SEO-focused evaluation of the Compass Health Network homepage

Christopher Hays – UX & Digital Marketing Research

Compass Health® Network

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Introduction

This report evaluates the Compass Health Network website's homepage content through an SEO and conversion lens, with the goal of increasing qualified organic traffic and turning more visitors into scheduled appointments. The objectives are to clarify what Compass Health Network offers (key service lines), who it serves, and where it serves (Missouri communities) using plain-language, keyword-aligned messaging that search engines and patients can quickly understand. The work also identifies content and structure updates, such as improving heading hierarchy, strengthening service descriptions, and reducing outdated or distracting alerts in order to better match real search intent, improve on-page relevance, and guide users to high-value actions like finding a location, calling, or requesting an appointment. Ultimately, the goal is to make the homepage a stronger "front door" that supports access to care while improving search visibility and measurable engagement.

https://compasshealthnetwork.org
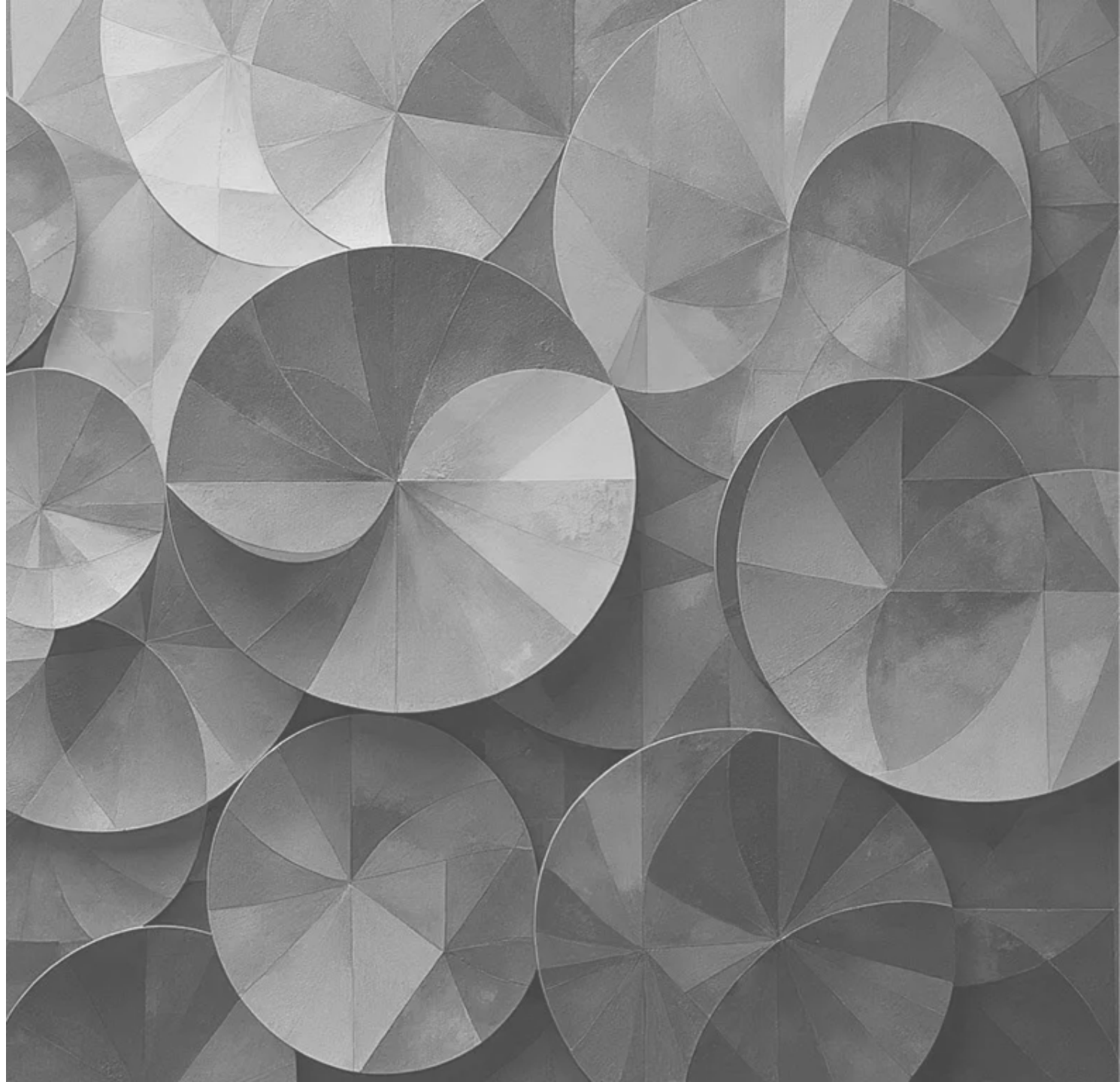
The hero/value proposition

Issue

The hero/value prop is inspiring—but not keyword-rich. The main positioning ("Inspire Hope. Promote Wellness." and the intro paragraph) doesn't clearly front-load what you are and where you serve (e.g., behavioral health, primary care, dental, Missouri, FQHC). Google relies heavily on early-page context.

