FastTrackMARKETING

A FIELD GUIDE FOR EYE CARE PRACTICES

# How patients find your practice

Search is four systems working at once. A patient typing "cataract surgery near me" gets an answer built from all four, and a practice that is strong in three of them still loses. **Here is what each one is, and what it looks like when it is done properly.**

01 Content → 02 On-page → 03 Technical → 04 Local → RESULT A booked consult

## Content

You cannot rank for a procedure that does not have a page.

**One page per procedure**
LASIK, cataract, refractive lens exchange, ICL, dry eye, oculoplastics. A single "Services" page competes for nothing.

**One page per surgeon**
Credentials, fellowship, residency, board certification. Patients search doctors by name before they book.

**One page per location**
Written for that city, not the same paragraph with the town name swapped out.

**Answer the question, not the keyword**
"How long is LASIK recovery" earns more qualified traffic than "best LASIK surgeon."

**Use the patient's words and yours**
People type "cloudy vision," not "nuclear sclerotic cataract." The page should carry both.

**Refresh, do not stack**
Updating the page you already have usually beats publishing a second one on the same topic.

## On-page

Search engines and AI assistants read structure first and prose second.

**Title tag**
Roughly 60 characters: procedure, city, practice. The strongest single on-page signal you control.

**Meta description**
Roughly 155 characters. It does not rank the page, it earns the click.

**One H1 per page**
With H2s and H3s a skimming patient could read on their own and still understand.

**Readable URLs**
The web address itself should say what the page is. A patient and a search engine both understand fast-trackmarketing.com/lasik/ before they open it. A page sitting at /services?id=4471 tells neither of them anything.

**Image alt text**
Describe what is shown. Before and after galleries are invisible to search without it.

**Internal links**
Every procedure page links to the surgeons who perform it, and back again.

## Technical

A page that loads slowly or cannot be crawled will never rank, however good the copy is.

**Speed**
Aim for a largest contentful paint under 2.5 seconds. Uncompressed hero images and homepage video sliders are the usual culprits.

**Mobile first**
Most "near me" searches happen on a phone. Tap to call, and an appointment button visible without scrolling.

**Schema markup**
Code added behind the page that spells out what it is, so software does not have to guess. It states that this is a medical practice, that this person is a physician, that these are the hours and the address, that this section is a list of questions and answers. It is a large part of how AI tools decide whether to name you.

**Crawlability**
An XML sitemap, nothing blocked by accident, no orphan pages with zero internal links.

**Redirects**
After a rebrand, a merger, or a rebuild, map every old URL to a new one. This is where practices quietly lose years of ranking.

**One version of the site**
HTTPS, one domain, and no duplicate staging site left indexed.

## Local

For a practice, the map results outrank the website. Treat the profile as a second front door.

**Google Business Profile**
One per physical location, claimed and verified, primary category Ophthalmologist, secondary categories for the procedures you want.

**NAP consistency**
Name, address, phone identical everywhere: site, profile, directories, insurance listings, hospital affiliations.

**Reviews**
Volume, recency, and rating all count, and so does replying. Never confirm a reviewer is a patient or reference any detail of their care.

**Profile completeness**
Photos, services, hours, holiday hours, and answered questions.

**Citations cleanup**
Retire the old practice names, closed satellite offices, and departed physicians still listed across the web.

**Service area reality**
You rank where you have an address. A second office earns a second profile, a virtual one does not.

FastTrackMARKETING

We build and run search programs for ophthalmology and vision correction practices. If you want a read on where your own site stands today, we are glad to take a look.

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