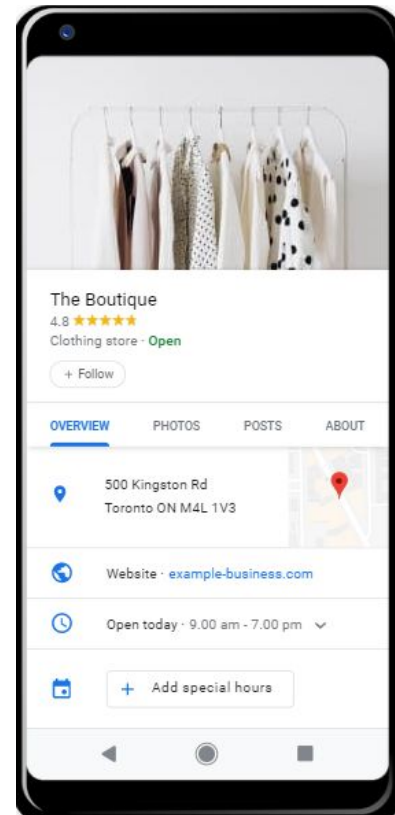


## Getting Started with Google My Business for Healthcare Providers

**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. By simply searching for your clinic name, patients will be able to easily access the following information that you can add to your profile:

- Business hours and phone numbers
- Links to book online appointments and virtual care
  - It is recommended that you highlight your [Pathways Virtual 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
- High-quality photos to show patients what to expect before they arrive
- Educational pictures and diagrams to help them learn more about what types of health services you provide



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. Additionally, you can compliment your website by adding more visibility to your current business website/Pathways Virtual Care Directory listing on Google Search and Google Maps. You can even add a link to your website on your Business Profile.

**Resources:** [Get Started with Google My Business for Healthcare Providers](#)  
[Building a Website using Google My Business](#)

To add your business to Google, click [here](#).

For additional support, email [vanpmh@divisionsbc.ca](mailto:vanpmh@divisionsbc.ca)