Fix

Add a keyword header as an H1 and 1–2 supporting lines that say:

- what services we provide
- What areas do we provide services
- Who do we provide services for (patients/families; include Medicaid/MO HealthNet
- find a location better suited to the callout in the hero image. This area is better suited to your value proposition.
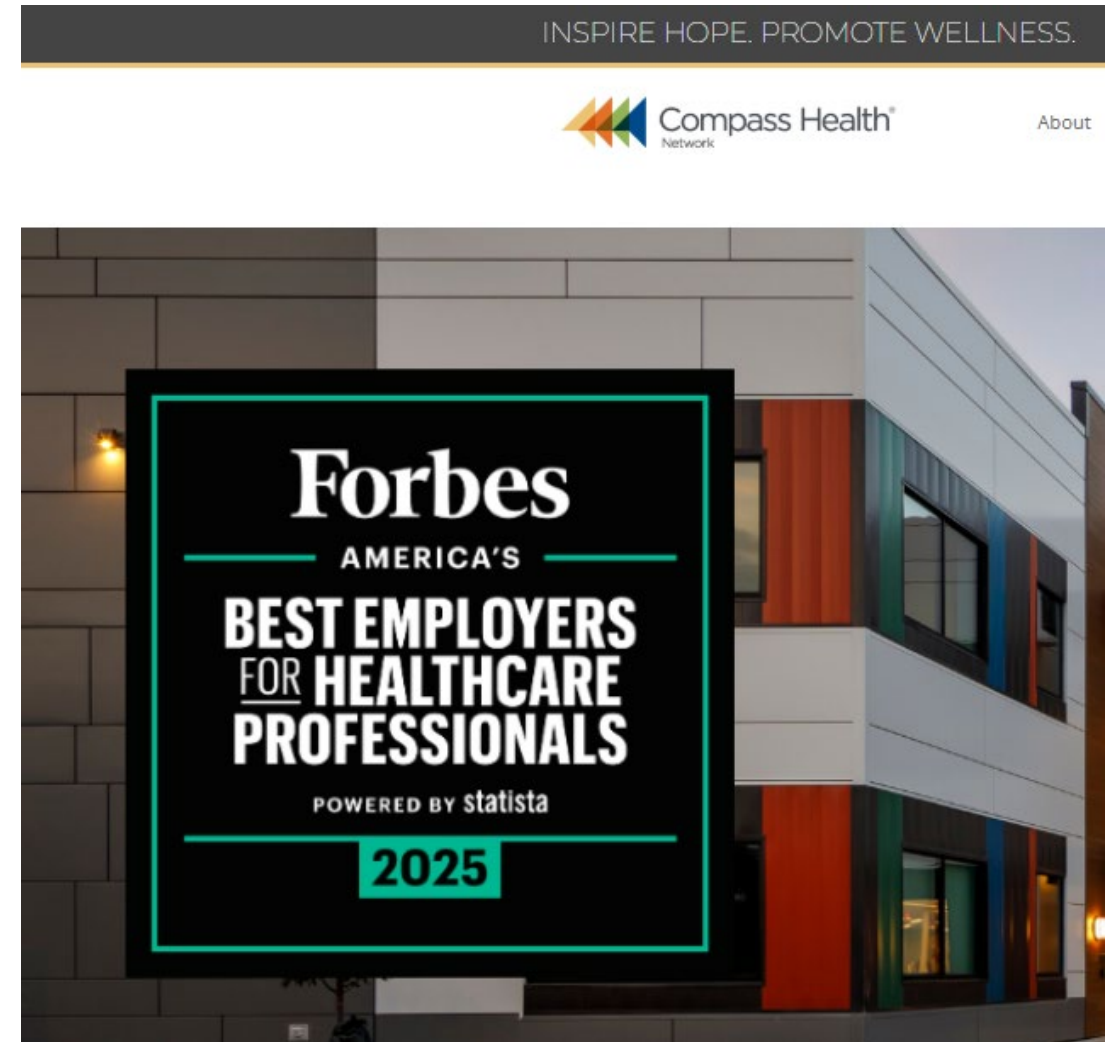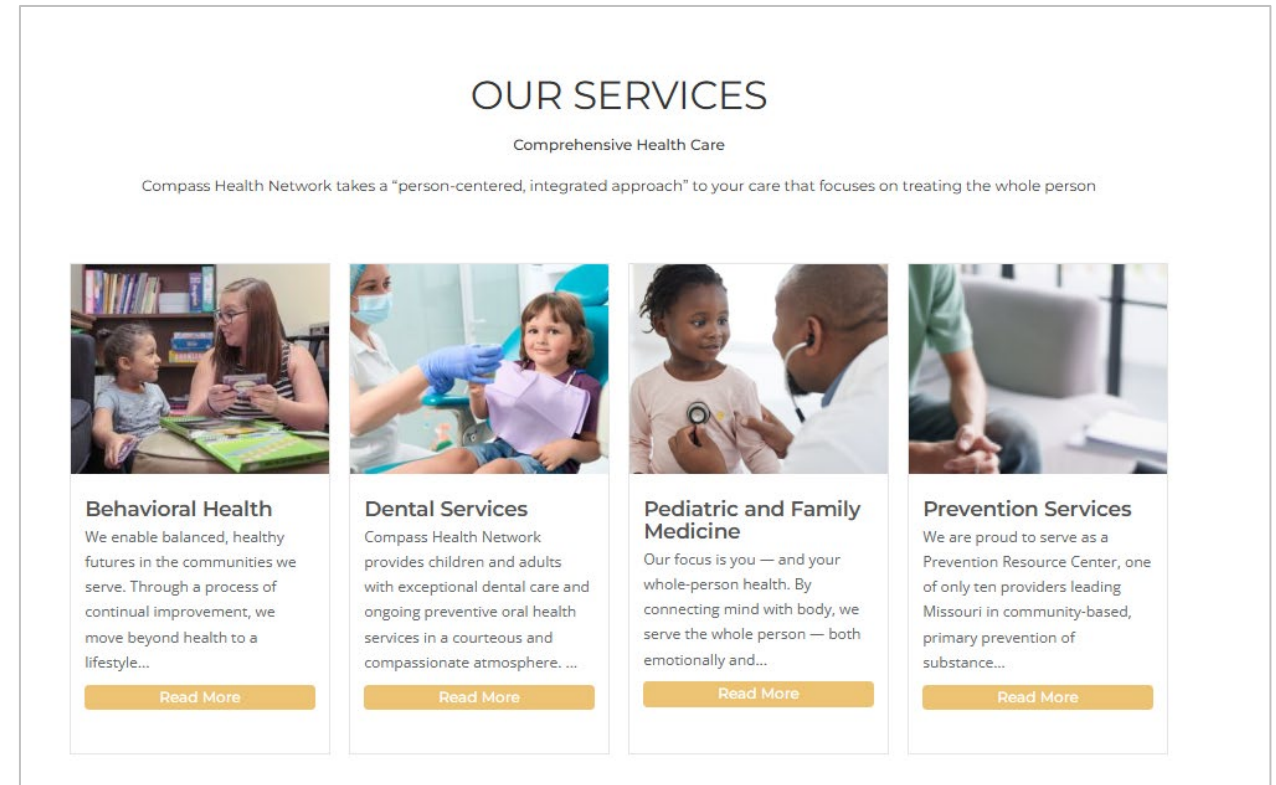
Heading structure likely confuses search engines

