CFRU Search Optimization – Urethral Stricture

Strategy and Recommended Page Modifications

SUMMARY OF CHALLENGE

Cenerforreconstructiveurology.com performed well in search when it was originally created but has slipped as the demands of search have evolved over the years. It's time for a course correction. The correction must be addressed through both on-page and off-page SEO (read about the difference HERE). Off-page SEO focuses holistically on improving domain authority. Cenerforreconstructiveurology.com's domain authority is currently at 46. The domain authority for the top ranking sites when searching "urethral stricture" are:

https://www.mayoclinic.org – 92
https://my.clevelandclinic.org – 85
https://www.urologyhealth.org – 63
https://medlineplus.gov – 89
https://www.medicinenet.com – 87
http://urology.ucla.edu – 90
https://emedicine.medscape.com – 90
https://www.ncbi.nlm.nih.gov – 95
https://en.wikipedia.org – 98
https://www.healthline.com – 90

It's clear from this list that off-page SEO will be critical for improving domain authority and ranking. This document however provides proposed remedies for on-page SEO which is an important first step.

Why focus on the urethral stricture section? Treatment for the urethral stricture condition is one of the main services performed at the Center for Reconstructive Urology. For this reason, it's critically important for the search term "urethral stricture" and its long tail variations to rank high in search.

PROPOSED STRATEGY

A. Identify Keyphrases

We are working with existing content. Keyphrase research therefore amounts to identifying the keyphrase(s) that match well to the existing content, then adjusting content and meta tags to integrate and highlight the keyphrases. Edits must feel natural and user-friendly. Information about how best to choose keyphrases can be found HERE. We'll be using the Moz Keyword Explorer to identify keyphrase opportunities.

B. Optimize For Keyphrases

Once keyphrases are identified and matched to pages, make page-by-page adjustments. The following is a list of page-specific components that may need to be updated.

1. SEO Title (title tag) – This is the title that appears in the search results. Info and best practices can be found HERE. This is critical for SEO but also must be inviting to get users to click. The SEO title must match what's on the page so users don't bounce. Max length is between 50 to 60 characters. When space allows use the business name as the secondary element. Use a pipe "|" as a separator rather than a hyphen.

2. Meta Description – If well written, this becomes the description snippet that appears in search results. Writing best practices can be found [HERE](). These do not directly contribute to ranking but need to be informative to compel clicks. They need to include the focus and any secondary keyphrases. Words matching to the user's search will highlight in bold. The snippet cannot exactly match page content or it will be ignored. Best practice is to keep within 160 characters (even though Google claims to supports up to 300 characters). Text beyond 160 characters should be considered supplemental.
3. Permalink and Slug – The permalink is the entire URL. It helps Google understand how a site is organized and should strongly convey the page subject matter. The "slug" is the page name at the end of the permalink. It does not need to be an exact match to the page title.
4. Page Title – Ideally this is, or contains, the focus keyword
5. Section Headers – These are the headers that break the page up into easily digestible portions. They should match what the user is likely thinking or asking about the subject matter. The content that follows each header should be a response to the question/thought posed by the header. It is better that headers take the form of a short sentence or question instead of just being a label.
6. Page Content – The content that corresponds to each header should have a friendly and approachable tone like a doctor speaking with a patient. Each page should start with an introductory paragraph containing instances of the focus keyphrase. Break down complex topics. Use simple language. Make occasional use of bulleted lists. Assume that if an average person would have difficulty understanding, then search engines would too. Avoid excessive use of highly technical terms. When using abbreviations, define them at the first instance per page. Keep paragraphs to 150 words or less. Keep sentences to 20 words or less. Use the [active voice]() whenever possible.
7. Images – Make sure all content images (as opposed to theming elements) use descriptive file names and make use of alt tags and titles. Alt tags should be user-friendly and attempt to accurately describe the visual (without getting too long). Optimize page load times by determining the max display size of images and reducing images to those sizes. Use lazy load to help speed page loading. Avoid making images used for theming search engine friendly so that focus stays on the images that matter.
8. Cross Links – Linking to other pages on the site from within the content helps the search engines identify the cornerstone content and better understand site structure and user flow. Keep cross linking meaningful…not excessive.

C. Page Structure Simplification

On some pages, HTML structure can be simplified. For example, headers that use icons currently use markup that separates the header from the adjacent content through the use of multiple levels of containers. By removing the icons and moving the headers into the same container as the related content, search engines should (in theory) more easily crawl the page and make the connection between the headers and the related content.

PROPOSED PAGE-BY-PAGE MODIFICATIONS

Next we go page by page looking at the current state and making SEO recommendations based on the above proposed strategy. Stats are acquired using the Moz Link Explorer. Average position in search and click through rate stats are from a 28 day report ending 3/16/19 downloaded from Google Search Console.

Urethral Stricture (Top Level Page)

Baseline Stats
Page Authority: 28
Linking Domains: 32
Inbound Links: 149
Ranking Keywords (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 63
Click Through Rate: 2.74%

Current Page Components
Page Title: Urethral Stricture
SEO Title: Urethral Stricture - The Center For Reconstructive Urology
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/
Meta Description - A urethral stricture is an abnormal narrowing of a part of the urethra, the tube that carries urine from the bladder out the tip of the penis.
First Page Header - What is a urethral stricture?
First Two Sentences - A urethral stricture is an abnormal narrowing of a part of the urethra, the tube that carries urine from the bladder out the tip of the penis. A urethral stricture can not only cause difficulty with urination, but also urine infections, bladder damage, and even kidney damage if untreated. Fortunately, urethral strictures can be cured with surgery.
Focus Keyphrase: urethral stricture
Number of Instances of Keyphrase on Page: 53

Steps to Take:
Notes: This top level page was reworked recently and resubmitted for indexing in Google. We're still waiting to see the effect of the changes. Because of the recent changes the list of steps to take on this page is short.

