

SEO Success:

4 New Rules for Health and Wellness Content Marketing



By Brian Stanton

SEO Success: 4 New Rules for Health and Wellness Content Marketing

Proven strategies for getting your health and wellness content ranked on the FIRST PAGE of Google Search.

Discover how to:

- Publish health-related content that won't get buried by Google
- Avoid common SEO blunders (including a huge mistake I see *everyone* making)
- Choose the right topics and keywords to target
- Build trust with credible content
- Drive more traffic, engagement, comments, and social shares

If your health brand is just starting out ... or your content is consistently buried by Google ... or your traffic and engagement displeases you -- I think you'll find value here.



Who am I?

I'm Brian Stanton, a freelance writer who helps health and wellness companies (including major brands like Perfect Keto and Thrive Market) create compelling SEO content.

Here are some bullet points on my SEO resume (as of June 2019):

- My article [“Does Caffeine Really Stimulate Fat Loss?”](#) ranks #1 on Google for “caffeine fat loss” and “caffeine fat burning”
- Google [“whey protein keto”](#) or [“keto postworkout foods”](#) and my long-form articles are both ranked first
- I wrote [an article on meditation](#) with over 8,000 shares and 124,000 views

I have more examples, but this guide isn't about me. It's about helping you achieve SEO success.

Let's get started.

One Million Health Blogs

The blogging platform Tumblr currently hosts 471.5 million blogs[*]. Double that number, and you have a rough estimate for total blogs on the internet:

One billion blogs.

If just 0.1% of these blogs are related to health and wellness, that's still... wait for it ...

One million health blogs. All competing for 10 spots on the first page of Google Search.

The struggle to secure these spots, get more clicks, and ultimately drive more business is called search engine optimization, or SEO.

From a technical perspective, SEO is complicated. Even the brilliant folks at Google can't hope to understand -- in precise terms -- how their PageRank algorithm works.

Complicated, but essential. SEO is how people find you. They search for something related to your brand, and presto: there's your content!

Luckily, you needn't be a computer wiz to master SEO and kick your content marketing plan into gear.

Keep reading. I'll show you how.

Rule #1: Keep It Fresh

Here's how many health and wellness brands approach SEO content creation:

1. Choose blog topic based on high-traffic keyword
2. Identify top-ranking articles for that keyword
3. Outline and write an article *eerily similar* to top-ranking articles
4. Publish rehashed content
5. Hope it ranks

This copy-the-competition strategy used to work like gangbusters. Until, of course, everyone started doing it. Now you have dozens of identical posts for every major search term.

Imagine being forced to read a dozen long-form articles on creatine. Same content, slightly different wording. By the end, you would be dying for something fresh.

Google is not blind to this need. They want you stimulated, not frustrated, by Google Search -- and they're always tweaking their algorithm to make things better.

This means the new SEO landscape will be ruled by creative content. To get on the first page, you have to keep it fresh.

“What you need to do is create a new, unique spin,” says New York Times best selling author and SEO expert Neil Patel. “You have to write about fresh stuff that people haven’t seen”[*].

Let me share a personal example.

Back in my early blogging days, I wrote an article called [Why I Stopped Eating Chicken and Fish Oils Every Day](#). I took a controversial stance: that excess omega 3s (fish oils) are just as bad as omega 6s.

I wasn't going for SEO. I was just sharing my uncommon thoughts on a niche topic.

Today, this article ranks second on Google for “chicken omega 6”, a high-traffic search term. It brings 500-1000 visitors to my site each month. All because I wrote something fresh.

Rule #2: Pick The Right Topic

By now you might be thinking: *Gee Brian, I'd love to publish fresh content, but all the good keywords have been staked out.*

You wouldn't be wrong. Most high-traffic keywords in the health and wellness industry have spawned hundreds -- if not thousands -- of blog posts. Google “fish oil benefits” and see for yourself.

If you're in the fish oil business, this can be disheartening. How does one compete with established juggernauts like Healthline and Dr. Axe? I see three ways:

1. **Challenge Goliath directly.** Focus on big-league keywords, but write completely different articles. For this to work, your content better sparkle. People better want to share it with their second cousin Carl who lives in Spokane, Washington.
2. **Go niche.** "Fish oil benefits for women", according to Google Keyword Planner, is a fairly high volume, low-competition keyword. Not even Healthline can cover *every* niche topic, and therein lies your opening.
3. **Ignore keywords and write what you want.** Last year I wrote [an article on fasting and DNA repair](#). I didn't bother with keyword research. I just wanted to nerd-out on the topic. Since publication, the post has brought thousands of folks (via organic search) to my site. We like it when that happens.

If you have a dedicated fan base, great. They will supercharge each of these tactics. Engagement is good for SEO. (But you knew that already).

Of the options, I like 2 and 3 best. It's hard to oust a king. Claim some new turf instead.

Rule #3: Do The Research

When it comes to publishing high-quality health content, the research phase is where the game gets won or lost.

I'm going to rant for a minute now. I can't help it.

Here's what many health writers call "research". Read Healthline or WebMD, skim a few PubMed abstracts, take a few notes, call it a day.

But this isn't research. It's a D+ effort on a middle school science project. No offense to middle schoolers.

There's no getting around it: to write about science, you must come face-to-face with actual, published science.

This means reading full texts (not just abstracts), looking up strange terms, biting your nails because you don't understand -- exactly -- how the liver turns blood sugar into

triglycerides. It means knowing the difference between *in vitro* and *in vivo* ... that correlation doesn't prove causation ... that animal results are NOT the same as clinical results.

These sound like small points, but they're not.

You must assume your readers are intelligent people. If they find an error in your content, what do you think they'll do?

They'll leave and never come back.

That's the thing about trust. It takes time to build, but you can lose it instantly.

There is no Easy Button for the research phase. It's a combination of search skills, background knowledge, reading comprehension, and note taking -- all of which, I believe, can be learned.

Rule #4: Publish High-Value Content

Keywords matter, but humans drive the SEO engine. If they don't derive value from your content, you'll lose them forever.

"Algorithms will never replace the value of a good idea or a compelling story," writes Luke Sullivan, bestselling author of [Hey Whipple, Squeeze This: A Guide To Creating Great Ads](#). "The more content there is the more valuable *good* content becomes."

In the health and wellness blogosphere, good content means good writing. Concise sentences, flowing transitions, the occasional burst of humor. **Make the reader smile and you've got a winner.**

Here's my point though. User experience (UX), social media, keyword research -- all that matters for SEO, but the backbone is writing. Writing that captures, delights, and engages that mythical creature known as the reader.

Get that handled, and the rest will handle itself.

Next Steps

Are there other ways to improve your health and wellness content marketing strategy? Definitely. But I picked these four rules because they're simple and can yield significant results.

Follow one and you'll be doing better than most. Follow them all and you'll be on your way to long-term SEO success.

Pick one and start working on it today, before the inspiration wears off.

And if you need writing help for your health brand, feel free to email me at brian@brianjstanton.com -- or just visit me online at www.brianjstanton.com.

To your SEO success,

-Brian

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