

Webinar:

How to Optimize Your Healthcare Website for AI



Preparing Your Healthcare Organization for the Future of Search

What we're going to cover:

1. How AI is changing patient search behavior
2. Building an AI-friendly website foundation
3. Content strategies that improve AI visibility
4. Tools for monitoring and optimizing AI performance



Intro: **Whitley Miller**

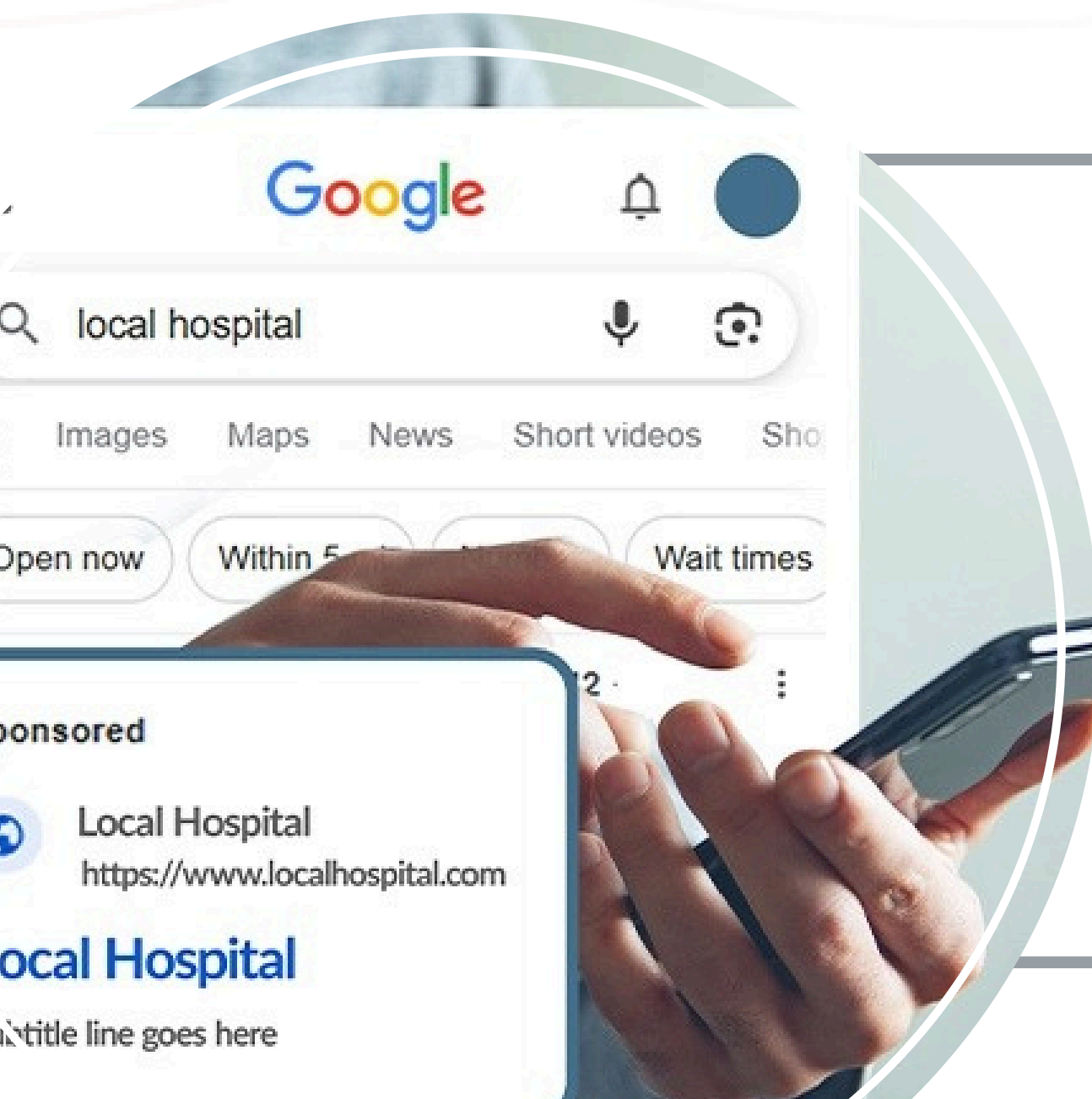
Whitley is a Digital Marketing Account Manager at Full Media. She has spent more than 11 years helping healthcare organizations grow their online presence, working with everything from patient acquisition and physician recruitment to B2B marketing and brand strategy.

