

## **Madras Joint Replacement specialist announces SEO optimization to increase internet presence**

*Source: Madras Joint Replacement center*

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*Dr.Venkatachalam of the Madras Joint Replacement center hopes to increase internet awareness of superior value Joint replacement procedures in India by SEO techniques.*

Dr.A.K.Venkatachalam, a board certified consultant Orthopedic surgeon at the Madras Joint Replacement center hopes to raise internet awareness for his Joint Replacement practice in Chennai, India. India is the destination of choice for Orthopedic procedures for many Americans & Canadians according to several reports. Through a combination of SEO optimization and Web 2.0 marketing methods, the surgeon says he's confident of drawing patients from the US & Canada.

Search Engine optimization (SEO) is a technique utilized by webmasters to increase the natural or "organic" traffic to websites. Organic searches appear in the left part of a computer screen as opposed to sponsored searches that appear in the right column.

Dr.Venkatachalam is one of the few Orthopedic surgeons in India to have dedicated websites to three areas of his practice, Knee surgery, Hip surgery & shoulder surgery.

The sites are <http://www.kneeindia.com>, <http://www.hipsurgery.in> & <http://www.shoulderindia.com> which offer great value for patients seeking orthopedic surgery on the web. They not only have lot of high quality original text content but also have great video & audio content. A FAQ section addresses patient concerns about their condition & impending surgery. The patients section contains Pre operative physiotherapy instructions in the form of video and printouts.

Prospective patients can also interact & draw solace from former patients through a dedicated forum for Hip & knee replacements, the MJRC forum. There are any numbers of videos of recorded operations done by the surgeon. Visitors to the site are bound to enjoy a great experience.

The sites already appear in the first page of many Google searches for Knee, hip & shoulder replacements. "By employing the latest techniques, I hope to become more visible for many more key words" says the doctor.

Rather than wait for patients to find you through a key word search, this method increases a site's online presence. Health is one of the main topics for internet users. Social media, RSS feeds, video & audio podcasts, article writing & press releases are some advanced techniques by web 2.0 marketing.

Dr.A.K.Venkatachalm is a consultant Orthopedic surgeon who trained in the UK and India. He is an assistant professor at the Chettinad health city. He specializes in Joint Replacements of Hip, knee, shoulder, elbow and ankle. He has pioneered Proxima hip replacements, Gender specific knee, Oxinium knee and Oxford partial knee replacements in South India.

He performs his operations at the Chettinad super specialty hospital located within the Chettinad health city.

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Web sites- <http://www.kneereplacement.co.in>

<http://www.kneeindia.com>

<http://www.hipsurgery.in>

<http://www.shoulderindia.com>

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Madras Joint Replacement center, an Orthopedic surgery offers superior value Joint replacement in Chenna

India. We aim to restore flexibility & mobility through latest advances in Joint replacements at a 600 bedded super specialty hospital.

Tags joint replacements, india, SEO, dra k venkatachalam  
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