

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 does E-E-A-T stand for in the context of healthcare SEO?

Client's Initial Challenges

Describe three key E-E-A-T related problems the healthcare client faced before the optimization strategy.

Experience Strategy

How did the team enhance the 'Experience' aspect of E-E-A-T for the client?

Expertise Strategy

What specific improvements were made to doctor profiles to demonstrate 'Expertise'?

Authoritativeness Strategy

Explain the approach taken to build 'Authoritativeness' through location-specific content.

Trustworthiness Strategy

List three types of information added to build 'Trustworthiness' on the client's website.

Mobile and Voice Search

How did the mobile-first approach and voice search optimization impact the client's results?

Content Strategy Shift

How did the content strategy change from generic tips to answering real patient questions?

Resources & Further Reading

Related guides to use with this workbook:

■ E-E-A-T Optimization for Healthcare: Your 2025 FAQ

<https://storage.googleapis.com/casey-s-seo-checklists-20260707-d020ed/casey-s-seo/FAQ/e-e-a-t-optimization-case-study-2025-healthcare-win-faq.pdf>

■ Healthcare E-E-A-T Optimization Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0c8a72/casey-s-seo/Checklist/healthcare-e-e-a-t-optimization-checklist.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

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com

Prioritizing E-E-A-T is crucial for healthcare websites to gain trust and visibility.