E-E-A-T Optimization Workbook: 2025 Healthcare Win

Mastering E-E-A-T for Healthcare SEO Success

Based on E E A T Optimization Case Study 2025 Healthcare Win by Casey's SEO

Understanding E-E-A-T

What do the four letters in E-E-A-T stand for in the context of Google's guidelines?

Client's Initial Challenges

List three specific problems the healthcare client faced with their website before the E-E-A-T optimization.

Experience Strategy

How did the team showcase 'Experience' on the client's website beyond just collecting reviews?

Expertise Enhancement

What key elements were added to doctor profiles to demonstrate 'Expertise' more effectively?

Authoritativeness Through Local Content

Describe the strategy used to build 'Authoritativeness' by focusing on location-specific health content.

Building Trustworthiness

What types of transparent information were added to the website to improve 'Trustworthiness'?

Mobile and Voice Search Optimization

How did the website's mobile experience and voice search optimization change, and what was the impact?

Content Strategy Shift

Explain the shift in content strategy from generic articles to FAQ-style content answering real patient questions.

Resources & Further Reading

Related guides to use with this workbook:

- 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/

- Find Your Local Results

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Nailing E-E-A-T is crucial for healthcare websites to rank and build patient trust.