Building Your Online Practice Persona

Strategies for Enhancing Your Practice's Online Identity

LET'S GET STARTED

Instructions:

Use this worksheet to help shape and strategize your online practice persona. Answer the questions and follow the exercises to identify key components of your current online presence and how to improve it.

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ASSESSING
Your Current Online Persona

What do patients currently see when they search for your practice?

- ○ Look at your reviews across various platforms (Google, Yelp, Healthgrades).
- ○ What does your Google profile say about your practice?
- ○ How does your website present your practice?
- ○ Review your social media presence. What messages are you sharing with your audience?

Reflection:

- How consistent is your messaging across these platforms?
- Are you presenting a cohesive image that aligns with your values and services?

ASSESSING
Your Current Online Persona

Exercise:

Rate the quality of your patient care from 1 to 10.

Now rate the quality of your website design from 1 to 10.

If there is a mismatch, you likely have a perception problem with patients.

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ESTABLISHING
Types of Online Persona

Self-Focused Persona

- The website focuses primarily on the doctors and their accolades.
- Example: "Premier cataract doctors"
- Highlights individual awards and certifications, such as board certifications or recognitions, without connecting those achievements to patient care.

Patient-Focused Persona

- The website highlights the services provided and how they benefit patients.
- Emphasizes real people in testimonials, helpful features (online payments, directions), and praises staff service.

Oblivious Persona

- The website lacks focus on patients.
- The website is difficult to navigate and does not effectively present service offerings.
- May have irrelevant information, lack of mobile optimization, or missing essential features like contact forms and appointment scheduling.

ESTABLISHING
Types of Online Persona

Exercise:

Which persona best describes your current online presence?

What steps can you take to move towards a more patient-focused persona?

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DEFINING
Your Practice's Unique Value

What makes your practice different from competitors? Consider the following differentiation factors:

- ○ Appointment availability
- ○ Technology used
- ○ Specialties
- ○ Services/procedures
- ○ Cost
- ○ Number of physicians
- ○ Patient care approach

Reflection:

- How do your differentiation factors compare to those of your competitors? What sets you apart?
- How well are you communicating your unique values on your website and social media? Are your messages clear and consistent?

DEFINING

Your Practice's Unique Value

Exercise:

Write a list of differentiation factors about your practice that set you apart from others in your area.

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IMPROVING
Engagement with Patients

Actively engaging patients online is essential for building strong relationships and enhancing their experience with your practice.

- ○ What are you doing to actively engage patients online?
- ○ Are you utilizing tools like self-tests, polls, video, interactive objects, online scheduling, or online bill pay on your website?

Reflection:

- How can you improve your patient engagement?
- Consider adding combinations of the following to your core service pages: Self-tests, FAQ sections, custom videos of providers, pricing calculators, and symptom simulators.

IMPROVING
Engagement with Patients

Exercise:

List the tools and features you currently use on your website to engage patients. (e.g., online scheduling, video consultations)

Identify at least two engagement tools you would like to implement.

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INCORPORATING
EEAT into Your Online Presence

Google's EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness) is a concept that helps define how credible your website appears to users and search engines. While EEAT itself is not a direct ranking factor in search engines, sites that effectively demonstrate signs of EEAT are the sites users gravitate towards. This can lead to more clicks and engagement, which sends positive signals to search engine algorithms to improve your ranking results.

- Are you showcasing your expertise effectively?
- Are you displaying statistics that convey proficiency and skill sets? (i.e., number of procedures done, years in business, successful outcomes).
- Are you providing unique or personal perspectives or insights on given topics such as LASIK or IOLs?
- Are you incorporating first-hand data into your website and social media content?

As a simple example, here's an effective way to show EEAT:

50+ Years in Business

Utilizes **Cutting-Edge** Technologies

Over **60,000+** surgeries performed

INCORPORATING
EEAT into Your Online Presence

Exercise:

List 3 ways you can improve how you convey experience, expertise, and trustworthiness to patients on your website.

For each improvement you listed, brainstorm specific content ideas or features you could implement. Consider formats such as blog posts, videos, infographics, or case studies that could effectively communicate your expertise.

COMMUNITY
Engagement with Patients

Participating in community events and educating patients online is essential for building trust and enhancing your practice's reputation.

Engaging with the community through sponsorships, health fairs, or educational resources, demonstrates your commitment to local health and fosters strong connections with potential patients.

Reflection:

- Are you participating in community events or educating your patients online?
- How do you communicate your involvement with your community?

COMMUNITY
Engagement with Patients

Exercise:

List opportunities to increase your visibility through community involvement.

Examples: Hosting in-office lunch & learn events for patients, regularly publishing online content across platforms, and sponsoring local events or organizations.

