

BLOG

AUTHORING OPPORTUNITIES

AdvancedMD offers [a blog](#) that covers a variety of healthcare topics. Our blogs are focused on educating the healthcare community and helping independent physicians gain operational efficiencies and create better practices.

BENEFITS OF BLOGGING ON ADVANCEDMD.COM

Positioning yourself as an authority and name in the healthcare IT industry.

Attracts organic traffic to your website with provided backlinks and SEO.

Boost your domain authority by having external links from AdvancedMD (high-authority domain).

Increase your brand credibility and Build relationships with peers in our industry.

We promote our blog articles through social media. We have an SEO agency and writers available to help you draft your blog articles for maximum benefit to you and AdvancedMD. All these resources are completely free.

DETERMINE YOUR GUEST BLOGGING GOALS & CONTENT

You are writing as a trusted expert to support a cause and improve people, their practices, their workflow productivity, and patient health outcomes.

Provide tips and tricks about using AdvancedMD and discuss key industry trends and topics.

A FEW GUIDELINES

Refer to your company in third person such as "company name has been an AdvancedMD partner since 2016..." rather than "we" or "our."

Conclude your blog by spotlighting yourself. Briefly source yourself by including your name, photo (optional), short bio (optional), reference your company and state what your company does. Add a hyperlink to your company name that directs visitors to your website. Be sure to indicate your relationship to AdvancedMD. One way of doing this is stating: "[Company] has been an AdvancedMD partner since [year]."

Content subject to review and approval by AdvancedMD marketing.

AdvancedMD reserves the right to remove any content that is obscene, offensive, threatening or malicious, or otherwise violates any applicable law.

TIPS ON DRAFTING A WELL-THOUGHT BLOG

These items below are merely suggestions. Feel free to draft and format your blog however you'd like.

1. Create a thesis
2. Summarize your thesis into 2-4 keywords (for your SEO focus)
3. Provide 2-4 supporting arguments for your thesis and put these into headers
4. Draft 1-2 paragraphs for each supporting argument
5. Include your keyword summary throughout your blog
6. Include your keyword summary in headers of your blog
7. Keep the content length between 500-1500 words

Participation in the AdvancedMD blog is by invitation only. For additional questions or consideration, contact your relationship manager, district sales manager or marketing@advancedmd.com.

