

TIPS FOR EFFECTIVE EYE CARE PRACTICE BLOGGING

Use a mix of content types.

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In the ever-changing dynamics of online, mobile, and social media communication, one thing that has remained mostly impervious to change is blogging. High-quality blogs continue to enjoy top rankings in search engine results and receive large volumes of monthly traffic. For an eye care professional, a blog offers an excellent opportunity to

reach out to targeted audiences and offer consistent value.

This article offers a few tips for effective eye care practice blogging.

GIVE READERS WHAT THEY SEEK

Online readers are keenly interested in finding what they want, not necessarily what you want. Provide specific and targeted information to this impatient audience through your blog. For instance, if you are describing an eye care procedure, give an idea of how much it costs. Do not hold back real information as much as possible.

If you are discussing a new eye care product or technology, include a demonstration video, how-tos, FAQs, or graphic explanations. Do not leave the reader groping in the dark through foggy information. If review or rating websites or other patient testimonials have commented about this eye care product, procedure, or service, provide links to that information. Transparency and relevance will make readers flock to your blog.

USE GOOGLE TRENDS FOR HOT TOPICS

Check out Google.com/Trends to gain insights about what kinds of topics, news, and events related to eye care may be trending online. Google Trends also offers a Hot Searches feature that gives users a quick overview of top stories and issues. You can also type an eye care related keyword in the search bar, and the site will show which keywords are rising in the search rankings. This gives an indication of the kinds of topics that online users are currently looking for.

GO SOCIAL WITH YOUR BLOG

With the immense growth of social networking, you cannot expect your eye care blog to gain traction as a

standalone endeavor. Share your blog posts on Facebook, Twitter, Google+ communities, and LinkedIn Groups. If you have a video on your blog, put it on YouTube with a link to your blog. Provide social media share buttons with each blog post, enabling readers to instantly share any post they like. Use innovative tools such as ClicktoTweet.com that allow you to promote blog posts on Twitter for free.

PROVIDE A GOOD CONTENT MIX

Content mix on your blog must be rich and diverse, not only in terms of your choice of topics, but also in terms of presentation. Rather than relying on all text-based blog posts, consider making audio versions of some posts. A number of free online tools such as Podbean.com are available to create audio blogs, which can dramatically increase your exposure, particularly in the mobile era. Also consider creating infographics, SlideShares (slideshare.net), and videos, and even sharing relevant Google Hangout webinar recordings on your blog.

BUILD A MAILING LIST

Over time, you will know that the regular visitors to your blog are those who engage with you and share your posts actively. Create a systematic database of their email addresses, and continue to expand this list. You can also add a mailing list subscription box to your blog to generate more loyal readership. Make sure to give an opt-out choice to the contacts that are included in your blog mailing list.

 **2. USE GOOGLE TRENDS FOR HOT TOPICS**







For tips on writing interesting blog posts, go here:
eyetubeod.com/?v=igimezada.

HOST THOUGHT LEADERS

Invite leading eye care industry influencers, thought leaders, and specialists to occasionally write guest posts for your blog. Use focused LinkedIn groups to engage with such influencers in your field. Republish important articles, columns, white papers, and research reports, and create links to interesting e-books through your blog. The more you enrich your blog with interesting and reader-friendly information, the more traffic your blog will eventually achieve.

MONITOR AND MEASURE PERFORMANCE

Google Analytics is an ideal, free online tool to measure the performance of your individual blog posts. The variety of insights available from Google Analytics can help you reorient your blog content in a more effective direction. You can also employ tools such as CrazyEgg.com heat maps, which tell you where readers stop scrolling through your blog.

Your eye care practice blog should ideally be less about self-promotion, and more about informing, educating, addressing queries, dispelling doubts, and providing practical solutions to patients and readers in general. Blogs have a greater potential than most other online mediums to build reader loyalty and relationships through consistent delivery of useful content. ■

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