THE FULLY BOOKED CLINIC

Module 2 of 4

Get Found on Google

Simple website SEO that turns searches into booked patients

IN THIS MODULE

- How patients actually search — and the three things Google shows them
- Choose the words patients actually type
- Give every service its own page — and every location too
- Write a blue headline that makes patients click
- Answer real patient questions with short, helpful articles
- Prove you can be trusted — Google grades health websites harder
- The website basics that quietly decide where Google places you
- Be listed the same way everywhere — and get other websites to mention you
- Measure what matters, then work a 90-day plan

A 4-part course on getting your clinic found, chosen, and booked

Module 2: Get Found on Google

> By the end of this module you will know exactly how patients search for care in your town, which words they type, and how to shape your website so Google shows it to them. You will be able to build service pages that win against competitors, write headlines that get clicked, prove to Google that your clinic can be trusted, and measure success the way an owner should: in phone calls and booked appointments, not visitor counts that pay no bills. None of it requires technical skills. All of it fits into a busy clinic owner's week.

Throughout this module we will follow two example clinics: Bright Smile Dental in Austin, and Riverside Physiotherapy in Denver. Whatever kind of clinic you run — dental, medical, physio, aesthetic, chiropractic or veterinary — the steps are the same.

Lesson 2.1: How patients actually search — and the three things Google shows them

Why this matters: Almost every new patient who is not a personal referral starts with a search. Someone wakes up with a throbbing tooth and types "emergency dentist Austin". Someone's back seizes up at work and they type "why does my lower back hurt when I sit". If your clinic does not appear in those moments, the patient calls whoever does. A single new dental patient can be worth thousands of dollars over the years they stay with your practice and refer their family. Visibility is not a nice-to-have. It is where every new-patient booking — and the revenue behind it — begins.

Patients search in three main ways:

1. **A service plus a place.** "Teeth whitening Austin", "physio near me", "dog vaccinations downtown Denver". These people are ready to choose a clinic. They are your most valuable searchers.
2. **A symptom.** "Cracked tooth pain", "shoulder clicking when I lift my arm". These people are worried and researching. They will book with whoever helps them understand the problem.
3. **A question.** "How much does Invisalign cost", "do I need a doctor's referral for physiotherapy", "how long does whitening last". These people are comparing and deciding.

When they hit search, Google shows them up to three different things on one screen:

- **The map with three clinics.** For "near me" style searches, a small map appears with three local businesses. This is powered by your Google Business Profile — the listing you mastered in Module 1. Your website still matters here, because Google checks it when deciding which three clinics to show.
- **The regular list of websites.** Below (or around) the map sits the classic list of blue headlines. This is where your website competes directly, and it is the focus of this entire module. You influence it with the pages you build, the words you use, and the proof you show that real, qualified people stand behind your clinic.
- **An AI-written answer at the top.** More and more searches — especially symptom and question searches — now get a paragraph written by Google's AI before any links. That answer is stitched together from websites Google trusts. Making your site one of those trusted sources is the subject of Module 3. The good news: everything you build in this module also feeds that AI answer.

So one well-built website works three jobs at once. It strengthens your map listing, it competes in the list of websites, and it gives the AI something accurate to quote.

How to do it: For now, simply see what patients see.

1. Take out your phone. Use it like a patient would, not like an owner.
2. Search for your main service plus your city — for Bright Smile Dental, "teeth whitening Austin".
3. Note what appears: Is there a map? An AI answer? Which competitor websites show up? Where are you?

4. Repeat with a symptom search and a question search related to your services.
5. Write down the three competitors you see most often. They are your real rivals online, even if they are not the clinic across the street.

> **Do this now (10 min):** Run five searches on your phone: two “service + city” searches, two symptom searches, and one question search related to your clinic. For each, write down whether you appear at all, and which competitors do. Keep this sheet — it is your starting line, and in 90 days you will compare against it.

