

Experience Matters 28 Years Solving Nearly Every Kind of Communications Challenge

# Optimizing for Discovery: SEO Strategies for Life Sciences Organizations

January 30, 2025



RainCastle

# Meet the Speaker

## **Donato Dandreo**

President & Digital Strategist  
RainCastle

Donato Dandreo serves as the President and Digital Strategist at RainCastle Communications. With over 15 years of expertise, he specializes in website design, development, and digital marketing, concentrating on crafting seamless websites that facilitate user navigation and enhance conversion rates.



# SEO IN 2025



## Quick Notes

- AI overviews are taking clicks away from many top of the funnel search terms from driving traffic to websites.
- Stakeholders have lost patience for SEO work that drives traffic but minimal business value.
- Budgets being strained and focused toward shorter term lead generation channels.
- Modern SEO is geared towards high value search terms geared towards bringing qualified prospects and customers to websites.

# What Can In-House Teams Do?

1

Focus on a content strategy that is geared towards optimizing high value pages, products, and product categories throughout the website.

2

Prioritize pages to optimize first by highest value and next by opportunity.

3

Implement optimizations to key pages to improve rankings.

4

Track search engine results and adjust accordingly.

# Defining What Keywords To Focus On

~~What is a CDMO~~

CDMO Services

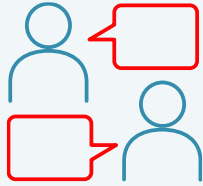
~~Is scoliosis a disability~~

Adult scoliosis treatment



# Step 1: Keyword Research

## Step 1

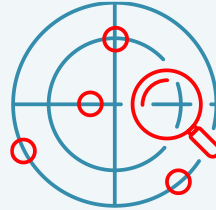


### Internal Research

What should your company be ranking for?

Internally, compile a list of key terms and ask sales, SMEs, and other stakeholders for feedback.

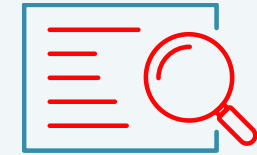
## Step 2



### Competitor Research

What are their websites optimized for? Are there any terms on those sites that we didn't think of?

## Step 3



### Check Your Current Search Phrases

What keywords does your site currently rank for at some level? Which could be worth pursuing?

## Step 2: Refine Your Targeted Keywords List

1

Gather Search Volumes, Find Related Search Terms.

2

Use a spreadsheet of the keywords identified to research the targeted list and identify both search volumes for those keywords as well as closely related keywords.

3

Group related search terms.

4

Meet with the team to identify the primary approved search terms for on page optimizations on website. Save other approved terms to consider for copy, other pages, or new pages.

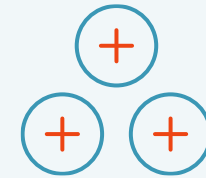
# Step 3: Planning for Optimizations



Assign primary search term targets to existing pages wherever possible.



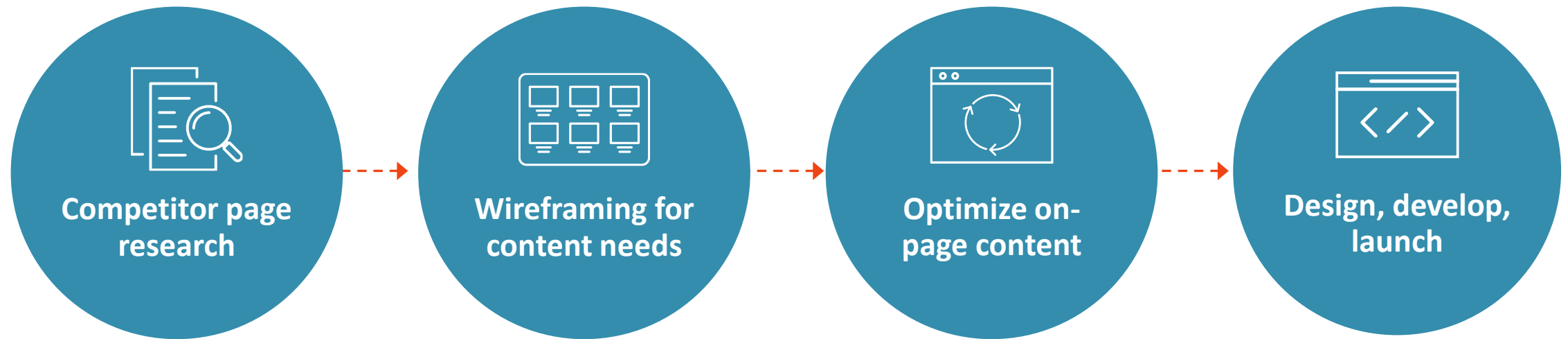
Document list of new pages needed based on approved primary keywords.



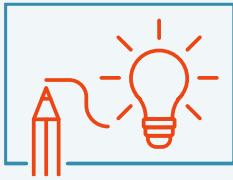
Prioritize the order of pages based on a mix of importance, opportunity, and bandwidth.



## Step 4: On-Page Optimizations



# Step 5: Track Progress



Setup position tracking if possible by keyword.



Track average position on Google Search Console, monitor for impressions/clicks.



Monitor for increases in conversions from organic traffic. Create micro conversions where possible.

