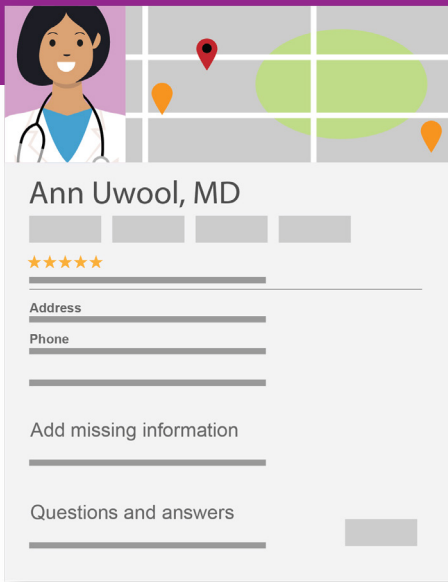


TOPIC: LEVERAGING PATIENT REVIEWS

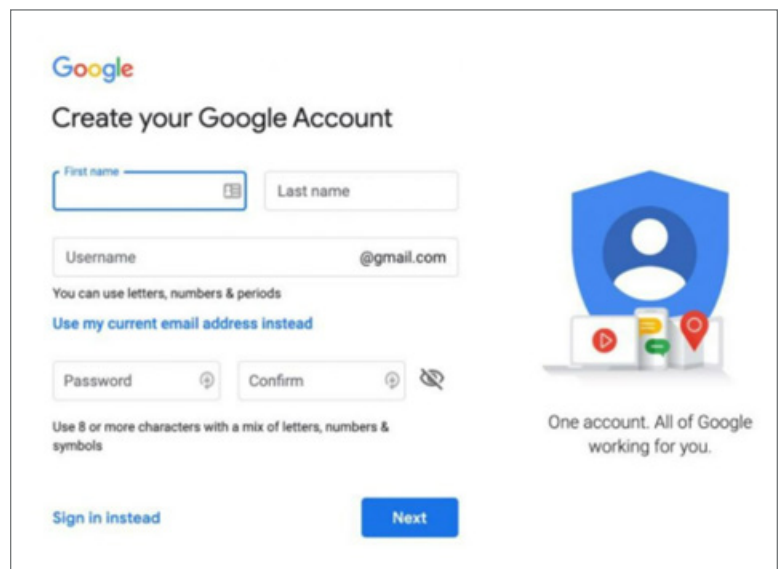
CREATE A **GOOGLE BUSINESS PROFILE** (formerly called Google My Business)



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

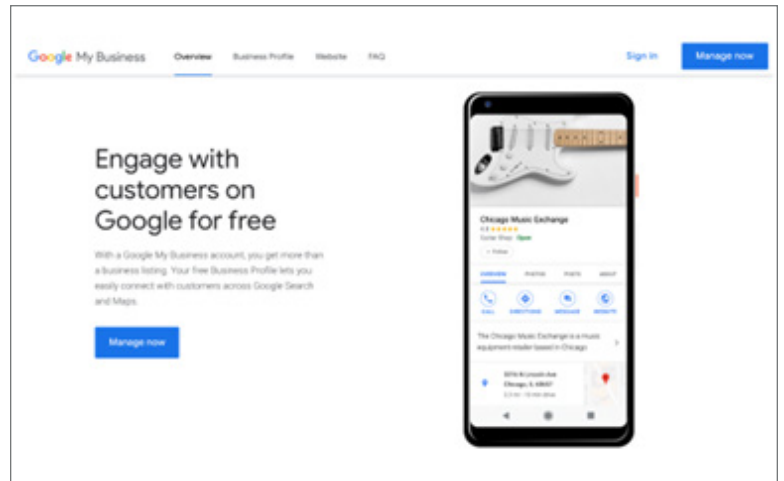
To manage or create a Google Business Profile, you'll need to login into a Google Account. This is just an email. If you don't have one, just create a Gmail account – it's free.



2.

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".

