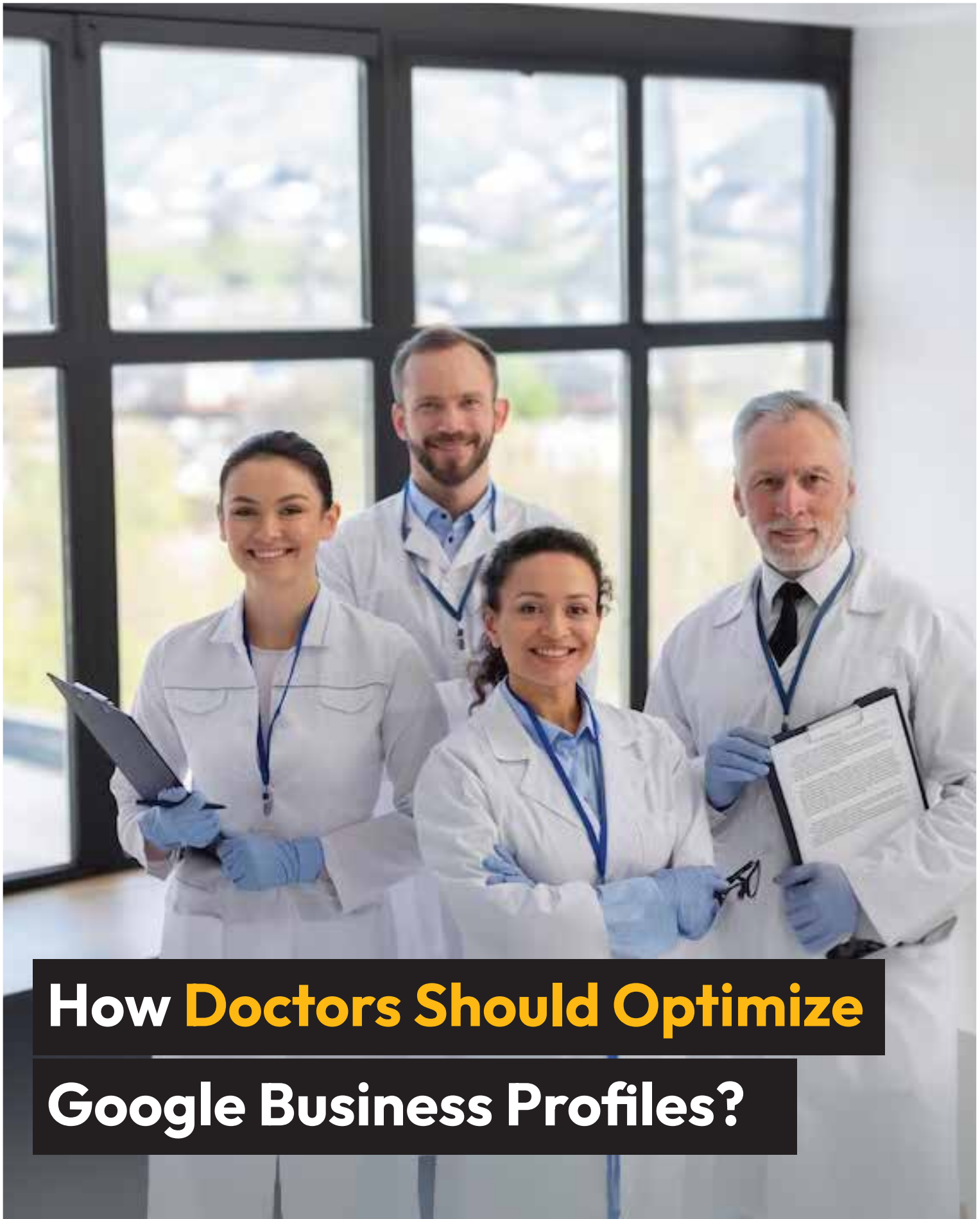


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# How **Doctors** Should Optimize Google Business Profiles?

# What is **Google My Business**?

Google Business Profile provides businesses a streamlined platform for managing their online visibility on Google. Once your GMB account is verified, you can control and update information like opening hours, website URLs, and geographic coordinates to ensure accurate and accessible data for doctors, surgeons, physicians, and more.

Delve into our PDF guide for healthcare businesses on optimizing your Google My Business profile. To help you further, it also discovers effective strategies for maximizing your online presence and attracting more patients.

## Why Have Google

## My Business Profile

## For Your **Healthcare**

## **Business**

A Google My Business account for a healthcare business is significant for creating brand awareness of your local practice. This helps potential patients easily find your contact and location details, increasing your visibility.

Moreover, patient reviews and photos on your profile can build trust and credibility, influencing others to choose your clinic. These GMB features increase your practice's online presence and accessibility, leading to increased appointments and growth for your healthcare business.





## Key Advantages of Using Google My Business

### for Your Clinic's Success

- ★ GMB enhances online visibility in Google Search and Maps, helping clinics attract more patients searching for healthcare services in their area.
- ★ It provides detailed clinic information, such as address, phone number, and working hours, so patients can easily contact and visit the clinic.
- ★ Through GMB, potential customers can see reviews and ratings directly on your profile to make informed decisions, encouraging more patients to choose the clinic.
- ★ It increases local SEO and visibility in local searches, improving the clinic's chances of appearing in top search results and driving more local traffic to its website or physical location.
- ★ It provides insights into patient interactions and performance metrics, enabling better service delivery and marketing strategies.
- ★ It allows direct messaging for quick patient communication and enables you to post updates and special offers to engage your audience.

