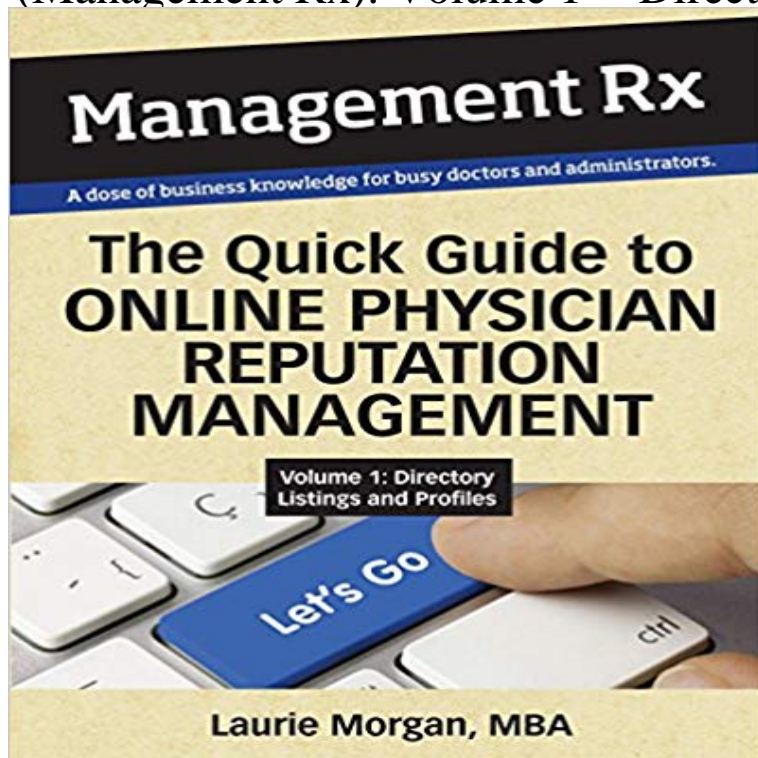


The Quick Guide to Online Physician Reputation Management (Management Rx): Volume 1 -- Directory Listings and Profiles



New edition, updated for 2016! Today's patient typically searches online when choosing a physician -- even when referred by another doctor or a trusted personal relationship. When they do, they'll find lots of information about your practice that you didn't publish - and that may not even be correct! Whether they're visiting a health plan directory or lured by the physician reviews and ratings sites dominating Google and Bing results, it's likely your patients will head somewhere besides your own site for details about your practice. How can you be sure that what they find presents your practice accurately, in its best light? Publishers rely on databases that are often shockingly out-of-date. It's up to doctors and their staffs to take control. It's the first step to creating a helpful, accurate, and positive image for your medical practice online. But how? This quick, practical guide shows you the way. There's no need to research for hours or read article after article to understand online reputation management for physician practices. Everything you need to start managing your online reputation is here! This clear, fast read demystifies the first, big step of finding, fixing, polishing, and monitoring your online profiles. It's easy and it will give you a HUGE leg up on other practices who are hoping to reach the same prospective patients. This ebook shows you how. [Part 1 of a series. Each volume is a stand-alone, practical, actionable lesson to propel your practice's online marketing. And each saves you hours of researching, reading, and deciphering to learn what to do. Parts 2 and 3 explore advanced topics, including social media.]

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