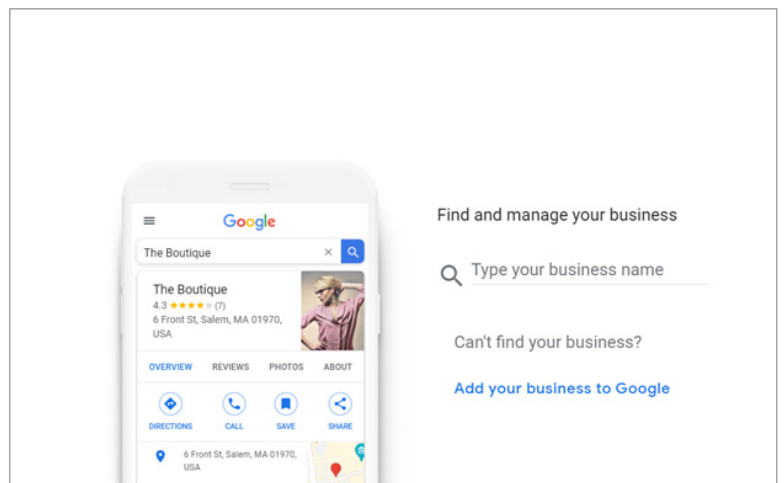


3.

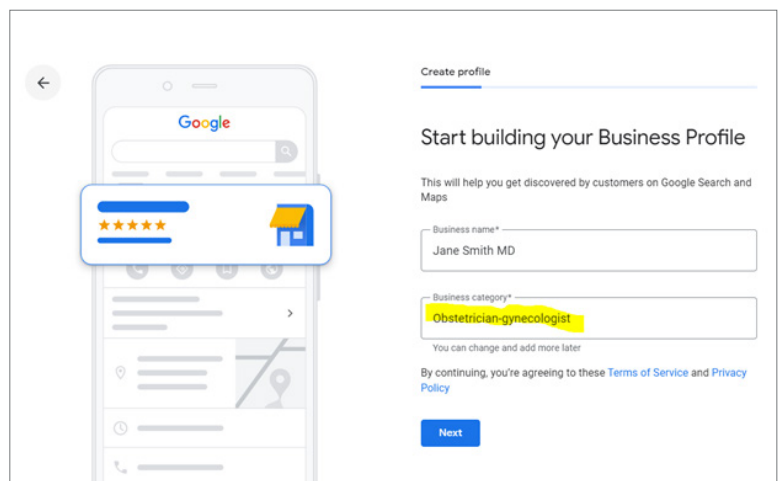
Enter the name of the provider

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.)



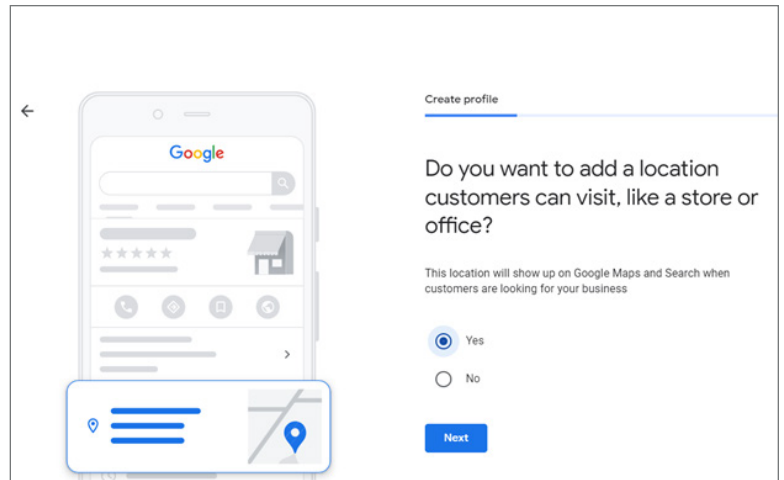
After continuing, you'll just confirm the provider's name and add the business category – which should be Obstetrician-gynecologist.



4.