# How To Set Up A Google

## My Business Listing For **Healthcare Practice?**

Setting up a Google My Business listing for your healthcare business will help you increase your clinic's online visibility and local SEO, helping patients find your service quickly. Here's how you can set up your healthcare business in no time!

- Go to Google My Business and click on "Manage Now."
- Enter your business name. Make sure it's the same on all platforms.
- Select your business type by clicking next and selecting your primary category. Try to be specific.
- Select 5 to 7 services in your clinic, focusing on all the practices.
- Include your clinic address for local search visibility.
- Specify if you serve customers outside your location.
- Provide contact details, including phone number and clinic website URL.
- Verify your business to complete the setup process.



## Quick Check -

# Which GMB Category

## Fits for Doctors?

What Google My Business category you choose directly impacts your search visibility, chances of appearing in relevant local searches, and attracting potential clients. Here are the categories you can choose from for your healthcare business:



- ✓ Acupuncturist
- ✓ Allergist
- ✓ Cardiologist
- ✓ Dermatologist
- ✓ Endocrinologist
- ✓ Gastroenterologist
- ✓ General Practitioner
- ✓ Gynecologist
- ✓ Neurologist
- ✓ Ophthalmologist
- ✓ Orthopedic Surgeon
- ✓ Pediatrician
- ✓ Psychiatrist
- ✓ Surgeon
- ✓ Urologist
- ✓ Women's Health Clinic



**It's time to verify  
your business!**



## **How To Verify** Your Healthcare Business

### **On Google?**

By verifying your healthcare business on Google, you show ownership and build credibility around your clinic. Let's explore the ways through which you can verify your healthcare business!

- Verify through postcard
- Verify through phone
- Verify through email
- Verify through Google Search Console

# How To Optimize Your Healthcare

## Business On Google My Business



### Update Your Visiting Hours & Contact Information

Ensure to provide accurate details like visiting hours and types of practices through which customers can easily find reliable information about your healthcare services.



### Upload Optimized Images Of Your Clinic

Upload photos that show your clinic staff, inside and outside layout, machines, facilities, etc. These high-quality photos build trust and create a welcoming impression for potential patients.



### Add A Book An Appointment Button

Adding an appointment link makes it super easy for patients to book directly, making things more convenient and encouraging them to stay engaged.



### Set Up A FAQ Page For Patient Queries

Address common concerns proactively by providing helpful information that can reduce patient queries and improve satisfaction.



### Share Helpful Information With Google Posts

Regularly update your health tips, news, or service updates to keep your listing dynamic and informative.



### Build Citations And Backlinks

Ensure your practice is listed consistently across online directories and healthcare websites to boost credibility and improve search engine rankings.

# How To Make **Your Clinic**

## Visible With Google Listings?

### ★ Encourage Feedback From Patients

Positive reviews from happy patients can increase your clinic's reputation and help others find you in local searches. These reviews build trust and attract more patients, maximizing the growth.

### ★ Include Keywords Strategically

While sharing health-related articles or medical content, add relevant or location-specific keywords that align with your healthcare field. This helps the clinic stand out among the competitors, attracting higher traffic.

### ★ Share Medical Video Content

You should post informative videos about medical procedures or health tips on your GMB profile to educate your audience and increase engagement. This positions your clinic as a credible source of healthcare information.

### ★ Answer Patient Questions

Address patient inquiries on your Google My Business page to show your responsiveness and expertise. This builds a supportive online community and expands your clinic's reach to a broader audience looking for a clinic.





## How To Improve Google Ratings Your

## Healthcare Business?

Improving your Google ratings can make a difference in your healthcare business. Positive reviews build an excellent online reputation and attract more patients by building trust. Let's explore simple yet effective ways to increase your Google reviews for healthcare businesses.

- ★ Politely ask satisfied patients to leave a review on your Google Business profile.
- ★ Respond to both negative and positive reviews to encourage other clients to give reviews.
- ★ Keep a tablet or kiosk in the waiting room so that patients can leave a review before they leave.
- ★ Send a personalized follow-up email after appointments with a direct link to leave a Google review.
- ★ Offer incentives and discounts for patients who leave a review
- ★ Send a text reminder to patients requesting a review shortly after their appointment.

# Let Us Help You Grow Your Clinic's

## Google My Business Account

**Buy Google reviews** and take your clinic's profile to the top. Partner with **Buyreviewz** to get Google reviews that are verified, genuine and non drop. Our Google review growth service offers gradual delivery of 100% real reviews according to your location, safely and securely. While increasing your Google review count, we help your clinic attract more patients, by improving local SEO and making your clinic stand out in the search results. Let's grow your clinic's online presence together.

For More Tips To Grow Your Healthcare Business, Check Out Our Trending Blogs:

- ★ [101 Guide to Google Reviews for Healthcare Businesses](#)
- ★ [How To Get Google Reviews For Clinic?](#)
- ★ [How To Get Google Reviews For Therapists?](#)
- ★ [50+ Good Reviews Examples for Local Dermatologists](#)



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