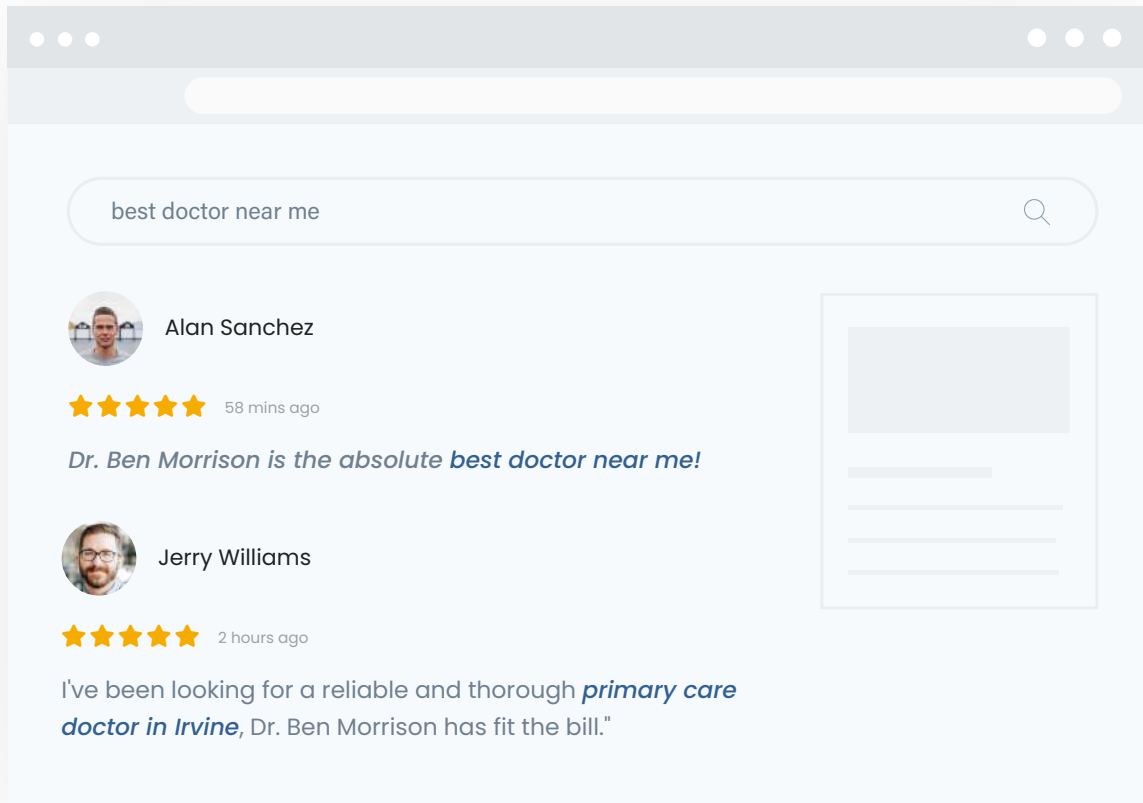




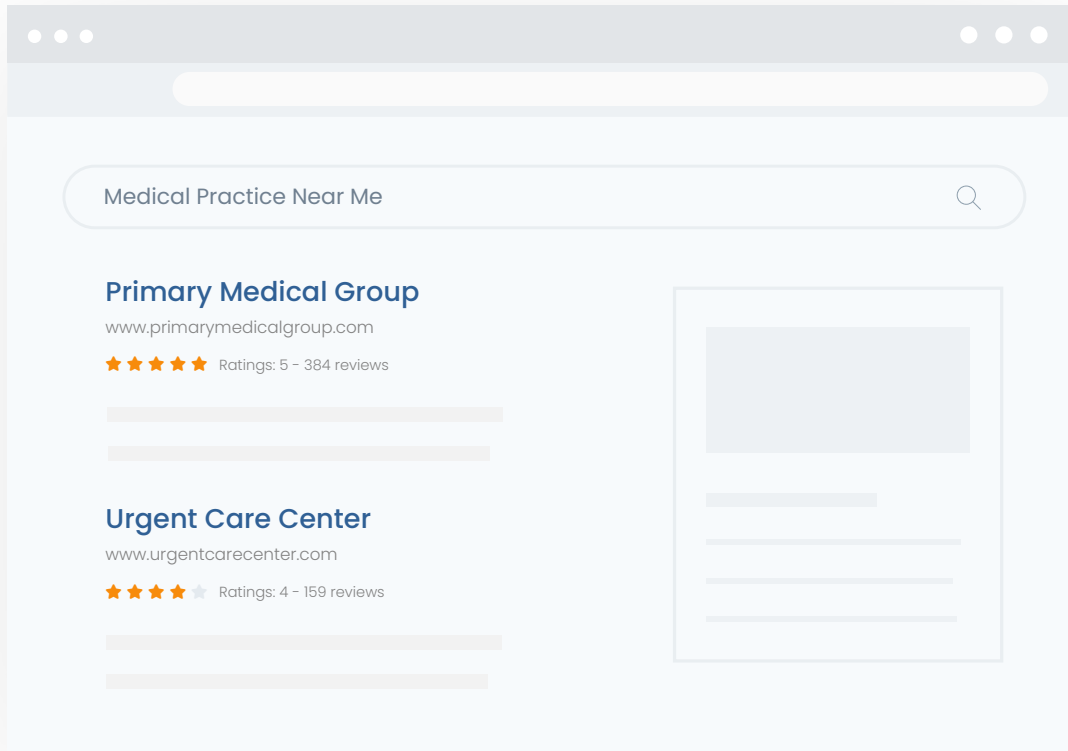
5 Reasons **Online Reviews** Are Essential To SEO