Add your business address

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



←

Create profile

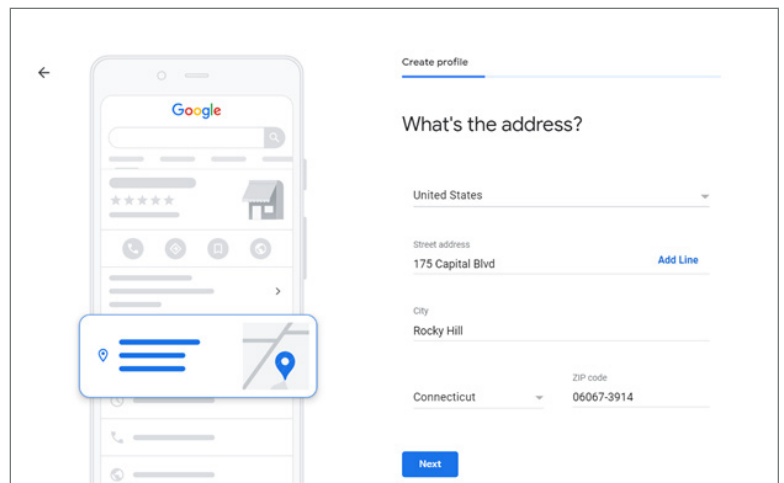
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes
 No

Next

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



←

Create profile

What's the address?

United States

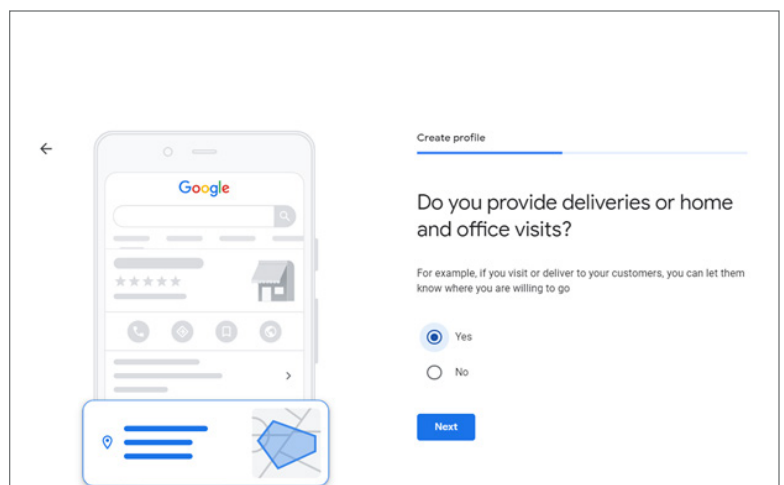
Street address
175 Capital Blvd [Add Line](#)

City
Rocky Hill

Connecticut ZIP code
06067-3914

Next

Select yes for office visits.



←

Create profile

Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

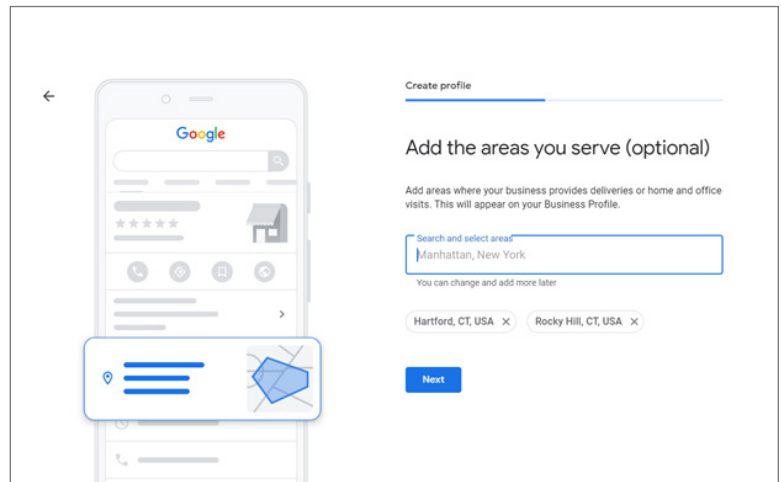
Yes
 No

Next

5.

