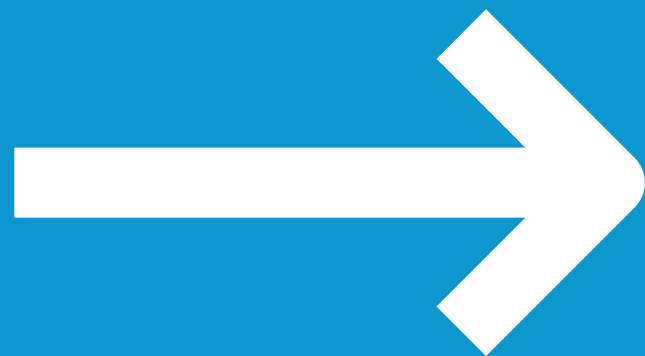


8 STEPS

TO INCREASING EXPOSURE ON



GOOGLE

FOR YOUR HEALTHCARE PRACTICE



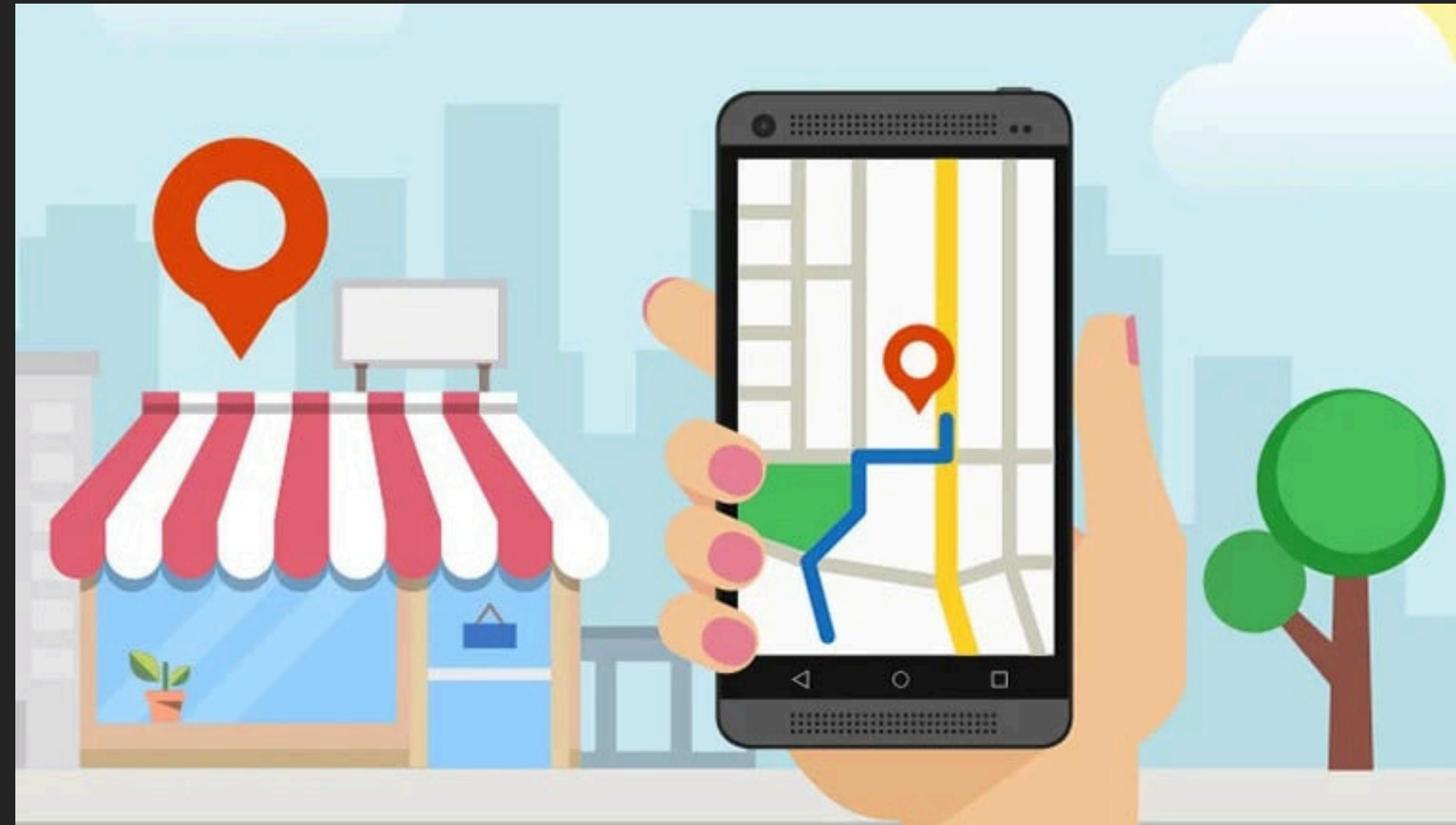
THE PSYCHOLOGY OF GOOGLE

In our current culture, Google has transformed from a noun into a verb.

Think about it. We don't say "search for it" — instead, we say "google it."

This is a direct result of people finding incredibly useful information by using Google's search engine. If you think this is an accident or coincidence, then think again. You see, Google has developed a mutually-beneficial system between their company and other businesses in the world.

Here's why: if Google understands your business, then they can provide accurate information to their users about your business. If Google can provide accurate information to their users, then the users will continue relying on Google. If a lot of people continue using Google, then Google can make money from ads and paid services. It all comes down to creating a great experience for Google users.



