

## Tips for Improving your On-Line Profile

1. **Focus on experience and certifications.** Potential patients care most about whether a doctor is qualified to properly treat their condition. Eight in 10 say a provider's experience with a specific procedure or treatment is an extremely or very important selection factor.
2. **Include a professional headshot.** This is a must. A professional photo can help new patients put a face to a name and relieve anxiety before their first appointment.
3. **Connect with consumers by using a short video.** Video is a great method for getting beyond profile basics and letting a doctor's personality shine. Another plus is that videos are 53 times more likely than traditional Web pages to receive first-page ranking in Google.
4. **Claim and complete profiles on other third-party review sites.** Surprisingly, 62 percent of consumers use online review sites, such as Yelp and Healthgrades, as their first step in finding a new provider. These sites pull information from licensing databases and public sources, which can lead to incomplete or old data. It's important to claim these profiles and keep them current.
5. **Use LinkedIn to improve your findability in search.** LinkedIn may not be the first place consumers go when looking for a new physician. However, docs who are active on social media, including Dr. Kevin Pho, are singing its praises because LinkedIn profiles get the highest rankings among social media platforms. This can push negative mentions of your brand further down on search engine results pages.
6. **Save information about insurance for other pages.** Don't waste precious space on profile pages listing all the insurance plans with which a doctor participates. Over a quarter of insured patients are willing to go out of network if they feel they can get care that better meets their needs. It's best to focus on offering details about expertise and innovative treatments.
7. **Communicate with language that conveys empathy.** Users are more likely to make appointments with doctors who convey empathy through their online content. Do this by including words as "compassionate" and "patient-focused."
8. **Optimize profile pages on your website for search.** Don't forget to optimize profile pages on your organization's website for search. If any of your doctors has a strong reputation, consider using their name as a keyword, as consumers may be searching for them this way.
9. **Keep profiles current.** Visit profiles periodically to verify information and make updates as necessary.