Lesson 2.2: Choose the words patients actually type

Why this matters: Clinics talk like clinicians. Patients do not. A physiotherapist thinks "rotator cuff rehabilitation"; a patient types "shoulder hurts when I reach behind my back". If your website only uses the professional words, Google never connects you to the patient's search — and the clinic that speaks the patient's language gets the call. Choosing the right words is free, takes an afternoon, and shapes every page you build after this. Getting it wrong means every later effort aims at the wrong target.

Your goal is a simple list of 20 to 40 phrases, split into three groups:

1. **Service + city phrases.** These bring patients ready to book. Bright Smile Dental: "teeth whitening Austin", "dental implants Austin", "emergency dentist Austin", "kids dentist South Austin". Riverside Physiotherapy: "physiotherapy Denver", "sports physio Denver", "back pain treatment Denver", "post-surgery rehab Denver".
2. **Symptom phrases.** These bring worried researchers. "Tooth sensitive to cold", "jaw clicking when chewing", "knee pain going down stairs", "numb fingers at night".
3. **Question phrases.** These bring comparers. "How much do veneers cost", "does insurance cover physiotherapy", "how long is recovery after ACL surgery".

How to build the list, step by step:

1. **Mine your front-desk call log for one week.** Ask your front desk to keep a notepad by the phone and write down the exact words new callers use — not a summary, the actual words. Give them this script: "Thanks for calling Bright Smile Dental. So I can point you to the right person — what were you looking for help with today?" Then they jot down the caller's own phrasing: "my crown fell out", "whitening before my wedding", "my dog needs shots". One week of this is gold. It is the language of your actual market.
2. **Let Google finish your sentences.** Type the start of a phrase into Google and pause. The suggestions that drop down are real searches by real people near you. Type "teeth whitening a…" and Google may suggest "teeth whitening at home vs dentist" and "teeth whitening Austin cost". Each suggestion is a phrase patients truly use. Do this for each of your main services and note everything relevant. Scroll to the bottom of the results page too — the "related searches" there are more free ideas.
3. **Borrow from competitors.** Visit the websites of the three competitors you spotted in Lesson 2.1. Look at their menu. Every service page they have is a phrase they are competing for. If a rival physio clinic has pages for "dry needling", "vertigo treatment" and "workplace injury rehab" and you offer those too but have no pages — you have found gaps that are costing you patients today.
4. **Trim and prioritize.** Cross off anything you do not actually offer or do not want more of. Star the five phrases tied to your most profitable services. Those five get attention first.

Keep the list in a simple document. It becomes the master plan for Lessons 2.3 through 2.5.

Do this now (20 min): Open a blank document with three headings: Services + City, Symptoms, Questions. Type your first ten phrases from memory. Then ask your front desk to start the one-week call-language notepad today — word for word, no summarizing.

Lesson 2.3: Give every service its own page — and every location too

Why this matters: Here is the single biggest website mistake clinics make: one page called "Our Services" with a paragraph about everything. Google matches each search to one page on one website. When a patient searches "dental implants Austin", Google compares your one-paragraph mention against a competitor's entire page devoted to implants in Austin — what they cost, how the visits go, who the surgeon is. The dedicated page wins almost every time. A page about everything ranks for nothing. If you offer ten services and have one services page, you are effectively invisible for nine of them — and each invisible service is a stream of patients flowing to someone else.

What a winning service page contains: Think of it as answering, in order, exactly what a patient wants to know before they call:

