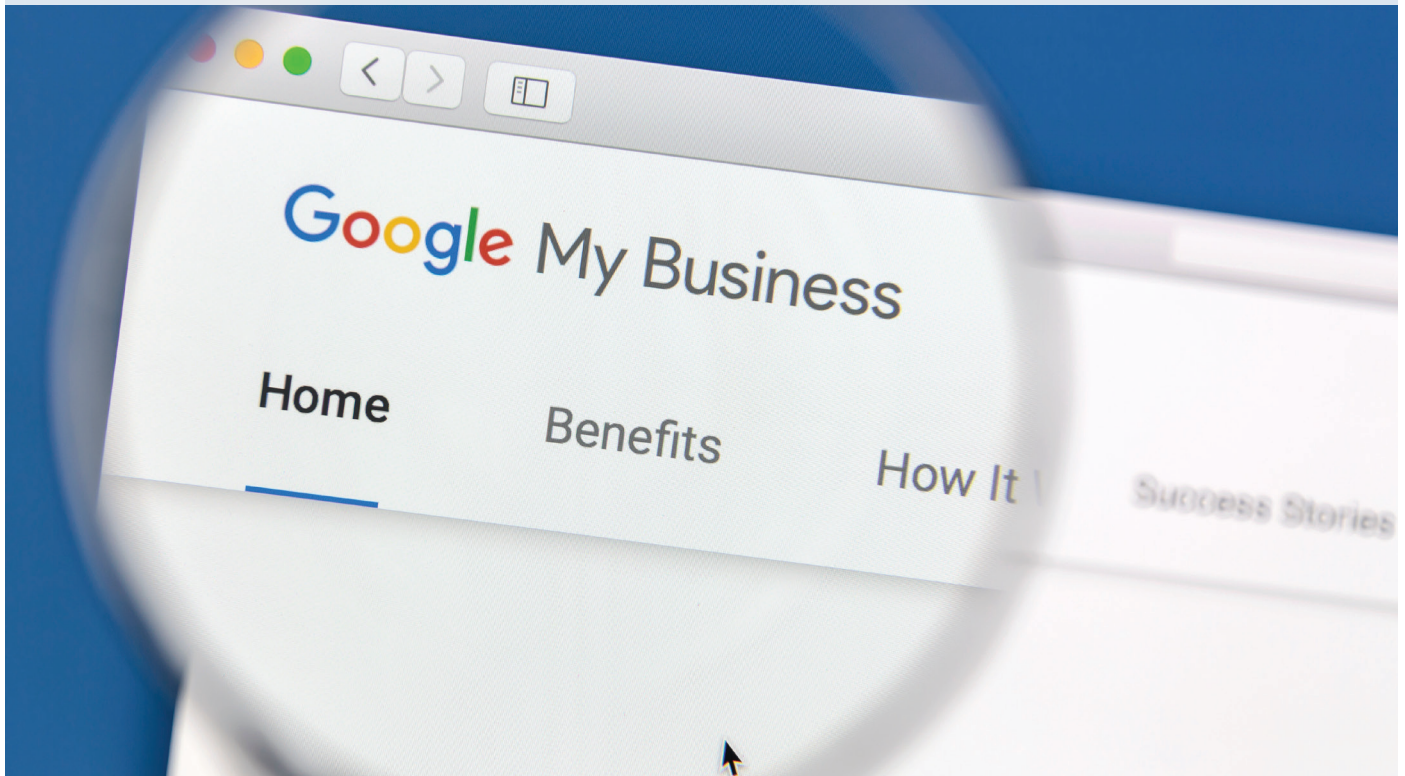


DIGITAL MARKETING



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Why You Should Prioritize Google My Business

As a board certified dermatologist, having an online presence has become increasingly vital over the years. Having an effective digital marketing strategy is important for just about any professional in today's world of ubiquitous internet access — but it's especially crucial when trying to promote your business as a dermatologic surgeon.