Issue

On the homepage, the service cards ("Behavioral Health," "Dental Services," etc.) appear as # headings in the parsed page (often equivalent to H1). You generally want only one H1 per page, then H2s and H3s beneath it.

Fix

Keep a single H1 for the page. Make "Our Services" an H2, and each service title an H3.

OUR SERVICES

Comprehensive Health Care

Compass Health Network takes a "person-centered, integrated approach" to your care that focuses on treating the whole person

Behavioral Health

We enable balanced, healthy futures in the communities we serve. Through a process of continual improvement, we move beyond health to a lifestyle...

Read More

Dental Services

Compass Health Network provides children and adults with exceptional dental care and ongoing preventive oral health services in a courteous and compassionate atmosphere. ...

Read More

Pediatric and Family Medicine

Our focus is you — and your whole-person health. By connecting mind with body, we serve the whole person — both emotionally and...

Read More

Prevention Services

We are proud to serve as a Prevention Resource Center, one of only ten providers leading Missouri in community-based, primary prevention of substance...

Read More

IMPORTANT MEDICAID NEWS" is useful, but it hijacks topical focus
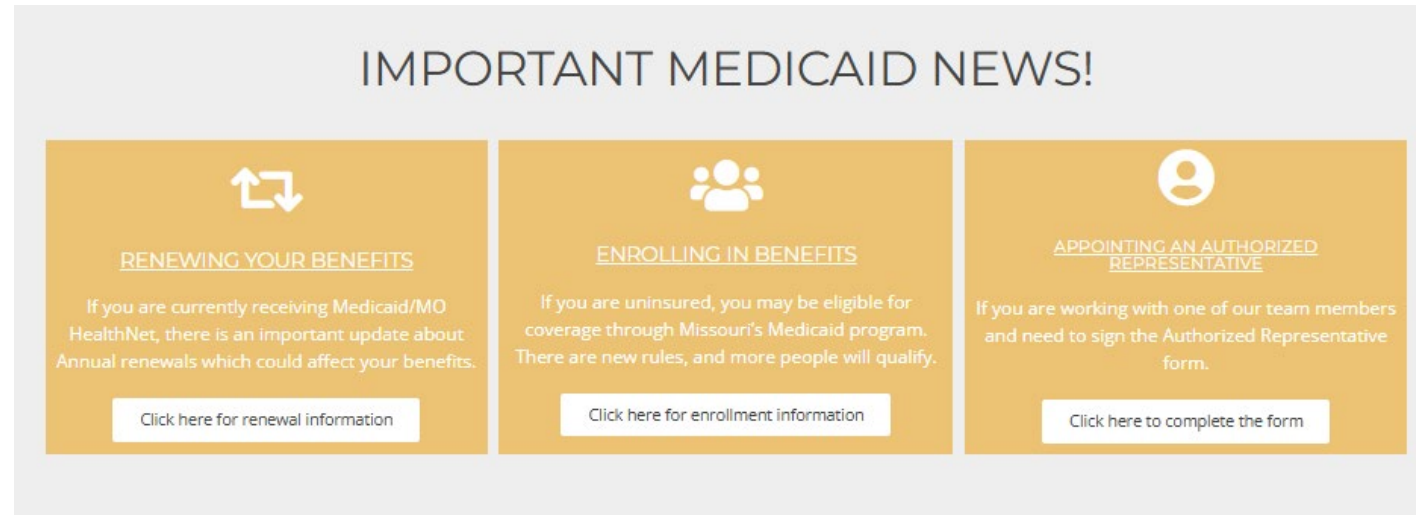
Issue

This section is long and prominent on the homepage. It's valuable, but it can dilute the page's primary topic (integrated healthcare services in Missouri) because it shifts the content toward benefits admin. Google tries to classify what a page is "about." If a big chunk of prominent text is Medicaid renewal admin instructions, the page can get interpreted as being about insurance paperwork/coverage updates instead of healthcare services in Missouri.

Fix

Keep it, but:
- Shorten it on the homepage
- Link to another internal screen focusing on these topics
- Remove the "Click here" on each button.
.

IMPORTANT MEDICAID NEWS!

RENEWING YOUR BENEFITS
If you are currently receiving Medicaid/MO HealthNet, there is an important update about Annual renewals which could affect your benefits.

Click here for renewal information

ENROLLING IN BENEFITS
If you are uninsured, you may be eligible for coverage through Missouri's Medicaid program. There are new rules, and more people will qualify.

Click here for enrollment information

APPOINTING AN AUTHORIZED REPRESENTATIVE
If you are working with one of our team members and need to sign the Authorized Representative form.

Click here to complete the form

There's stale, date-specific closure messaging showing sitewide

Issue

The "UPDATE FOR MONDAY – JANUARY 6, 2025" closure notice appears on the homepage and other pages. Old time-bound alerts can hurt perceived freshness/trust and distract from conversion paths. Although, it may not be visible, it appears in the pages' source code. Google's systems look for signs of "site quality" and "freshness," especially for **health-related content**. Prominent outdated notices can be a negative quality signal.

Fix

Remove old alerts or move them to a time-limited banner system that expires automatically..

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pup" data-elementor-id="20554" class="elementor elementor-20554 elementor-location-popu
r-section elementor-top-section elementor-element elementor-element-74926422 elementor-
r-container elementor-column-gap-default">
lumn elementor-col-100 elementor-top-column elementor-element elementor-element-9d12ff9
p elementor-element-populated">
r-element elementor-element-3a709c06 elementor-widget elementor-widget-text-editor" dat
r-widget-container">
n style="color: #ffffff;"><b>UPDATE FOR MONDAY &#8211; JANUARY 6, 2025</b></span></h5>