Specify service areas

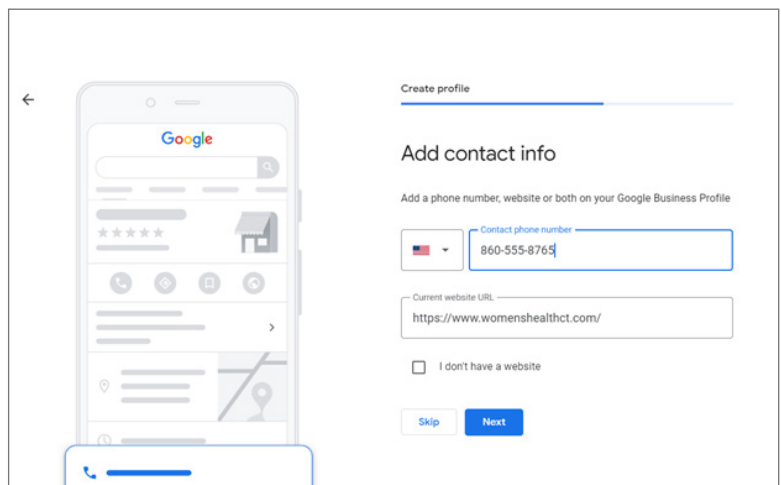
Specifying service areas increases relevancy, so be as detailed as possible here in order to have a completely optimized Google Business Profile. Adding service areas influences a listing's eligibility to be shown in different cities, and it's possible to list up to 20.



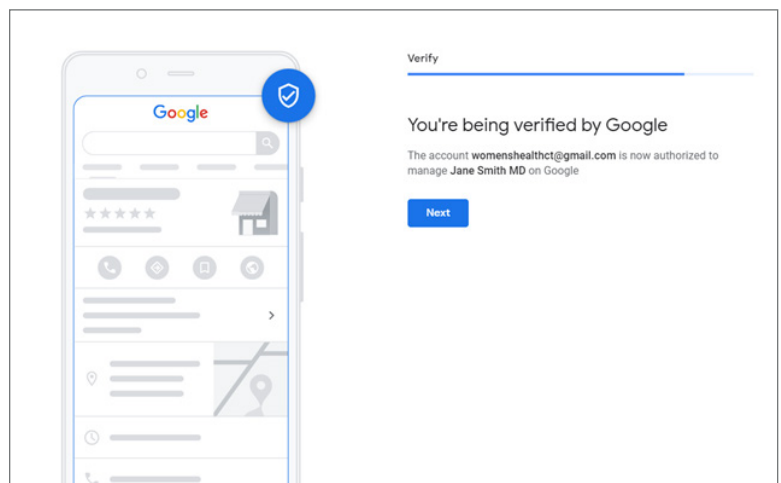
6.

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.



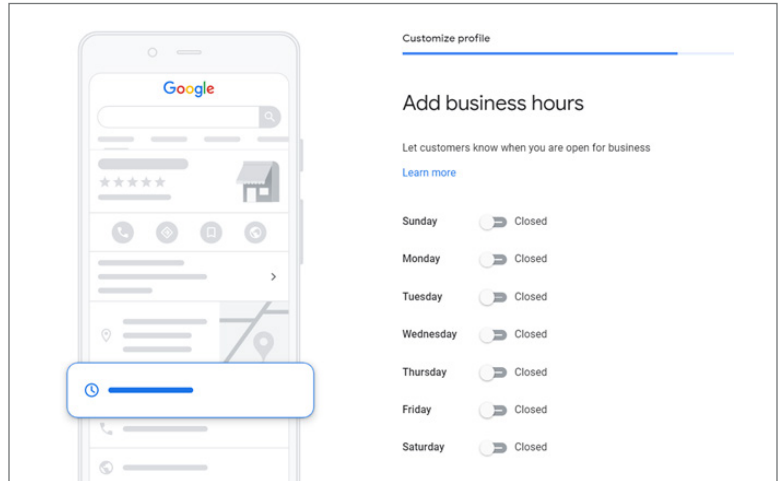
Once this information has been entered, you should receive this message...



