

SEO Audit Report

Crossroads Urgent Care

Ellicott City, MD · Sample Redacted Report

OVERALL SEO HEALTH	LOCAL SEO SCORE	TECHNICAL SCORE	CONTENT SCORE
42/100	38/100	61/100	29/100

AUDIT DATE June 2026	AUDIT TYPE Full SEO Audit (six-pillar framework)
PREPARED BY Travis Spence, RN, BSN	PRACTICE TYPE Independent Urgent Care

SAMPLE REPORT: CONFIDENTIAL DATA REDACTED.
This document is a representative sample created for portfolio purposes. Practice name, address, and identifying details are fictional. Metric values are representative of common findings in urgent care clinic audits and are based on data representative of real findings.

Executive Summary

Overview

Crossroads Urgent Care presents a significant opportunity for organic search growth. This audit identified 14 actionable issues across six SEO pillars. The most critical gaps are concentrated in Local SEO and Content, two areas where a clinically-credentialed SEO specialist can deliver outsized impact. With targeted improvements, the priorities in this report target improved Local 3-Pack visibility for core walk-in urgent care queries in the Ellicott City market. Actual timelines and results vary with competition and how quickly the fixes are implemented.

The six pillars at a glance

1. Technical SEO & Site Health: Core Web Vitals, mobile usability, indexing, schema	NEEDS WORK
2. On-Page SEO & Content: E-E-A-T signals, service pages, title tags, content gaps	CRITICAL
3. Google Business Profile: categories, posts, photos, reviews, booking link	CRITICAL
4. Local Citations & NAP Consistency: directory listings, name/address/phone accuracy	NEEDS WORK
5. Backlinks & Domain Authority: referring domains, local authority links, toxic links	NEEDS WORK
6. AI Search Visibility: presence in ChatGPT, Google AI Overviews, and answer engines	NOT VISIBLE

Current Performance Snapshot

Metric	Current Value	Benchmark (Top 3 Competitors, est.)	Gap
Monthly Organic Clicks	312	1,400 to 2,800	-76%
Total Keywords Ranking	47	180 to 340	-74%
Keywords in Positions 1 to 3	3	22 to 48	-87%
Keywords in Positions 4 to 10	11	60 to 110	-82%
Avg. Click-Through Rate	2.1%	4.5 to 7.2%	Below avg.
Mobile Usability Errors	6 pages	0	Fix required

Your own traffic and engagement figures (clicks, CTR, ranking keywords, on-page engagement) are measured in Google Search Console and GA4 once the client grants access. Competitor benchmarks are third-party estimates (Ubersuggest): directional, not exact.

Top 5 Priority Recommendations

These are your highest-impact, lowest-effort wins. Address these first before tackling longer-horizon improvements.

1 Optimize & Complete Google Business Profile	HIGH IMPACT / QUICK WIN
GBP is missing 4 service categories, has no posts in 90+ days, and photos are limited to 3. These gaps directly suppress Map Pack visibility.	

2 Fix 6 Mobile Usability Errors **HIGH IMPACT / QUICK WIN**

A Lighthouse / PageSpeed Insights scan flagged clickable elements too close together and text too small to read on 6 pages. Mobile-first indexing means these hurt overall rankings, not just mobile.

3 Add Author Credentials & E-E-A-T Signals to All Content Pages **HIGH IMPACT / MODERATE EFFORT**

Zero content pages have an author byline, credentials, or date. On YMYL medical content, Google explicitly looks for these signals. Competitors outranking you have physician or RN bylines on every page.

4 Create Dedicated Service Pages for Top 8 Conditions Treated **HIGH IMPACT / MODERATE EFFORT**

The site has one generic 'Services' page. There are no individual pages for strep throat, UTI, laceration repair, sports physicals, or X-ray services, all high-intent urgent care search terms.

5 Resolve 23 NAP Inconsistencies Across Local Directories **MEDIUM IMPACT / QUICK WIN**

BrightLocal found 23 citation entries with address or phone number mismatches across Yelp, Healthgrades, WebMD, and Vitals. Inconsistent NAP data is a known local ranking suppressor.

Technical SEO & Site Health

Technical SEO forms the foundation that allows search engines to find, crawl, and index your site. Issues here suppress rankings across all other content, regardless of quality.