1. The meta description is an exact copy of the first two sentences of page content. Rewrite the meta description to be unique.
2. Change the hyphen in the SEO title to a pipe.
3. Simplify HTML markup by removing header icons and move headers into same divs as body copy.

4. Finesse copy to address problems identified by Yoast:

∧ Problems (4)

🔴 Flesch Reading Ease: The copy scores 41.3 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

🔴 Passive voice: 26.6% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts. 👁

🔴 Subheading distribution: 2 sections of your text are longer than 250 words and are not separated by any subheadings. Add subheadings to improve readability.

🔴 Sentence length: 47.1% of the sentences contain more than 20 words, which is more than the recommended maximum of 20%. Try to shorten the sentences. 👁

Intro & Anatomy

Baseline Stats
Page Authority: 21
Linking Domains: 2
Inbound Links: 4
Ranking Keywords (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 2
Click Through Rate: 0%

Current Page Components
Page Title: Intro & Anatomy
SEO Title: Anatomy of the Urethra | Reconstructive Urology
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/intro-anatomy/
Meta Description - See the anatomical areas of a urethra and whats involved in regular urination. If you have difficulty urinating, get evaluated for a urethral stricture.
First Page Header - What is a Urethral Stricture?
First Two Sentences - The urethra is a tube that transports urine from the bladder to the tip of the penis. Normally, the urethra is widely patent (open) throughout, and therefore, as the bladder empties, there is no restriction of flow.
Focus Keyphrase: urethra
Number of Instances of Keyphrase on Page: 23

Steps to Take:
Notes: The intro to urethral stricture actually happens on the Urethral Stricture page. Plus there is no evidence that people are typing "intro" when searching for urethral stricture. It makes sense to remove the word "intro" and have the page all about urethra anatomy which is commonly searched for using various keyphrases.

1. Change focus keyphrase to "urethra anatomy." The page content should also account for long tail versions such as "male urethra anatomy", "anatomy of the urethra" and "urethral stricture anatomy."
2. Change page title to "Urethra Anatomy." Update top and side menus to reflect page title change.
3. Change SEO title to "Male Urethra Anatomy | Center for Reconstructive Urology."
4. Update slug in permalink to "male-urethra-anatomy." Add a redirect for the old URL.

5. Rewrite the meta description to focus on the new focus keyphrase. Make sure it isn't a copy of the first paragraph.
6. Rewrite first header to "Male Urethra Anatomy Overview." Is there the potential for a bulleted list to list the main components of the urethra? Wherever possible add the word "anatomy" to the other headers on the page.
7. Create a proper intro paragraph that delivers an overview and leads into the page.
8. Integrate the focus keyphrase and variations into the body copy of the page in ways that seem organic.
9. Create opportunities to link from this page to other pages from within the content. Ideally one of those links should go back up to the top level Urethral Stricture page.
10. Simplify markup by removing header icons and move headers into same divs as body copy.
11. Attend to any other issues identified by Yoast:

⌃ Problems (4)

🔴 Internal links: No internal links appear in this page, make sure to add some!

🔴 Keyphrase in introduction: Your keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.

🔴 Keyphrase density: 3.8%. This is way over the advised 3% maximum; the keyphrase was found 38 times. Don't overoptimize! 👁

🔴 Image alt attributes: No images appear on this page. Add some!

⌃ Improvements (4)

🟠 Outbound links: No outbound links appear in this page. Add some!

🟠 Keyphrase in title: The exact match of the keyphrase appears in the SEO title, but not at the beginning. Try to move it to the beginning.

🟠 SEO title width: The SEO title is too short. Use the space to add keyphrase variations or create compelling call-to-action copy.

🟠 Keyphrase in slug: (Part of) your keyphrase does not appear in the slug. Change that!

Causes & Symptoms

Baseline Stats
Page Authority: 26
Linking Domains: 6
Inbound Links: 10
Ranking Keywords (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 34
Click Through Rate: 1.79%

Current Page Components
Page Title: Causes & Symptoms
SEO Title: Urethral Stricture Causes & Symptoms - Center for Reconstructive Urology
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/causes-symptoms/
Meta Description - Urethral strictures are caused by various reasons - traumatic injury, infection, surgery side-effects. Symptoms often include difficulty when urinating.

First Page Header - Causes of Urethral Strictures (immediately followed by sub-header "Straddle Injury")
First Few Sentences - A common urethral stricture cause is straddle trauma injury to the urethra. This may be a specific impact injury associated with bleeding and an inability to urinate. More often patients do not develop symptoms until months or years after an injury.
Focus Keyphrase: urethral stricture causes
Number of Instances of Keyphrase on Page: 0

Steps to Take:

Notes: This page is divided into two main sections, one for Causes and the other for Symptoms. This is fine as it allows each section to focus on its own set of keyphrases. Neither section though starts as it should with an introductory paragraph. And the Symptoms section is not sub-divided with SEO-friendly headers and sub-sections.