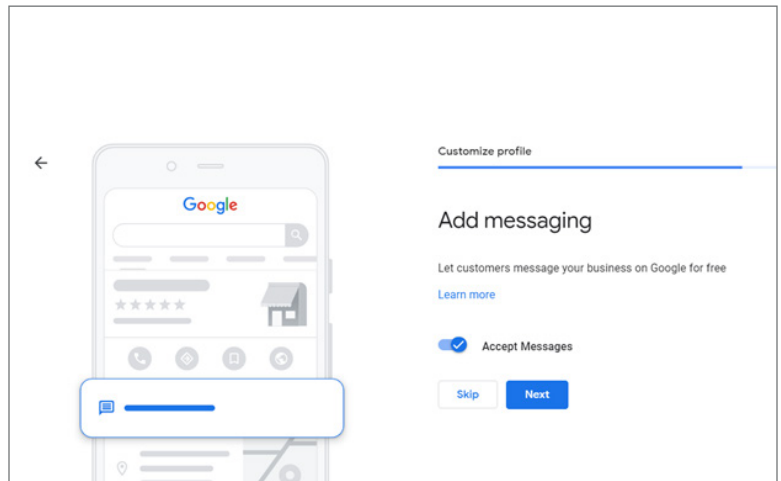
7.

Complete your Profile

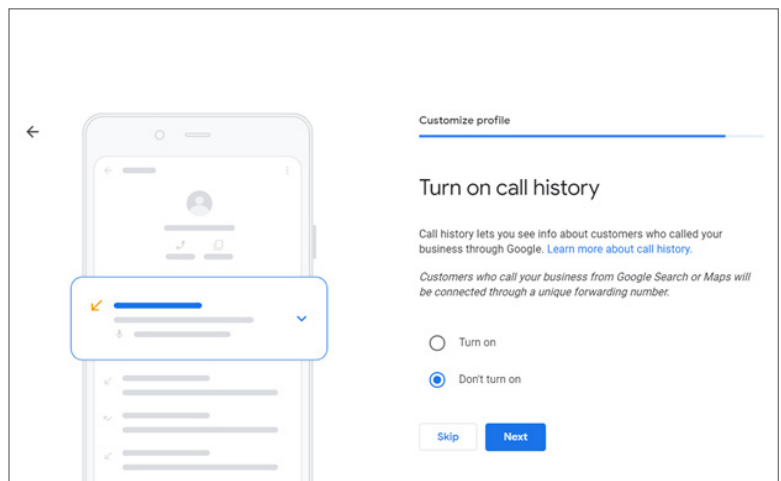
Add business hours for the provider to the Google Business Profile Listing.



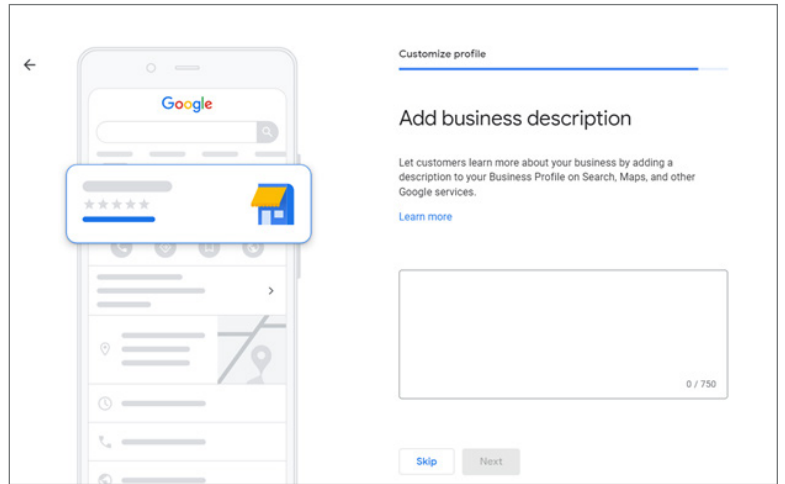
Skip or decline letting customers message your on Google, this is not HIPAA Compliant.



