

E-E-A-T Optimization for Healthcare Websites

A step-by-step guide to improving your healthcare website's search engine ranking and patient trust.

Based on [E E A T Optimization Case Study 2025 Healthcare Win](#) by Casey's SEO

Step 1: Audit Author Attribution

Review all medical content on your site. Ensure every piece has a clearly attributed real doctor's name, credentials, and photo. Remove or update content lacking this crucial information.

- Google penalizes anonymous medical content.
- This is a foundational step for building trust.



Step 2: Develop Location-Specific Content

Research and create content addressing health issues unique to your geographic area. Focus on regional concerns, seasonal ailments, and local health trends to establish local expertise.

- Content about altitude sickness for mountain regions.
- Information on local allergens for specific climates.



Step 3: Implement Structured Data Markup

Utilize schema markup for medical professionals, healthcare organizations, and medical conditions. This helps search engines understand the services offered and the qualifications of providers.

- Use schema for `MedicalBusiness`, `Physician`, and `MedicalCondition`.



Step 4: Optimize for Voice Search and FAQs

Create FAQ sections that answer questions in a conversational, natural language. Focus on long-tail, question-based queries that users are likely to ask via voice search.

- Use tools like AnswerThePublic to find relevant questions.
- Optimize for queries like 'what should I do if...' or 'where can I find...'



Step 5: Enhance Doctor Profiles

Rebuild doctor profiles with comprehensive details including educational background, certifications, years of experience, specializations, research, professional affiliations, and patient care approach.

- Include professional photos.
- Highlight unique skills and patient-centric philosophies.



Step 6: Showcase Real Patient Experiences

Authentically present real patient stories and treatment journeys (with permission). Focus on genuine feedback and challenges to build credibility.

- Create detailed case study pages.
- Integrate genuine patient testimonials.



Step 7: Improve Transparency and Trust

Provide clear information on treatment processes, pricing (where applicable), insurance policies, emergency procedures, and patient rights in plain language.

- Detail what patients can expect during visits.
- Clearly outline accepted insurance plans.



Step 8: Prioritize Mobile and User Experience

Ensure the website is mobile-first with fast loading times, intuitive navigation, and easy-to-use features like click-to-call buttons. Optimize for mobile search behavior.

- Test site speed on various mobile devices.
- Ensure all contact information is easily accessible.

Resources & Further Reading

Related guides for this process:

■ Healthcare E-E-A-T Optimization Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/healthcare-e-e-a-t-optimization-checklist.pdf>

■ E-E-A-T Optimization Action Sheet for Healthcare

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/e-e-a-t-optimization-case-study-2025-healthcare-win-action-sheet.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration – Casey's SEO

<https://caseysseo.com/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration/>

■ Attorney Review Management Ethical Strategies For Online Reputation – Casey's SEO

<https://caseysseo.com/attorney-review-management-ethical-strategies-for-online-reputation/>

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Prioritize E-E-A-T to build trust and dominate healthcare search results.