

Manipulating Google Search to Create a Positive Digital Footprint

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Background

A “digital footprint” is an individual’s presence on the internet. A positive digital footprint can influence those who choose to research that particular individual such as recruiters, colleagues, and in the case of healthcare practitioners, even patients.

Search Engine Optimization (SEO) is the process of optimizing web content for the purpose of driving traffic from search engines such as Google, Bing, or Yahoo.

Search engines apply proprietary algorithms to determine the order content will be presented (hits) in relation to a specific search phrase.

Understanding how these algorithms function can empower an individual to influence their digital footprint in Google.

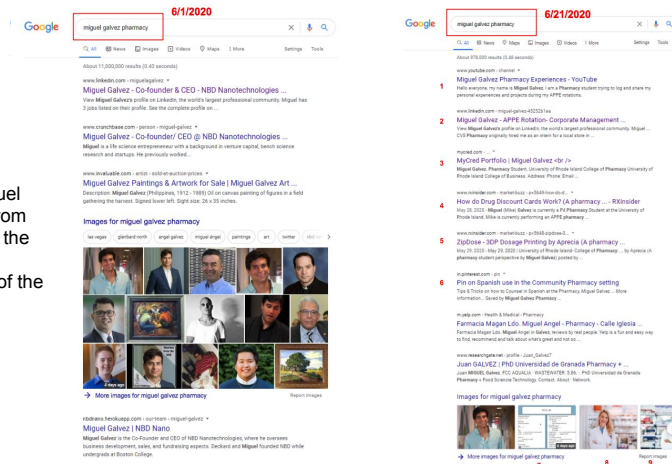
Objective

1. To occupy 5 of the first 10 spots on page-one of Google for the search phrase “Miguel Galvez Pharmacy”.
2. To prepare my personal digital footprint to project a positive impression upon recruiters and eventually my patients.

Method

- Unique and specific content was created around the keyphrase, “Miguel Galvez Pharmacy”, to be presented on popular online platforms.
- A MyCred ePortfolio(Appendix A) was used as the host site (hub) for online content.
- Appropriate and related descriptors were applied to content (metadata) and content was cross-linked across platforms to ensure Google discovered and indexed it.
- Content included Spanish-English counseling videos/presentations, continuing education in leadership/professionalism, module certificates, community involvement, blogs, and papers.
- Content was added to the MyCred ePortfolio with cross-links out to Youtube, LinkedIn, Slideshare, RXinsider, and Pinterest.
- Within each platform, the content would be described with the appropriate metadata and linked not only to each other but also to the host site MyCred.
- Google results for the specific search term ‘Miguel Galvez pharmacy’ was monitored on a daily basis (See Appendix B) to determine success.

Results



Key Points

- Don’t attempt to game the system (Google). Google’s mission is to find and index unique and specific content, so be a part of their mission by creating your own unique and specific content.
- Depending on the website and traffic, content may take a few days or weeks to be indexed and appear in Google.
- Google positioning is competitive, if you stop creating content and linking it to your host site, it will slowly be pushed from the first page to the second and so on as others could be publishing content about similar specifics.

Reflection

Looking back, the value and applicability of search engine optimization can be readily experienced. “Miguel Galvez Pharmacy” dominated the first page of google in less than three weeks. It would be interesting to see the value and impression this technique can portray for other students, faculty, staff, professors, researchers and publishers on the collegiate level who have years of unique and specific content.

Appendix A: MyCred Used

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http://mycred.com/p/799405280