Core Web Vitals

Metric	Mobile	Desktop
Largest Contentful Paint (target < 2.5s)	4.2s FAIL	2.1s PASS
Interaction to Next Paint (target < 200ms)	280ms FAIL	90ms PASS
Cumulative Layout Shift (target < 0.1)	0.18 FAIL	0.04 PASS
Overall Performance Score (90+ good)	48/100 POOR	71/100 NEEDS WORK
Accessibility Score (90+ good)	62/100 POOR	65/100 POOR

Clinical analogy: A slow-loading healthcare website is like a waiting room with no intake process. Patients leave before they even see a provider. Industry research consistently links slower mobile load times to lower conversion rates.

Mobile LCP Failing: Largest Image Unoptimized HIGH

Finding: The hero image on the homepage (crossroads-hero-banner.jpg, 1.4MB) is not compressed or served in next-gen format (WebP). This single file accounts for 2.3s of the 4.2s LCP on mobile.

Business impact: Mobile LCP failure directly suppresses rankings in Google's mobile-first index. With the majority of urgent care searches occurring on mobile, this is likely costing patient walk-ins.

Recommendation: Compress hero image to WebP format (target < 150KB) using a free tool like Squoosh.app. Implement lazy loading on below-fold images. This alone should remove most of the image-driven LCP delay on mobile.

6 Pages with Mobile Usability Errors HIGH

Finding: A Lighthouse / PageSpeed Insights scan, cross-checked against the Screaming Frog crawl, flagged 6 pages for clickable elements too close together and text too small to read on mobile. Affected pages include the Services page, Insurance page, and 4 blog posts.

Business impact: Poor mobile usability suppresses rankings in Google's mobile-first index, so patients searching on their phones are less likely to find these pages, the exact scenario that drives urgent care walk-ins.

Recommendation: Increase tap target sizes to minimum 48x48px on all CTAs and nav links. Set body font to minimum 16px on mobile. Submit for re-indexing in GSC after fixes. Fix timeline: 2 to 4 hours for a developer.

Missing Schema Markup: MedicalClinic Structured Data MEDIUM

Finding: The site has no structured data implemented. Competitors in positions 1 to 3 all use MedicalClinic and LocalBusiness schema with openingHoursSpecification, geo coordinates, and accepted insurance fields populated.

Business impact: Without schema, Google cannot generate rich results (star ratings, hours, accepted insurance) in search snippets. Rich results can improve click-through from search results, particularly for healthcare queries where visible hours and ratings influence the click.

Recommendation: Implement MedicalClinic JSON-LD schema on the homepage and contact page. Include: name, address, telephone, openingHoursSpecification, priceRange, and medicalSpecialty. Validate using Google's Rich Results Test (free).

No XML Sitemap Submitted to Google Search Console MEDIUM

Finding: No sitemap has been submitted to GSC. Screaming Frog crawl found 31 indexable pages; GSC reports only 18 pages in the index. 13 pages are not being crawled or indexed.

Business impact: 13 unindexed pages, potentially including service pages and blog content, are invisible to Google and generating zero organic traffic.

Recommendation: Generate an XML sitemap (free via Yoast if on WordPress, or xml-sitemaps.com). Submit via Google Search Console. Review crawl errors in the GSC Coverage report and resolve any redirect chains. Fix timeline: 1 to 2 hours.

On-Page SEO & Content

For healthcare websites, Google's Quality Rater Guidelines classify medical content as 'Your Money or Your Life' (YMYL), meaning the bar for content quality, accuracy, and author credibility is significantly higher than for non-medical sites. E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) signals are not optional for ranking in this vertical.

Keyword Ranking Snapshot

Keyword	Current Rank	Monthly Searches (Local)	Opportunity
urgent care ellicott city	14	880	HIGH: page 2
walk in clinic ellicott city	Not ranking	590	HIGH: not indexed
urgent care near me	Not ranking	2,400+	COMPETITIVE: needs GBP
strep throat treatment ellicott city	Not ranking	320	HIGH: no service page
UTI treatment walk in	Not ranking	260	HIGH: no service page
sports physical ellicott city	Not ranking	210	HIGH: no service page
urgent care open now	Not ranking	1,100+	GBP-dependent
urgent care x-ray near me	31	390	MEDIUM: thin content

No Author Credentials or E-E-A-T Signals on Any Content Page HIGH

Finding: All 7 existing blog posts and all service pages lack author bylines, credentials, publication dates, or citations. In contrast, the top 3 ranking competitors all feature physician or RN-authored content with credentials displayed prominently.

Business impact: Google's YMYL scoring penalizes medical content without verifiable author expertise. This is the single largest content gap preventing this site from ranking competitively on any healthcare query.