In order to store and show accurate information about other businesses, Google has developed a tool called Google Business Profile. Basically, this is our

MODERN DAY VERSION OF THE YELLOW PAGES

And, if you follow the simple steps below to upload your practice's information to Business Profile, Google will give you the equivalent of a FREE, full page, full color ad.

SO, WHAT'S THE HOLDUP?

Your competitors are probably already taking advantage of Business Profile.
And if they aren't, ***then they will be soon.***

If you have any doubts, then think about your own experience researching new companies online. **You're probably more likely to purchase from the ones with a well-established web presence, right?**

They look more professional and modern, and this immediately instills a feeling of consumer trust.

By considering your practice's appearance on Google, you can easily establish an edge over your competitors.

This tutorial is all about how to gain exposure for your practice by developing your Google Business Profile.

By following these eight easy steps, you can enhance your web presence & attract patients — for free — on Google!



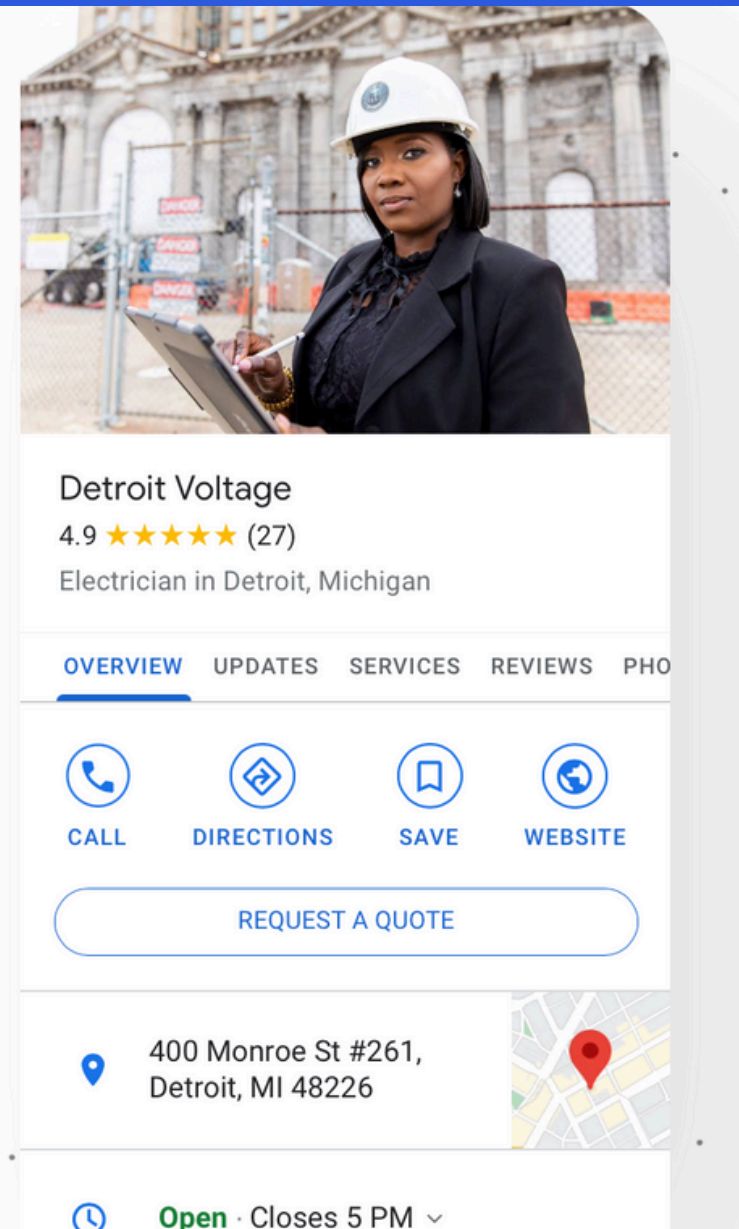
STEP 1

CLAIM AND VERIFY

Stand out on Google with a free Business Profile

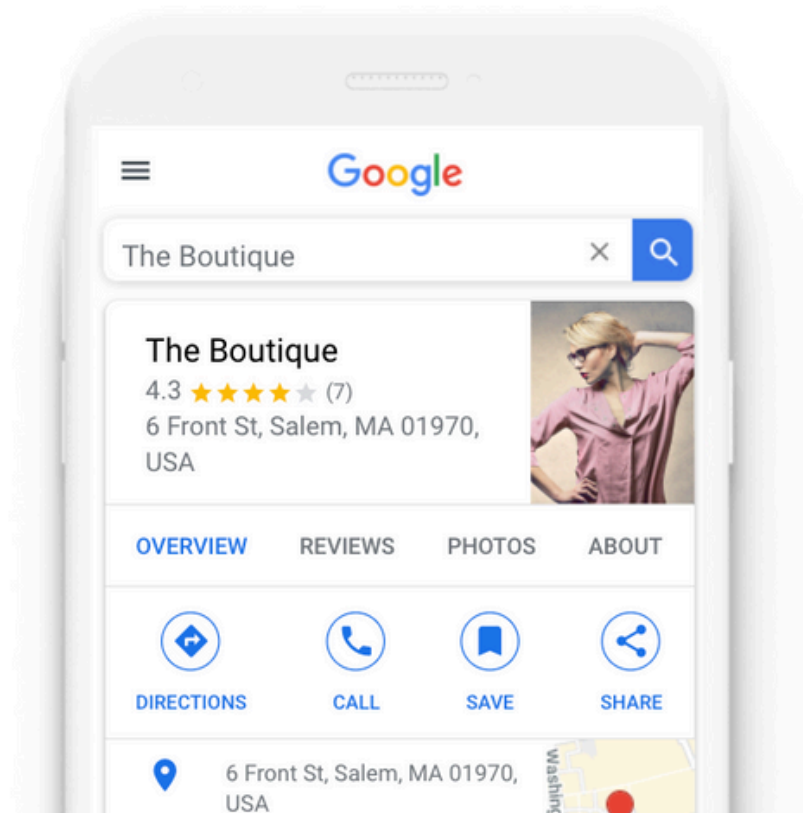
Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



