



#### **TOPIC: LEVERAGING PATIENT REVIEWS**

#### **CREATE A GOOGLE BUSINESS PROFILE** (formerly called Google My Business)

Ann Uwool, MD	
****	
Address	
Phone	
Add missing information	
Questions and answers	-

One of the best ways to set a provider up for success is to create a Google Business Profile for them. Creating a Google Business Profile is free and provides prospective patients with the information they need to book an appointment with you. Google reviews, ratings, and profiles are invaluable for doctors in today's ever-expanding field of digital marketing. For many medical practices and providers, Google Business Profiles are a big lead generation tool and source of web traffic. Google Business Profiles will help put your provider on the map, literally. When people search for a doctor (e.g., "obgyn near me"), does your care center or doctors show up first in Google? If not, follow the steps below to set up a Google Business Profile for your new provider:

### 1.

#### Sign in to a Google Account

To manage or create a Google Business Profile, you'll need to login into a Google Account. This is just an email. If you don't have one, just create a Gmail account – it's free.



## Log in to Google My Business

After logging in to a Google Account, head over to the Google Business Profile Account creation, and choose "Manage Now".



## Enter the name of the provider

2.

3.

The image on the right is similar to what you should see.

This field has an autocomplete feature to help determine if a listing already exists. If the provider's name pre-populates, this means that there's a pre-existing listing. Instead of creating a duplicate, you'll want to claim the listing that already exists. (More on this below.)

Find and manage your business = Google The Boutique Q Q Type your business name The Boutique nt St. Salem, MA 01970 Can't find your business? REVIEWS Add your business to Google < 0 CALL C 0 6 Front St, Salem, MA 01970. •

After continuing, you'll just confirm the provider's name and add the business category – which should be Obstetrician-gynecologist.





## Add your business address

Choose to add a physical office for a Google Business Profile.

	Create profile
Google           *****           @ @ @ @ @           ,	Do you want to add a location customers can visit, like a store office? This location will show up on Google Maps and Search whe customers are looking for your business Ves Ves

Then, enter the primary address for the care center the provider practices at.

	Google	What's the address?	
•	****	United States	Ť
	0000	Street address 175 Capital Blvd	Add Line
		City Rocky Hill	
Ľ	<u> </u>	ZIP c Connecticut • 060	ode 67-3914
2			



Select yes for office visits.

5.

6.

### Specify service areas

Specifying service areas increases relevancy, so be as detailed as possible here in order to have a completely optimized Google Business Profile. Adding service areas influences a listing's eligibility to be shown in different cities, and it's possible to list up to 20.

	Create profile
Google	Add the areas you serve (optional)
	Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.
	Search and select areas
	Manhattan, New York
0000	You can change and add more later
	Hartford, CT, USA × Rocky Hill, CT, USA ×
- ~	Next

## Add your phone number and website

In order to be eligible for verification, Google requires that a phone number and a website are present. Please add the URL for your provider's bio page and the care center phone number. 4

	Create profile
Google	Add contact info
	Add a phone number, website or both on your Google Business Profil
****	Contact phone number 860-555-8765
0000	Current website URL
	I don't have a website
- / 9	Skip Next

Once this information has been entered, you should receive this message...

• - •	Verify
Google	You're being verified by Google
	The account womenshealthct@gmail.com is now authorized t manage Jane Smith MD on Google
****	Next
,	
$\equiv 70$	



Add business hours for the provider to the Google Business Profile Listing.

	Customize profile
Google	Add business hours
	Let customers know when you are open for business
****	Learn more
0000	Sunday 🕞 Closed
	Monday 🕞 Closed
	Tuesday 🕞 Closed
∘ = 7₀	Wednesday 🕞 Closed
	Thursday 🕞 Closed
,	Friday Closed
G	Saturday Diclosed

Skip or decline letting customers message your on Google, this is not HIPAA Compliant.

÷			Customize profile
	Google	Q	Add messaging
	****		Let customers message your business on Google for free Learn more
		0	Accept Messages
			Skip Next

Image: Construction of the system of the		Customize profile
Call history lets you see info about customers who call business through Google. Learn more about call histor Customers who call your business from Google Search be connected through a unique forwarding number.		Turn on call history
Customers who call your business from Google Search be connected through a unique forwarding number.		Call history lets you see info about customers who called your business through Google. Learn more about call history.
5 Turn on		Customers who call your business from Google Search or Maps wil be connected through a unique forwarding number.
	· · · · ·	O Turn on
Onn't turn on		Don't turn on

Select "Don't Turn on" call history.