Recommendation: Add an author bio box to all content pages with name, credentials (MD/RN/PA), and a 2 to 3 sentence background. Add publication and last-reviewed dates. Cite at least 2 authoritative sources per page (CDC, Mayo Clinic, ACEP). Consider engaging a clinical content partner to write or review future posts.

No Individual Service Pages: 8 High-Intent Conditions Untargeted HIGH

Finding: The site uses a single 'Services' page listing all conditions in a bulleted list with no unique content per condition. Patients searching for 'strep throat treatment Ellicott City' or 'UTI walk in clinic' land on a generic page that does not match their search intent. In GA4, the Services page shows a 74% bounce rate, well above the site average, which confirms the mismatch.

Business impact: Each missing service page represents lost traffic from patients with specific, high-intent queries, the patients most likely to walk in. Competitors ranking for these condition-plus-location terms are capturing visits this site currently cannot.

Recommendation: Create individual landing pages for the top 8 conditions: strep throat, UTI, lacerations/wound care, sports physicals, flu treatment, ear infection, fracture/X-ray, and occupational health. Each page should be 600 to 900 words, symptom-first language, authored by a licensed clinician, and optimized for local plus condition keyword combinations.

Title Tags and Meta Descriptions Missing or Duplicate on 9 Pages MEDIUM

Finding: Screaming Frog crawl identified 4 pages with missing title tags, 5 pages with duplicate title tags, and 11 pages with meta descriptions over 160 characters (will be truncated in search results). The homepage title is 'Crossroads UC | Home', missing location and missing primary keyword.

Business impact: Missing and duplicate title tags suppress CTR in search results and send confusing relevance signals to Google. A homepage title without location or service keywords is invisible to local search queries.

Recommendation: Rewrite all title tags using the formula [Primary Keyword] + [Location] + [Brand], e.g. 'Urgent Care in Ellicott City, MD | Crossroads Urgent Care.' Keep under 60 characters. Write unique meta descriptions for all pages (under 155 characters) with a clear call-to-action.

Google Business Profile

For urgent care clinics, the Google Business Profile is the highest-ROI local asset available. Most urgent care patient searches include 'near me' or a specific location qualifier, and the Google Local 3-Pack (Map Pack) captures the majority of clicks for these queries. Profile completeness, category accuracy, and review activity are the levers that decide Map Pack placement.

Google Business Profile Audit

GBP Element	Status	Notes
Business Name	Correct	Matches website
Address / NAP	Issues Found	23 directory mismatches detected
Phone Number	Correct	Consistent
Primary Category	Suboptimal	'Medical Clinic', should be 'Urgent Care Center'
Additional Categories	Missing	No secondary categories (recommend: Walk-In Clinic, Emergency Room)
Hours of Operation	Present	Holiday hours not populated
Services Listed	Incomplete	Only 4 of 12 available service slots filled
Photos	Minimal	3 photos, competitors average 28 to 47
GBP Posts	Inactive	Last post: 94 days ago (algorithm penalizes inactivity)
Reviews: Quantity	Below avg.	31 reviews, competitors average 89 to 214
Reviews: Response Rate	Poor	Only 4 of 31 reviews have an owner response
Q&A Section	Empty	No questions answered, missed trust signal
Booking / Appointment Link	Missing	High-conversion feature not utilized

GBP Primary Category Wrong: 'Medical Clinic' Instead of 'Urgent Care Center' HIGH

Finding: The primary GBP category is set to 'Medical Clinic.' The correct category for urgent care is 'Urgent Care Center,' a distinct Google category that triggers Map Pack visibility for 'urgent care near me' and 'walk-in clinic' queries. All 3 top-ranking local competitors use 'Urgent Care Center' as their primary category.

Business impact: The wrong primary category is likely the single biggest reason this practice does not appear in the Map Pack for 'urgent care near me', the highest-volume local search term available. This is a 5-minute fix with potentially significant impact.

Recommendation: Log into Google Business Profile. Change the primary category to 'Urgent Care Center.' Add secondary categories: 'Walk-In Clinic,' 'Emergency Care Physician,' and 'Occupational Health Service.' Changes typically take 3 to 7 days to reflect in rankings.

Review Velocity and Response Rate Below Market Average MEDIUM

Finding: This practice has 31 reviews with a 4.1-star average. Competitor A has 214 reviews (4.6 stars); Competitor B has 89 reviews (4.4 stars). Only 4 of 31 reviews have an owner response. Zero negative reviews have been addressed publicly. New review rate: approximately 1 to 2 per month.

