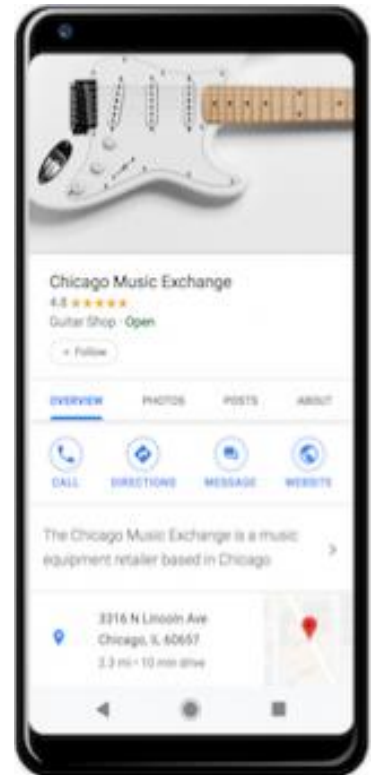


Getting Started with Google My Business for Healthcare Providers

Google My Business is a free business tool that allows you to manage how your business appears on Google Search and Google Maps. By registering for Google My Business, you can keep your patients up to date on clinic updates and optimize search engine results by directing more traffic to your profile rather than RateMDs. Patients will be able to search your name or clinic name and easily access:

- Business hours
- Phone number
- Directions to your office
- Links to book online appointments and virtual care
 - It is recommended that you link to your [Pathways Medical Care Directory](#) listing as this is the centralized location for virtual care information for the province. To register your clinic in the directory, [click here](#).
- Health services offered, like house calls, diagnostics, and procedures

Your profile also gives you access to see how your patients connect with you; view clicks, calls, follows, and engagement data directly from your profile.



Signing up for Google My Business

1. On your computer, go to: [Google My Business](#)
2. Sign into your Google Account. Click **Next**.
3. Enter your clinic name OR 'Dr. XXXXX. Click **Enter**.
4. Review Terms of Service. Click **Next**.
5. Type your 'Business category', for this enter 'Doctor. Click **Next**.
6. Select '**Yes**' for 'Do you want to add a location that customers visit?'
7. Enter your clinic address. Click **Next**.
8. Enter a phone number or/and **website** URL:
 - At this point it is recommended that you enter your Virtual Care Directory listing as your website URL. This can be done by going to:
 - The [Medical Care Directory](#)
 - Search yourself from the homepage
 - Select your listing
 - Copying the URL
 - Return the to the 'Google My Business' tab that you already have open
 - Paste the URL that you copied in the **website URL field**
 - Then click **Finish**.
9. Select a verification option:
 - To verify now, at the top, find the red banner and click Verify now.
 - To verify later, click Verify later > Later