To get started with the Business Profile tool, you first need to create an account for your practice. It's very simple, and you can do so by clicking this link:

[BUSINESS.GOOGLE.COM/CREATE](https://business.google.com/create)



Find and manage
your business

🔍

Can't find your business?

[Add your business to Google](#)

CLAIM OR CREATE

You will have the option to either claim or create your practice's listing. If your practice pops-up when you enter your practice's name, then select it and claim it.

If you search for your practice but don't find any results, then you will need to create a new listing.

To verify your listing, update your business info

Your business info currently has errors. To be able to verify your listing, take a few minutes to correct it.

Update info

NEXT: VERIFICATION

Either way, the next step is verification. This is the process by which Google ensures that you are the owner of your practice. For most practices, verification is done by mail. However, in some cases, you will have the option to verify by phone, email, or search console.

Check with Google about the different verification options, and see which methods you qualify for.

Be aware that verification can take up to two weeks — so don't delay if you want all the perks of managing your practice's business listing on Google!





STEP 2

CHOOSE CATEGORIES
FOR YOUR PRACTICE

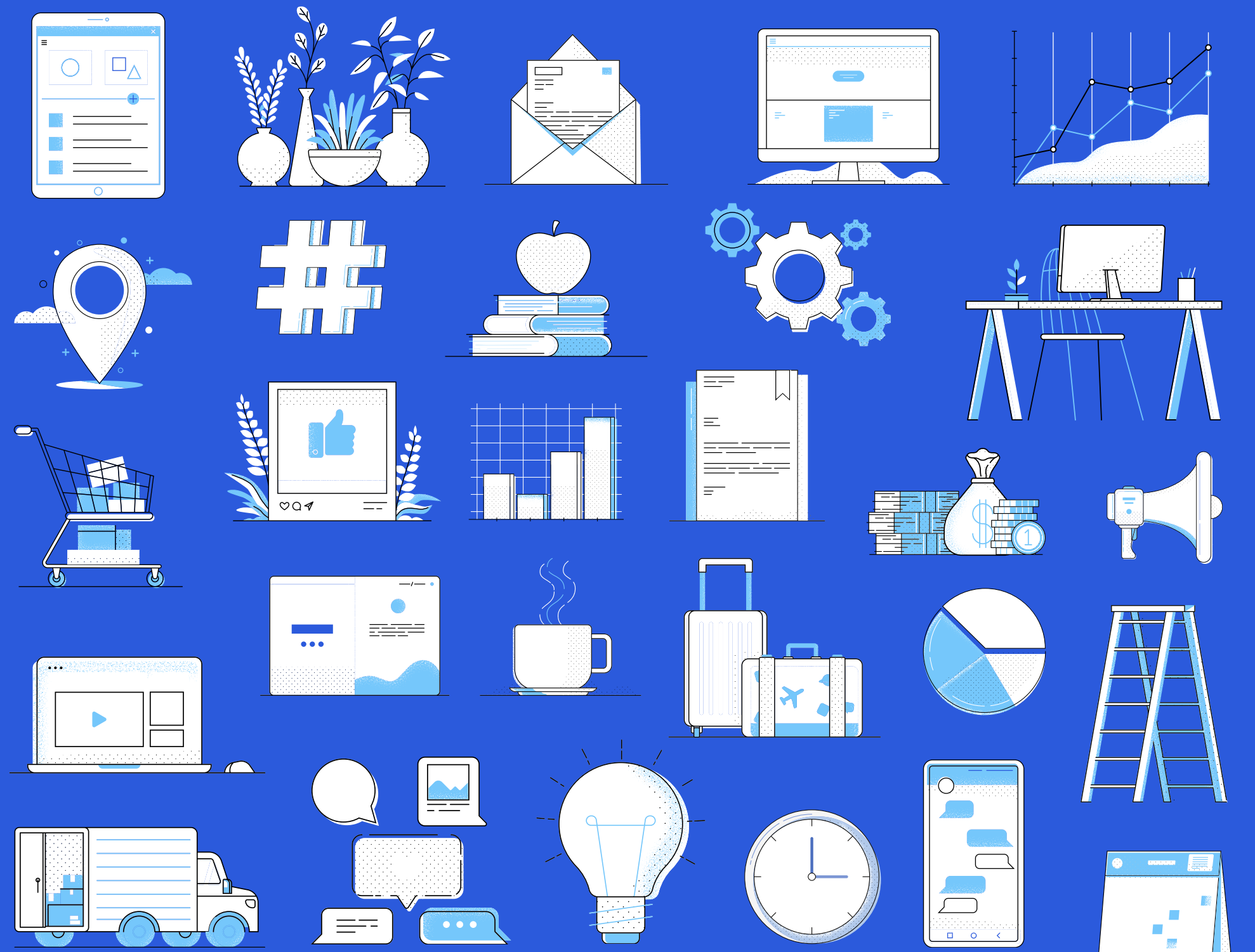
Guide to Choosing Categories (*also called Services*)

After you've passed Google's verification check, you will be prompted to select categories for your practice.