Business impact: Review quantity, recency, and owner response rate are weighted Local SEO ranking factors. Practices with 100+ reviews and consistent responses consistently outrank practices with fewer, unresponded reviews, regardless of other SEO work.

Recommendation: Implement a post-visit review request workflow (text or email within 2 hours of visit). Respond to all reviews within 48 hours, especially negative ones. Set a target of 8 to 10 new reviews per month. Respond to all 27 unresponded existing reviews this week.

Local Citations & NAP Consistency

Google cross-references your name, address, and phone number (NAP) across the web to validate that your practice is legitimate and located where it claims to be. Inconsistent or outdated listings split that trust signal and suppress Map Pack eligibility, even when the Google Business Profile itself is well optimized.

23 NAP Inconsistencies Across Local Directories HIGH

Finding: BrightLocal identified 23 citation listings with data inconsistencies. Key issues: suite number missing from Healthgrades and Vitals listings (shows '8400 Crossroads Blvd' vs. website '8400 Crossroads Blvd, Suite 104'); an old phone number (410-555-0182) still active on 7 directory listings including Yelp and WebMD.

Business impact: NAP inconsistency is a confirmed local ranking factor. Conflicting information reduces local authority scores and suppresses Map Pack eligibility. Patients who call the old number also reach a dead end, costing visits directly.

Recommendation: Correct all citations to match the website exactly: full address with suite number, current phone number. Priority platforms to fix first: Google, Yelp, Healthgrades, WebMD, Vitals, Facebook, Bing Places. Use BrightLocal's citation tracker to monitor going forward.

Citation Health Summary

Directory Tier	Listings Found	Consistent	Need Correction
Primary (Google, Yelp, Bing, Facebook)	4	1	3
Healthcare (Healthgrades, WebMD, Vitals, Zocdoc)	9	2	7
General & local directories	18	5	13

Counts are representative of typical findings for an independent clinic that has changed phone numbers or suite numbers without updating listings.

Backlinks & Domain Authority

Backlinks from authoritative external websites signal trust and relevance to Google. For local healthcare, quality matters far more than quantity. A single link from a local hospital system, chamber of commerce, or health department carries substantially more value than dozens of generic directory links.

Backlink Profile Summary

Metric	This Site	Competitor A	Competitor B
Total Referring Domains	14	67	43
Domain Authority Score	18/100	34/100	29/100
Healthcare-Specific Links	2	18	11
Local / Geographic Links	3	22	14
Toxic / Spammy Links	1 detected	0	0
Avg. Link Quality Score	Low	Medium-High	Medium

Low Domain Authority: Significant Link Gap vs. Competitors MEDIUM

Finding: Domain Authority of 18 vs. a competitor average of 31.5. Only 14 referring domains vs. a competitor average of 55. The site lacks links from any local health organizations, the Howard County Chamber of Commerce, or any hospital or health system in the area, all of which competitors have secured.

Business impact: Domain authority is a third-party estimate of link strength, not a Google ranking factor itself. The link gap it reflects, roughly 13 points below competitors here, still makes it harder to outrank them on competitive keywords regardless of on-page quality.

Recommendation: Priority link targets: (1) Howard County Chamber of Commerce member directory; (2) Howard County Health Department community resources page; (3) local school district athletic pages for sports physicals; (4) Nextdoor business listings; (5) local news coverage of health topics (offer as an expert source). Target: 6 to 8 quality local links over 90 days.

1 Toxic Link Detected: Disavow Recommended LOW

Finding: One referring domain flagged as a likely link farm or spam network. The link appears to be from a foreign pharmacy directory with no legitimate connection to this business.

Business impact: Toxic links can trigger manual or algorithmic penalties from Google. While one link is unlikely to cause major harm, it should be addressed before any link-building campaign begins.

Recommendation: Export the toxic domain and submit a disavow file to Google Search Console. Takes 4 to 8 weeks to process. Monitor the GSC Manual Actions report monthly going forward.

AI Search Visibility

Patients increasingly ask ChatGPT, Google's AI Overviews, Gemini, and Perplexity where to go for care before they ever see a traditional results page. These answer engines pull from structured data, well-cited content, and consistent business information. A clinic that is invisible to them loses the patient before the search even reaches Google's blue links.

Clinic Not Surfaced in AI Answers for Core Local Queries HIGH

Finding: Across representative prompts such as 'urgent care in Ellicott City,' 'where can I get a strep test near Ellicott City tonight,' and 'walk-in clinic Howard County,' the practice did not appear in ChatGPT or Google AI Overview responses. Competitors with structured data and clinician-authored content were named and linked in those same answers.