1. Page title is fine. SEO title is too long. Change SEO title to – "Urethral Stricture Causes & Symptoms | Reconstructive Urology." Permalink and slug are fine. Meta description is fine.
2. Questions at the top of the page should be removed. They don't connect with any content. Those are the sort of questions however that make for good headers. They just need to be lower on the page and their answers need to directly follow.
3. Change the first main header into a question – "What are the Causes of Urethral Stricture?"
4. Follow the first main header with an intro paragraph that leads into the sub-sections giving more detail.
5. Each of these sub-sections should provide a link to the dedicated page.
6. Throughout the "Causes" section, integrate log tail variations such as "Urethral Stricture Causes" and "Causes of Urethral Stricture."
7. Start the "Symptoms" section with a header that reads - What are the Symptoms of Urethral Stricture?"
8. Follow that header with a symptoms intro paragraph.
9. The "Symptoms" section needs to be broken up into smaller sub-sections each with their own descriptive header.
10. Throughout the "Symptoms" section integrate log tail variations such as "Urethral Stricture Symptoms" and "Symptoms of Urethral Stricture."
11. Look for opportunities to organically link from within the Symptoms section to other pages.
12. Simplify markup by removing header icons and move H2 headers into same divs as body copy.
13. Attend to any other issues identified by Yoast:

    ∧ Problems (5)

    ● Flesch Reading Ease: The copy scores 39.5 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

    ● Passive voice: 33.8% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

    ● Subheading distribution: 1 section of your text is longer than 300 words and is not separated by any subheadings. Add subheadings to improve readability.

    ● Paragraph length: 2 of the paragraphs contain more than the recommended maximum of 150 words. Shorten your paragraphs!

    ● Sentence length: 38.7% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

Diagnostic Evaluation

Current Page Components

Page Title: Diagnostic Evaluation

SEO Title: Urethral Stricture Diagnosis - Center for Reconstructive Urology

Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/diagnosis/

Meta Description - A urethral stricture diagnosis is done using a VCUG to properly evaluate the location and type of urethral stricture to determine the best course of action.

First Page Header - History and Physical Examination

First Two Sentences - The "history" is the patient's report of his urinary symptoms, a description of any prior treatment, and general information such as medical illnesses, any prior surgeries, allergies etc. It is not unusual for our patients to have had failed prior urethral stricture treatment with dilations, incisions, and/or open surgery.

Focus Keyphrase: urethral stricture diagnosis

Number of Instances of Keyphrase on Page: 0

Steps to Take:

Notes: I made a few changes prior to the start of this doc. I updated the SEO title, meta description and permalink (with redirects in place). Everything else is as it was. "Diagnostic evaluation" was being used as a focus keyphrase. Unfortunately that is not a search term that gets much use. My proposal is to change and use "urethral stricture diagnosis" as the focus keyphrase since that appears to be a more common search phrase.

1. SEO title, meta description and permalink have already been changed to use "urethral stricture diagnosis" as the focus keyphrase. Update the hyphen in the SEO title to a pipe. No further changes needed to these components.
2. Change page title to "Urethral Stricture Diagnosis." Update top and side menus to reflect page title change.
3. Rewrite first header to "Urethral Stricture Diagnosis Overview."
4. Create a proper intro paragraph that delivers an overview, leads into the page (references the other sections on the page).
5. Integrate the focus keyphrase and variations into the body copy of the page in ways that seem organic.
6. Look for ways to make the other headers on the page more user-friendly as well as the copy.
7. Create opportunities to link from this page to other pages. Ideally one of those links should go back up to the top level Urethral Stricture page.
8. Simplify markup by removing header icons and move headers into same divs as body copy.

9. Attend to any other issues identified by Yoast:

∧ Problems (5)

🔴 Flesch Reading Ease: The copy scores 46.1 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

🔴 Passive voice: 36.6% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

🔴 Subheading distribution: 3 sections of your text are longer than 300 words and are not separated by any subheadings. Add subheadings to improve readability.

🔴 Paragraph length: 4 of the paragraphs contain more than the recommended maximum of 150 words. Shorten your paragraphs!

🔴 Sentence length: 39.9% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

Dilation, Urethrotomy, Stent

Baseline Stats
Page Authority: 23
Linking Domains: 4
Inbound Links: 5
Ranking Keywords: 1 ("urethral tee sound")
Average Position in Search: 14
Click Through Rate: 1.63%

Current Page Components
Page Title: Dilation, Urethrotomy, Stent
SEO Title: Dilation, Urethrotomy or Urethral Stents | Reconstructive Urology
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/dilation-urethrotomy-stent/
Meta Description - Learn about the procedures and complications involved in a urethrotomy, urethral stents, and urethral dilation to open and repair urethral strictures.
First Page Header - Urethral Stricture Dilation
First Few Sentences - This treatment is generally performed in the office and involves stretching of the stricture using progressively larger dilators. Distal strictures towards the tip of the penis are often dilated using progressively larger metal instruments called urethral sounds.
Focus Keyphrase: None defined
Number of Instances of Keyphrase on Page: NA

Steps to Take:
Notes: This page is about three topics and the page is appropriately divided into three sections. Each section should follow best practices starting with a user-friendly header along the lines of "What is Urethral Stricture Dilation?" followed by a short intro that directly answers the question. Each section has its own set of long tail keyphrases to try to support.

