

# INCREASE EXPOSURE BY LINKING DERMATOLOGY CONTENT TO OTHER SITES

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**B**uilding original and relevant high quality website content is fundamental to your dermatology online marketing efforts. But it is equally important to ensure that other respected and leading websites link to your web content both organically and editorially.

This is true for any articles, columns, eBooks or other pieces of content that you may publish online, whether on your own dermatology website, blog, social media networks or elsewhere. The key is to create such engaging content that it gets shared or linked to top tier websites and blogs.

## COMMUNITY BUILDING

Make sure that your larger goal is to build a community around your practice, and not just to focus on building links for your website. Community building will eventually lead to organic link building. You can do this by responding to the queries, comments, suggestions and other types of reactions that you receive for your content.

The goal should be to educate the people in and around your local area through your content. You can disseminate useful information and generate awareness about new dermatology procedures and treatments.

## CONTENT THAT CAN GO VIRAL

Unique content has the potential to go viral over the Internet. To begin with, you can try to identify gaps within the field of dermatology where adequate information is not available online. Most dermatologists tend to focus on the most common and popular treatments and procedures. You can try to differentiate yourself by investing more efforts in niche content areas that have not been properly addressed on the Internet.

You should also try to identify the type of content usually performs exceedingly well in the area of dermatology. You can conduct simple online research to assess what kind of dermatology online content is getting the maximum response from readers in terms of likes, shares, comments, and views. Once you identify such content, it is easy to determine what kind of sites, blogs and forums are publishing such content.

The third way to look for promising content ideas is to interact with your patients on a day to day basis, and try to analyze what kind of topics or areas of dermatology excite them the most. Once you know what your target audience wants, you can make efforts in the right direction to build content that will be immediately receptive and useful to the patients.

## WEB TOOLS TO ANALYZE CONTENT

The Internet can be a complex maze where it gets difficult and time consuming to identify content that can work effectively within the area of dermatology. This hurdle can be overcome with the help of a few innovative web tools. One of the popular, free tools is BuzzSumo, which allows you to search through the right content based on a search term that you input.

The tool will also help you discover what kind of dermatology websites are publishing popular content, which you can use as a model. Another free analysis tool is Social Crawlytics, which can reveal the most popular content in your field and the authors behind it. Similarly, Reddit is another web tool that is widely used by SEO and content development experts.

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