Business impact: AI answer engines often return a short list of named options. Absence from that list removes the practice from consideration before the patient compares clinics, a loss that traditional rank tracking does not capture.

Recommendation: The same fixes that improve traditional rankings also feed AI answers: MedicalClinic schema, consistent NAP, and clinician-authored, well-cited content. Prioritize the schema and E-E-A-T work in Pillars 1 and 2, which do double duty here.

No Structured Q&A or FAQ Content for AI Extraction MEDIUM

Finding: The site has no FAQ sections, no FAQPage schema, and no plain-language answers to common patient questions (wait times, insurance accepted, conditions treated, X-ray availability). Answer engines preferentially extract concise, clearly structured question-and-answer content.

Business impact: Without extractable answers, the practice cannot be cited as a source when patients ask AI tools practical pre-visit questions, the exact moment a clinic can win or lose a walk-in.

Recommendation: Add a clinician-reviewed FAQ to the homepage and each service page covering insurance, hours, walk-in policy, and conditions treated. Mark it up with FAQPage schema. Keep answers factual, specific, and under 3 sentences each.

Inconsistent Business Data Weakens AI Confidence LOW

Finding: The NAP inconsistencies documented in Pillar 4 and the missing schema in Pillar 1 also reduce the confidence AI systems place in the practice's basic facts (hours, location, services), making them less likely to recommend it.

Business impact: AI tools err toward businesses whose details they can verify across multiple consistent sources. Conflicting data is a reason to omit the practice entirely.

Recommendation: Resolving the citation and schema issues elsewhere in this report will compound here. No separate workstream is required beyond verifying that hours, address, and services match across the website, GBP, and primary directories.

AI-visibility findings reflect representative results from sample prompts and illustrate the pillar's methodology for this portfolio sample.

Priority + Effort Matrix

Use this matrix to sequence your implementation. Start with Quick Wins (high impact, low effort) to build momentum and demonstrate early results before tackling larger projects.

Recommendation	Impact	Effort	Timeline	Tool Needed
Fix GBP primary category to 'Urgent Care Center'	High	Low (5 min)	This week	GBP
Fix 6 mobile usability errors	High	Low (2-4 hrs)	This week	Lighthouse + dev
Resolve 23 NAP citation inconsistencies	High	Low (2-3 hrs)	Week 1-2	BrightLocal
Respond to all 27 unresponded GBP reviews	Medium	Low (1-2 hrs)	This week	GBP
Submit XML sitemap to GSC	Medium	Low (30 min)	This week	GSC
Add booking/appointment link to GBP	Medium	Low (15 min)	This week	GBP
Add clinician-reviewed FAQ + FAQPage schema	Medium	Low (2-3 hrs)	Week 1-2	Manual + dev
Rewrite title tags and meta descriptions	High	Med (3-4 hrs)	Week 2	Screaming Frog
Implement MedicalClinic schema markup	High	Med (2-3 hrs)	Week 2-3	GSC + dev
Add E-E-A-T signals to all existing content	High	Med (4-6 hrs)	Week 2-4	Manual
Optimize and add GBP photos (target 25+)	Medium	Med (2-3 hrs)	Week 2-4	GBP
Compress and optimize all images (WebP)	High	Low (1-2 hrs)	Week 1	Squoosh (free)
Create 8 individual service/condition pages	High	High (8-16 hrs)	Month 2	Clinical writer
Launch review request workflow (post-visit)	High	High (ongoing)	Month 2	Email/SMS tool
Build 6-8 local authority backlinks	Medium	High (ongoing)	Month 2-3	Manual outreach

Implementation Checklist

Use this checklist to track completion. Items are sequenced for maximum impact. Quick Wins should be completed in the first 5 to 7 business days.

QUICK WINS: COMPLETE IN WEEK 1

- ☐ Change GBP primary category from 'Medical Clinic' to 'Urgent Care Center'
- ☐ Add secondary GBP categories: Walk-In Clinic, Emergency Care Physician
- ☐ Add appointment/booking link to GBP
- ☐ Compress homepage hero image to WebP (use Squoosh.app, free)
- ☐ Submit XML sitemap to Google Search Console
- ☐ Respond to all 27 unresponded GBP reviews
- ☐ Submit disavow file for 1 toxic backlink via GSC

