

YOUR GUIDE TO RANKING IN GOOGLE'S LOCAL 3 PACK

When you search for a place to go — whether a restaurant, storefront, or wellness provider — how often do you look to just find what's closest to you? Location is a major driver for people, especially when it comes to choosing where they go for primary, urgent, or emergency care. So how can you leverage the way people are searching for things to create visibility for your organization?

Success is based on two key factors: the directory listing and the corresponding location page on your website — and most important is keeping the information consistent between the two pages. Focus on these key pieces:

NAME

- Incorporate service lines or specialties into the name listed.
 - Specialty at System Name - Location
- Use Google Trends to discover what terms people are using when researching specialties.

ADDRESS

- Make unique locations for key departments by adding specific phone numbers and suite numbers/letters.

BUSINESS DESCRIPTION

- Use these 750 characters to incorporate SEO keywords for your service line.

HOURS

- List the hours your office sees patients and answers calls. Make sure the hours and formatting match how the information appears on your website.
- Google does rank facilities that are open higher when a person is searching, but we do NOT recommend modifying the operating hours listed on your Google My Business profile to increase visibility.

PHONE NUMBER

- 8 out of 10 patients prefer calling to schedule an appointment rather than booking online, so be sure the number listed is accurate and operable.

GMB BUSINESS CATEGORY

- There is a long list of categories and subcategories to choose from.
 - For example, when labeling your hospital locations, you can choose from "Hospital," "General Hospital," "Children's Hospital," "Heart Hospital," or "Specialized Hospital."

SERVICES

- List 5-7 services that you provide the most or include some that you are looking to bring in more patients for.

URL

- Provide a link to your website that matches the information you have on your Google My Business profile.
- Pay close attention to formatting and abbreviations, making sure it is consistent in all uses.
 - (123) 456-7890 is Google's preferred format for phone numbers.

COVID-19 LINK

- Link to precautions and policies your facility has in regard to COVID-19.

VIRTUAL VISIT LINK

- Provide a link for a patient to easily schedule a virtual appointment and show that you offer more than just in-person appointments.

DECODE



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ACCESSIBILITY ATTRIBUTES

- Indicate everything from wheelchair accessibility to elevators.

SERVICE AREAS

- Indicate the areas or regions your organization geographically serves.
- Google will provide an area recommendation based on the address you provide, but you can edit this field to incorporate local keywords based on your markets.

ADD PHOTOS AND VIDEOS

- Include photos of the building exteriors, logos, interior lobbies, physicians, and staff. Do NOT use stock photos.
- Videos are not widely used, so including these can set you apart from competitors.

INSURANCES ACCEPTED

- Include the insurances accepted if they are consistent across your hospitals or medical groups.
- A standard statement like "We accept most major healthcare insurance plans including X, Y, or Z, but please call (123) 456-7890 to confirm if your insurance is accepted" is sufficient.

3 PRO TIPS TO ENSURE SUCCESS AND SPEED TO MARKET:

1. When looking at your locations, focus on breaking down larger hospitals and medical centers into departments to increase the visibility of high-priority service lines.
2. On the other hand, you can group low-priority service lines, locations, and medical groups together to allow you to find economies of scale when it comes to FAQs and "Services Offered" content.
3. Leverage an agency or someone from your development team to create mad-lib-style scripts for your location pages, allowing you to generate content at scale.