At home in Gainesville, GA, she can be found reading or enjoying the North Georgia restaurant scene.



AI Is Changing How Patients Search

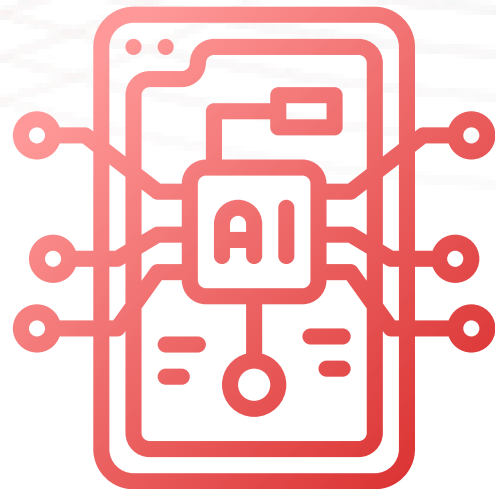
Artificial intelligence is reshaping how people discover healthcare providers, services and medical information.



Key Trends:

- AI-powered search experiences are becoming mainstream.
- Patients increasingly receive answers directly within search results.
- Search journeys are becoming more conversational and personalized.
- Healthcare organizations must adapt to maintain visibility and authority.

AI Is Changing How Patients Search



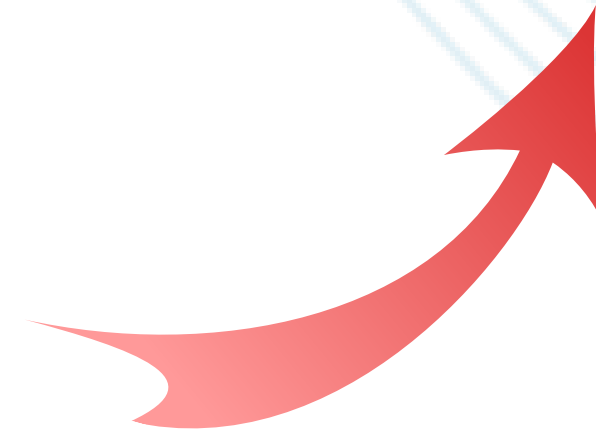
3.5B+

global users of AI
tools and assistants



6.5B

AI search queries
executed daily by
2027



300%+

growth in AI search
query volume year-
over-year

The Rise of Zero-Click Search

More Answers, Fewer Clicks

Search engines increasingly provide answers without requiring users to visit a website.

What this means:

- Traditional organic click-through rates are declining.
- AI Overviews and direct answers satisfy many patient questions.
- Visibility now matters beyond website traffic.
- Healthcare brands must become trusted sources that AI systems cite and reference.

Takeaway:

Success is no longer measured solely by clicks. It's measured by visibility and influence across AI-powered search experiences.

60%+
of searches now
end without a click

AI Search Is Growing... But Search Engines Still Matter

While AI search is growing rapidly, traditional search engines continue to drive the majority of website traffic.



Key Points:

- Billions of searches occur daily across Google and other search engines.
- Search traffic remains one of the most valuable acquisition channels for healthcare organizations.
- AI optimization complements SEO, it doesn't replace it.
- The strongest strategy combines SEO and GEO (Generative Engine Optimization).

Remember:

Build for users, search engines and AI assistants.

Building an AI-Friendly Healthcare Website

The same factors that help search engines understand your website also help AI systems understand and trust it.



Focus Areas:

- Technical SEO
- Site performance
- Crawlability
- Structured data
- Accessibility
- Content organization

Intro:

Rachael Sauceman

Rachael is the Director of Strategy at Full Media, a healthcare digital marketing agency.

Rachael has spent 13 years in the digital marketing industry, with 10 of those focused on healthcare. She's a native of Chattanooga, TN, a local food lover and a travel & nature enthusiast.