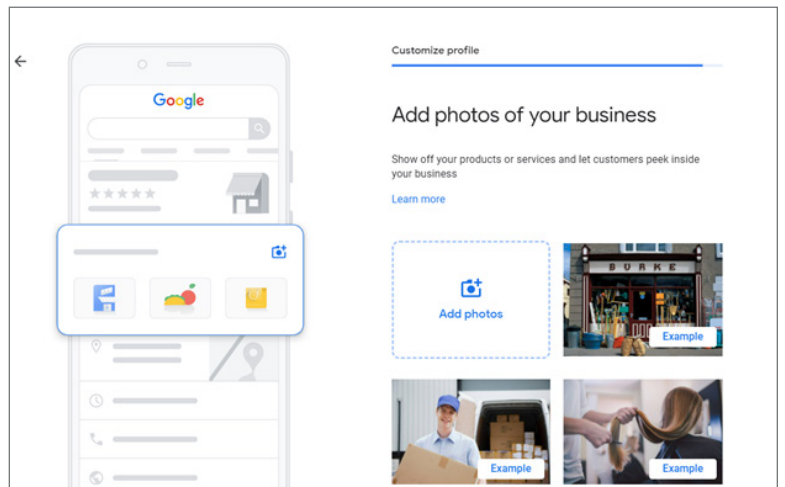
Select "Don't Turn on" call history.



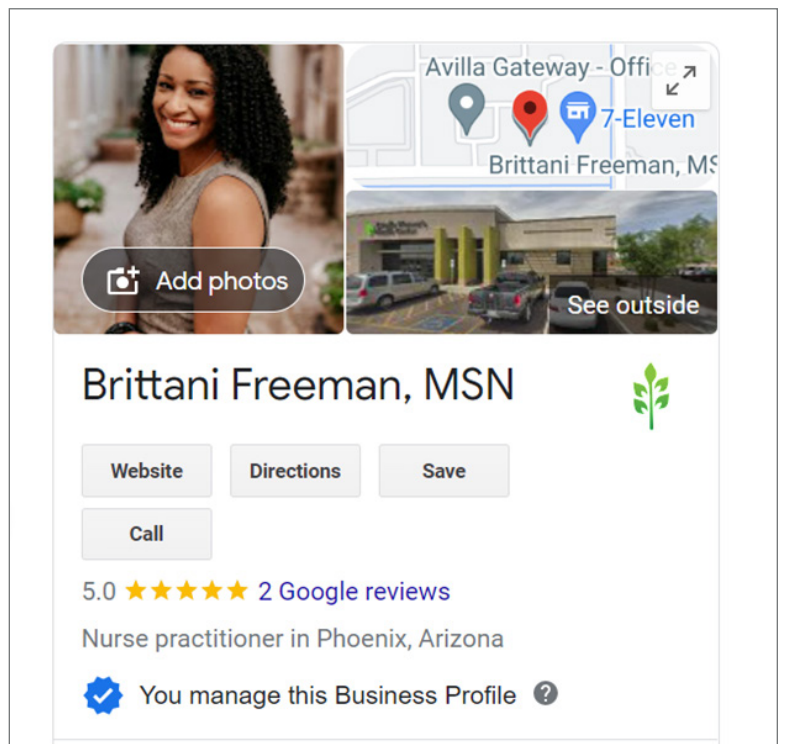
Add A Business Description - Although business descriptions are unlikely to contribute to rankings, it does contribute to profile completion. But this information is visible in search and should be used to provide additional context about they provider.



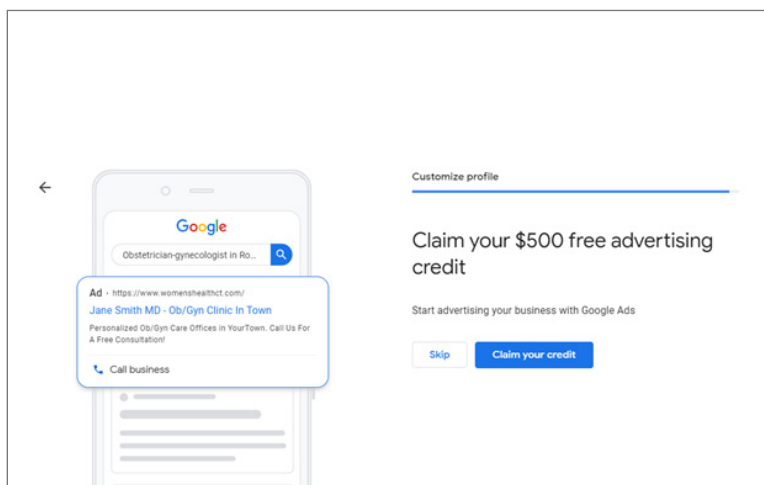
Adding your Medical Affiliate logo, a picture of the office, and an up-to-date headshot of the provider is important. It attracts new patients and contributes to profile completion.