You can choose **one primary category**, and **up to nine secondary categories**.

This may seem like a straightforward task, but really take your time choosing the best categories to describe what you do! After all, as of 2024, there are more than 4,000+ categories for you to choose from.

Also, don't choose categories that you do not truly provide service for -- this will result in poor lead quality and ultimately undermine your online reputation.



Tips for Primary Category ("Services")

The primary category for your practice is given top priority in Google's algorithm. This is the main deciding factor in whether or not your practice will pop up during a user search.

Plus, isn't it refreshing when you search for something specific and Google provides exactly what you need?

BE SPECIFIC!

Be as specific as possible when selecting your primary category.

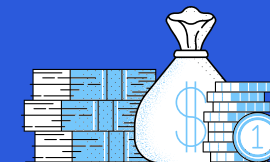
The more specific you are, the fewer practices you'll be competing against.

Tips for Secondary Categories ("Services")

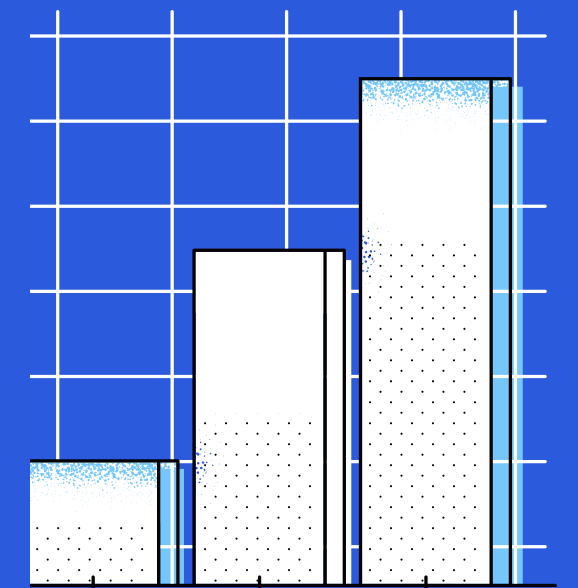
As another rule of thumb, try to select only the secondary categories that you service when describing your practice, even if you don't fill all 9 spots. This may seem counterintuitive, but it actually increases the likelihood of users finding you...

You see, if you only use 3 categories to describe what you do, then Google will be dividing its user-directing resources into only 3 channels.

On the other hand, if Google has to re-route users to your business based on 10 different categories, then this divides the efficacy of its algorithm amongst those 10, so you want to make sure they are all categories you actually service/offer.



=





STEP 3

ADD IMAGES OF
YOUR PRACTICE

The third step is adding images of your practice.

Have you ever googled a business, and the only photo result is a vague snapshot from the Google Earth street view camera? Talk about off-putting, right? You definitely don't want that to be a client's first impression of your business.

The images you upload should give potential customers a mini-tour of your practice. This can be a physical tour, where you showcase the outside and inside of your building, or it can be more of a conceptual tour, where you try to communicate the feel and mission of your practice. If you opt for the latter, then you may choose to upload photos of your staff, or photos of the products/services that your practice offers.

Place yourself in the shoes of your patients, and imagine what you would like to see before deciding to choose services from your practice over others.



Also, don't just upload any old photos you have on hand of your practice.

These images should be high-resolution, and professional quality. They should also reflect your practice in its current form. If you've redone the interior of your office, or if you've made a lot of new hires, then make sure the photos show your current setup.

If you don't feel confident taking photos yourself, then you can even hire a local photographer to do this for you. Or, you can ask a creative member of your staff to take the photos.





STEP 4

ADD ADDRESS,
PHONE NUMBER, &
BASIC INFO



Consistent Contact Info

Next, you can add your address and phone number to your Business Profile listing so that potential patients can easily reach you. If your address and phone number are published in multiple places on the web (like on Facebook, Instagram, and your practice website), then make sure that this contact info is the same across all of these sources. After all, you want to make certain that the patients who want services from you can actually find you.

Local Number = Best

Here's another tip: when adding a phone number to your practice, make sure it's local. Potential patients may be confused if they think that you're a local practice, but then find an unfamiliar area code when reaching for the phone. They might assume that your practice location is inaccurate, and they might even choose to do business elsewhere.



Business Description

Take advantage of the 750 word overview that gives you the capacity to provide valuable information to your potential patients. Use important keywords that add supportive information for online searches.



Website Address & Appointment Links

A properly implemented link to your Business Profile and your own online property is important. You can provide your main website link, specific appointment links and important industry specific details that help patients get to you.





STEP 5

KEEP TABS ON
YOUR REVIEWS



WHAT DO YOUR REVIEWS SAY ABOUT YOU?