Improve Site Speed

Faster Websites Win

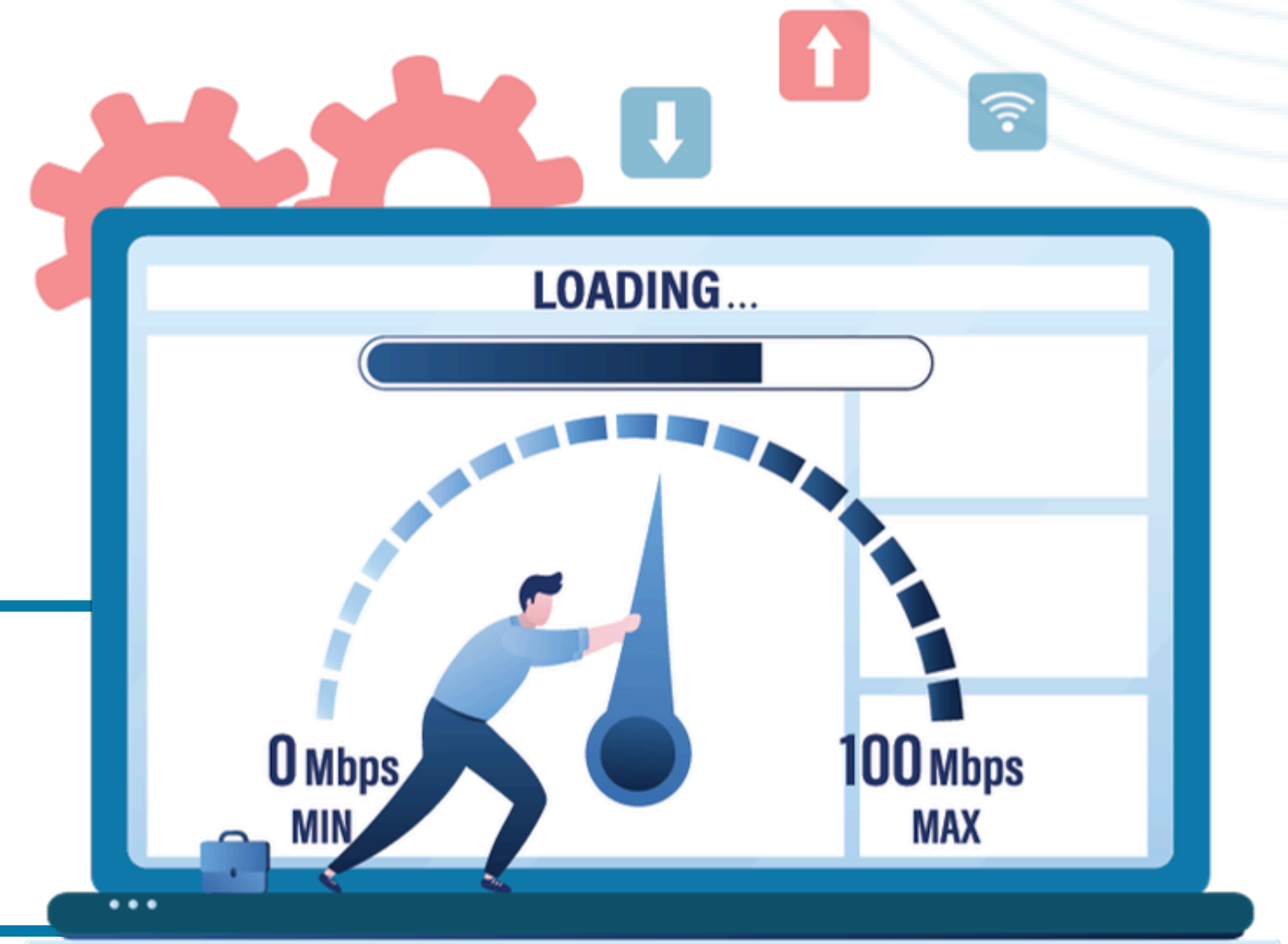
AI systems and search engines prioritize fast, efficient experiences.

Why It Matters:

- Slow pages create poor user experiences.
- AI crawlers may spend less time on slow websites.

Goal:

Pages should load in under two seconds whenever possible.



