

“KEYS” TO THE KINGDOM”

by Michael Wexler, MFA, BA

Acronyms seem to be the name of the game these days. FACR, ED, ADD, HDAD, CBD! But, perhaps the most important acronym the modern imager can master in this day of the MRI is an even more obtuse little ditty known as “SEO.” That’s right, SEO, or Search Engine Optimization is the name of the game when trying to draw any attention to your work in the digital domain.

As my web designer for www.medivence.com likes to quip: “The internet is the new phone book.” LOL. And he always follows up that quip with another: “In some places they don’t even print the phone book anymore!”

Apparently he’s not wrong:

On July 15, 2016, Fortune magazine reported the following:

“With all of the technology we have today, finding a phone book on your door step seems like quite the anachronism. Apparently [Verizon](http://www.verizon.com), New York State’s largest telephone company, thought so, too. The New York State Public Service Commission has reportedly granted Verizon (VZ) and its directory publisher permission to stop printing and delivering business telephone books to its customers.”

Why has the phone book gone the way of the milkman and free time? Simple. Google has replaced the phone book as a faster, cheaper, and far more effective form of looking for what you’re looking for.

Search as you may, phone books are becoming less and less ubiquitous with old phone books actually beginning to fetch large sums on eBay as “collector’s items! OMG! Pretty soon one will show up on PBS’ not so anachronistic hit *Antiques Roadshow*.

Let's not get bogged down in the sorcery of SEO but suffice it to say it has a lot to do with Google rankings and "keywords." For the preparation of Medivence alone, I was asked to conjure a list of phrases potential patients/attorneys might key in. This is what I came up with for my practice:

radiology expert witness
medical expert witness
medical demonstrative evidence
courtroom exhibits
radiology expert witness new york
neuroradiology expert witness new york
medical expert witness california
medical expert witness miami
medical expert witness los angeles
medical expert witness in florida
radiology expert witness in florida
radiology expert witness in los angeles
neuroradiology expert in florida
neuroradiology expert in california
medical demonstrative evidence florida
medical demonstrative evidence miami
medical demonstrative evidence california
medical demonstrative evidence experts
radiology expert witness in california
medico-legal expert in California

Will it work or will I end up saying "WTF?" Still TBD. But one thing is for sure: the phone book is a thing of the past and SEO is the new skeleton key!