

PHARMA  MEDIC[®]



Currently, we live in an era where absolutely everything is on the internet, and that you are there is extremely necessary.

If you are a doctor, some other health professional or represent a medical center and truly wish to include yourself in the digital world, we invite you to follow our instructions step by step. Here we show you some tips of what would be the best way to be on the internet:

1. Have a website
2. Obtain organic positioning and Adwords
3. Being present in social networks
4. Use the Pharmamedic platform

HAVE A WEBSITE

To begin to gain Internet positioning, the first thing you should do is have your own website.

We must bear in mind that it must achieve a good image and help you find new patients.

The website of a doctor or medical center, in addition to having information about the business and the services it provides, must have important information for patients, such as:

- Contact and location data (easy to find and always updated)
- Your data as a professional.
- Photographs of professionals and spaces that are in the medical center.
- List of diseases and treatments performed in the medical center.
- Rates of the services provided.

Your website must also comply with the following characteristics:

- Clarity and simplicity in the design.
- Graphics and readable fonts.
- Elements and colors according to the theme of health.
- Originality of content and image to attract attention.
- Adaptation to mobile devices.

OBTAIN ORGANIC POSITIONING AND ADWORDS

After having a complete and professional website, you should worry about having a good SEO. This, so that patients can find your site faster and not, those of the competition.

Today, there are two ways to position a page:

- Working on the organic positioning of the page, that is, free positioning. This is not immediate: on the contrary, it will take time until the page is well positioned in the search engine.
- Through the payment positioning: that is, a service like Adwords in Google. In this case the positioning is immediate and in a few minutes may appear in the top positions of Google, although it is expensive.

You must bear in mind that the SEO of your site will be successful, once it complies with some other characteristics. Google's algorithm, for example, positions those web pages in high places that:

- They have valuable content (words most sought after by people)
- They publish original content (they do not copy content from other websites).
- They have a responsive design (adaptation to mobile devices).
- They have links that direct them to other websites and social networks.

For organic positioning:

This type of SEO is more complicated and requires more time. But to get more optimal results you can seek professional help.

The most advisable thing is to work in a very specific position where you will probably attract fewer patients, but you will also have less competition.

For positioning with Google AdWords:

If you want to have a much more complete and faster positioning, you should use AdWords, that is, the so-called sponsored links. These links appear above the natural search results and it is very difficult to ignore them. Here we show you some advantages and disadvantages of using this tool.

- Scalability of the budget: you pay for a certain number of clicks on the promoted link.
- The possibility that our ad can only be seen by people who are in a certain area if the search is made from a mobile device (when using the fixed computer, the location of the server is taken into account).
- The possibility of including the contact number in the advertisement.

Disadvantages of the AdWords campaign

- The links are indicated as advertisements. These can be perceived as untrustworthy links.
- The cost is potentially high.

BE PRESENT IN SOCIAL NETWORKS

The more networks you have to link to your website, the better it will be for SEO, but you should also make sure you have only the ones that best suit your business. In the case of health, the most used are Facebook and LinkedIn. Here are some tips:

Facebook:

Facebook is the most popular social network in the world.

In addition, it offers many possibilities to doctors who have a private practice.

Thanks to the free and easy-to-use tools it offers, it is possible to create a professional Facebook page similar to a simple web page.

There you can publish all the relevant information about your business and interact with your patients.

Before creating the page it is important to think and prepare the strategy

- **Who are our recipients?** Current patients? Potential patients? The inhabitants of our town? Other specialists in our field?
- **What content do we want to publish?** Photos, text, audiovisual content?
- **How often?** Once or twice a week? Everyday?
- **Do we want to promote our content?** We can pay for certain groups of recipients to see our publications, such as people who have not yet "liked" our page.

LinkedIn:

LinkedIn enjoys a growing popularity, advertising itself as a "portal for professionals". Unlike Facebook, LinkedIn is specialized in business and professional contacts.

Although LinkedIn will not help you as a doctor to directly contact potential patients, it can open up valuable contacts within the medical sector as well as abroad.

USE THE PHARMAMEDIC PLATFORM

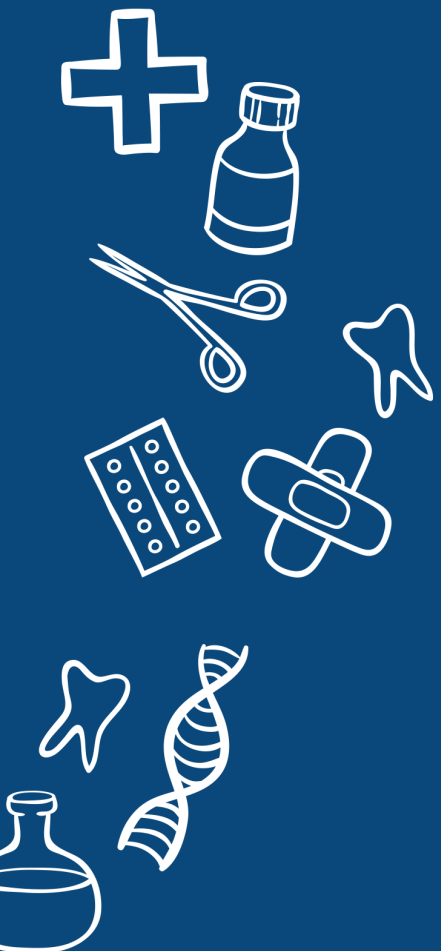
Now, if you want to be recognized and have more patients choose to use your services, in addition to following the advice above, using Pharmamedic is ideal for you.

This platform provides the geolocation of all professionals in the health sector and all outpatient clinics, private clinics, medical centers and laboratories that are registered in the system. No matter where you are located, patients who enter the system may locate the doctor closest to your home who can provide their services. If you are one of them, you will have more possibilities for people to find you. The benefits offered by Pharmamedic are:

- Geolocation of your point of service.
- Manage medical records online in a more convenient and simple way.
- Use means of collection more comfortable, fast and safe thanks to the own cryptocurrency that has the Pharmamedic platform.
- Find suppliers of supplies or buy materials in a more comfortable way.

Today is the time to let you know

**Give yourself the opportunity of
your life with Pharmamedic!**



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