1. Make page title friendlier by using "and" instead of second comma. No change necessary to top and side menus.
2. Change SEO title to - "Urethral Stricture Dilation, Urethrotomy & Urethral Stents." The need to support the three keyphrases outweighs the need to display the business name.
3. Rewrite first header to "What is Urethral Stricture Dilation?" Other main headers should follow same question format – "What is Urethrotomy?" and "What are Urethral Stents?"
4. Create proper intro paragraphs for each section that defines the term and leads into the more detailed information.
5. Integrate the focus keyphrases and variations into each section in ways that feel organic.
6. If possible make the copy in each section more user-friendly and divide into sub-sections to avoid excessive length.
7. Create opportunities to link from this page to other pages. Ideally one of those links should go back up to the top level Urethral Stricture page.
8. Alt text on images is not descriptive enough. Rewrite to succinctly describe the subject matter.
9. Optimize images if dimensions create excessive load.
10. Simplify markup by removing header icons and move headers into same divs as body copy.
11. Attend to any other issues identified by Yoast:

   ∧ Problems (5)

   🔴 Flesch Reading Ease: The copy scores 34.3 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

   🔴 Passive voice: 50% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

   🔴 Subheading distribution: 1 section of your text is longer than 300 words and is not separated by any subheadings. Add subheadings to improve readability.

   🔴 Paragraph length: 2 of the paragraphs contain more than the recommended maximum of 150 words. Shorten your paragraphs!

   🔴 Sentence length: 45% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

Meatotomy & Urethrostomy

Baseline Stats
Page Authority: 29
Linking Domains: 10
Inbound Links: 12
Ranking Keywords: 3 ("meatotomy surgery", "meatotomy definition" and "ureteral meatotomy definition")
Average Position in Search: 38
Click Through Rate: 0.47%

Current Page Components
Page Title: Meatotomy & Urethrostomy
SEO Title: Meatotomy | Urethrostomy | Treatment of Short Strictures
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/meatotomy-urethrostomy/

Meta Description - An excellent option for treating short strictures of the urethra meatus or tip of the penis, is a meatotomy. Read more about this stricture treatment here.

First Page Header - Meatotomy

First Few Sentences - An excellent option for treatment of discreet, short strictures of the urethral meatus, which is the opening of the urethra at the tip of the penis, is a meatotomy. A meatotomy is incision of the urethral opening with subsequent placement of sutures at the edges.

Focus Keyphrase: None defined

Number of Instances of Keyphrase on Page: NA

Steps to Take:

Notes: This page is about two topics and the page is appropriately divided into two sections. Each section should follow best practices starting with a user-friendly header along the lines of "What is Meatotomy?" followed by a short intro that directly answers the question.

1. Page title and permalink are fine.
2. Change SEO title to "Meatotomy & Urethrostomy | Center for Reconstructive Urology."
3. Rewrite the meta description. The keyword "meatotomy" needs to go near the beginning as part of a clear definition. The second keyword "urethrostomy" should also be worked in. Use active voice not passive. State facts not opinions.
4. Rewrite first header to be more user-friendly - "What is Meatotomy?" Second main header should be something along the lines of "What is Urethrostomy?"
5. Create proper intro paragraphs for each section that defines the term and leads into the more detailed information. Use active voice, not passive.
6. Integrate the focus keyphrases and variations into each section in ways that feel organic.
7. Look for opportunities to link from this page to other pages.
8. Alt text on images is not descriptive enough. Rewrite to succinctly describe the subject matter.
9. Simplify markup by removing header icons and move headers into same divs as body copy.
10. Attend to any other issues identified by Yoast:

       ∧ Problems (3)

       ● Flesch Reading Ease: The copy scores 32.6 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

       ● Passive voice: 22.7% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

       ● Sentence length: 62.5% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

Urethroplasty

Current Page Components

Page Title: Urethroplasty

SEO Title: Urethroplasty - The Center For Reconstructive Urology

Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/urethroplasty/

Meta Description - The Center for Reconstructive Urology is an international referral center specialized in urethroplasty surgical treatment of urethral strictures.

First Page Header - What is a "Urethroplasty"?

First Few Sentences - Urethroplasty is a word that refers to an open surgery to repair a urethral stricture. This can also be referred to as a urethral reconstruction. When a urethroplasty is performed, in contrast to internal dilations or incisions of the stricture which is done through the penis, there is actually an open operation with an incision of the skin and a repair of the urethral stricture.

Focus Keyphrase: urethroplasty

Number of Instances of Keyphrase on Page: 22

Steps to Take:

Notes: This page is highly focused, so by adding support for long tail keyphrases, it should rank well. Each section of the page should be reworked to incorporate a log tail keyphrase.

Long Tail Keyphrase Suggestions: "urethroplasty complications", "urethroplasty surgery", "urethroplasty recovery", "urethroplasty success rate", "urethroplasty procedure", "what is urethroplasty", "types of urethroplasty"

1. The page title and permalink are fine.
2. In the SEO title, swap the hyphen for a pipe.
3. The meta description needs to be rewritten to be about urethroplasty, not about the Center for Reconstructive Urology. Bring "urethroplasty" to the beginning and make it a definition. Don't repeat what's on the page.
4. The first header is fine, but remove the quotes. For the other headers see if a log tail keyphrase can be worked in, for example "How is a Urethroplasty Surgery Performed?" rather than "How is a Urethroplasty Performed?"
5. Simplify the copy at the beginning of each section and answer the questions directly. For example, instead of "Urethroplasty is a word that refers to an open surgery…" say "Urethroplasty is an open surgery…" Etc.
6. The second section is too long. Break it into two sections if possible.
7. Integrate appropriate long tail keyphrases into each section in ways that feel organic.
8. Try to create opportunities to link from this page to other pages.