Online Reviews Are FILLED With Keywords!



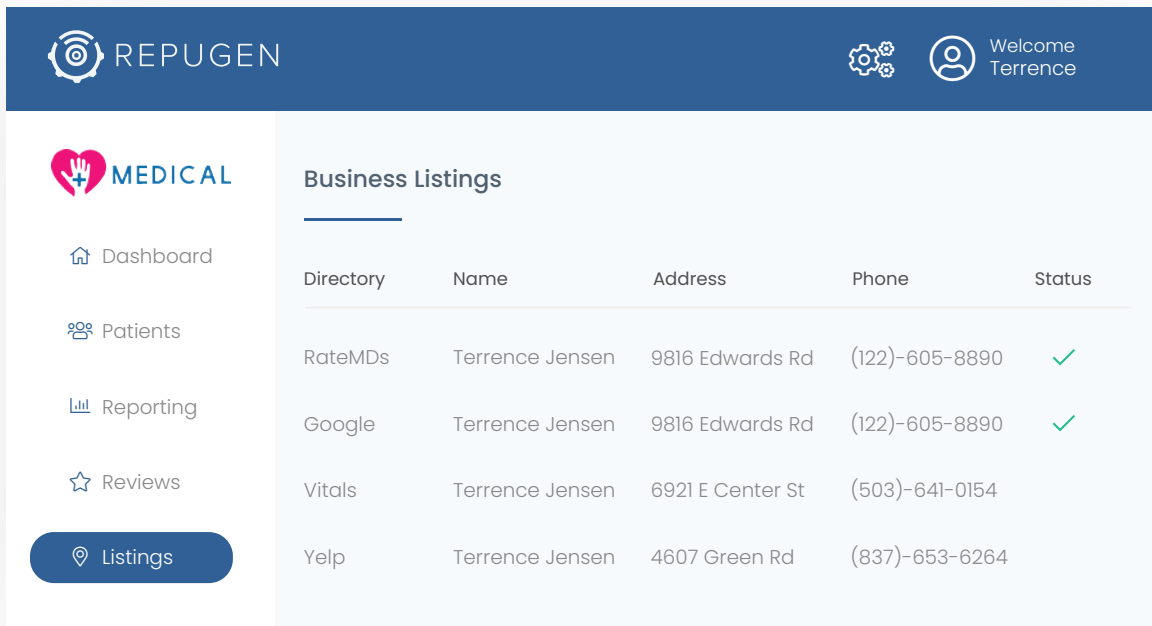
It's no secret that more keywords lead to more exposure on search engines. If you have many online reviews, more keywords relating to your practice will be present and the higher chances that search engines will rank you at the top of search results.

Shows Search Engines You're Popular!



As 48% of people end up looking at a website because of positive reviews, search engines use positive reviews as an indication of brand trust. The more positive reviews, the more likely patients will visit your site, signaling to Google that your site is popular and should see a bump in rankings.

Search Engines LOVE Consistent Information!

