

Your Google My Business Setup Checklist

In past years, practices marketed themselves on conventional platforms, including print, and mail. While still relevant, their influence has significantly waned. Patients now find healthcare practices online, especially on mobile devices, making online platforms the key to practice marketing. In today's online world, there is no more influential platform than Google My Business.

Google offers a free tool any business can use. It is their Google My Business (GMB) platform. Essentially it is an informative online billboard. Essentially GMB is an online information billboard. GMB displays your practice's name, address, phone number, hours, product and services information, Q&A's, and posts. It can be humanized with photos and interactive with inquiring patients.

The Benefits of Google My Business

Your practice locations appear when a person uses Google Search or Google Maps to search for your practice name or products or services that you provide. At this stage of the customer's journey, searchers are narrowing down healthcare service providers. According to Google: (<https://www.thinkwithgoogle.com/data/mobile-near-me-searches/>).

"76% of people who search for things nearby on their smartphone, visit a related business within a day, and 28% of those searches result in a purchase."

The importance of being found

As more than half of searches are unbranded or near me (meaning "dentist in Boston" vs. Family Dental), it is of utmost importance that you are being found online. When found, your practice needs to make sure everything your inquiring patients find is accurate. This is especially true for practices with multiple locations and multiple GMB pages. Correctly setting up a single GMB and multiple GMB pages can be a daunting task. Hence, we at Clinic Builder have simplified the process and developed a checklist to help out.

GMB SET-UP CHECKLIST

1. Set-up your Google Account

- Create a business-specific Google account email like GMB.Management.practiceName@gmail.com. This way you'll have a specific email address dedicated to GMB. You do not want your practice's GMB account to be associated with a specific employee.
- Make sure all account information is documented in a secure, easy to share access location. You'd be surprised how many practice's lose account access information.
- Designate a manager. If managing multiple Google My Business locations is too much for one person, you can use owner access to designate other managers to update business information, add photos, and respond to reviews. We recommend a hybrid approach of centralized management with decentralized input.
- Identify one manager from each location to take responsibility for adding images, checking listings, and ensuring information is up to date. Having a locally identified manager will ensure the verification process quickly happens if you have less than 10 locations.
- Develop a GMB governance team to ensure all locations are providing new content input.

2. Basic set-up of Google My Business for single and multi-location practice's

- For Bulk location pages (10 or more) (<https://support.google.com/business/answer/3217744?hl=en>) here are instructions for setting up bulk location management.
- For fewer than 10 locations, practice's are not eligible for bulk management and will need to claim, verify, and manage each location individually. (<https://support.google.com/business/answer/2911778>)
- For each Google My Business listing make sure the location is in the practice name. Example: Family Dental – Ames Street, Brockton. Also, make sure the location aligns with your GMB location address. Accurate NAP (name, address, and phone).
- Accurate W (web URL) the URL used should link to the practice location microsite: www.bankname.com/location/brockton-ames-street, not the bank's main URL. Google considers your website the most 'official' source of information regarding your practice location, so ensuring Google can access it is essential.
- One consistent business category that is used by all locations.
- At least five quality photos.
- At least ten owner added Q&A's. These Q&A's can be shared by locations.
- A list of all products with descriptions.
- A list of all services with descriptions.

3. Advanced Google My Business Optimizations

- Upload new photos to each practice location monthly. This can include photos of the inside and outside of your practice location, team images, community interaction images.
- Use Google Posts to highlight promotions, content, and events. Google search engines love new content.
- Keep hours updated. Make sure all business holidays are documented.

Use a local platform to centralize management of GMB

Google My Business can be a branches most effective new business tool. According to Brightedge research when a local Google 3-pack is displayed on mobile, 55% of the clicks are for one of the top three listings (<https://www.brightedge.com/blog/help-local-customers>). If your business is not featuring there, you're missing out on half your potential audience. The importance of Google My Business as part of a broader local SEO strategy can't be undersold.

To manage multiple GMB effectively, it's vital to choose a digital partner that understand your business model and the importance of the customer/member experience. Clinic Builder wants to make you the top practice in your geographic area. Clinic Builder drives growth by focusing on local Google ranking, optimizing your practice's digital footprint, local SEO, and stressing the importance of listening to your patients.

To learn more, go to clinicbuilder.com or call 505-226-1341.