-source="MessageBody">To prioritize safety due to incoming weather, <span style="text-d
th Crisis Centers and residential locations will remain open as usual, virtual therapy
stions or need to reschedule an appointment, please call 844-853-8937. If you or someon
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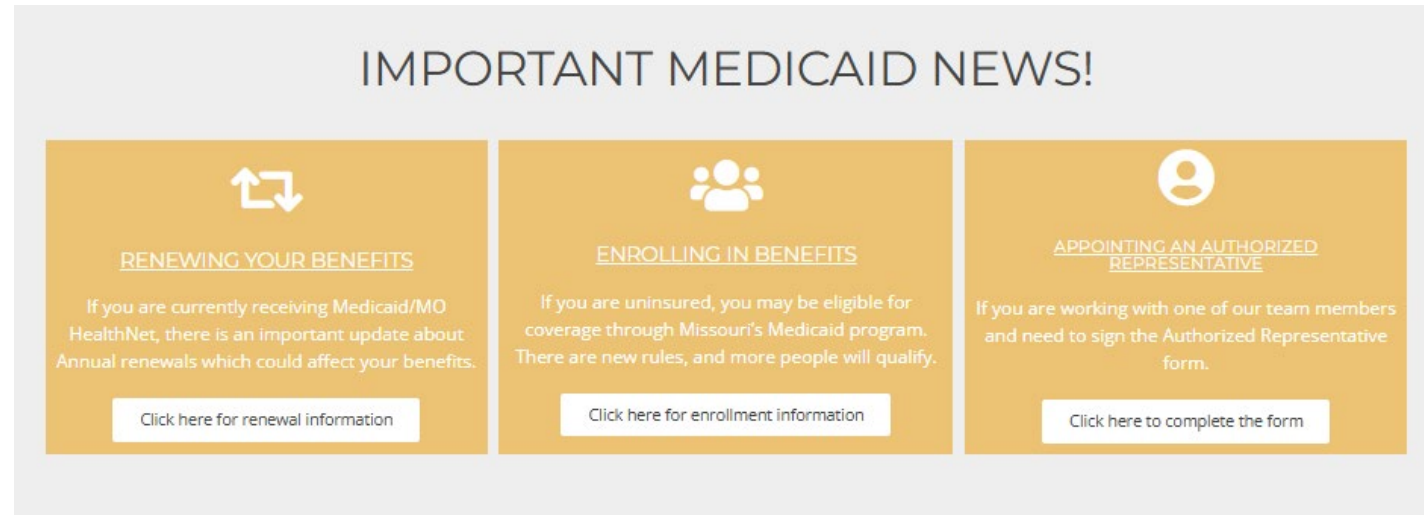
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High-impact text updates you can make

Issue

The hero copy does not reflect the purpose of your page.

Fix

Replace the hero copy with an SEO, first