When you're about to hire or buy from a business, what do you look at to make your decision? The reviews, of course! So, now that you've uploaded all of your practice information into your Business Profile listing, it's time to consider your reviews.

You want to get as many positive patient reviews as possible, to convince other potential patients that you are the #1 option for the care & service they need.



For this process, don't worry about getting reviews specifically through Google — the search engine often scans the web and integrates reviews from other websites into your Business Profile. Just focus on the volume of reviews, not where they're from. You can get reviews by reaching out to patients after you've completed their appointment. Review tools, such as those provided by Acquire Patients, can help you streamline and automate the review request process.

WARNING: Do NOT utilize tools that perform "Review Gating" -- the act of having only positive feedback pushed to online review sites (like Google) and disallows the option for negative reviews to leave online feedback. This practice can result in up to a \$44,000 fine per incident, violates the FTC Consumer Protection Act, and can get your profile banned on Google!

Also, remember

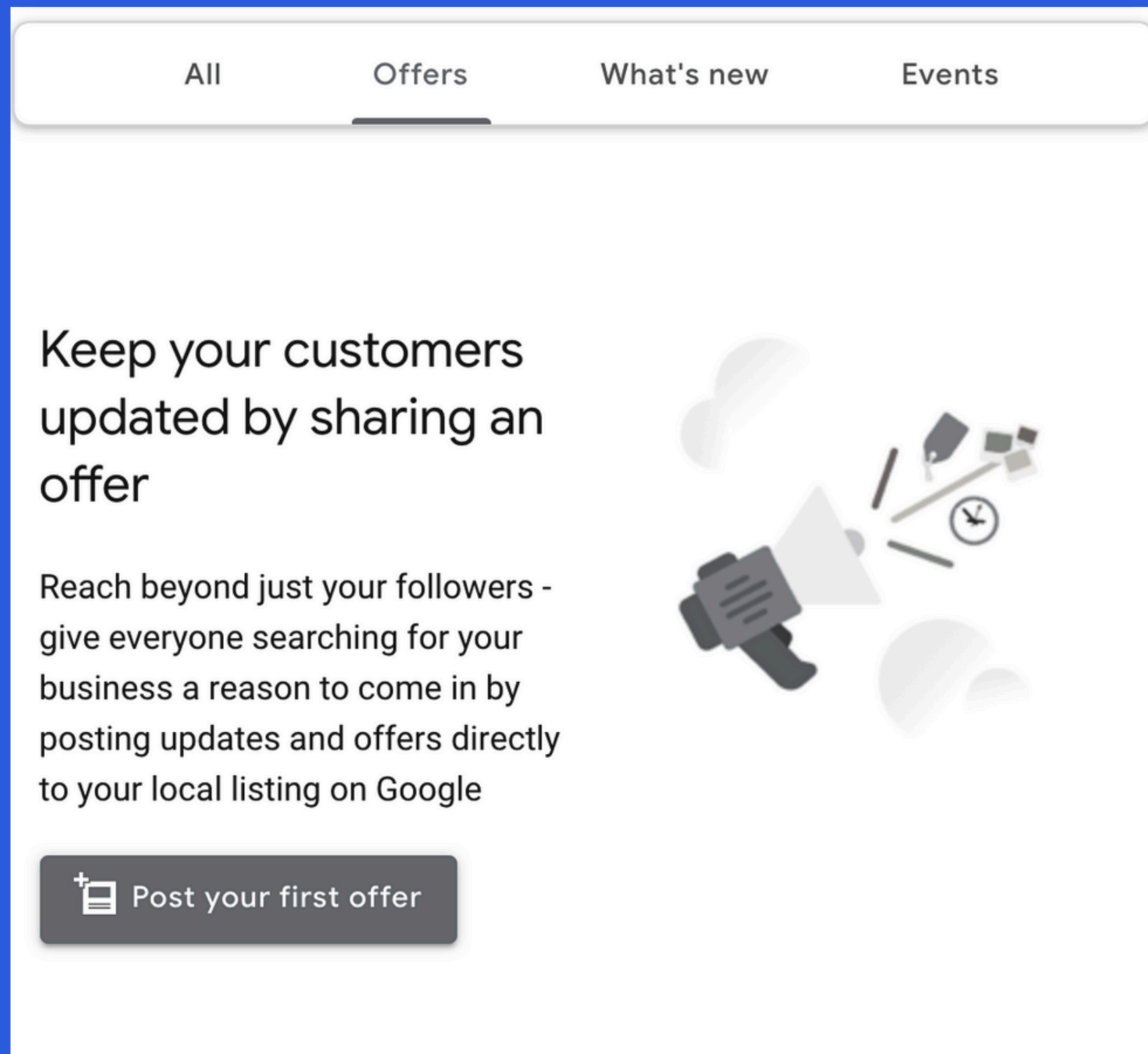


Reply to patients who post reviews! This patient engagement leaves a good impression. Plus, other Google users will see that you care about providing a good experience to your patients. Positive reviews should be handled with enthusiasm, and any negative reviews ought to be handled diplomatically, with dignity, professionalism, and empathy.