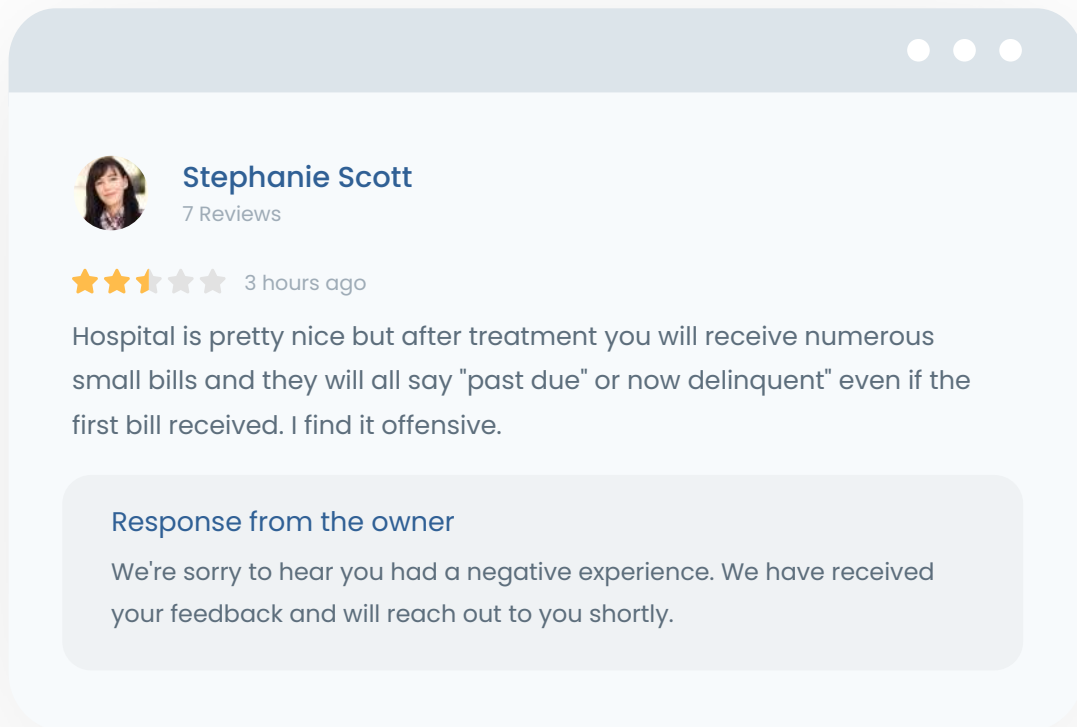


The screenshot shows the REPUGEN dashboard for a medical practice. The header includes the REPUGEN logo and a user profile for Terrence. The left sidebar has navigation options: Dashboard, Patients, Reporting, Reviews, and Listings (highlighted). The main content area is titled 'Business Listings' and contains a table with the following data:

Directory	Name	Address	Phone	Status
RateMDs	Terrence Jensen	9816 Edwards Rd	(122)-605-8890	✓
Google	Terrence Jensen	9816 Edwards Rd	(122)-605-8890	✓
Vitals	Terrence Jensen	6921 E Center St	(503)-641-0154	
Yelp	Terrence Jensen	4607 Green Rd	(837)-653-6264	

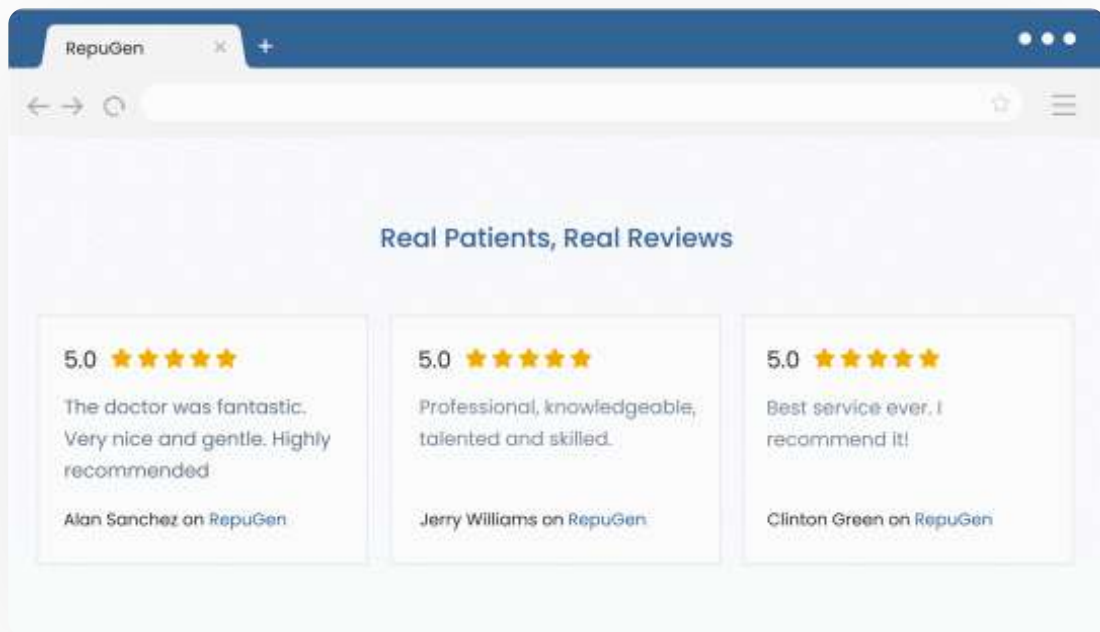
9/10 patients will look up a practice's listing information before choosing them for their healthcare needs, making NAP (name, address, and phone number) consistency vital to search engines. Having a consistent NAP across verified 3rd party listings helps you rank higher on search engines.