Add A Business Description - Although business descriptions are unlikely to contribute to rankings, it does contribute to profile completion. But this information is visible in search and should be used to provide additional context about they provider.

	Customize profile
Google	Add business description
*****	Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.
,	
° = 79	
0	0 / 75
t. ———	
	Skip Next

Adding your Medical Affiliate logo, a picture of the office, and an up-to-date headshot of the provider is important. It attracts new patients and contributes to profile completion.



The images will then be visible on your listing in Google Search. Just like this...



Skip claiming the free advertisement.

	Customize profile
Google Obstetrician-gynecologist in Ro. Q	Claim your \$500 free advertising credit
Ad - https://www.womenshealthct.com/ Jane Smith MD - Ob/Gyn Clinic In Town Personalized ob/Gyn Care Offices in YourTown. Call Us For A Free Consultation!	Start advertising your business with Google Ads
t, Call business	Skip Claim your credit

Now your profile is all set, and you can continue to make edits by selecting "Edit Profile."

<ul> <li>Views available soon</li> <li>Edit scoffie</li> <li>Prom</li> </ul>	tote & Customers		I	Add photos
Complete your : profile Add details and get	Learn more about : your profile Get help and watch a	Set up booking	Tu	Jane Smith MD
discovered by more customers	quick video tour	appointments and classes directly from your profile	yo >	Website Directions Save Call Obstetrician-gynecologist
				You manage this Business Profile  Address: 175 Capital Bivd, Rocky Hill, CT 06067 Phone: (860) 555-8765
y managers of this profile can see	this			Update your customers Keep your customers up to date

#### How to claim a Google Business Profile listing for a provider that has already been made, but it's never been claimed.

After searching for your provider on Google and finding the listing, there will be an "Own this business?" button. If the listing is unclaimed, you will be able to enter and confirm your business information from there.

Once you've successfully claimed the listing, you will be able to update or change any information about your business through your Google Business Profile account.

# How to claim your provider's Google Business Profile listing if it's been claimed by someone else.

	Someone else may manage this Business Profile New Horizons Women's Care - Dr. Andrew Villa, MD, FACOG, FACS is
New Horizons Women's Care - Dr. Andrew Villa, MD, FACOG, FACS 4.9 **** (375) New Horizons Women's Care, 1950 W Frye Rd, Chandler, AZ 85224, USA	currently managed by mL_@gmail.com. If this email belongs to you, switch accounts, or use Account Recovery help guide if you no longer have access to that email address. You can also continue to request access from the current manager of this business on Google.
OVERVIEW REVIEWS PHOTOS ABOUT	Request Access
Image: Constraint of the state     Image: Constraint of the state       Directions     Call       Save     Share	
New Horizons Women's Care, 1950 W Frye Rd, Chandler, AZ 85224, USA     W Frye Rd	

It can be alarming if you search for your provider on Google, find the listing, click "Own this business?" and see that someone else has claimed your business. Don't worry! There's a way to reclaim your listing.

If you see this message, it's likely that the Google Business Profile profile was claimed by someone else without your knowledge. Reach out to current and former employees and ask if they have access to it and for them to transfer ownership to you using their Google Business Profile account.

If someone outside of your business has wrongfully claimed your listing, click on the **"Own this business?"** button on the listing page and request ownership from there by clicking the **"Request access"** button. This will send an ownership request to the current owner's email. The current owner will have seven days to respond to your request.

If the owner grants you access, you'll become the owner and can remove them. If the owner denies your request or doesn't respond in time you can appeal. To do this, find the confirmation email you received after you requested access and click **"View request"** then **"Appeal"**.

This will allow you to verify the Google Business Profile listing via postcard. Once you receive the postcard, enter the pin into your Google Business Profile account and you will become the owner of the listing.

If all else fails, you can always send a message directly to Google through their help center and submit the contact form explaining your situation. Google will request ownership on your behalf and have the ownership transferred.