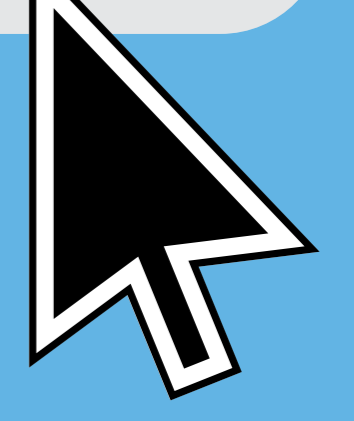


5 Reasons Your Competition Outranks You

in Search



Google Trends data reveals searches containing “near me” and “closest” have more than doubled since 2016.¹ About 80% of those searches are completed on mobile devices.

If your providers aren't ranking at the top of results in local search, you're losing new patients to competitors. Here are 5 things they're doing to outrank you.

88% of patients

begin their search for healthcare providers online.

- reputation.com® 2017 Survey of U.S. Healthcare Consumers

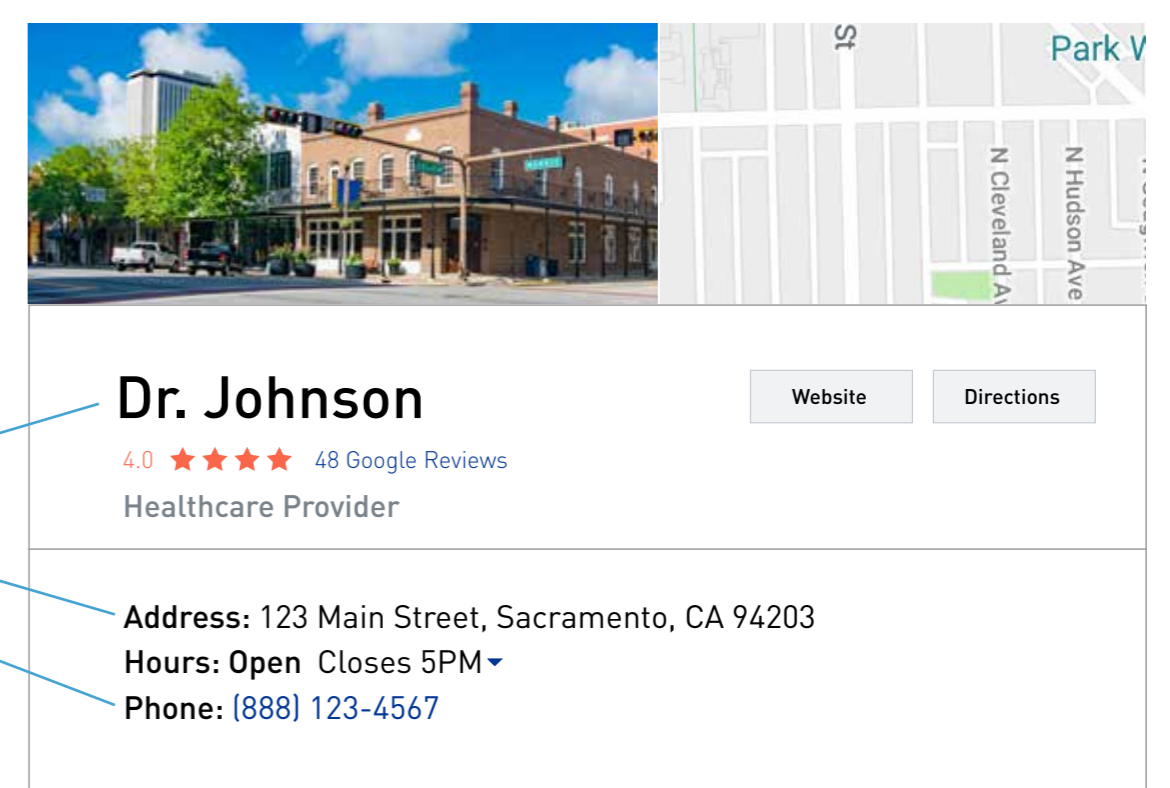
A

1

Their business listings are accurate and optimized.

Any variations in the providers' name, address or phone number on various sites can be penalized by Google, causing other healthcare providers to outrank you.

