your existing online visibility, we're here for you.



Contact us today!

[evexus.co.uk](http://evexus.co.uk) [hello@evexus.co.uk](mailto:hello@evexus.co.uk)



## Love what you do, but wish you had more time for your clients or yourself?

You've come to the right people. We specialise in supporting health practitioners like you in a high-value, no-fuss style. We take care of getting you noticed, you take care of your clients, your friends and family, and yourself.

### About Evexus

At Evexus we only work with Health & Wellness professionals. Our business was developed from the experience of running a complementary health practice, so we understand the highs and lows of managing a Health & Wellness business. We know the challenge of getting people through the door never goes away, whether you're just starting out or well established.

Our mission is to let you spend time doing what you love and do best, working hands on with clients or just having more time for yourself, by providing simple, no-fuss services. We keep on top of the latest ways to reach new clients, so you don't have to worry about it.

# We're right beside you

Once we've completed your project, we stay on track with your long-term goals. Our regular reports and audits help us focus on what's working well for you.

## Interested in finding out more?

Like what you see, or have any questions about the services we offer? Please contact us using the details below, we would be more than happy to help.

w: [evexus.co.uk](http://evexus.co.uk)

e: [hello@evexus.co.uk](mailto:hello@evexus.co.uk)

t: 020 8798 0255

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