STEP 6

ADD OFFERS TO
YOUR LISTING

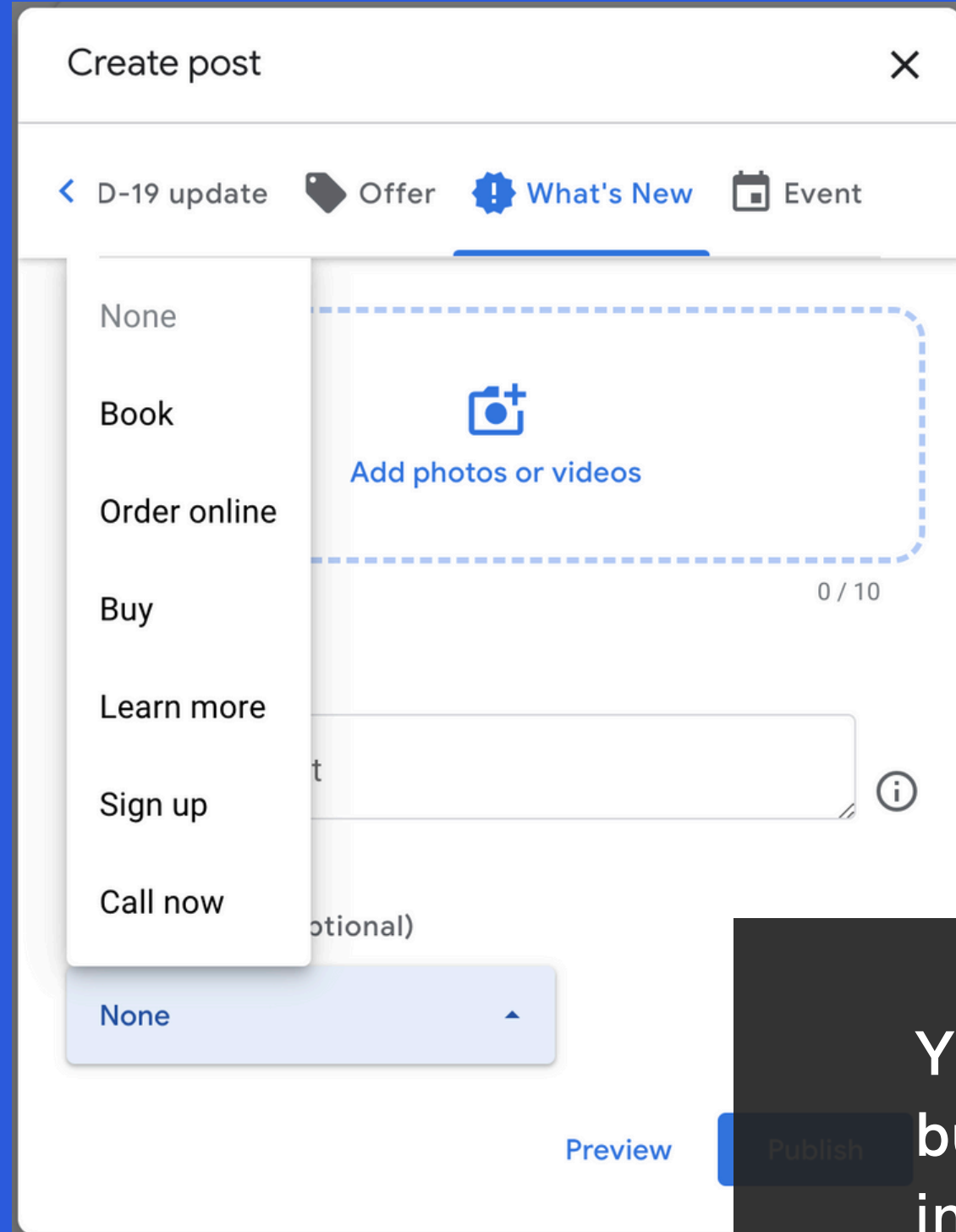


If you look at your Business Profile, you will see that you also have the option to add posts to your listing. One of these post options is “offers.”

With this option, you can let Google users know about cash-based services, products, or self-pay rates that they can receive through your practice.

What’s more, you can program these offers with special Call-to-Action (CTA) buttons, directing Google users to your website, order, or booking page.





Calls To Action

ACTIVATE YOUR POSTS

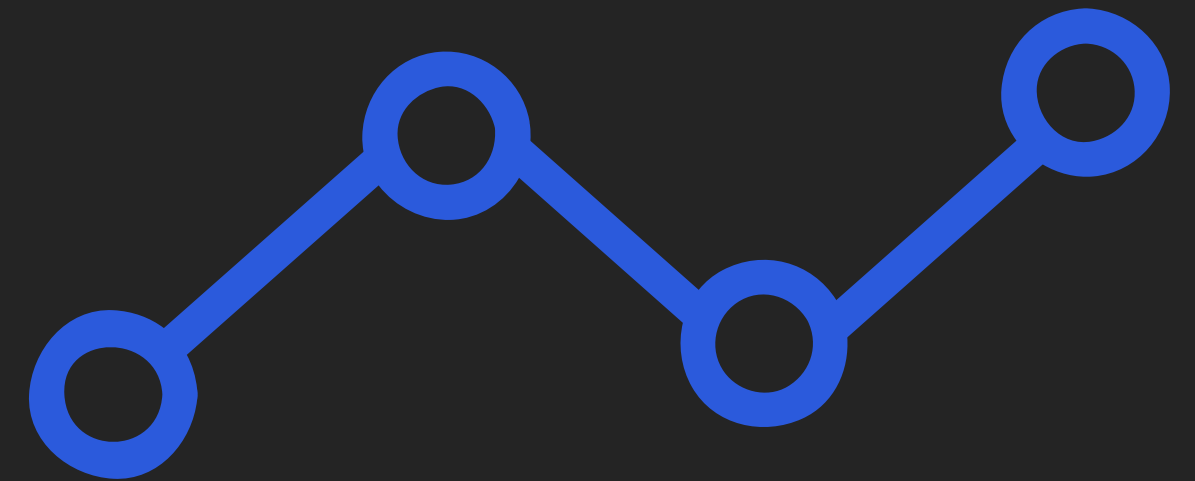
You have the following options for CTA buttons: Book online, Ask online, Buy, More information, Register, and Call now