Engage With Your Patients' Reviews!



Patient turnover increases by 15% when their feedback is not addressed. Responding to all types of reviews builds trust with all patients and credibility with search engines. The more credible you are, the higher search engine rankings you can expect to see.

Search Engines Share Popular Websites!

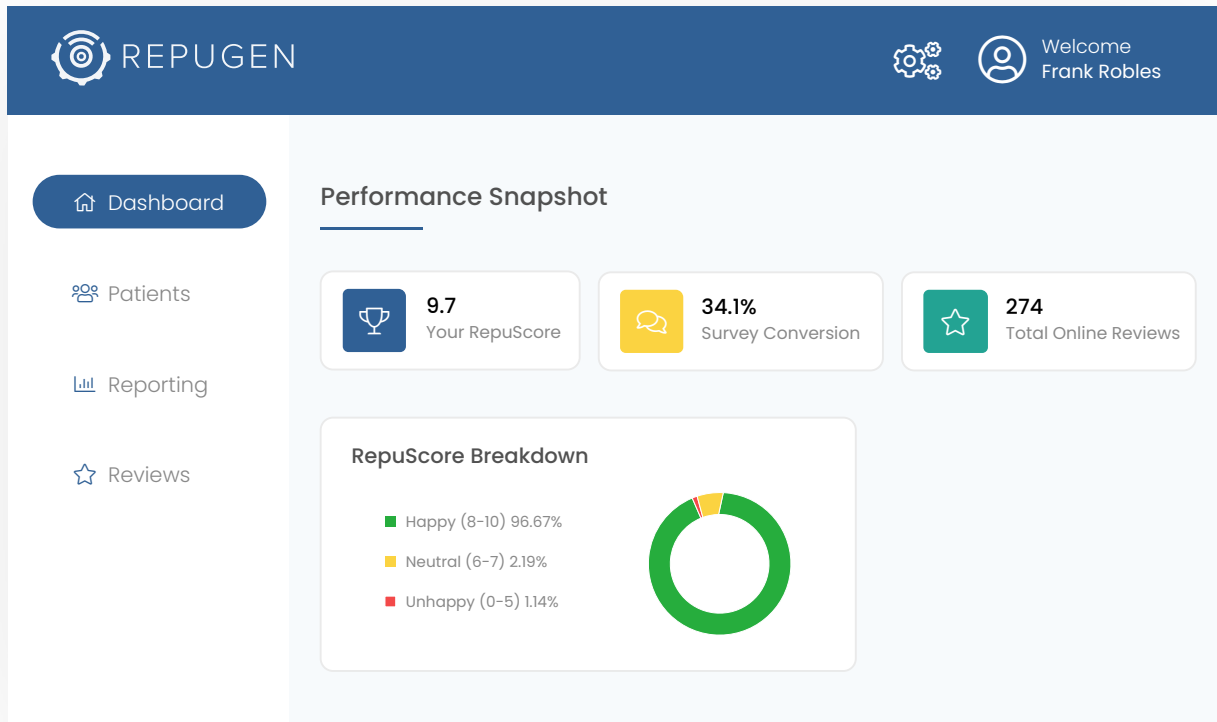


Since 63% of patients check 10+ online reviews, incorporating reviews into your website is the social proof patients need in choosing a healthcare provider. As they go through your site's reviews, **it increases the time patients spend on your website**, thus making your site seem more popular for search engines to share.

Having online reviews covers everything that search engines are looking for in successful sites!

- ✔ Builds your credibility
- ✔ Makes patients engage more with your website
- ✔ Enhances your practice's exposure
- ✔ Ensures NAP consistency
- ✔ Increases your appearances for relevant online searches

Manage Your Reviews!



80% of patients check online reviews before choosing a healthcare provider.

Incorporating online reputation management into your SEO workflow will help you get more online reviews, allowing more patients to choose you as a solution for their healthcare needs.

**Want to see how easily you can improve your
online reputation and get more positive
online reviews?**

Contact RepuGen today!