9. Are there opportunities to add images to the page? This isn't critical, but a nice-to-have.
10. Simplify markup by removing header icons and move headers into same divs as body copy.
11. Attend to any other issues identified by Yoast:

⌃ Problems (4)

🔴 Outbound links: No outbound links appear in this page. Add some!

🔴 Internal links: No internal links appear in this page, make sure to add some!

🔴 Keyphrase in introduction: Your keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.

🔴 Image alt attributes: No images appear on this page. Add some!

⌃ Improvements (1)

🟠 Keyphrase distribution: Uneven. Some parts of your text do not contain the keyphrase or its synonyms. Distribute them more evenly.

Making the Right Choice

Baseline Stats
Page Authority: 21
Linking Domains: 2
Inbound Links: 3
Ranking Keywords (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 35
Click Through Rate: 18.75%

Current Page Components
Page Title: Making The Right Choice
SEO Title: Choices related to Treatment of Urethral Stricture Disease
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/making-the-right-choice/
Meta Description - The approach to urethral stricture disease requires an evaluation with urethral imaging and a treatment decision based on the severity of the stricture.
First Page Header – There are no headers on this page
First Few Sentences - A very important point is that before any stricture treatment is performed, such as dilation, forceful advancement of a cystoscope through a stricture (where the scope is used as a dilation tool rather than a diagnostic instrument), or an internal urethrotomy, informed consent is required.
Focus Keyphrase: urethral stricture
Number of Instances of Keyphrase on Page: 6 (but only 2 in the actual content)

Steps to Take:
Notes: In the 1000 keyword suggestions provided by the Moz Keyword Explorer for the term "urethral stricture", the word "choice" does not appear once. The term "urethral stricture treatment options" however appears fairly close to the top (60th place). And the word "option" or "options" appears on our page 16 times. In other words,

there's a good argument to optimize this page for "urethral stricture treatment options." The steps listed below present are based on that argument.

Long Tail Keyphrase Suggestions: "urethral stricture treatment options"

1. Change the page title to: "Know Your Treatment Options." Update the top and side menu to reflect the change.
2. Change the permalink to: https://www.centerforreconstructiveurology.org/urethral-stricture/treatment-options/. Add a redirect.
3. Change the SEO title to "Urethral Stricture Treatment Options | Reconstructive Urology."
4. Rewrite the meta description. Make sure "urethral stricture treatment options" appears toward the beginning of the description. Don't repeat what's on the page.
5. The page currently has no headers. Break up the big block of copy with several headers. The first header should be something along the lines of "What are my Urethral Stricture Treatment Options?" Another header can be "How do I make the Right Choice?"
6. Simplify the copy at the beginning of each section and answer the questions directly.
7. Integrate the keyphrase in ways that feel organic. It's not critical that "urethral stricture" appears in every instance.
8. Are there any opportunities to link from this page to other pages.
9. Are there opportunities to add images to the page? This isn't critical, but a nice-to-have.
10. Attend to any other issues identified by Yoast:

   ∧ Problems (5)

   ● Outbound links: No outbound links appear in this page. Add some!

   ● Internal links: No internal links appear in this page, make sure to add some!

   ● Keyphrase in introduction: Your keyphrase or its synonyms do not appear in the first paragraph. Make sure the topic is clear immediately.

   ● Previously used keyphrase: You've used this keyphrase 2 times before. Do not use your keyphrase more than once.

   ● Image alt attributes: No images appear on this page. Add some!

   ∧ Improvements (3)

   ● Keyphrase distribution: Uneven. Some parts of your text do not contain the keyphrase or its synonyms. Distribute them more evenly.

   ● Keyphrase in title: The exact match of the keyphrase appears in the SEO title, but not at the beginning. Try to move it to the beginning.

   ● Keyphrase in slug: (Part of) your keyphrase does not appear in the slug. Change that!

Bulbar Strictures

Current Page Components

Page Title: Bulbar Strictures

SEO Title: Bulbar Strictures - The Center For Reconstructive Urology

Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/bulbar-strictures/

Meta Description - The most common location for urethral strictures is the bulbar urethra. Overall bulbar strictures can be repaired with a very high success rate.

First Page Header – There is no header at the top of the page.

First Few Sentences - The most common location for urethral strictures is the bulbar urethra. This portion of the urethra, also called the bulbous urethra, is under the scrotum, an area called the perineum. Unfortunately, the bulbar urethra is not well protected, unlike other structures such as the lungs that are protected by ribs and the brain, which is protected by the skull.

Focus Keyphrase: bulbar strictures

Number of Instances of Keyphrase on Page: 7 (but only 4 are within the content)

Steps to Take:

Notes: We should consider adding the word "urethral" to make the focus keyphrase "bulbar urethral strictures." We would make the change to the page title, SEO title and meta description, but leave the permalink as-is. That keyphrase is high on Moz's list of relevant keywords and helps to give a bump to urethral strictures.

Long Tail Keyphrase Suggestions: "bulbar strictures", "bulbar urethral strictures", "bulbar stricture", "urethral bulbar strictures", "bulbar urethral stricture."

1. Change the page title to "Bulbar Urethral Strictures."
2. Change the SEO title to "Bulbar Urethral Strictures | Reconstructive Urology."
3. Rewrite the meta description putting the keyword closer to the beginning. Make it sound informative/compelling. Don't repeat what's on the page.
4. Create a first header along the lines of "What are Bulbar Strictures?" For the other headers, is there a way to rewrite to include "bulbar stricture"?
5. The first paragraph on the page needs to answer the question "What are Bulbar Strictures?" Use simple language and the active voice. Try to work the focus keyphrase, or a variation, into other paragraphs on the page in ways that seem organic.
6. Are there opportunities to link from this page to other pages?
7. Alt text on images is not descriptive enough. Rewrite to succinctly describe the subject matter.