1. **What the service is, in plain words.** Two or three sentences a nervous patient at 11 p.m. can understand. "Teeth whitening is a safe treatment that lifts stains from coffee, tea and age, making your teeth several shades brighter in about an hour."
2. **Who it helps.** Describe the person, not the procedure. "Most of our whitening patients come to us before a wedding, a reunion or new job photos — or simply because they've stopped smiling in pictures."
3. **What it costs, or how pricing works.** Clinics fear this section; patients love it. If you cannot give one number, give a range or explain the process: "Whitening at our clinic starts at $349. If you need a cleaning first, we'll tell you the full price before anything begins — no surprises." Pages that address price honestly tend to get more calls, not fewer, because patients trust them.
4. **What happens at the visit.** Walk them through it. "Your first visit takes about 45 minutes. We examine your knee, watch how you move, and you leave with a plain-language explanation and your first exercises — many patients start to feel a difference within the first few weeks, though every recovery is different." (Notice the honest hedge at the end — never promise a medical outcome on your website.)
5. **Common questions.** Five to eight short questions and answers, pulled straight from your Lesson 2.2 list. "Does whitening hurt?" "Will insurance cover this?" "Do I need a referral?" This section also feeds Google's AI answers.
6. **An obvious way to book.** A large button — "Book online" or "Call (512) 555-0100" — near the top and again at the bottom. On a phone, tapping the number should start the call. A brilliant page with a buried phone number is a leaky bucket.

Aim for 400 to 800 words per page, written the way you would explain it to a patient across the desk. Build one page for each starred phrase from Lesson 2.2 first, then work down the list — one page per week is a realistic pace.

Location pages — if you serve several areas or run more than one clinic: The same logic applies to places. If Riverside Physiotherapy has clinics in Denver and Aurora, each clinic needs its own page: its

address, its phone number, its team, its parking situation, its opening hours, and a line or two only a local could write ("we're two doors down from the Aurora public library"). If you have one clinic but genuinely draw patients from nearby suburbs, a page per major suburb can work — but only if each page says something real and different. One warning: do not copy the same page ten times and swap the city name. Google recognizes duplicated text and quietly ignores those pages, and patients find them hollow. Five honest location pages beat fifty copy-pasted ones.

> **Do this now (15 min):** Open your website's services section and count: how many services do you actually offer, and how many have their own page? Write the gap list, order it by profit, and put "write page #1" in your calendar this week. If you have more than one location, check each has its own page with its own address and phone number.

Lesson 2.4: Write a blue headline that makes patients click

Why this matters: When Google lists your website, patients see two things: a blue headline, and one or two lines of grey text underneath. The blue headline is your page title — a label you (or your web person) can set for every page. The grey lines are a short description you can also suggest. Together they are your shop window on Google. Here is the money truth: appearing third with a headline people click beats appearing first with one they scroll past — and every click you win is a potential patient reading your page instead of a competitor's. Many clinic websites throw this away with titles like "Home" or "Services | Clinic Name" — which tell a worried patient nothing.

How to write a title that earns the click:

1. **Lead with what the patient searched, plus your city.** If they typed "teeth whitening Austin", a headline starting "Teeth Whitening in Austin" instantly says "you're in the right place."
2. **Add one reason to choose you.** Same-week appointments, no referral needed, open Saturdays, gentle with anxious patients, direct insurance billing. Pick the one that matters most to that page's patient.
3. **End with your clinic name.** Familiar from the map listing they may have just seen.
4. **Keep it around 60 characters** — roughly ten words. Longer titles get chopped off mid-sentence on the results page.

For the grey description lines, write about 150 characters (two short sentences) that answer "why call these people?": mention price transparency, how booking works, or who you help. Google often replaces these lines with text it picks from your page itself, but a clear, specific description improves the odds yours is shown — and writing it forces you to sharpen your offer either way.

Before and after — dental clinic:

	Blue headline	Grey lines underneath
Before	Home - Bright Smile Dental	Welcome to our website. We provide quality dental care with a commitment to excellence for the whole family.
After	Teeth Whitening in Austin — Same-Week Visits, Bright Smile Dental	Professional whitening from $349, done in about an hour. See prices, what to expect, and book online in under a minute.

Before and after — physiotherapy clinic:

	Blue headline	Grey lines underneath
Before	Services	Riverside Physiotherapy
After	Back Pain Physio in Denver — No Referral Needed, Riverside Physio	Book directly, no doctor's referral required. First visit includes a plain-language diagnosis and your home exercise plan.

