

Doctors Profile Page Checklist

Below is a checklist of topics that should be covered in point form on your profile page.

Service Focus

Conditions vs Procedures - summarise broad conditions treated, with quick links to appropriate pages. These can also be linked to your broad treatment or procedural approaches.

Qualifications

This is often incomplete and while omissions may go unnoticed, if you don't list all your relevant qualifications it can impact to some degree your visitors' impressions.

These include undergraduate and postgraduate qualifications

Fellowships, Professional Memberships, Associations, Committees

This section helps build trust by association. By listing all relevant fellowships, professional memberships, associations and committee memberships you are adding to your credibility picture.

Awards

Public and Professional recognition is important. These can include:

- Academic or Research
- Related Non-Medical - OA, community or hospital awards etc

Positions & Participation

Presenting all relevant information can build a credible timeline. Further details can include:

- Clinical Appointments
- Registrations & Accreditations
- Medical Boards & Endorsements

Current Hospital Appointments

- Private
- Public

Publications and Events

Relevant Content Citations - once again these citations can add credibility and drive thought leadership. Or Media appearances (Radio, TV, Newspaper)

Continuing Medical Education

Ongoing professional development is important in a changing world. Listing all educational activities can support the impression that you are constantly developing your craft and are up to date.

Patients want to believe your knowledge and skill is broad enough to advise them fully on their choices.

Research Projects

This section can reinforce your authority and position you as a leader in your field. It can also introduce to patients alternative therapies.

More

- [Get a full list and extra hints and examples goto - Here](#)
- [Your Photos are Critical - View the Photo Guides - Here](#)