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DEFINING
Your Ideal Patient

Who is your ideal patient? Consider factors such as:

- Age range (e.g., 30-45)
- Demographics
- Income
- Lifestyle
- Health concerns or interests
- Where do they get their information
- Where do they spend their time

Reflection:

Consider the images, language, and services you promote.

- Do they align with the characteristics of your ideal patients?
- Do you have information on your website that your ideal patients would likely be looking for?

DEFINING
Your Ideal Patient

Exercise:

Write a brief description of your ideal patient persona. Get specific.

Are these ideal patients reflected on your website and in your messaging?

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REVIEWING
Your Online Persona

Based on your answers in this worksheet, write down 5 actionable steps you can take in the next month to improve your online practice persona.

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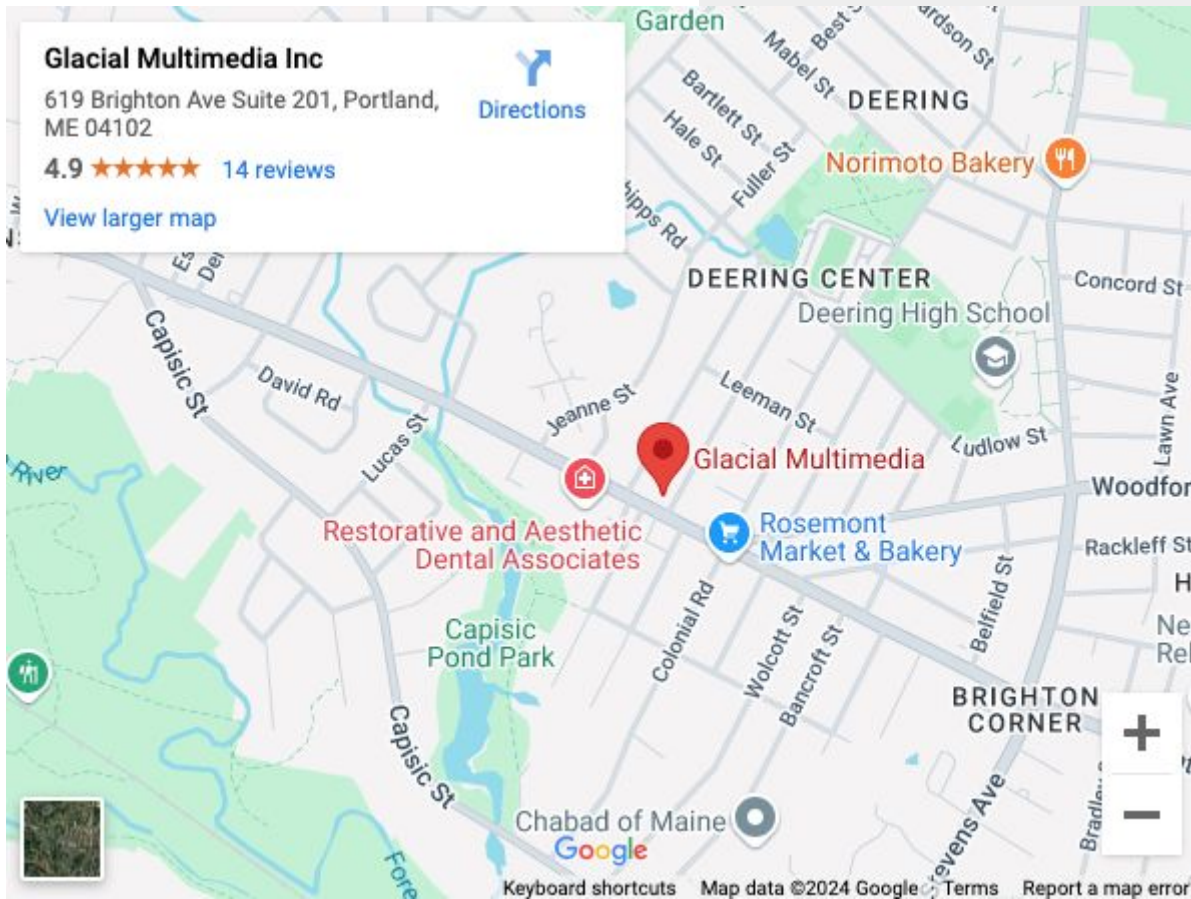_____

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Final Thoughts: A well thought out online persona will shape how patients perceive your practice and drive new business. Your practice can thrive in the digital space by focusing on patient needs, providing valuable content, and maintaining an authoritative and trustworthy online presence.

Thank You

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4.9 ★★★★★ 14 reviews
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