Notice what changed: the “after” versions name the service, name the city, remove inward-facing words (“modalities”, “commitment to excellence”) and give one concrete reason to click.

How to actually change them: In most website builders (WordPress, Squarespace, Wix and similar) every page has a settings area with fields named something like “page title” and “description” — that is where these live. If someone else manages your site, send them this exact message: “For each page, please set the browser page title and search description to the text in the attached list.” Then supply your list — you write the words, they paste them in.

> **Do this now (25 min):** Search your clinic name on Google and click through to see your current titles. Then write new titles and descriptions for your three most important pages — home page plus your two most profitable services — using the formula: service + city + one reason + clinic name. Send them to whoever manages your site today.

Lesson 2.5: Answer real patient questions with short, helpful articles

Why this matters: Remember the symptom and question searchers from Lesson 2.1 — "jaw clicking when chewing", "does insurance cover physio"? They are not ready to book today, but they are choosing who to trust. A short, honest article that answers their exact question makes your clinic the one that already helped them before they ever called. These articles also give Google's AI trustworthy material to quote (Module 3 builds on this), and they widen the net of searches you can appear for far beyond your service pages. Clinics that answer questions get found weeks before the booking decision; clinics that do not are invisible until it is too late.

How to pick topics: Never guess. Use real questions:

- The front-desk call log from Lesson 2.2 — every repeated question is an article.
- What patients ask during appointments. Ask each clinician for their top three "I get asked this every week" questions.
- The question phrases Google suggested as you typed.

Bright Smile Dental's first five might be: "How much does teeth whitening cost in Austin?", "Is whitening safe for sensitive teeth?", "Cracked tooth: what to do before you can see a dentist", "Veneers vs whitening: which is right for you?", "Why does my tooth hurt with cold drinks?" Riverside Physiotherapy's: "Do I need a referral to see a physio in Colorado?", "How many physio sessions will my back pain need?", "What to expect at your first physiotherapy visit", "Should I use ice or heat on a pulled muscle?", "Desk worker's guide to fixing lower back pain".

A simple structure that works every time:

1. **The question as the title**, in the patient's own words.
2. **The short answer in the first two or three sentences.** Do not make people scroll for it. This respect wins trust — and it is exactly the passage Google's AI tends to lift.
3. **The fuller explanation**, in plain language, with subheadings for each sub-question.
4. **"When to see a professional"** — the honest line about when self-care is not enough. This protects patients and shows integrity.
5. **A gentle invitation**: "If this sounds like your situation, we can usually see new patients within a few days — call or book online."

Aim for 400 to 800 words. Shorter and genuinely helpful beats long and padded.

Two non-negotiable rules:

- **A clinician checks every article before it goes live.** This is health information; an error harms patients and your reputation. Add a visible line: "Medically reviewed by Dr. Priya Shah, DDS" — Google holds

health content to a higher bar and looks for evidence that qualified people stand behind it (more in Lesson 2.6), and patients feel the difference.

- **Protect patient privacy.** It is tempting to write "our patient Maria came in with exactly this problem…" Do not — unless Maria has signed a written consent form. Never confirm that a specific person is a patient, and never reveal treatment details publicly, even flatteringly. Use fully anonymized composites ("a typical patient with this problem…") or get written permission first.

A realistic pace: One or two articles per month, kept up all year, beats ten in January and silence after. Assign it: the clinician talks or dictates for fifteen minutes, someone tidies it into the structure above, the clinician reviews the final text. Total clinician time: about thirty minutes per article.

> **Do this now (15 min):** Write down the ten questions your front desk and clinicians hear most often. Rank them by how often they lead to a booking. The top one is your first article — schedule the fifteen-minute clinician talk-through this week.

