

# SEO Audit Report – Compass Health Network

Website: <https://compasshealthnetwork.org/>

## Weak Keyword Targeting

### High-Level SEO Issues and Opportunities

Your main homepage and service pages don't clearly target *specific keywords* that prospective patients search for, like:

- “community behavioral health services in Missouri”
- “dentist in St. Charles MO”
- “mental health counseling near [city]”

Google needs these explicit phrases in titles, headings, meta information, and page content to understand what your site *should* rank for. Without keyword optimization, visibility in results is limited.

### Actionable Fixes

- Do keyword research using tools like Google Search Console and Keyword Planner to find **high-value terms** your audience is searching for.
- Optimize:
  - Title tags
  - Meta descriptions
  - H1/H2 headings
  - URL structures
  - Body text with location + service keywords.
- Make sure each service page (e.g., behavioral health, dental, pediatric care) has a unique keyword focus to avoid internal competition.

## PRIMARY “MONEY” KEYWORDS

Use these on **core service pages** (H1s, title tags, meta descriptions).

### Behavioral & Mental Health

- behavioral health services Missouri

- community mental health Missouri
- mental health clinic Missouri
- outpatient mental health services Missouri
- behavioral health nonprofit Missouri
- integrated behavioral health services

### **Substance Use & Recovery**

- substance use treatment Missouri
- addiction recovery services Missouri
- outpatient addiction treatment Missouri
- medication assisted treatment Missouri
- MAT clinic Missouri

### **Psychiatry & Therapy**

- psychiatry services Missouri
- therapy services Missouri
- counseling services Missouri
- telepsychiatry Missouri
- mental health counseling near me

## **No Meta Titles or Descriptions Shown**

When Google crawls your site, if meta titles and descriptions are missing or too generic, search engines may choose random text from your page — and often not the text you want indexed.

### **Actionable Fixes**

- Write unique meta titles + descriptions for every key page.
- Include target keywords naturally within them.
- Keep meta descriptions within ~155–160 characters for best display.

## Local SEO Underperformance

Healthcare searches are highly location-based (e.g., “mental health counseling near me”). Local SEO significantly helps you rank in both web and map results

### Actionable Fixes

- Claim and fully optimize your Google Business Profile.
- Add:
  - Address, city, phone (NAP) information
  - Hours, services, categories
  - Photos of facilities/staff
- Encourage patients to leave positive reviews (and respond to them).

Tips for increasing visibility: [https://www.digitalsuccess.us/blog/seo-best-practices-for-healthcare-providers.html?utm\\_source=chatgpt.com](https://www.digitalsuccess.us/blog/seo-best-practices-for-healthcare-providers.html?utm_source=chatgpt.com)

## Technical SEO Issues

Technical SEO influences both crawlability and user experience:

### Actionable Fixes

- Test with Google’s Mobile-Friendly Test and **Core Web Vitals** metrics.
- Compress images, minimize heavy scripts, leverage caching.

## Site Architecture & Internal Linking

Your website does not clearly organize its **site hierarchy** for search engines or users. Google needs clear structure to understand what’s most important.

### Actionable Fixes

- Use clear internal links that connect services and relevant content.
- Create an **HTML sitemap** for easier crawling.
- Structure content in **topic silos** (e.g., all behavioral health topics grouped internally).

## Schema Markup Not Fully Implemented

Schema markup helps search engines display richer search results (like service descriptions, reviews, and local business details).

### Actionable Fixes

- Add structured data markup for:
    - Organization
    - Local business
    - Healthcare services
    - Provider doctors
    - Location
- This improves visibility in rich results and *local packs*.

## Content & Authority

Your homepage content gives a good overview of services, but from an SEO perspective it's not optimized for *search intent* or *patient questions*.

### Lack of Informative Content for Users

High-ranking sites in healthcare publish:

- FAQs
- Blog posts answering patient questions
- Guides on procedures and services

These fulfill informational search intent and boost organic traffic.

### Actionable Fixes

- Create a content calendar covering topics like:
  - “What to expect at a behavioral health intake”
  - “Who is eligible for sliding fee services in Missouri”
  - “Local crisis support resources”
  - Condition-specific content targeting symptoms

- Be sure content is written clearly, medically accurate, and reviewed by licensed professionals — this helps with E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness).

