

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

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.