Lesson 2.6: Prove you can be trusted — Google grades health websites harder

Why this matters: Google treats websites about health the way you would hope: with suspicion. A bad pizza recommendation ruins a dinner; bad health advice ruins a life. So Google holds pages about health, medicine and money to a visibly higher standard — it wants evidence that real, qualified humans stand behind the words. An anonymous clinic website with stock photos and unsigned articles gets discounted no matter how nice it looks. A site that shows real clinicians, real credentials and real patient feedback rises. The same signals also work directly on patients: people choose the clinic whose faces and qualifications they can see. Trust is not decoration; it decides both where Google places you and whether patients pick up the phone.

How to build visible trust, step by step:

1. **Give every clinician a real bio page.** Include: a professional photo of the actual person (no stock photos — patients can tell), full name and credentials spelled out in plain words ("Dr. Priya Shah, DDS — Doctor of Dental Surgery, practicing 12 years"), where they trained, professional memberships and registrations, areas of special interest, and one human paragraph — why they chose this work, what patients say about their manner. These pages calm anxious patients better than anything else on your site.
2. **Connect bios to your content.** Every article from Lesson 2.5 should carry "Medically reviewed by…" with a link to that clinician's bio. Every service page should name who provides the service. This tells Google — and patients — that qualified people are accountable for every claim.
3. **Show your external proof.** Awards, "best of the city" mentions, press coverage, professional association memberships, teaching or hospital appointments: put them on your home page and About page, with dates. If the local paper quoted your physio about marathon injuries, display it. Third-party recognition counts far more than self-praise.
4. **Bring your reviews onto your site.** You built your review engine on your Google listing in Module 1; now show a rotating selection of those reviews on your website too, with the overall rating. Patients comparing three clinic websites at 10 p.m. choose the one showing 214 reviews averaging 4.9. One rule from Module 1 bears repeating in a single line: only ever invite honest reviews — ask every patient the same way, and never pay for, fake, or pre-screen them (we covered these rules in Module 1).
5. **Handle patient stories legally and ethically.** The privacy rule from Lesson 2.5 applies double here. Never post a patient's photo, name, or before-and-after images without written consent — a signed form stating exactly where the material may appear. And when replying to or displaying reviews, follow the privacy rule we covered in Module 1: never confirm medical details — warm gratitude that reveals nothing.
6. **Get the basics of accountability right.** A real street address, phone number, and the clinic's registered name in the website footer; a working contact page; a privacy policy. Absences here read as red flags to

both Google and patients.

> **Do this now (30 min):** Open your website and grade it as a stranger: Can you see the clinicians' real faces and qualifications within two clicks? Is any article signed by a clinician? Are reviews visible? List the gaps, then book a 30-minute photo session for team headshots — it is the highest-value half hour in this lesson.

Lesson 2.7: The website basics that quietly decide where Google places you

Why this matters: Before Google decides where to place you in its results, it checks whether your site actually works for the person searching — especially on a phone, where most patient searches happen. Slow, fiddly, or insecure sites get pushed down no matter how good the words are. And the damage is doubled: many patients who do arrive at a slow site press "back" within seconds and pick the next clinic. If you ever run ads (Module 4), a broken website means paying money to deliver patients to a dead end. These basics are unglamorous, mostly one-time fixes, and they quietly gate everything else in this module.

The four basics:

1. **Loads fast on a phone.** Your pages should appear within about three seconds on mobile data. The usual culprit is enormous photos uploaded straight from a camera — they can be shrunk without visible quality loss.
2. **Easy to tap.** Buttons and phone numbers big enough for a thumb, text readable without pinch-zooming, no pop-ups that can't be closed on a small screen.
3. **Shows as secure in the browser.** Look at your address bar: your website address should begin with "https", and the browser should show no security warning (some browsers also mark a protected connection with a padlock symbol). Without that protection, browsers warn visitors your site is "Not secure" — imagine a nervous patient seeing that on a health website. Fixing it is a standard, usually cheap task for your web person or hosting company.
4. **Booking actually works.** The single most expensive silent failure. Online booking forms break during website updates and nobody notices for months — while patients try, fail, and book elsewhere.