Improve Site Speed

Recommended Actions:



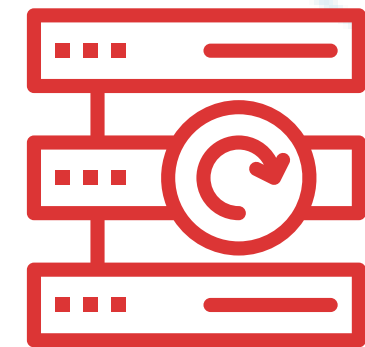
Optimize
images



Reduce
unnecessary
scripts



Improve
Core Web
Vitals



Leverage
caching and
CDNs

Review Bot Access and Crawlability

Make It Easy for AI to Access Your Content

Many organizations unintentionally restrict AI and search crawlers.

Checklist:

- ✓ Review robots.txt settings
- ✓ Identify blocked AI crawlers
- ✓ Allow reputable search and AI bots
- ✓ Eliminate unnecessary crawl barriers
- ✓ Maintain clean, organized code

Question to Ask:

Can AI systems easily discover and understand your content?

Implement Schema

Help AI Understand Your Content & Context

A strong, methodical approach to structured data can help improve your mentions and your appearance in AI and Google's AI Overviews.

Schema.org examples:

- Physician
- MedicalCondition
- MedicalClinic
- Hospital
- Review
- FAQ



Optimize Open Graph Tags

Control How Content Is Shared and Understood

Open Graph tags help influence how your content appears in AI and in Google's AI overviews.

Why use open graph tags?

- Improve social sharing appearance
- Help AI systems understand page topics
- Impact the appearance of mentions in AI



Include:

- Titles
- Descriptions
- Images



Optimizing Your Website Content

Structure Content for Humans and AI

Well-organized content improves accessibility, SEO and AI visibility.



What we'll cover:

- E-E-A-T
- Q&A formats
- Bite-sized answers

AI systems often extract content directly from well-structured sections.

What AI Looks for in Content

Be the Source, Not the Summary

AI models are increasingly looking for credible, authoritative sources.

Demonstrate E-E-A-T:

- **E**xperience
- **E**xpertise
- **A**uthoritativeness
- **T**rustworthiness



Healthcare Opportunities:

- Physician-authored content
- Clinical expertise
- Original research
- Patient success stories
- Local healthcare insights



Use Q&A Content Formats

Match How Patients Search

Patients increasingly search using natural-language questions.

Examples:

- What causes migraines?
- When should I see a cardiologist?
- How do I prepare for a colonoscopy?



Content Opportunities:

- FAQs
- Physician Q&A pages
- Conditions
- Procedures



Create Bite-Sized Answers

AI-generated responses often rely on concise, clearly written explanations.

Tips:

- Include summary sections
- Define terms clearly
- Keep key explanations concise

Think:

“What would be the perfect 2-3 sentence answer?”



Monitoring AI Visibility

You Can't Optimize What You Don't Measure.

Traditional SEO metrics alone won't tell the full story.



Healthcare organizations need new ways to understand how AI platforms reference their brands and content.

What AI Monitoring Tools Do

New Analytics for a New Search Landscape



AI visibility tools help organizations understand:

- How often they're mentioned by AI platforms
- Which prompts generate brand mentions
- Competitive visibility
- Citation frequency
- Emerging opportunities

How Full Media Can Help

AI-Ready Websites

Two website options: Enterprise Websites & ReadySites

We build websites with a strong framework and tools that help with both SEO and AI optimization, including:

- Simple, clean code
- Tested and optimized for page load speed
- Digital accessibility best practices
- Schema built-in on key pages, with templates available for non-standard pages
- Easily to configure open graph tags



How Full Media Can Help

AI Digital Marketing Services



SEO
AI Optimization (GEO)
Content Marketing



Technical Optimization
Analytics & Reporting
AI Visibility Monitoring

Helping healthcare organizations stay visible across search engines
and AI-powered experiences.



Questions?



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Get Started Today

Free AI Visibility Report

Full Media can help your healthcare organization improve visibility in both traditional search and AI-powered search experiences.

Schedule a time to discuss our solutions or request a proposal:

fullmedia.com/contact/