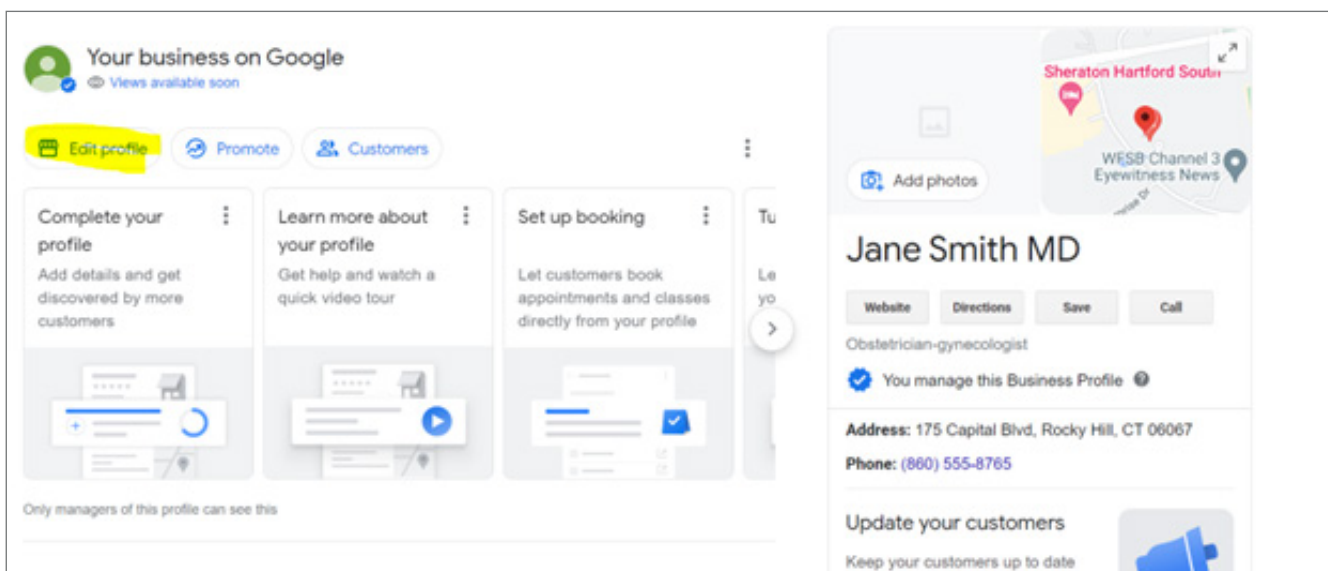
The images will then be visible on your listing in Google Search. Just like this...



Skip claiming the free advertisement.



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

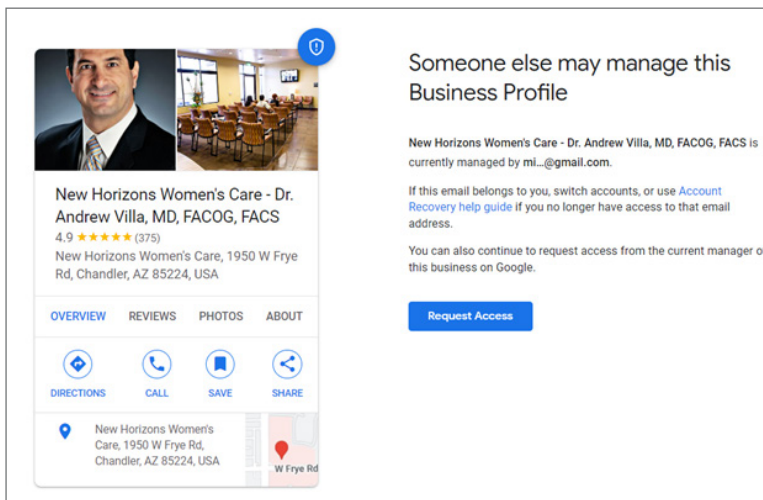


How to claim a Google Business Profile listing for a provider that has already been made, but it's never been claimed.

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.



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.