**Recommended H1 (example):**
"Behavioral Health, Primary Care & Dental Services in Missouri"

Supporting lines (example):
"Compass Health Network is a nonprofit, federally qualified health center providing integrated, whole-person care—mental health, substance use treatment, primary care, pediatrics, and dental services—across communities throughout Missouri."

CTA buttons (examples):
•   "Find a Location"
•   "Call for an Appointment"

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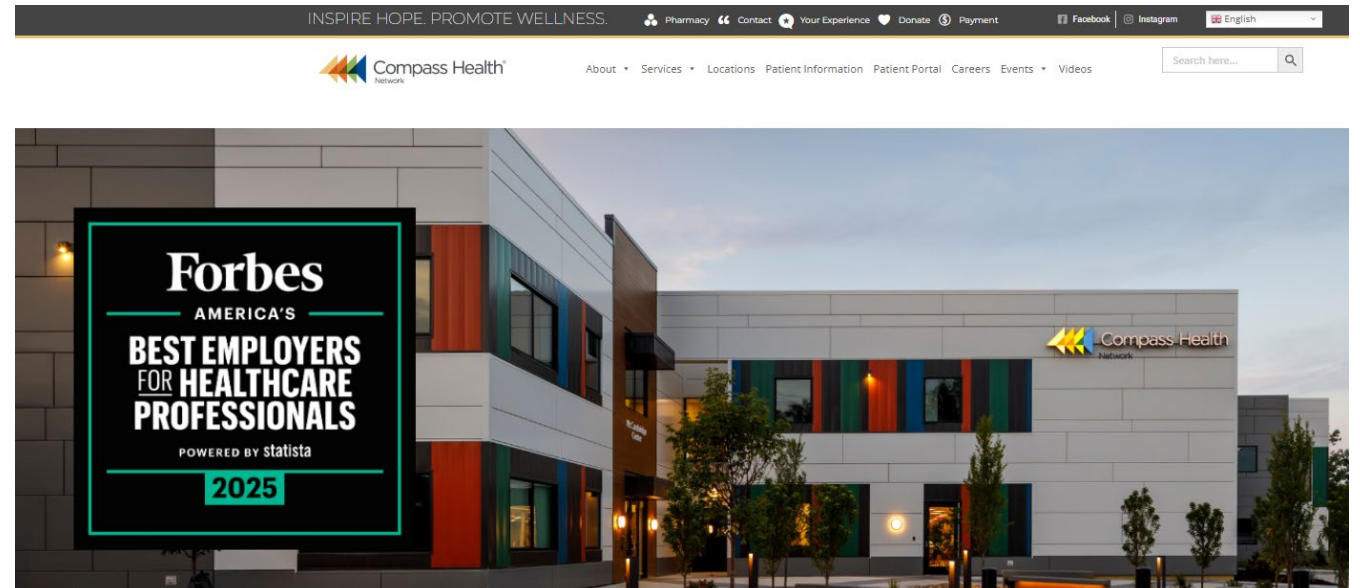
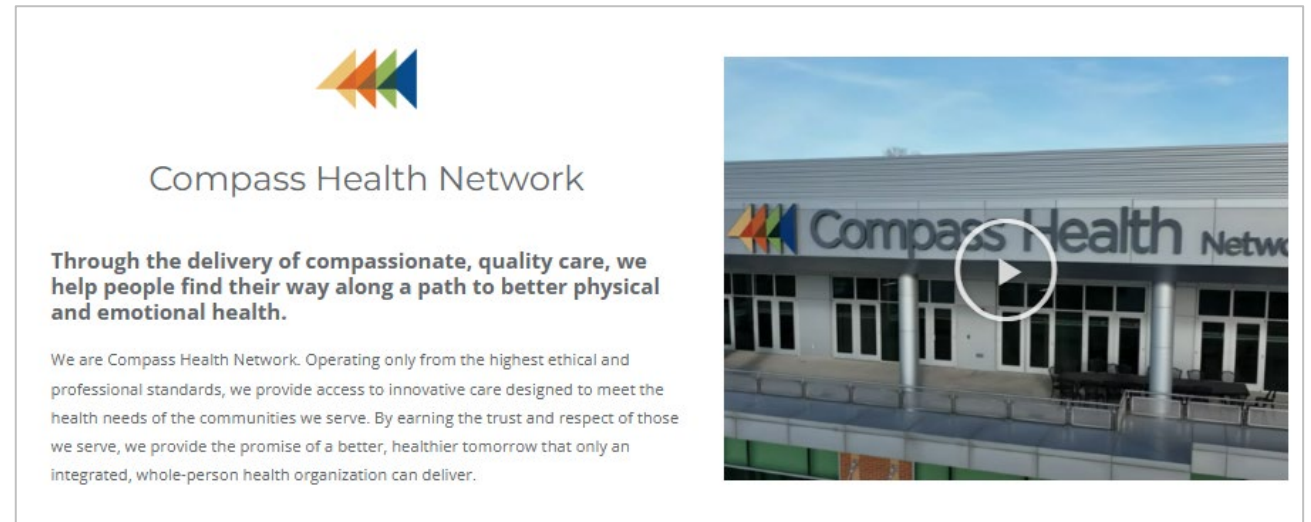# High-impact text updates you can make