Name
Address
Phone



2

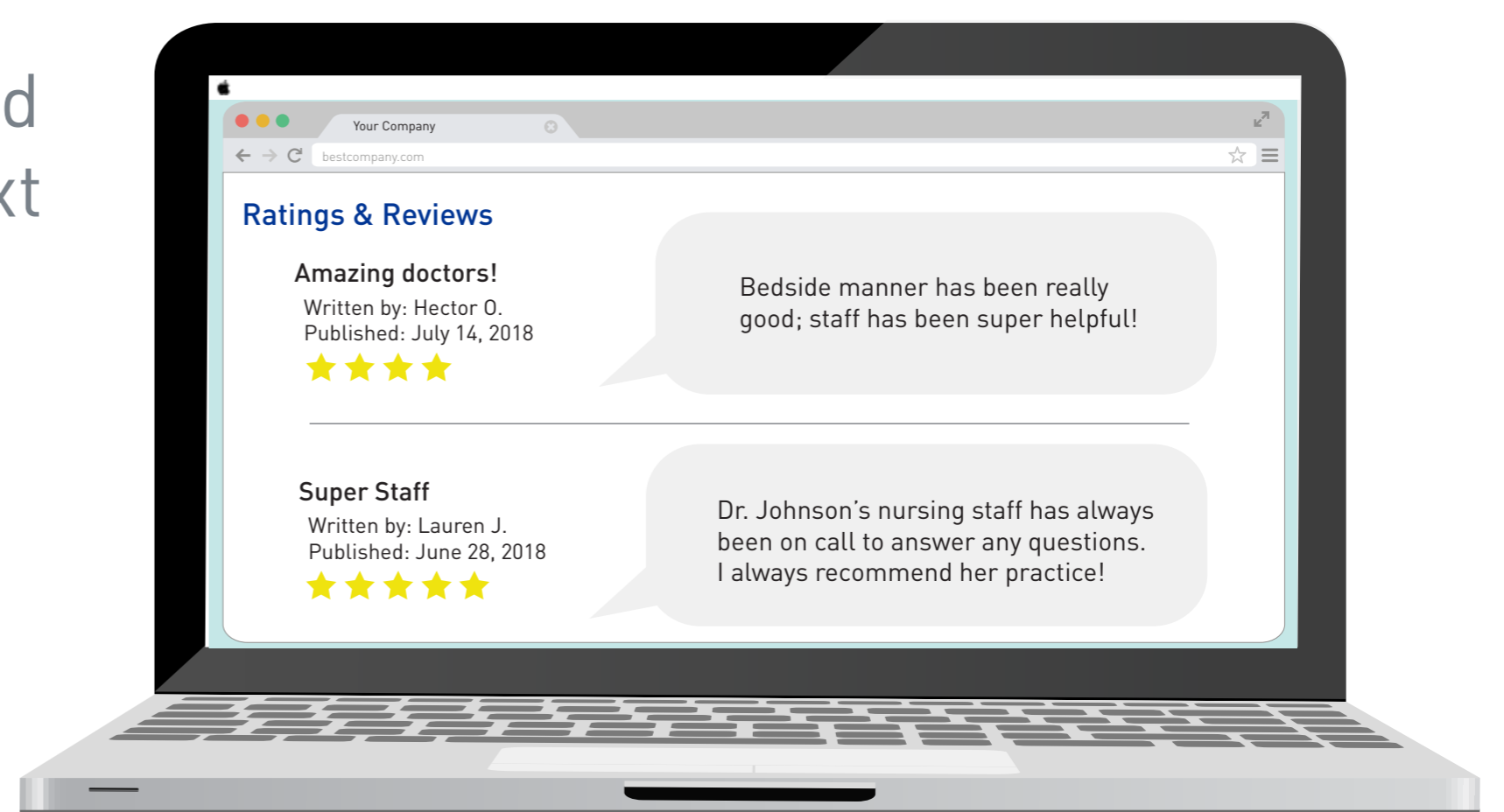
They have more reviews.

The number and recency of your doctors' online reviews are among top 5 ranking factors in Google's algorithm.²

3

They stream reviews to their website.

Text from third-party review sites helps boost your SEO and provides credibility and context to their ratings.²



4

They respond to negative reviews.

95% of unhappy people will return to a business if an issue is resolved quickly and efficiently,³ so respond to negative reviews promptly and do what you can to resolve the patient's issue.

Your feedback is important to us and we thank you for your review. We're sorry you are having this trouble. To ensure we are respecting patient privacy, please direct message us your contact information so we can discuss your situation further. Thank you!

-Erin, Community Manager

5

They use technology.

Online reputation management (ORM) platforms help doctors and locations to request, monitor and manage online reviews, stay HIPAA compliant, and keep location listings up to date.



Learn how you can outrank competitors by implementing effective ORM strategies. Visit www.reputation.com for more information.

1 - Reputation.com 2 - Moz 3 - PeopleClaim