The 10-minute self-test any owner can run: Do this on your own phone, using mobile data, not the clinic Wi-Fi (your patients aren't on your Wi-Fi):

1. Open your home page. Count seconds until you could read and tap. More than three? Note it.
2. Check the address bar: the address should start with "https", with no "Not secure" warning.
3. Tap your phone number. Does the phone offer to dial? (If the number is just text, not a tappable link, you are losing calls — an easy fix.)
4. Pretend you want teeth whitening (or physio for a sore knee). Can you reach the right service page in two taps from the home page?
5. Complete a real test booking under a fake name, end to end. Did a confirmation arrive? Did your front desk see it? Cancel it afterwards.
6. Read a page in bright light. Text large enough? Buttons tappable without zooming?
7. Try the contact form. Send a test message. Did it arrive in a mailbox someone actually checks?

Anything that fails goes into one message to your web person, word for word: "Please fix these issues, in this order: (1) the booking form does not send confirmations, (2) the phone number on mobile is not

tappable, (3) the home page takes eight seconds to load on mobile data — likely oversized images. Please confirm when each is done, and I will re-test." Specific lists get fixed; vague complaints ("the site feels slow") do not. Then re-run the self-test monthly — websites decay quietly.

> **Do this now (10 min):** Run the seven-step self-test on your phone right now, on mobile data. Write down every failure. If the test booking or the tappable phone number fails, treat it as an emergency — that is revenue leaking today, not a someday project.

Lesson 2.8: Be listed the same way everywhere — and get other websites to mention you

Why this matters: Google does not take your word for who you are. It cross-checks your clinic's name, address and phone number across the whole web: your website, your Google listing, Yelp, health directories, insurance directories, the chamber of commerce. When every source agrees, Google's confidence rises and so does your place in the results. When they disagree — old address on one directory, "Bright Smile Dental" here but "Bright Smile Dental Care LLC" there, a disconnected phone number on an insurance list — Google hedges, and you slide down. Worse, real patients call that dead number or drive to your old address, and you never even learn you lost them.

Part one — make your listings match, step by step:

1. **Write the master version.** One document: exact clinic name, exact address format, one phone number, website address, opening hours. Every future listing copies this, character for character. One caution on the name: use your real clinic name, exactly as it appears on your signage and registration — never padded with search words, which can get your Google listing suspended (we covered this in Module 1).
2. **Find your existing listings.** Search Google for your clinic name, then your phone number in quotes, then your old address if you have moved. You will surface listings you forgot existed — old directories, review sites, "find a dentist / find a physio" tools, insurance company directories.
3. **Fix them, worst first.** Priority order: your Google listing (Module 1), your own website footer, Yelp, the big health directories for your profession, then insurance directories — patients genuinely use those to find in-network care, and they are among the most commonly outdated. Most directories let you claim and edit a listing with an email confirmation; insurance directories usually require contacting your network representative.
4. **Log everything.** A simple spreadsheet: directory, web address, status, date fixed. Expect the full cleanup to take a few weeks of small sessions — it is tedious exactly once, then just maintenance whenever anything changes.

Part two — get other websites to mention you. Every time a legitimate website mentions or links to your clinic, Google reads it as a vote of confidence: real organizations vouch for this business. Clinics rarely need clever tricks here — they are genuinely embedded in their communities and just need to make it visible online:

- **Local news.** When the paper or a local news site needs a health comment — youth sports injuries, sugar and kids' teeth, marathon season — be the clinician who says yes. One quoted article with a link is a strong vote.
- **Chamber of commerce and business associations.** Membership usually includes a directory listing on their website. Join, get listed.

- **Community sponsorships.** Sponsor the under-12 soccer team, the charity 5K, the school fair — and ask for the standard sponsor listing on the event website. You are supporting the community anyway; capture the online mention too.
- **Professional associations.** Your dental, physio, medical or veterinary association almost certainly has a public "find a practitioner" directory. Make sure you are in it, with details matching your master version.
- **Neighbors and partners.** The gym that refers to your physio clinic, the pharmacy next door — a mutual "local partners we trust" mention is natural and legitimate.