TECHNICAL FIXES: COMPLETE IN WEEKS 2-3

- ☐ Fix 6 mobile usability errors (tap targets + font sizes), submit for re-indexing
- ☐ Rewrite all title tags (formula: Keyword + Location + Brand, <60 chars)
- ☐ Rewrite all meta descriptions (unique, <155 chars, CTA included)
- ☐ Implement MedicalClinic JSON-LD schema on homepage and contact page
- ☐ Validate schema with Google Rich Results Test (free)
- ☐ Fix redirect chains found in Screaming Frog crawl
- ☐ Update all internal links to use HTTPS (12 flagged as HTTP)

CONTENT & E-E-A-T: COMPLETE IN WEEKS 2-4

- ☐ Add author bio with credentials (Name, RN/MD/PA, background) to all 7 blog posts
- ☐ Add publication date + last-reviewed date to all content pages
- ☐ Add 2+ authoritative citations (CDC, Mayo Clinic, ACEP) to each health content page
- ☐ Update homepage meta title to include 'Urgent Care Ellicott City'
- ☐ Update Services page with individual anchor links and 100-word summaries per service
- ☐ Add trust signals to homepage: credentials, years in business, accepted insurance logos

AI SEARCH VISIBILITY: COMPLETE IN WEEKS 2-4

- ☐ Add clinician-reviewed FAQ to homepage and each service page (insurance, hours, walk-in policy, conditions)
- ☐ Mark up FAQs with FAQPage schema
- ☐ Verify hours, address, and services match across website, GBP, and primary directories
- ☐ Re-test core local prompts in ChatGPT and Google AI Overviews after fixes ship

LOCAL SEO: COMPLETE IN MONTH 2

- ☐ Correct all 23 NAP inconsistencies across directories (priority: Yelp, Healthgrades, WebMD, Vitals)
- ☐ Add 22+ photos to GBP (exterior, interior, staff, equipment, no patient photos)
- ☐ Populate GBP holiday hours for remainder of year
- ☐ Fill all 12 available GBP service slots
- ☐ Populate GBP Q&A with 5 to 7 common patient questions and answers
- ☐ Launch post-visit review request (text or email within 2 hours of discharge)
- ☐ Begin GBP weekly posting schedule (health tips, seasonal content)

CONTENT CREATION: MONTH 2-3

- ☐ Create individual service page: Strep Throat Treatment
- ☐ Create individual service page: UTI Walk-In Treatment
- ☐ Create individual service page: Sports Physicals
- ☐ Create individual service page: Laceration / Wound Care
- ☐ Create individual service page: Flu Treatment & Testing
- ☐ Create individual service page: Ear Infection Treatment
- ☐ Create individual service page: Fracture Care & X-Ray
- ☐ Create individual service page: Occupational Health Services
- ☐ All pages: 600 to 900 words, symptom-first language, RN/MD byline, 2+ citations

AUTHORITY BUILDING: MONTH 2-3

- ☐ Submit to Howard County Chamber of Commerce business directory
- ☐ Contact Howard County Health Department re: community resource listing
- ☐ Reach out to local schools re: sports physical provider listing
- ☐ Create Nextdoor Business page and verify listing
- ☐ Identify 2 local news contacts for expert source outreach
- ☐ Monitor new backlinks monthly in Ubersuggest

About Spence Clinical Content

Spence Clinical Content provides SEO audits and medical content writing exclusively for healthcare practices. Unlike generalist SEO agencies, every audit and piece of content is produced by a licensed registered nurse with over 12 years of emergency department experience, ensuring clinical accuracy, YMYL compliance, and the E-E-A-T signals that Google's algorithm requires for healthcare content to rank.

Why clinical credentials matter for your SEO: Google's Quality Rater Guidelines explicitly evaluate medical content for author expertise and real-world experience. Content written or audited by a licensed clinician satisfies these standards in a way that generic SEO content cannot. This positions the practice for the author-expertise and real-world-experience signals Google's Quality Rater Guidelines reward.

Credential / Experience	Relevance to Your SEO
Licensed RN, BSN, 12+ years active practice	E-E-A-T author signals, YMYL compliance
Emergency & urgent care setting, 12+ years	Urgent care, high-acuity condition content expertise
Clinical content auditing & E-E-A-T assessment	Identifies accuracy gaps generic SEO tools miss
Google Search Console certified workflows	Audit methodology based on GSC and professional tool stack
Healthcare SEO audit methodology	Six-pillar framework: Technical, On-Page & Content, Google Business Profile, Local Citations, Backlinks, AI Search Visibility

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All data in this sample is representative of common findings in urgent care clinic audits. Practice name and identifying details are fictional.