



**Medical Professionals
&
Online Reputation Management**

1. ONLINE REPUTATION MANAGEMENT OVERVIEW

With the Internet having become an integral part of everyday life online reputation management (ORM) is becoming a must for both businesses and individuals. Search engines and the rapidly growing social medias play a vital role in shaping online reputation. This raises the importance of adequately managing the information online in order to build a positive image, presenting you to the world in the best light possible.

Companies and businesses

No matter what field you are in – medicine, finance, catering, etc. - you want to leave the public with a good impression of your company. Working towards captivating the growingly active online audience is an integral part of any good business model. A strong ORM strategy can position your company ahead of competitors and establish it as the best in its field. Underestimating the power of your online presence is no longer an option.

Individuals

Just like companies individuals need to maintain a positive image online. Doctors, nurses, professors, lab technicians can all suffer from the detrimental effects of negative content about them online. A good ORM approach can work towards building an individual's positive online reputation and thus serving as a great tool for their future aspirations.

2. SEO & SOCIAL MEDIA

1) SEO

Search engine optimization or SEO is the practice of improving a website's or a link to a website's visibility and relevance in the listings of search engines. It is an excellent and efficient marketing tool aimed at driving traffic to your website. The work of a SEO practitioners involves attempting to analyze how search engines, such as Google, decide which site goes where. Meaning: why does one site come up on the first page while another shows up on page 15? Following this, practitioners implement changes to the website in order to influence how search engines will rank the site in relation to specific terms.

Ranking well on organic search results is extremely important for companies or businesses, which highly depend on their website to drive sales or attract new customers.

2) Social Media

The impact that social media has had on our lives in recent years is apparent to everyone with access to the Internet. It has turned into a powerful marketing tool, which provides businesses with vast exposure, as well as interaction with past, present or future customers. Social media sites are free and reach a wide and active demographic with which any company can establish a two conversation. Thus it is important that businesses utilize the advantages of social media in order to provide good customer service, up-to-date information and solidify the brand's image.

3. MEDICAL PROFESSIONALS ONLINE REPUTATION MANAGEMENT

Medical professionals work hard towards building a positive reputation. The Internet has made it easier for people to share reviews, articles and comments online. Medical professionals are some of the most common victims of online attacks, thus making it vital that they devote enough resources and attention to their online reputation, in order to protect their practice and attract future clients.

Medical practices are increasingly building up their online profiles, understanding the positive influence a good digital image can have on their activities. Online reputation management is the key to achieving this. Employing the help of ORM specialists, such as BEYOO Online, can give you the competitive edge. We can:

- create, maintain and develop your digital image and reputation;
- correct and update inaccurate information;
- build and implement a social media and Internet strategy specifically tailored to your needs and aspirations;
- utilize SEO techniques to bring all content relevant to your business at the top of search engine results;
- take care of your online communication with the help of regular blogs posts and articles.

Don't let your offline reputation be tarnished by a neglected digital one. Get the help you deserve now.

4. FACTS

- More than 69% of physicians said they are either unfamiliar with or don't use the major social networking sites.
- 1 in 5 Internet users have consulted online reviews and ranking of health care service providers and treatments.

Contact us:

BEYOO ONLINE.

Phone number: +41 76 624 00 15

E-mail: info@beyooonline.com

BEYOO ONLINE [**'bi: 'ju]**: The process of joining two or more things together to form one entity...Be yourself!