

Physician bios:

5 elements you need for success

Physician bios drive crucial website conversions and are one of the most common entry points for patients.

1 An updated headshot

A welcoming, smiling face on the profile is more likely to engage a patient.

76% of consumers surveyed by Yext said they go online to find an individual provider, as opposed to a hospital or clinic.¹



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★★★★☆ 4.5 out of 5

MAKE AN APPOINTMENT

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MY PROFILE

94%

of patients said they use online reviews to evaluate physicians.²

2

Patient reviews

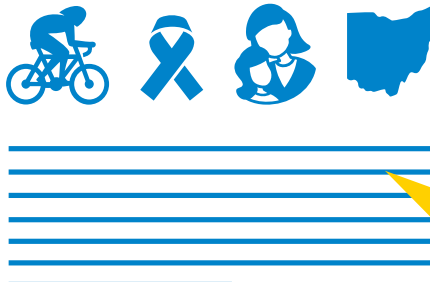
Use an internal review system or patient portal reviews to guarantee ratings from patients who have been in your care.

3

The physician's personal story

A written narrative can tie in the doctor's personality and help the patients see the doctor as a real person.

Include details like hobbies, family, where they live, where they grew up and why they became a doctor.



Some organizations include video profiles, but these aren't a simple task. Consider what's best for your team, timeline and budget.

4

The physician's care philosophy

Whether you write it in first or third person, a care philosophy could be the piece that finally pushes someone toward making an appointment.

5

SEO-friendly content

Just like any other webpage or blog post, your physician bios need to be optimized for search to make sure patients can find them.

MAKE AN APPOINTMENT

Make sure you have a call-to-action (CTA) on the profile to help you track conversions.



yourhospital.org/physicians/dr-olivia-wang

SEO tips:

Use a search-friendly URL structure.

- **Make sure your page titles and meta descriptions are unique for every profile**, and try to include the physician's name, location and specialty.
- **Check that search engines can crawl your profile pages** by scanning your robots.txt file.
- **Include all relevant condition names** (both lay terms and clinical terms).
- **Monitor page speed** by optimizing your CSS and JavaScript and making sure your image sizes are not too large.

One of the biggest challenges with crafting physician bios is finding a balance between provider expectations and patient needs. Drop us a line anytime to learn more.

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¹ <https://www.yext.com/blog/2017/01/patients-physicians-resources/>
² <https://www.softwareadvice.com/resources/how-patients-use-online-reviews/>