Tracking Your Offers

ATTENTION GRABBERS

Offers are a great way to grab Google users' attention. Plus, in your Business Profile, you have the option to track users' engagement with your offer.

These valuable insights allow you to gauge the success of your offer, and to create a plan for future offers.





STEP 7

MAKE REGULAR
POSTS TO YOUR
LISTING

WHAT'S BETTER THAN EVEN MORE FREE EXPOSURE?

1

Now that you have a solid Business Profile, the work isn't over. You need to stay on top of your practice's listing by adding frequent posts to your listing.

2

These posts can be updates, events, offers, or new services. Each time you create a post, you have the option to add photos, videos, and CTA buttons to attract new potential patient attention, and to foster greater engagement.

3

Think of this as the option to add additional advertising to your listing.



In addition, frequently posting on your Google Business Profile increases the likelihood that your practice will appear at the top of a prospective patient's local map & organic search results.

By having an active profile, there is more information linked to your practice on the web, and therefore more material that may match your patients' search terms.



STEP 8

ANSWER FAQs

A Direct Search Driver

PROVING YOUR AUTHORITY

By searching for key questions that your patients frequently have, Google will display a set of other questions that searchers commonly searched for in relation to your given search question. You can copy these frequently asked questions and insert them into your FAQ section on your Google Business Profile.

Once you have the questions set, you can answer all of them, thereby increasing your profile presence and signaling to Google that you are an authority on the subject. This will boost your profile's searchability, resulting in an increase in traffic toward your profile and website over competitors in your area.

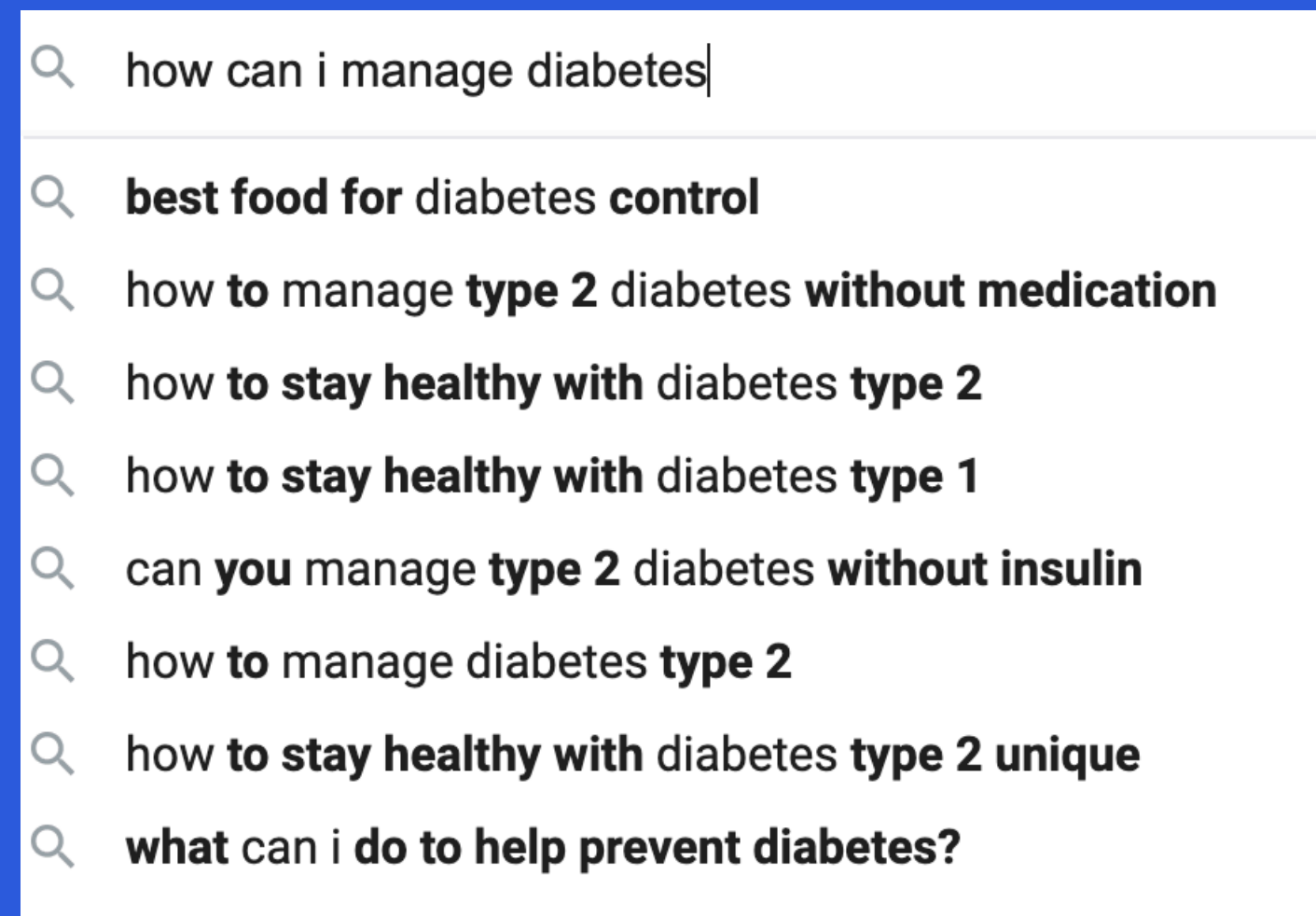
Sounds pretty good for your practice, right?