Issue

Compass Health Network copy is mission-driven but long and abstract.

Fix

Tighten the "Compass Health Network" intro paragraph for scan ability and keywords.

Rewrite (example):

"Compass Health Network provides compassionate, evidence-based care for the whole person: mind and body. As a nonprofit healthcare organization serving Missouri, we offer behavioral health services, substance use treatment, primary care, pediatrics, and dental care with a person-centered, integrated approach."

High-impact text updates you can make

Issue

Introduce more keywords to your "Our Services" section, making it more search friendly..
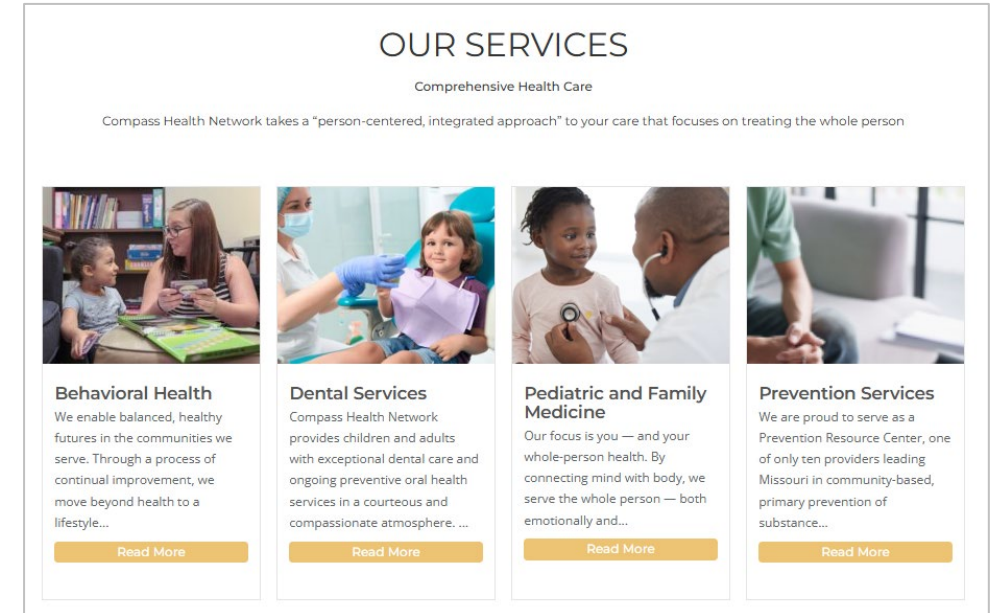
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Tighten the "Compass Health Network" intro paragraph for scan ability and keywords.

Add 2–3 lines under "Our Services" (example):

"Explore our most requested services. Each program is designed to improve access to care, reduce barriers, and connect you to the right support—close to home."

Then ensure each service card includes **one keyword-rich sentence:**

- Behavioral Health: "Therapy, counseling, psychiatry, crisis services, and support programs."