8. Attend to any other issues identified by Yoast:

∧ Problems (3)

🔴 Outbound links: No outbound links appear in this page. Add some!

🔴 Internal links: No internal links appear in this page, make sure to add some!

🔴 Image alt attributes: No images appear on this page. Add some!

∧ Improvements (1)

🟠 Keyphrase distribution: Uneven. Some parts of your text do not contain the keyphrase or its synonyms. Distribute them more evenly. 👁

Pelvic Fracture Urethral Injury

Baseline Stats
Page Authority: 21
Linking Domains: 0
Inbound Links: 0
Ranking Keywords (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 94
Click Through Rate: 0%

Current Page Components
Page Title: Pelvic Fracture Urethral Injury
SEO Title: Urethral Reconstruction after Pelvic Trauma & Fractures
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/pelvic-fracture-urethral-injury/
Meta Description - Urethral reconstruction surgery from a crushed pelvis or pelvic trauma is a difficult procedure that requires a surgeon with tremendous surgical experience.
First Page Header - Pelvic Fracture Urethral Injuries
First Few Sentences - When the male pelvis is fractured or crushed, there can be in some cases an associated injury to the urethra under the prostate where the urethra is torn. This can be a partial urethral tear, or more often, a complete urethral tear where the 2 ends separate.
Focus Keyphrase: urethral reconstruction
Number of Instances of Keyphrase on Page: 3

Steps to Take:
Notes: The top part of this page is about pelvic fracture urethral injuries, but the bottom is about posterior urethroplasty. One should be the primary focus for SEO. Let's make posterior urethroplasty the lesser priority. In that case, you want searches for "pelvic fracture" and searches for "urethral reconstruction" to both rank high. In essence you have two focus keyphrases of equal importance. The solution is to combine them so they rank both together and separately. In other words – "pelvic fracture urethral reconstruction" is probably the way to go for SEO title, page title, meta description and permalink. Within the page content, the two keyphrases can be separated.

Long Tail Keyphrase Suggestions Include: "pelvic fracture urethral injury", "urethral reconstruction", "urethral injury", "tear in urethra", "pelvic fracture recovery", "injury to urethra", "urethral trauma", "urethral injury treatment", "damaged urethra male", "urethral injury pelvic fracture"

1. Change page title to "Pelvic Fracture Urethral Reconstruction."
2. Change SEO title to "Pelvic Fracture Urethral Reconstruction | CFRU."
3. Rewrite meta description and bring "pelvic fracture urethral reconstruction" to the beginning. Don't repeat what's on the page.
4. Change the first header to "Pelvic Fracture Urethral Reconstruction." Make additional headers also support this keyphrase. Make them user-friendly. If you want to highlight "posterior urethroplasty" toward the bottom, that's fine.
5. Simplify the copy at the beginning of each section to be straight forward and informative.
6. Integrate long tail keyphrases into each section in ways that feel organic.
7. Try to create opportunities to link from this page to other pages.
8. Simplify markup by removing header icons and move headers into same divs as body copy.
9. Attend to any other issues identified by Yoast:

   ∧ Problems (5)

   ● Flesch Reading Ease: The copy scores 40.9 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

   ● Passive voice: 37.4% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

   ● Subheading distribution: 3 sections of your text are longer than 300 words and are not separated by any subheadings. Add subheadings to improve readability.

   ● Paragraph length: 2 of the paragraphs contain more than the recommended maximum of 150 words. Shorten your paragraphs!

   ● Sentence length: 47.1% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

Lichen Sclerosus

Baseline Stats
Page Authority: 21
Linking Domains: 7
Inbound Links: 9
Ranking Keywords: 1 (city of xerotica)
Average Position in Search: 66
Click Through Rate: 0%

Current Page Components
Page Title: Lichen Sclerosus
SEO Title: BXO - Lichen Sclerosus - Balanitis Xerotica Obliterans
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/lichen-sclerosus/
Meta Description - This section discusses penile and urethral changes that occur with Balanitis Xerotica Obliterans

or Lichen Sclerosus and the available treatment options.

First Page Header - Lichen Sclerosus – Balanitis Xerotica Obliterans – BXO

First Few Sentences - Lichen sclerosus of the penis and urethra is also known as Lichen Sclerosis, Lichen Sclerosus et Atrophicus and Balanitis Xerotica Obliterans (BXO). This is generally an acquired disease of the penis and urethra. It is not cancer and is not contagious or sexually transmitted. The cause is unknown.

Focus Keyphrase: None defined

Number of Instances of Keyphrase on Page: NA

Steps to Take:

Notes: What's challenging about this page from an SEO perspective is the fact that the condition is known by multiple names and each are valid search terms. Prioritizing one is potentially at the expense of the others. The balanced approach is best. Try to give equal support to Lichen Sclerosus, BXO and Balanitis Xerotica Obliterans.

Long Tail Keyphrase Suggestions: Add any of the following after the name for the condition – "treatment", "symptoms", "disease", "surgery." Or add "What is" to the front.

