



Digital Marketing for Private Practice Therapists

A Step-by-Step Guide to Setting Up Your Google Business Profile

Creating Your Google Business Profile

1

Claim or Create

Visit Google My Business, sign in, and claim or create your profile.

2

Provide Accurate Info

Fill in business name, address, phone, and website URL consistently.

3

Select Category

Choose the most relevant category for your business to target the right audience.

4

Detailed Description

Craft a compelling description with unique selling points and keywords.

5

Verify Your Business

Select a verification option (verify now or later) after reviewing information.



Maximizing Your Google Business Profile



Upload High-Quality Photos

Showcase your premises, products, or services visually.



Encourage Customer Reviews

Build trust and credibility; respond promptly to feedback.



Manage and Update Info

Regularly review and update operating hours and contact details.



Utilize Google Posts

Share updates, promotions, and events to engage customers.



Benefits of a Google Business Profile

Increased Online Visibility

Appear in Google Search and Maps, making it easier for local customers to find you.

Better Local Search Rankings

Optimize your profile to appear higher in local search results.

Enhanced Customer Engagement

Customers can easily contact you, leave reviews, and ask questions.

Go Online: Reach a Huge Audience

The internet is the most widely used means of communication today. When planning your practice's marketing, consider the internet as a medium for reaching a huge audience. Utilize blogs, Twitter, Facebook, and other social networking sites to promote your services.