One firm warning: you will get emails offering "50 high-quality links for $99". Delete them. Google actively penalizes bought links, and a penalty can bury a clinic's site for months. Ten real local mentions beat a thousand fake ones.

> **Do this now (20 min):** Create the master version document now — exact name, address, phone, hours. Then search Google for your clinic name and your phone number in quotes, and list every place you appear with a Yes/No column for "matches the master version". That list is your cleanup queue.

Lesson 2.9: Measure what matters, then work a 90-day plan

Why this matters: Without measurement, all this work to get found on Google feels like shouting into fog — and clinic owners quit exactly when months of quiet build-up are about to pay off. With two simple habits, ten minutes a month each, you will see proof of progress and know where to focus next. And measurement protects your wallet: it stops you paying a marketing agency for "10,000 visitors!" when the number that pays your staff is booked appointments.

Part one — set up Google Search Console (free, one time). Search Console is Google's own free report of how your site performs in search: what people typed, how often you appeared, how often they clicked. Plain-steps setup:

1. Go to Google's Search Console website and sign in with the same Google account you use for your business.
2. Add your website's address when asked.
3. Prove you own the site. The simplest route: if you use a common website builder, its settings usually have a spot for a Google verification code; otherwise forward Google's verification instructions to your web person — it is a five-minute task for them.
4. Wait a few days while data accumulates, then check monthly.

Part two — the three numbers to check monthly:

1. **How often you appeared in searches** (Search Console calls this "impressions" — simply the number of times your site was shown to a searcher). This rises first, before clicks do. Rising appearances mean Google is starting to trust your new pages — proof of progress even before the phone rings more.
2. **How many people clicked through to your site.** This follows appearances, and it jumps when you improve your blue headlines (Lesson 2.4).
3. **Which phrases brought people.** Search Console lists the actual search phrases. Two treasures hide here: phrases where you appear a lot but get few clicks (rewrite that page's headline), and phrases you never targeted but are appearing for anyway (build a page or article for them — Google is telling you there's demand).

Part three — judge success in calls and bookings, not visitors. Website visitors do not pay salaries; booked patients do. Add one question to your front desk's new-patient routine: "Lovely — and just so we know what's working, how did you first find us?" Tally the answers on a simple sheet: Google search / Google map listing / referral / drove past / other. Review monthly next to your Search Console numbers. If searches and clicks are up but bookings are not, the leak is usually the booking path (re-run the Lesson 2.7 self-test) or the front desk's phone handling — which is exactly what Module 4 tackles.

Part four — the 90-day plan for a busy owner. Everything in this module fits into roughly two focused hours per week:

- **Days 1–30: Foundations.** Run the search test (2.1). Build the phrase list with the front-desk log (2.2). Run the website self-test and get failures fixed (2.7). Create the master listing document and start the cleanup (2.8). Set up Search Console (2.9).
- **Days 31–60: Pages.** Write your first three or four service pages, most profitable first (2.3). Add location pages if you need them. Rewrite titles and descriptions for your top pages (2.4). Continue listing cleanup. Publish your first patient-question article (2.5).
- **Days 61–90: Trust and reach.** Publish clinician bios with real photos (2.6). Put reviews on your site. Publish two more articles. Join the chamber, fix your association directory listing, and say yes to one community sponsorship (2.8). At day 90, re-run the Lesson 2.1 searches and compare against your starting sheet.

After day 90, the maintenance rhythm is light: one or two articles a month, one new or improved service page a month, ten minutes of Search Console, and the front-desk tally review.

> **Do this now (15 min):** Start the Search Console setup — or send the verification instructions to your web person. Then print a "How did you first find us?" tally sheet and put it at the front desk with a two-line explanation for the team. Both start collecting evidence for you from today.