1. Change page title to "Lichen Sclerosus - BXO." Update top and side menu to match. This will help those on the site looking for BXO to find it more easily.
2. Change SEO title to "Lichen Sclerosus and BXO (Balanitis Xerotica Obliterans)."
3. Consider changing the permalink slug to "lichen-sclerosus-bxo."
4. Rewrite meta description to something like - "Lichen sclerosus is a chronic skin condition often affecting the genital area. BXO (balanitis xerotica obliterans) is a term used for this condition in men." Don't repeat this same wording on the page.
5. Change the first header to "What is Lichen Sclerosus and BXO?"
6. The first paragraph, especially the first couple sentences, should be rewritten to provide a very simple reply to the question posed by the header. Assume the reader has no prior knowledge of the subject.
7. Rewrite the other two headers on the page to be more user-friendly. Try to anticipate what the reader might want to know. Follow the headers with direct responses in the copy and keep it straight forward and informative.
8. The last section is too long. Break it up with several sub-sections.
9. Throughout the copy, try to integrate long tail version of the keyphrases by adding words like "treatment", "symptoms", "disease" and "surgery."
10. Are there opportunities to link from this page to other pages? Add link at the bottom to the BXO video?
11. Enrich the image alt tags to be more descriptive.
12. Simplify markup by removing header icons and move headers into same divs as body copy.

13. Attend to any other issues identified by Yoast:

> ∧ Problems (4)
>
> 🔴 Flesch Reading Ease: The copy scores 37 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
>
> 🔴 Passive voice: 27.6% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts. 👁
>
> 🔴 Subheading distribution: 1 section of your text is longer than 300 words and is not separated by any subheadings. Add subheadings to improve readability.
>
> 🔴 Sentence length: 47.5% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences. 👁
>
> ∧ Improvements (1)
>
> 🟠 Paragraph length: 1 of the paragraphs contains more than the recommended maximum of 150 words. Shorten your paragraphs! 👁

Recurrent & Complex

> *Baseline Stats*
> Page Authority: 21
> Linking Domains: 2
> Inbound Links: 3
> Ranking Keywords: (Number of keywords for which this page ranks within top 50 on Google): 0
> Average Position in Search: 9
> Click Through Rate: 0%

Current Page Components
Page Title: Recurrent & Complex
SEO Title: Treating Recurrent & Complex Urethral Stricture & Obliterations
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/recurrent-complex/
Meta Description - If you or a loved one has suffered from a complex or recurrent urethral stricture or urethral obliteration, contact us for a consultation on repair options.
First Page Header - Urethral Obliteration after Failed Excision and Primary Anastomosis Urethroplasty
First Few Sentences - Lichen sclerosus of the penis and urethra is also known as Lichen Sclerosis, Lichen Sclerosus et Atrophicus and Balanitis Xerotica Obliterans (BXO). This is generally an acquired disease of the penis and urethra. It is not cancer and is not contagious or sexually transmitted. The cause is unknown.
Focus Keyphrase: None defined
Number of Instances of Keyphrase on Page: NA

Steps to Take:
Notes: The title is a little ambiguous. Aren't recurrent repairs complex? Are there distinct meanings for these two terms (recurrent and complex) that should be defined at the start? I worry that "recurrent" is not a term that is familiar to the average person searching in Google. Are we better off with a page title along the lines of "Complex Urethral Repair Surgery"? Then again, aren't complex urethral repair surgery and urethroplasty the same thing?

You do use the word "urethroplasty" in all three headings. That runs the risk is that this page could compete in search with the urethroplasty page. I suggest playing up the "complex urethral repair surgery" search terms, and playing down "urethroplasty" since that's covered elsewhere. (Don't eliminate "urethroplasty." Just make it secondary.)

1. Change page title to "Complex Urethral Repair Surgery." Update top and side menu to "Complex Urethral Repair."
2. Change SEO title to "Complex Urethral Repair Surgery | Reconstructive Urology."
3. Consider changing the permalink slug to "complex-urethral-repair-surgery."
4. Rewrite meta description to something like - "Complex urethral repair surgery may be the best option for men suffering from extreme cases of urethral stricture and obliteration. Learn what's involved." Don't repeat this same wording on the page.
5. Change the first header to "What is Complex Urethral Repair Surgery and What Makes it Necessary?"
6. Create a user-friendly intro paragraph that very directly answers the questions posed by the header.
7. Rewrite the other two headers on the page to be more user-friendly. Try to anticipate what the reader might want to know. Follow the headers with direct responses in the copy and keep it straight forward and informative.
8. Throughout the copy, try to integrate variations of "complex urethral repair surgery" in ways that seem organic.
9. Add a link to the Urethroplasty page. Are there other opportunities to link from this page to other pages?
10. Enrich the image alt tags to be more descriptive. Check image sizes and optimize for loading if necessary.
11. Simplify markup by removing header icons and move headers into same divs as body copy.
12. Attend to any other issues identified by Yoast:

    ∧ Problems (3)

    ● Flesch Reading Ease: The copy scores 31.6 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

    ● Passive voice: 39% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

    ● Sentence length: 40.6% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

    ∧ Improvements (1)

    ● Paragraph length: 1 of the paragraphs contains more than the recommended maximum of 150 words. Shorten your paragraphs!

Complications & Prevention of Urethral Strictures

Current Page Components

Page Title: Complications & Prevention Of Urethral Strictures

SEO Title: Urethral Stricture Recurrence, Failed Repairs & Complications

Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/complications-prevention-of-urethral-strictures/

Meta Description - If you have a history of urethral complications, urethral stricture recurrence from prior urethral stricture surgeries or failed repairs, call our center.

First Page Header - Urethral Stricture Recurrence

First Few Sentences - The most common complication of open urethral stricture surgery is stricture recurrence. Although very discreet band like strictures can be successfully treated with a simple incision, failed repairs are often very troublesome as subsequent re-do repairs are very complex, and the reconstructive surgical options are often limited.