## Backlinks & Domain Authority

A nonprofit healthcare provider needs *authority signals* — backlinks from reputable sites (local health directories, universities, government health pages).

### Actionable Fixes

- Outreach to:
  - Local news sites for community stories
  - Health directories (Healthgrades, WebMD, Vitals)
  - Missouri public health or county government resource pages
- Aim to earn links from educational or authoritative partner sites.

## Tracking and Continuous Improvement

SEO isn't one-and-done — it's measured and refined over time.

### Actionable Fixes

- Set up Google Search Console to track keyword rankings and impressions.
- Use Google Analytics to monitor page performance and user behavior (bounce rate, session duration).
- Conduct regular SEO audits to find and fix issues early.

## Summary — Key Next Steps

<u>Focus Area</u>	<u>Priority</u>	<u>Why It Matters</u>
Keyword optimization	★★★★★	Helps Google understand and rank your content
Local SEO and Reviews	★★★★	Boosts visibility in local searches
Titles & Meta Descriptions	★★★★	Stronger click-through in SERPs

<u>Focus Area</u>	<u>Priority</u>	<u>Why It Matters</u>
Technical improvements	☀️☀️☀️	Better crawlability + faster site
Content creation	☀️☀️☀️☀️	Addresses user intent + builds authority
Backlinks	☀️☀️☀️	Signals trust and relevance

## Tools Used

### Discovery & Keyword Research

Purpose: Understand how real users search and what language they use.

- Google Search Console – Identify existing queries, impressions, CTR, and ranking opportunities
- Google Keyword Planner – Validate search volume and regional demand
- Ahrefs / SEMrush – Competitive keyword analysis, SERP features, backlink gaps
- Google Trends – Identify seasonal patterns and emerging health-related searches

### Content & IA Evaluation

Purpose: Assess whether content structure aligns with search intent and usability.

- Screaming Frog SEO Spider – Crawl site for titles, headings, metadata, duplicates
- Manual IA audit – Review navigation, page hierarchy, internal linking patterns
- Content inventory spreadsheet – Map pages to keywords and identify gaps or overlap

### Technical SEO & Performance

Purpose: Ensure the site is crawlable, fast, and mobile-friendly.

- Google PageSpeed Insights – Core Web Vitals and mobile performance
- Lighthouse – Accessibility, SEO, and performance diagnostics
- Mobile-Friendly Test – Mobile-first indexing validation
- Schema Markup Validator – Verify structured data implementation

## **Local SEO & Trust Signals**

Purpose: Improve discoverability for location-based healthcare searches.

- Google Business Profile Manager – Audit listings, categories, NAP consistency
- BrightLocal / Whitespark – Local citation accuracy and local ranking checks
- Review audits – Analyze sentiment, response rates, and keyword usage in reviews

## **Measurement & Validation**

Purpose: Track impact and validate design decisions.

- Google Analytics (GA4) – Organic traffic, engagement, conversions
- Search Console performance reports – Keyword movement over time
- Rank tracking tools – Monitor priority keywords by service and location

## **Methods Used**

### **1. Search Intent Analysis**

Mapped keywords to informational, navigational, or transactional intent to ensure each page matched what users were actually trying to do.

### **2. Competitive & Comparative Analysis**

Reviewed top-ranking healthcare and nonprofit sites to identify:

- Content depth expectations
- Page structure patterns
- SERP features (FAQs, local packs, featured snippets)

### **3. Content Gap Analysis**

Compared existing content against:

- High-volume search queries
- Required patient education topics

- Location-based service needs

This revealed missing pages, weak content areas, and opportunities for long-tail traffic.

#### **4. Information Architecture Review**

Evaluated whether the site's structure:

- Clearly communicated service offerings
- Supported internal linking and crawlability
- Matched user mental models

#### **5. Local SEO Audit**

Assessed:

- Location page completeness
- Consistency of NAP data
- Google Business Profile optimization

#### **6. E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness Evaluation- Healthcare-Specific)**

Reviewed content for:

- Clinical credibility
- Clear authorship and trust signals
- Accurate, patient-friendly language

#### **7. Prioritization Framework**

Used an effort vs. impact matrix to sequence recommendations into a realistic roadmap rather than a massive to-do list.