HERE'S HOW TO EASILY FIND FAQS TO ANSWER:

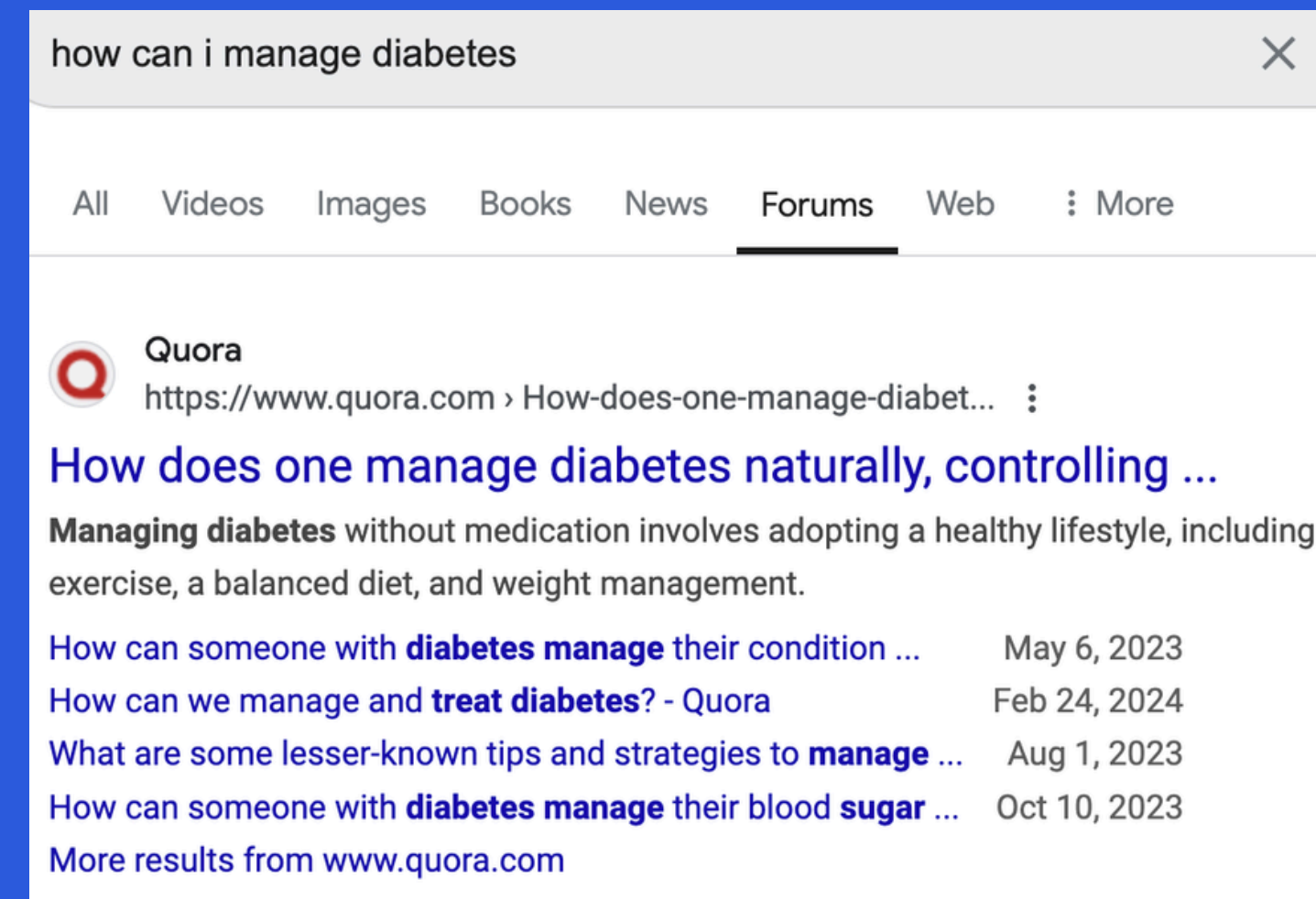
01

Google Search & see other related searches:



02

Google Search & click the Forums tab to view inquiries:



So...
if it's feeling
like a lot?

I mean, who has the time to set-up and verify your profile while inputting all the optimized content for your practice, and then staying on top of all your reviews, creating ongoing Google posts regularly, and optimizing answers for all the potential questions patient have?

Well, don't worry!

We can help setup your
Business Profile.

Do you want to know how?

- [Click Here](#) -

Just complete this form and
an executive member of our
team will connect with you.