

RealSelf Profile Content Best Practices

We all know that reviews and photos are essential provider profile content. But written content on profiles also plays a key role in:

- giving potential patients the information they need to confidently contact a doctor (without them having to seek it out elsewhere)
- giving doctors an opportunity to tell their story and let potential patients know what sets them apart
- helping Google prominently surface relevant profiles in search results through Search Engine Optimization (SEO) keywords

Here's what that content includes, along with some best practices for adding your own.

A personal statement

All providers can add a personal statement of up to 3,500 characters. Here's an example of where that appears, [from Dr. Armando Soto's profile](#):

Total years in practice: 21

Dr. Armando Soto is a leading, board-certified plastic surgeon practicing in Orlando, Florida. He performs all aspects of facial rejuvenation, but he's known worldwide for his excellence in breast enhancement and body contouring, including tummy tucks, Brazilian butt lifts, and full mommy makeovers.

In his 20 years of practice, Dr. Soto has received many honors, including the RealSelf 100 Award, and is known for achieving excellent...[more](#)

Providers can add expanded content in this section of their dashboard:

Include a personal statement introducing and describing yourself ([guidelines](#))

Dr. Armando Soto is a leading, board-certified plastic surgeon practicing in Orlando, Florida. He performs all aspects of facial rejuvenation, but he's known worldwide for his excellence in breast enhancement and body contouring, including tummy tucks, Brazilian butt lifts, and full mommy makeovers.

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Personal statement best practices:

- Emphasize your training, education, and areas of expertise, including specific procedure names. Google values what is called EAT: Expertise, Authority, and Trust. This content sends them and potential patients a strong signal of your authority.
- Ensure the copy you post here is unique (not cut and paste from your website). Google sees duplicate content as low-quality, and reposting copy in both places will hurt your website and RealSelf profile in terms of search visibility.

- Mention your practice location and state at least once, to help boost your visibility in local search results. Touch on what makes your facility special (e.g., your own OR or the quality of your staff).
- Avoid mentioning special offers or promotions. Google sees “promotional content” as lower quality.
- Include personal details (like what drew you to your specialty) and play up what makes you unique. Do you use a superior technique? Volunteer internationally? Let patients know why they should choose you over a competitor.

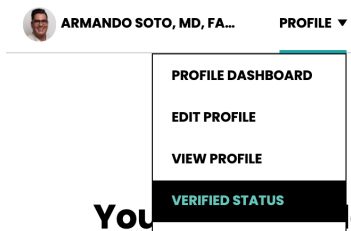
Expertise modules, aka “Procedures I’m known for”

Verified doctors have the opportunity to add “Procedures I’m known for” to their profile.

While only 3 modules show up at any given time, doctors can add as many modules as they have content for. Consumers will see the procedures that are most relevant to the content they’ve recently browsed. *This is a powerful way for doctors to show consumers that they offer the procedure they’re most interested in.*

Doctors can add and update these modules by:

- selecting the Verified status drop-down



- clicking the Update button here:



Here, they can:

- see modules that are currently live or ready to add
- edit the copy by clicking on the module
- see other modules that need additional photos, Q&As, and reviews before they can be selected

Current expertise module requirements:

- 10+ before and after photos
- 10+ Q&As
- 5+ reviews

Written content is not required, but providers can add up to 1,000 characters of copy to each module—another golden opportunity to communicate to patients why they're uniquely qualified and let Google know they should appear more often in search results.

“Procedures I’m known for” copy best practices:

- Talk about your approach to the procedures and what makes you uniquely qualified to perform them. Include specific procedure names.
- Again, ensure the copy you post here is unique. It's OK to include similar words and phrases to your own website, but keep any duplicate phrases to less than 15% of the copy.
- Mention your practice location (the city and/or neighborhood) at least once in each module, to boost local search visibility.
- Avoid mentioning special offers or promotions here.