Common mistakes that cost clinics patients

One "Our Services" page instead of a page per service. Google matches searches to pages, and a page about everything ranks for nothing. Every service without its own page is a stream of patients flowing to a competitor.

Writing for colleagues instead of patients. "Comprehensive periodontal therapy" ranks for nothing because no patient types it. Use the words from your front-desk call log — patients search for "bleeding gums", not the textbook term.

Hiding prices completely. Patients comparing three websites call the one that talks about money honestly. A range or a plain explanation of how pricing works beats silence every time.

Copy-pasting location pages with only the city name swapped. Google recognizes duplicated text and quietly ignores those pages, and patients find them hollow. Write fewer, genuinely local pages instead.

Letting your name, address and phone number drift across directories. Every mismatch erodes Google's confidence in your listing — and sends real patients to dead numbers and old addresses without you ever knowing.

Chasing visitor counts instead of bookings. Ten thousand visitors who never book are worth less than a hundred who do. Judge every effort — and every agency — by calls and booked appointments.

Publishing health articles no clinician has checked. One wrong claim can harm a patient, your reputation, and your standing with Google, which explicitly holds health content to a higher bar. Every article gets a clinician's review and a visible reviewer name.

Using patient photos or stories without written consent. Never confirm someone is a patient or mention their treatment publicly — not on your site, not in a review reply. Warm gratitude that reveals nothing, plus signed consent forms for anything more.

Your Module 2 checklist

- ☐ Ran the five-search test on my phone and recorded where we and our competitors appear
- ☐ Built a list of 20–40 patient phrases (services + city, symptoms, questions)
- ☐ Front desk is logging callers' exact words for one week
- ☐ Listed every service missing its own page, ordered by profit
- ☐ Published at least the first dedicated service page with pricing, visit walkthrough, questions and a booking button
- ☐ Created a separate page for each clinic location (if more than one, or if serving several areas)
- ☐ Rewrote the blue headline and description lines for the home page and top two service pages
- ☐ Published the first patient-question article, reviewed and signed by a clinician
- ☐ Every clinician has a bio page with a real photo and plain-language credentials
- ☐ Reviews from our Google listing are displayed on our website
- ☐ Written-consent form in place before any patient photo or story is used
- ☐ Passed the 10-minute phone self-test (speed, secure connection, tappable number, working test booking)
- ☐ Master name-address-phone document created and directory cleanup started
- ☐ Joined or verified at least two legitimate local or professional listings (chamber, association directory)
- ☐ Search Console set up; monthly reminder created for the three numbers
- ☐ "How did you first find us?" tally sheet live at the front desk

Your 30-day action plan

Week 1: See what patients see

Run the five-search phone test and save your starting sheet. Start the front-desk call-language notepad the same day. Run the 10-minute website self-test on mobile data; send any failures to your web person as a numbered list — treat a broken booking form or non-tappable phone number as urgent. Begin Search Console setup.

Week 2: Build your word list and your master record

Turn the call log, Google's search suggestions, and your competitors' menus into your 20–40 phrase list; star the five most profitable. Create the master name-address-phone document and search out every existing listing, marking which ones match. Fix the worst mismatch — usually an old phone number or address on a major directory or insurance list.

Week 3: Ship your first winning page

Write and publish the service page for your single most profitable starred phrase, using the six-part structure: what it is, who it helps, pricing, the visit, common questions, obvious booking. Rewrite its blue headline and description lines, plus your home page's, using the service + city + reason + name formula. Book the team photo session for clinician bios.

Week 4: Add trust and start the engine

Publish clinician bio pages with the new photos and plain-language credentials. Have a clinician talk through the most-asked patient question for fifteen minutes, shape it into your first article, get it reviewed and signed, publish it. Put your review display and consent form in place. Check Search Console for your first data, and collect the first week of front-desk tally results. Then keep the rhythm: one page and one or two articles a month — and continue into days 31–90 with the plan from Lesson 2.9.