That said, one of the best ways for dermatologists to establish and maintain their online presence is with Google My Business (GMB). This platform is designed specifically for local businesses like yours and can help you stand out from the competition by providing potential customers with valuable information on goods and services. In this article, we will discuss why prioritizing GMB is essential if you want to increase visibility and reach more customers.

What is Google My Business and what are its benefits for dermatologists

GMB is a free and easy-to-use tool offered by Google that helps local businesses, like dermatologists, succeed online. It allows physicians to prominently display information about their practice – such as location and contact details – on popular search engine results and Google Maps. Furthermore, GMB enables practices to manage reviews, post updates, photo

albums or other relevant information in one central place, helping patients find the office more easily. When used correctly, GMB provides an effective way for dermatologists to increase brand visibility and customer engagement while also boosting their local search ranking. With the help of this powerful platform, they can demonstrate their expertise and stay ahead of the competition!

What to Include on Your GMB Profile

Having an up-to-date GMB profile is critical when it comes to marketing your practice online. Make sure to include all of the important information, such as clinic hours, special services you offer, accepted payment methods and biography to help build trust with potential patients. Don't forget to add high-quality photos that capture the atmosphere of your office or images of staff or clinicians. You can also use GMB for posting updates such as webinars and new services or treatments your practice offers. If anyone still needs more information, you can add helpful links directing them to your website or social media accounts so they'll have everything they need in one place!

How to Optimize Your Profile for Maximum Exposure

With so many potential customers online, it is essential that your profile be optimized for maximum exposure. This means using the right keywords, leveraging local search engine optimization (SEO) strategies, listing your services and products and posting high-quality visuals to create an online persona that leads interested patients to your door. Just as important is generating positive reviews and prioritizing GMB for those reviews. By taking advantage of these creative marketing tactics, you can ensure that your practice appears at the top of search engine rankings and that potential clients have easy access to information about you and your services. Optimizing your profile for maximum exposure will help bring in more traffic, increase inquiries and ultimately boost overall profits.

Tips for Responding to Reviews on Google My Business

As you're generating reviews on your GMB profile, it's crucial to also monitor and respond to reviews. Doing so allows patients and potential customers alike to see that you're genuinely listening and taking the time to engage with their feedback — no matter if it's positive or negative! When crafting responses, make sure your tone is always friendly and professional, while also being sincere and transparent. Additionally, avoid attacking the reviewer or trying to give excuses for any issue encountered; instead focus on

how you can turn it into a positive experience for them in the future and demonstrate your thoughtfulness to others who are reading through these reviews in order to decide if your practice is right for them. With thoughtful replies like these, responding to reviews becomes an invaluable marketing opportunity that can help shape your practice's reputation in a lasting way.

Use Google My Business to Give Your Patients Directions to Your Practice

Including a link to your GMB profile on your website and in appointment reminder emails and texts is a great way to get patients to not only visit your business listing but actively engage with it. This boosts visibility for your practice and the likelihood that patients will leave you reviews. It's also convenient for them, giving them a simple one-click solution to finding your practice when it's time for their first appointment.

Educate Patients Using GMB

GMB can help you give patients everything they need to know and what to expect before they request an appointment. Setting expectations for patients — related to protocols, paperwork, parking, services offered and the consultation process — goes a long way toward providing potential patients with peace of mind. It also helps save your staff's time on the phone, as more people will have their inquiries answered before they make that first call.

Elevate Your Dermatology Practice Using Google My Business

GMB is absolutely essential for any board certified dermatologist who wants to



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make his/her practice successful. It shows potential customers that you are trustworthy and reliable, while also helping you optimize your digital presence. With the right methods, using GMB can give you increased visibility and help create more leads than ever — all of which add up to a rosier future for your practice.

If you need help setting up or optimizing your profile's effective use, then contact an agency like Total Social Solutions for more information on what we can do to help. As always, don't forget to continue educating patients about health and wellbeing so that they can get the best possible care. With the right amount of dedication and hard work, board certified dermatologists should find success with GMB. ●