- Dental: "Preventive, restorative, and pediatric dental services for children and adults."

- Pediatric & Family Medicine: "Primary care, checkups, vaccinations, and ongoing wellness care."

- Prevention: "Community-based prevention programs and education."

High-impact text updates you can make

Issue

Make the Medicaid section more "evergreen" and SEO-friendly. Current section is clear but could be more search-aligned and less dominant.
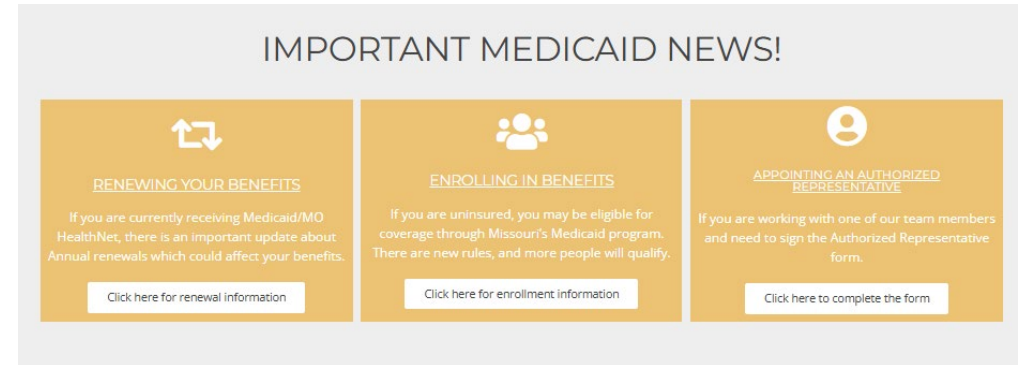
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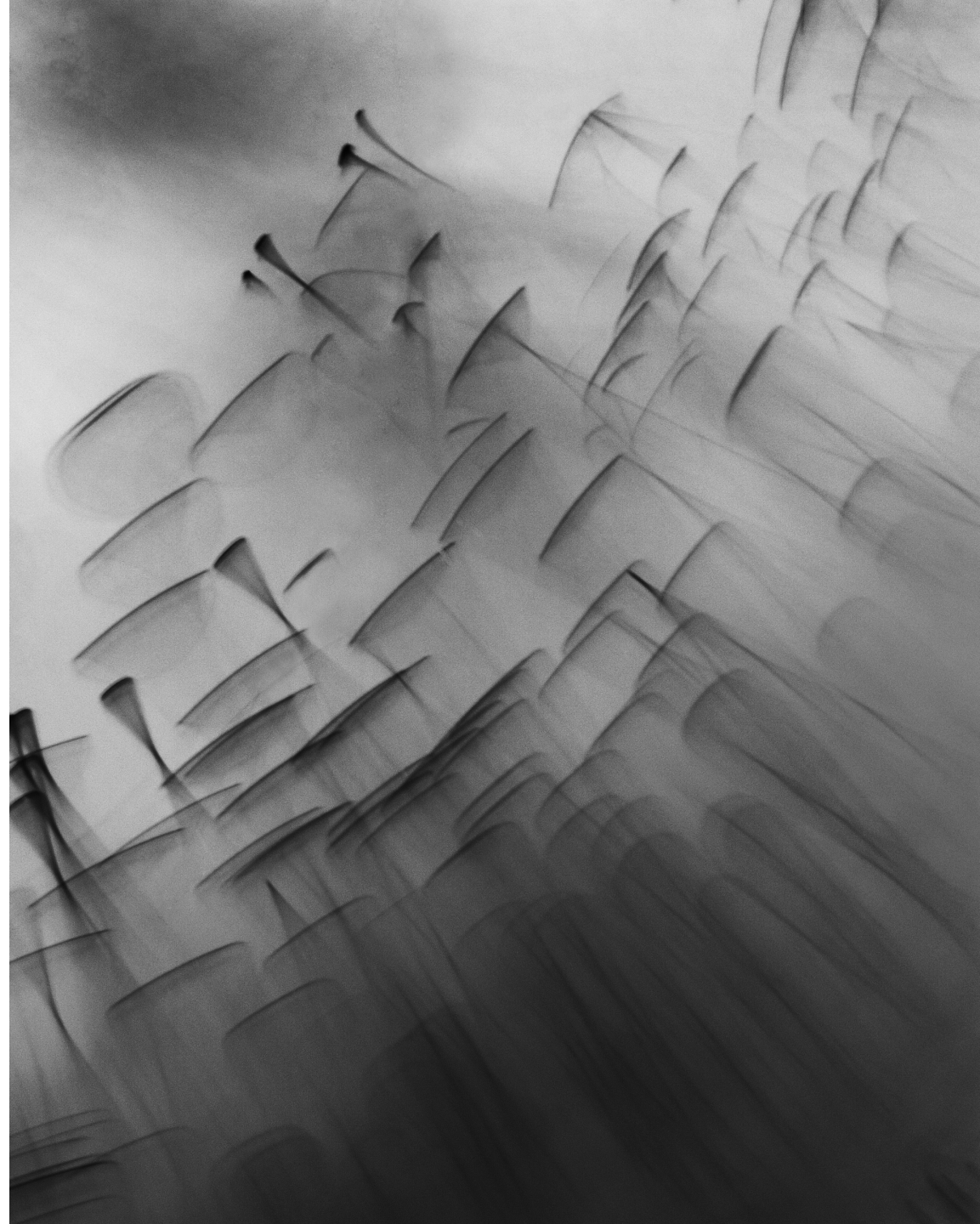# Suggested title tag + meta description (homepage)

