

# Improve Your Integrative Health Business's Search Results Ranking

When people in your area are searching for wellness businesses, it's important that your business appears near the top of the results. You want to be one of the first to appear when someone needs an appointment.

There's a lot that goes into search engine rankings, but, not to worry, we've got a checklist for that. Here are a few things you can do to improve your website's SEO, or search engine optimization results, making it easier for you to be discovered.

## Security is important

Check with your website hosting provider to see if your website is secured with the proper SSL certificate – also known as HTTPS. HTTPS is a significant factor in search engine's rankings. You can purchase a certificate through a reputable certificate provider (for example, [godaddy.com](https://godaddy.com), [comodo.com](https://comodo.com) or [verisign.com](https://verisign.com)). It's also relatively easy to get an SSL certificate through your current hosting provider for a minimal cost. HTTPS lets your customers know that any information they are typing while on your website won't be intercepted by third parties.

## Target strategic keywords

Make sure your website copy includes keywords that your clients would search for to find your wellness business.

By focusing on keywords your competitors may have inadvertently skipped, you can fill that gap in the market. Not sure what your clients are searching for to find wellness services like yours? You can use tools like [Google Trends](https://www.google.com/trends/) to support your keyword research and learn what to target.

## Check mobile accessibility

Search engines will ding your wellness business's site's rankings if your site isn't designed for [both desktop and mobile browsing](#).

It's likely many of your clients are searching for wellness services on their mobile devices. Make sure they don't spend time scrolling through a site clearly designed for a desktop.

You can check mobile friendliness with [Google's test here](#).

## Make speed a priority

Site speed is also a factor in results rankings.

Check the speed of your site with [Google's speed test](#). Make sure your website isn't falling behind the competition.

After testing, follow the customized suggestion to help you improve.

## Write alt text for your images

Alternative text (also referred to as alt text) is another chance for your site to show search engines what content is on your site.

Make sure each image on your site has alt text: photos of your wellness services, your company logo, etc.

There's a fine line between optimal keyword use and keyword stuffing. You want to avoid the latter. Task yourself with writing an accurate description of the image that's as specific as possible in 125 characters or less.

Include a target keyword that naturally fits with the image.

## Link both internally and externally

Another major factor in search engine's results ranking is your [business's link signals](#). You show Google and Bing that your website is an authority in the wellness space when other, external sites link to your website.

Reach out to relevant and high-quality sites within your area of wellness and health and ask them to link to your site – through cross promotions, partnerships, or simply requesting links.

## Write and offer current and relevant content that adds value

Your integrative health business offers clients so much more than just appointments; clients look to your business for health advice and insights. Prospective clients may not be familiar with all of the services you offer and what to expect from each. What better place for them to find this content than on your website? As a bonus, this sort of unique, quality content boosts your ranking in search results.

## Make it a conversation and respond to reviews and comments

By responding, you can show that your wellness business and website are well worth visiting. Speedy replies let visitors know you care and that your site is up to date.

Don't let reviews, either positive or negative, go without a reply. Set a weekly remind to ensure you're not letting them go unnoticed. Not sure how to respond to negative feedback? Read our [guide](#).



Looking for more information on how to support your business with [integrative health software](#)? Check out [www.mindbodyonline.com/resources](https://www.mindbodyonline.com/resources).