# Step 6: Ongoing Optimizations



Improve pages on a quarterly basis to increase results and rankings. Enrich content whenever possible.



Continue growing website content based on business priorities.

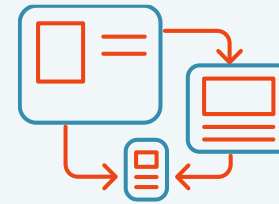


Continue monitoring for new keyword opportunities and changes to user search behaviors.

# Step 7: Site Health and Backlinking



Monitor for various SEO errors and warnings, improve site health overtime whenever possible.



Seek out backlinking possibilities whenever possible, link to relevant pages.

# Q&A

Please enter your question  
in the **chat**



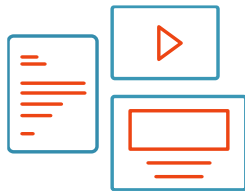
# About RainCastle



**B2B Website Build  
Experience**



**Branding &  
Messaging Expertise**



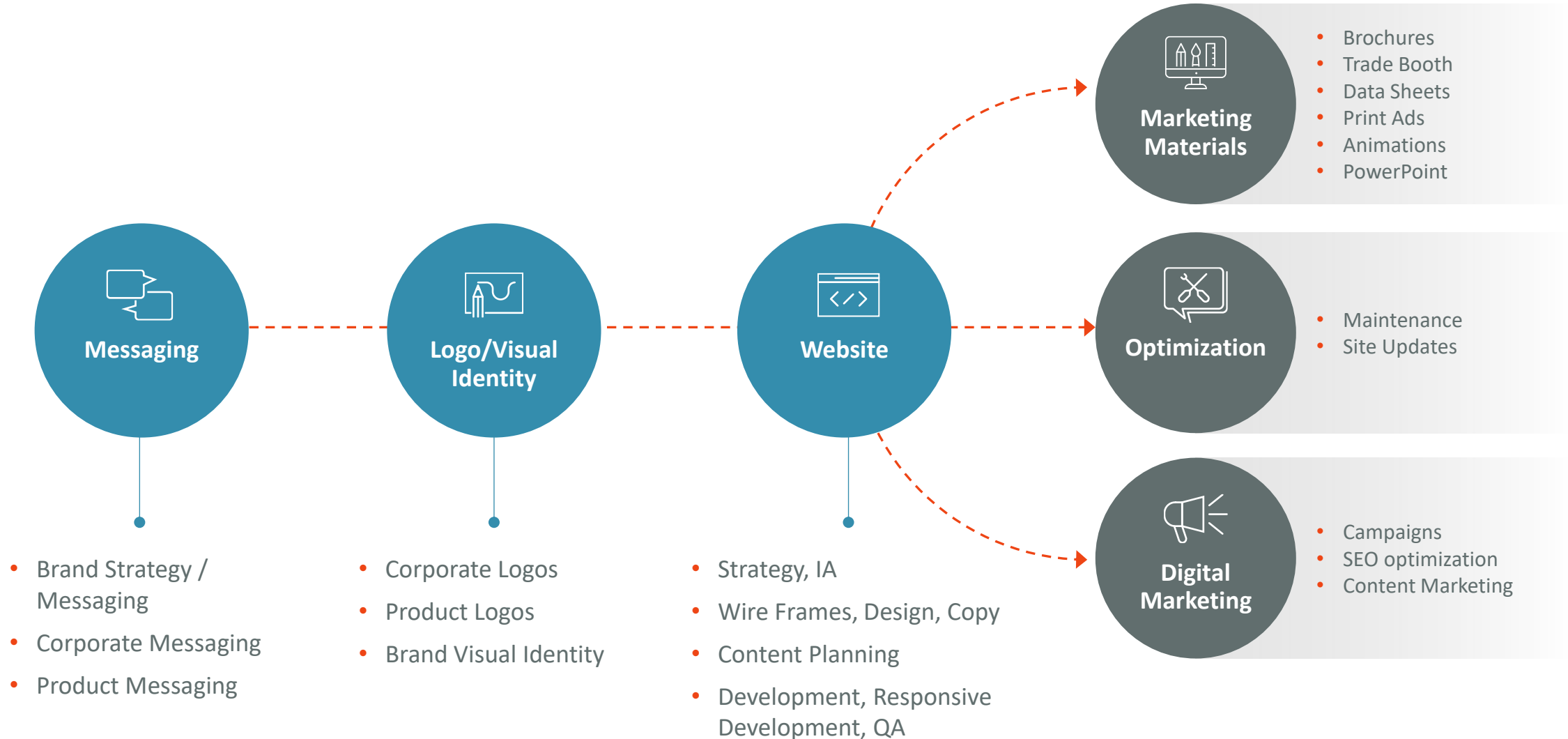
**Comprehensive  
Service Offering**



**A Proven  
Process**



# We Provide Services at Each Stage Of Your Marketing Journey



Experience Matters 28 Years Solving Nearly Every Kind of Communications Challenge

# THANK YOU FOR YOUR TIME

To learn more tips, visit us at [RainCastle.com](https://RainCastle.com)

Donato Dandreo  
ddandreo@raincastle.com

Anita Mraz  
amraz@raincastle.com



RainCastle