Focus Keyphrase: urethral stricture

Number of Instances of Keyphrase on Page: 5

Steps to Take:

Notes: The title implies the page will have two main sections – complications and prevention – and then possibly sub-sections within each of those main sections. But in reality, this page has very little information about prevention. About the only thing I could find was prevent complications by going to a qualified surgeon. Everything else on the page is about complications of one kind or another. I recommend reworking the page to establish those two main sections. That means creating new content for prevention. The complications section then needs to have sub-sections established, re-purposing what you have in place now, but divide up even more to avoid big blocks of copy. For example, "Insurance Complications" should be its own section. You already have two paragraphs for that.

Long Tail Keyphrase Suggestions Include: "urethral stricture complications", "urethral stricture prevention", "urethral stricture surgery recovery", "complications of urethral stricture", "prevention of urethral stricture."

1. Page title and permalink are fine.
2. Change focus keyphrase to Urethral Stricture Complications.
3. Change SEO title to "Urethral Stricture Complications & Prevention | CFRU."
4. Rewrite meta description to something like - "Are you experiencing urethral stricture complications from surgery? The Center for Reconstructive Urology can provide options and the expert care you need." Don't repeat this same wording on the page.
5. Change the first main header to "Urethral Stricture Complications." Create a sub-section header "What is the Most Common Complication of Open Urethral Stricture Surgery?

6. Finesse the first paragraph to respond to that question.
7. Create a sub-section for "Urethral Stricture Insurance Complications." Turn the other main sections on the page into sub-sections under complications. Where copy to too long, find ways to divide it into additional sections.
8. Create a main section for "Urethral Stricture Prevention."
9. Create content for the prevention section.
10. Throughout the copy, try to integrate the keyphrases and the variations in ways that seem organic.
11. Just under the first image there are three sentences on three separate lines. That looks wrong and should be corrected.
12. Are there other opportunities to link from this page to other pages? Add a link at the bottom to the Insurance Complication video?
13. Enrich the image alt tags to be more descriptive. Check image sizes and optimize for loading if necessary.
14. Simplify markup by removing header icons and move headers into same divs as body copy.
15. Attend to any other issues identified by Yoast:

∧ Problems (4)

🔴 Flesch Reading Ease: The copy scores 35.5 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

🔴 Passive voice: 48.6% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts. 👁

🔴 Subheading distribution: 2 sections of your text are longer than 300 words and are not separated by any subheadings. Add subheadings to improve readability.

🔴 Sentence length: 39.3% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences. 👁

∧ Improvements (1)

🟠 Paragraph length: 2 of the paragraphs contain more than the recommended maximum of 150 words. Shorten your paragraphs! 👁

Our Results

Baseline Stats
Page Authority: 21
Linking Domains: 0
Inbound Links: 0
Ranking Keywords: (Number of keywords for which this page ranks within top 50 on Google): 0
Average Position in Search: 6
Click Through Rate: 0%

Current Page Components
Page Title: Our Results
SEO Title: Tracking Results of our Urethral Reconstruction Patients
Permalink - https://www.centerforreconstructiveurology.org/urethral-stricture/our-results/
Meta Description - In evaluating how successful our urethral stricture surgeries are, we exceed a 95% success rate

in all our urethral reconstruction surgeries performed.

First Page Header – There is no header at the top of the page.

First Few Sentences - In the published literature, there are several definitions of success in the treatment of strictures. Some define success as a flow rate of 15ml/second or greater. However, this is not a very high flow rate as a normal flow is often greater than 35ml/sec and it is very possible for a patient to have significant narrowing of the urethra with a flow rate of 15 ml/sec.

Focus Keyphrase: urethral stricture

Number of Instances of Keyphrase on Page: 2

Steps to Take:

Notes: This page is one huge block of text with no headers to break it up. So the first thing is to make it user-friendly by adding headers and breaking it up into easily digestible portions. Is there any way to move the "Overall, our technical success rate exceeds 95%" close to the beginning? I worry that people might read a paragraph or two then scan the page and move on. Putting it last on the page means it may never be seen.

1. Focus keyphrase should be "urethral stricture results."
2. Page title and permalink are fine.
3. Change SEO title to "Urethral Stricture Results | Center for Reconstructive Urology."
4. Rewrite the meta description. Make sure urethral stricture results appears toward the beginning. Don't repeat this same wording on the page.
5. Add a header to the top of the page. Break up the page into multiple sections, each with their own header.
6. Finesse the first paragraph to simple and informative
7. Throughout the copy, try to integrate the "urethral stricture results" keyphrase and variations in ways that seem organic.
8. Are there opportunities to add one or more images? This is a nice-to-have.
9. Are there other opportunities to link from this page to other pages?
10. Attend to any other issues identified by Yoast:

⌃ Problems (4)

🔴 Flesch Reading Ease: The copy scores 40.1 in the test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.

🔴 Passive voice: 35.7% of the sentences contain passive voice, which is more than the recommended maximum of 10%. Try to use their active counterparts.

🔴 Subheading distribution: You are not using any subheadings, although your text is rather long. Try and add some subheadings.

🔴 Sentence length: 47.6% of the sentences contain more than 20 words, which is more than the recommended maximum of 25%. Try to shorten the sentences.

⌃ Improvements (1)

🟠 Paragraph length: 1 of the paragraphs contains more than the recommended maximum of 150 words. Shorten your paragraphs!