

YOU THINK YOU WANT TO BLOG. SO WHAT DO YOU DO?

To blog or not to blog, that is one of the questions. And if you do blog, how often should you post? What topics are appropriate fodder for an aesthetic practice? And, importantly, how will all of this hard work help you book procedures and grow your brand? Oh, and one more thing: what is a vlog? Our practice marketing experts respond and share best practices.

BY DAVID EVANS, PHD, MBA; WENDY LEWIS; MARA L. SHORR, BS, CAC II- IX AND JAY A. SHORR, BA, MBM-C, CAC I-IX



BLOGGING AND SEO: PERFECT TOGETHER

Blogging is an excellent way to keep your website fresh, which Google appreciates, and bring prospective patients to your practice. Keys for effective blog posts are to make the content timely or answer a specific question/s about aesthetic treatments. Simply regurgitating procedure info, specials, or repetitive topics is the kiss of death. To keep blog articles fresh, use content like “What is the Difference Between Liposuction and CoolSculpting?” “Tips for Getting Glamorous for the Holidays,” or “Five Questions to Ask Your Rhinoplasty Surgeon.” All of these topics have common threads. The content is clearly separate from procedure information on your website, and it relates to a specific time frame for a prospective patient, such as one thinking about aesthetic treatments for the holidays.

Also, consumers often use so-called “long-tail” search to research a procedure and select a surgeon. Long-tail searches are phrases with three or more words that address a very specific issue. For example, many consumers do not know the difference between liposuction and Coolsculpting and thus will search on Google using terms like “liposuction versus CoolSculpting” or “What is the difference between liposuction and CoolSculpting?” A blog article on this topic, if written properly with the correct SEO structure, has the potential to rank well for these types of searches and can bring prospective patients to your website and your office.

Video blogging, or vlogging, can also be very effective and creates a personal touch to your posts. Keep in mind that Google cannot “read” video content, so if you are vlogging,

include a transcript of the video on the website so that your vlog can rank for long-tail search terms.

DAVID EVANS, PHD, MBA

■ David Evans, PhD, MBA is CEO of Ceatus Media Group, based in San Diego. devans@ceatus.com.



GET FRESH

Blogging is still a great way to add fresh keyword-rich content to your website on timely topics with links and a call to action that directs readers to do something (buy, view, call, schedule, etc.) or read more in-depth content on a particular related subject. You can also repurpose blog content throughout your social channels by changing it up, adding a video clip or photograph or link to an article. Blog posts should be at least 500 words and include a visual to be more appealing to readers.

The most efficient and commonly used platform is Wordpress, which can be set up by a programmer with the requisite plug-ins and links. This platform is rather easy to use so there is a minimal learning curve for practice staff, web team, and physicians. It is important to use keywords and tags when blogging for best visibility, and to craft a catchy SEO-rich title for each post. Almost any conceivable topic is fair game, including but not limited to cosmetic surgery, skin-related topics, skincare launches, body shaping, general health and diet, seasonal themes, events, conferences, clinical research, stats, plus opinions on trends and current news stories. It is

important to include links to social channels on each post so readers can readily share the content on their own channels.

Weekly posting is ideal if possible, or bi-weekly. It is preferable not to date your posts, especially if you do not plan to keep up with blogging.

Rather than venturing into vlogging, I recommend Instagram Stories, Instagram Live, or Facebook Live, because these are uberpopular channels where you should already have a growing presence and fan base.

WENDY LEWIS

- Wendy Lewis is Founder/President of Wendy Lewis & Co. Ltd., a marketing communication and social media boutique in New York City and Founder/Editor-in-Chief of beautyinthebag.com
- Author of 12 books, including *Aesthetic Clinic Marketing in the Digital Age*
- WL@wendylewisco.com.



A PICTURE IS WORTH A 500 WORD BLOG POST

We always tell our clients that the more content they're able to add to their website to educate their current and prospective patients, the better! Google loves relevant content, and who better to provide that than you in your own blog? Although SEO efforts can help drive new prospective patients to your website, ultimately, we don't believe that this is something that will



truly help you retain your current patients. (That comes with strong treatments and strong customer service!)

Once you have a blog on your website, utilize it! Rave about your blog posts on your social media channels, in your e-newsletter, and link to each blog post on corresponding webpages on your site. The longer people stay on your website the better!

In addition, don't limit yourself to the written word. Add video into the mix as soon as you're able. Unfortunately, humans now have a shorter attention span than goldfish. We've transitioned from being able to hold our prospective patients' attention using a written blog post to one that is primarily photos, and from photos to purely videos. So, utilize video, aka "vlogging," throughout your website and on all of your social media channels! ■

JAY A. SHORR, BA, MBM-C, CAC XII AND MARA SHORR, BS, CAC XII

- Jay A. Shorr, BA, MBM-C, CAC XII is the founder and managing partner of Shorr Solutions, assisting medical practices with the operational, financial, and administrative health of their business. He is also a professional motivational speaker, an advisor to the Certified Aesthetic Consultant Program, and a certified medical business manager from Florida Atlantic University.

MARA SHORR, BS, CAC XII

- Mara Shorr, BS, CAC XII, serves as partner and vice president of marketing and business development for Shorr Solutions. She is level II-XI certified aesthetic consultant, utilizing her knowledge and experience to help clients achieve their potential. She is also a national speaker and writer.