**Top 5 Reasons You Should Beat Healthgrades for the #1 Spot on Google**

Your physician directory is the front door for prospective patients who are looking to book an appointment. And with 77% of patients [starting their search online](http://searchengineland.com/77-percent-of-online-health-seekers-start-at-search-engines-pew-study-145105), it is more important than ever to occupy the top spot on relevant Google search results.

For many health systems there is a single hurdle standing in their way of attaining this goal: third party review sites.

Well it’s time to start fighting fire, with fire… by publishing

Adding star ratings to a health system’s physician directory often gives these profile pages the final push they need to appear at the top of search results ahead of 3rd party review sites. These are the 5 reasons why:

1. Search engines love reviews! Review content is often given high priority in web searches. If you Google one of your physicians today you will not be surprised to see the majority of top listings are review sites.
2. Your hospital website has the potential to be the best source of truth about your providers. There is nothing more credible than a hospital’s own website for information on the care your organization’s physicians provide. Google recognizes this, but what hurts your pages is that traditionally content on physician directories is not updated frequently. In the absence of reviews, this content gets stale and often contains content that is duplicated across many provider pages.
3. Review content is unique. The comments are unique to each patient’s experience with your providers and appear nowhere else on the internet. This selection of content is yours and yours alone - it is not duplicated anywhere else on the web. As your marketing department probably knows, the creation of unique content is often the hardest task in digital marketing (but search engines reward it). Posting patient reviews gives your site a big boost in the creation of unique content, and that spells credibility in the algorithms of the search engines.
4. Review content is updated frequently. Patient comments can be published daily to your website meaning your profile pages do not get stale. Search engines reward sites that are updated with new content frequently.
5. Reviews contain rich information that is genuinely important to the web user – your prospective patient! Patient comments are written in “their own words” by your patients, and this natural language is filled with rich keyword content. All of this language pertains to the provider, his/her care, your health system, the care setting, and healthcare in general.
Google wants to help its “searcher” find what they’re looking for. You could try to guess what language would resonate with patients, or you could leverage the language that other patients have already shared with you in their survey responses. The more reviews you publish, the better chance you have of “getting a match” between what a prospective patient wants to hear and what an established patient has to say.

So far in 2017, NRC Health has had a new health system go live EVERY WEEK using our star ratings technology. If you want to learn more about how we could help your organization, please [contact us today](https://nrchealth.com/contact/).

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