Fix

Title tag (50–60 chars):
"Compass Health Network | Behavioral Health, Dental & Primary Care"

Meta description (150–160 chars):
"Nonprofit healthcare in Missouri offering behavioral health, substance use treatment, primary care, pediatrics & dental services. Find a location or call 844-853-8937."

Answer Engine Optimization (AEO)

Why is AEO important?

•**More people get answers without clicking:** AEO helps your brand show up in AI answers even when users don't visit your site.

•**Makes it easier for AI to quote you:** Clear FAQs and short, direct answers help search engines pull the right info from your pages.

•**Builds trust:** When your details are clear and up to date (services, hours, eligibility), people feel more confident choosing you.

•**Helps local patients find you:** AEO improves "near me" and "does this clinic offer…" searches that bring in real patients.

•**Gets more bookings and calls:** People arrive with fewer questions, so they're more likely to schedule, call, or fill out a form.

•**Also boosts regular SEO:** The same updates that help AI answers usually improve Google rankings and user experience too.

•**Prevents wrong info:** Strong AEO reduces the chance that AI tools show outdated or incorrect details about your services.

Fix the "trust & freshness" signals first (big AEO lever)

Fix

Remove/retire sitewide outdated alerts and replace with a current-status pattern (or only show alerts when active). Right now, the homepage (and other pages like Locations) still surface a clinic-closure notice for Monday, January 6, 2025, sitewide, which can confuse both users and AI systems about operational status.

•Make alerts **time-bounded** (auto-expire) and **page-scoped** (only affected locations/services).

•Add a small "Last updated" stamp on key pages (Locations, Services, Crisis).

AEO reason:

Answer engines prioritize "fresh, unambiguous" operational facts (hours, open/closed, phone, eligibility). If the site broadcasts stale emergency messaging, it creates conflicting signals.

Add "Q & A blocks" to the pages with common user questions

Fix

Create an AEO-friendly FAQ pattern on:
- Service pages (Behavioral Health, Dental, Pediatrics, etc.)
- Location pages (each clinic)
- Patient info pages (new patient, insurance, sliding fee, records)

Use a consistent block:
- Question as an H2/H3
- 2–4 sentence answer
- Bullets for steps/requirements
- A single "Next step" CTA

Examples tailored to Compass:
- "How do I schedule an appointment?"
- "Do you accept Medicaid / Medicare?"
- "What should I bring to my first visit?"
- "Do you offer telehealth?"
- "What's the difference between a medical emergency and a behavioral health crisis?" (you already surface 911 vs 988 info on the homepage—make it a dedicated FAQ module too)

AEO reason:

Answer engines love pages that contain **direct Q&A-style answers** in tight, scannable modules.

Turn "Locations" into an answer engine powerhouse

Fix

On the Locations index page add a short "How to find care" answer block:
- "Search by county / city / service"
- "Same-day options (if any)"
- "Crisis care vs appointment care"

Add internal links to top intent clusters:
- "Behavioral Health clinics near me"
- "Dental clinics near me"
- "Pediatric primary care near me"

On each location detail page Add a standardized "Quick Facts" panel near the top:
- Services offered (with plain names + synonyms)
- Who it's for (kids/adults)
- Insurance accepted (even if it's "most Medicaid plans— call to confirm")
- How to schedule
- Accessibility/transportation (if applicable)

AEO reason:

This makes it easy for AI systems to extract a clean "clinic summary."

Build "entity clarity" across the site

Fix

- Standardize NAP: **Name, Address, Phone** formatting across pages (including footers).
- Ensure each location uses the same naming convention (avoid duplicates like multiple "Union" entries unless they're uniquely differentiated with service type).
- Add "About our clinicians / medical review" signals on service pages (review dates, credentials, editorial policy).

AEO reason:

Answer engines prefer brands that are **consistent entities** everywhere.

Make your content usable as citations

Fix

- Keep critical info in HTML text (not just images/PDFs)
- Use descriptive headings
- Avoid burying key answers behind accordions that require heavy JS (or ensure server-rendered content)

AEO reason:

Microsoft's guidance for generative answers emphasizes that systems retrieve and ground answers from public web content—so your pages should be **crawlable, structured, and unambiguous**.