

How to Claim and Optimize Your Dental Practice Google My Business Profile

CLAIM YOUR PROFILE

Step 1: Find your practice on Google.

What is the first thing that comes up when you search your name?

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Step 2: Log into your Practice's Google Account.

Choose an email that you would like to use to claim your profile. Google My Business will send updates and information here, so we recommend an email you check frequently. *We recommend that you use an email address that you have access to and that is associated with your practice.*

Step 3: Click on "Own this business?"

- Click on the "Manage now" button.
- Answer questions about your business (address, phone number, categories, etc.).

Step 4: Verify your profile.

Verification is completed by phone, email, or postcard. Google will allow you to choose which verification method you'd prefer to use, but occasionally they'll only provide one option.

My verification method is _____.

OPTIMIZE YOUR BUSINESS PROFILE

Step 5: Add your business information to your profile.

- Business name
- Categories
- Address
- Phone number
- Website
- Services
- Attributes
- Business description
- Opening date
- Photos

MAINTAINING YOUR PROFILE

Step 6: Maintain an active local presence to ensure you are visible on Google search.

- Add new office and team member photos periodically.

- Update office hours for holidays.
- Create Google posts for patients to engage with.
- Gather patient reviews to build practice trust and recognition.
- Respond to patient questions and reviews.

Notes: