THE FULLY BOOKED CLINIC

Module 1 of 4

Own Your Google Map Listing

Master your Google Business Profile — the listing patients see first

IN THIS MODULE

- Why your map listing wins more patients than your website
- Claim your profile and clean up duplicates
- Fill out every field like a pro
- Photos that build trust
- The review engine
- Reply to every review — including the bad ones
- Posts, updates, and the questions patients are already asking
- Read your numbers
- Stay safe, and the weekly 15-minute routine

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

Module 1: Own Your Google Map Listing

> By the end of this module you will have a Google Business Profile that works like your hardest-working employee: claimed, verified, fully filled out, stocked with real photos, collecting a steady stream of genuine reviews, answering patient questions before they call, and showing you how many calls and visits it wins you every month. You will also have a simple weekly routine, taking about 15 minutes, that keeps it winning.

Lesson 1.1: Why your map listing wins more patients than your website

Here is a truth that surprises most clinic owners: for a local clinic, the little box that appears on Google Maps often brings in more new patients than your entire website.

Think about how a patient actually finds you. Someone's tooth starts aching on a Tuesday night. They pick up their phone and type "dentist near me" or "emergency dentist open now". Google does not send them to a list of websites first — it shows a map with three or four clinics pinned on it, each with a star rating, review count, photos, opening hours, a phone number, and often a "Book" button.

Most patients never scroll past that map. They compare the clinics in front of them, pick the one that looks most trustworthy, and tap "Call" — without visiting a single website. The same happens for "physio for back pain near me" or "vet open Saturday".

That map box is your Google Business Profile. It is free. And for most clinics it is the single highest-return piece of marketing they own, because it puts you in front of people at the exact moment they have a problem and money in hand to fix it.

Here is what patients see and judge in about five seconds:

- **Your star rating and how many reviews you have.** A 4.8 with 240 reviews beats a 5.0 with 6 reviews, because it feels more real.
- **Your photos.** A warm reception area and smiling team beats a grey map pin with no pictures.
- **Whether you are open right now.** Wrong hours lose patients instantly.
- **How easy you are to contact.** One tap to call, one tap for directions, one tap to book.

Now the money math. Imagine your profile brings you just two extra new patients a week. For a dental clinic, where an average patient is worth a few thousand dollars over the years they stay with you, that is serious revenue from a listing that costs nothing but attention. For a physiotherapy clinic, where a new patient books six to ten sessions, the picture is just as strong. The reverse is also true: an unclaimed, half-empty profile with a wrong phone number quietly hands those patients to the clinic down the street, every day, and you never see it happen.

One mindset shift before we start: this is not a "set it and forget it" listing like an old phone-book ad. Google rewards profiles that look alive — fresh photos, recent reviews, up-to-date hours. A cared-for profile tends to rise in the map results; a neglected one tends to sink. This module is about making yours the obvious choice in that little box.

(Your website still matters — it is where patients go to double-check you before booking bigger treatments. We cover that in Module 2. But the map listing is where the first impression happens, so we fix it first.)

Do this now (10 min): Take out your phone. Search Google for the thing a patient would type — "dentist near me" if you are a dentist, "physio near me" if you are a physio — while standing in your clinic. Look at the map results as a stranger would. Write down three honest answers: Do you appear? How does your star rating and review count compare to the clinics shown beside you? Whose photos look more inviting? This is your starting line.

Lesson 1.2: Claim your profile and clean up duplicates

Why it matters: an unclaimed profile is a door anyone can walk through. Google builds listings automatically from public information, so a listing for your clinic probably already exists — with details you did not write and cannot fix until you claim it. Unclaimed listings sometimes show a wrong phone number or an old address, and every wrong detail is a lost patient. Clinics have discovered their listing said "Permanently closed" for months — a full waiting room quietly evaporating.

Here is how to take control, step by step:

1. **Search for your clinic by name on Google Maps.** Try the exact name, then common misspellings, then your old name if you rebranded, then "your street + dentist" (or physio, vet, and so on). Note every listing you find for your location.
2. **Look for the words "Claim this business" or "Own this business?"** on your listing. If you see them, nobody controls the profile yet. Click and follow the steps while signed in to a Google account your clinic controls — not a staff member's personal account. If an employee leaves and the profile is tied to their personal login, you can lose access overnight. Use an account like admin@yourclinic.com that stays with the business.
3. **Verify that you really are the business.** Google needs proof before handing over the keys. For clinics this is often a short video walk-through on your phone: showing your signage, the street outside, your equipment, and that you can open staff-only areas. Sometimes it is a phone call or a mailed postcard with a code. Whatever method you are offered, do it promptly — until verification is complete, what you add will not show to patients and you cannot fully manage the listing.
4. **Hunt down duplicates.** Duplicates split your reviews and confuse Google about which listing to show. Common causes: an old address from before you moved, a previous owner's name, or a listing once made for an individual practitioner that looks like a second clinic. For each duplicate, open it and use "Suggest an edit" to report it as a duplicate or permanently closed, or claim it and close it from inside your account. If a duplicate holds valuable reviews, Google sometimes moves them to your main listing when it processes the report — it is not guaranteed, but it is one more reason to report rather than ignore.
5. **A note on practitioner listings.** Individual dentists, doctors and physios who see patients may have their own listing alongside the clinic's. That is allowed and can help — but it should use the person's real name, not a copy of the clinic name, and should not compete with the clinic listing under a slightly different address.

While you are in there, check who else has access: profile settings show every person and agency with manager access. Remove anyone you do not recognise — old marketing agencies are a common squatter.

Do this now (15 min): Search Google Maps for your clinic name, your old clinic name if any, and each of your practitioners' names. List every listing you find. Claim your main one if it is unclaimed. Report any duplicate using "Suggest an edit". Then check the list of people with access to your profile and remove anyone who should not be there.

Lesson 1.3: Fill out every field like a pro

Why it matters: Google decides which clinics to show on the map partly by how complete and accurate the profile is. A profile with every field filled out gives Google more reasons to show you, and gives patients more reasons to choose you. Every blank field is a question a patient cannot get answered — and an unanswered question usually means they call someone else.

Work through these fields in order:

Business name. Use your real-world name exactly as it appears on your signage. "Bright Smile Dental" — not "Bright Smile Dental | Best Dentist & Teeth Whitening Springfield". Stuffing extra descriptive words into your name is against Google's rules and is one of the fastest ways to get your listing suspended (more on that in Lesson 1.9). The clean name also simply looks more professional to patients.

Primary category. This is the single most important setting on your profile. It tells Google what searches you should appear for. Pick the most specific category that describes your main business: "Dentist" or "Dental clinic" for a dental practice, "Physical therapist" or "Physiotherapy center" for a physio clinic, "Veterinarian" for a vet. If you had to describe your clinic in two words to a stranger, that is your primary category.

Extra categories. You can add several more. Add every category you genuinely offer: a dental clinic might add "Cosmetic dentist", "Emergency dental service", "Dental implants provider" and "Pediatric dentist" if those are real services. A physio clinic might add "Sports medicine clinic" and "Massage therapist" if a massage therapist works there. Do not add categories you do not truly offer — it attracts the wrong callers and wastes your front desk's time.

Services list. Google lets you list individual services under your categories, each with a short description and, if you wish, a price range. Write these for patients, not professionals. Dental: "Check-up and clean — a full examination, X-rays if needed, and a professional clean. Most visits take under an hour." Physio: "First assessment — we listen to what is hurting, test your movement, and leave you with a clear plan and your first treatment on day one." Plain descriptions help Google match you to searches and calm nervous patients before they ever call.

Business description. You get a paragraph to say who you are. Lead with what matters to patients, not your founding year. Weak: "Established in 2009, Bright Smile Dental is committed to excellence in dentistry." Strong: "Bright Smile Dental helps families in Springfield keep their teeth healthy without stress. Gentle care for nervous patients, same-week appointments, easy parking behind the building, and payment plans for bigger treatments. Open Saturdays."

Hours — and holiday hours. Wrong hours are one of the most expensive small mistakes in local marketing: a patient who drives to a closed clinic does not come back, and sometimes leaves an angry review. Set your normal hours, then set special hours for every public holiday of the year in one sitting, so you never forget. If you close for lunch, show it.

Phone number. Use the number your front desk actually answers, and use the same number everywhere your clinic is listed online — your website, your social pages, other directories. Consistent details everywhere help Google trust that your listing is accurate, and they stop patients from calling a dead line.

Website link and booking link. Add your website. Then, separately, add your appointment link if you have online booking — this puts a "Book online" style button right on your profile, letting a patient go from "dentist near me" to a booked slot in under a minute, at 11 pm, without calling anyone. If you have online booking and this link is empty, you are leaving after-hours bookings on the table every night.

Attributes. These are the small labelled facts patients filter and decide by: wheelchair accessible entrance and toilet, free parking or street parking, languages spoken, whether you accept new patients. For a clinic these are not decorations — "wheelchair accessible" and "Spanish spoken" are the deciding factor for some patients. Tick every one that is true.

> **Do this now (25 min):** Open your profile and go field by field through the list above. Fix your name if it has extra words. Check your primary category. Add every real extra category. Write plain one-sentence descriptions for your top five services. Rewrite your business description to lead with what patients care about. Set holiday hours for the rest of the year. Confirm the phone number, add your booking link, and tick every true attribute.

Lesson 1.4: Photos that build trust

Why it matters: patients choosing between clinics are asking one silent question — "will I feel comfortable there?" Photos answer it faster than any text. Listings with plenty of real photos get noticeably more calls and direction requests than bare ones, because a clinic you can see feels safer than a clinic you cannot. For a nervous dental patient or a pet owner choosing a vet, that feeling is everything.

What to photograph, in priority order:

1. **The front of your building, from the street.** This is the most useful photo you will ever upload. Patients use it to find you — "the blue door next to the pharmacy" — and it proves you are a real place. Take it in daylight, from where a patient walking or parking would first see you.
2. **Reception and waiting area.** Clean, warm, tidy. This is the room patients imagine themselves sitting in.
3. **Your team.** Real people, smiling, in the clothes they actually work in. A photo of the dentist and hygienists together, or the physio team by the treatment tables, does more for trust than any award logo. Nervous patients scan these photos to decide whether you look kind.
4. **Treatment rooms.** A bright, tidy treatment room quietly says "modern and clean" — the two things patients silently worry about. For a physio, the gym or exercise area; for a vet, the consult room.
5. **Small touches that answer questions.** The parking area. The wheelchair ramp. The kids' corner. Each of these photos removes a reason to hesitate.

A hard privacy rule: never post a photo with a patient in it — even in the background, even blurry — without their written consent. Simply being visible in your waiting room can reveal that a person is a patient, and that is private health information. When in doubt, photograph empty rooms and your own staff; if a patient happily agrees to be featured, get it in writing and keep the form.

Why stock photos hurt you: patients can smell them. The too-perfect model in a white coat who also appears on four other clinic websites does not build trust — it signals you are hiding what your clinic really looks like. A slightly imperfect but genuine photo of your actual reception beats a flawless stock image every time.

How many, and how often: aim for 15 to 20 photos to start, covering the categories above, then add two or three new ones every month — new equipment, a team anniversary, seasonal decorations. Fresh photos keep the profile looking alive to patients and to Google. No professional photographer needed: a modern phone in good daylight is fine. Turn on the lights and tidy the counter first.

One more thing: patients can upload their own photos to your listing, and you cannot remove them just for being unflattering (only ones that break Google's rules). The best defence is offence — with 30 great photos of your own, one blurry parking-lot shot disappears in the crowd.

Do this now (20 min): Walk your clinic with your phone right now. Take: the front of the building from the street, reception, one treatment room, and one team photo (grab whoever is in today). Tidy each spot for 30 seconds first. Upload the best 8 to 10 to your profile before you sit back down.

Lesson 1.5: The review engine

Why it matters: reviews are the single biggest factor in which clinic a patient picks off the map. Star rating, review count, and how recent the reviews are — patients weigh all three, and so does Google when deciding whom to show. A clinic with a steady flow of fresh reviews can, over months, climb past a clinic with a bigger but older pile. Every review is also free advertising written by the one person patients trust more than you: another patient.

The good news: you do not have a review problem, you have an asking problem. Most happy patients will gladly leave a review — they just never think of it, and nobody asks. The clinics that dominate the map simply ask every patient, every day, in a way that takes ten seconds.

Build the engine like this:

Step 1 — Get your review link. Inside your Google Business Profile there is an option to get a short link that takes a patient straight to the "write a review" box. Copy it. This link is the engine's fuel line — every method below uses it.

Step 2 — The front desk script. The best moment to ask is at checkout, when the patient is standing in front of you feeling relieved and grateful. Word for word, for a dental clinic:

"I'm so glad today went well! Would you mind leaving us a quick Google review? It really helps other people find us. I can text you the link right now — it takes about a minute."

For a physio clinic, tie it to their result:

"You've made such great progress — that's wonderful to see. If you have a minute, a Google review would mean a lot to us. Reviews are how people with the same kind of pain find us. Can I text you the link?"

Notice the shape: warm comment, small ask, explain why it helps others, offer to make it instant. Never beg, never offer anything in return (that breaks the rules — Lesson 1.9), and never pressure. One ask, gracefully, and let it go.

Step 3 — The text message. Send it while they are still in the parking lot, from the front desk:

"Hi [Name], thanks for visiting Bright Smile Dental today! If you have a minute, we'd love a quick Google review — it helps neighbours find us: [link]. Thank you! — Maria at the front desk"

Step 4 — The email, for patients you cannot text. Subject: "A quick favour?" Body:

"Hi [Name], it was lovely to see you today. If you were happy with your visit, would you leave us a short Google review? It takes about a minute and genuinely helps other people choose a clinic they can trust: [link]. Thank you so much — the whole team at Riverside Physio."

Step 5 — The QR-code card at checkout. Print small cards with a QR code (a square barcode a phone camera scans) pointing at your review link, with one line: "Happy with your visit? A one-minute Google review helps others find us. Scan here." Keep a stack at the front desk and tape one by the card machine. Some patients prefer to scan quietly rather than be asked out loud.

Step 6 — Make it a daily habit, not a campaign. This is the part most clinics get wrong. Fifty reviews in one week followed by silence looks strange — to patients, and to Google, which can flag a sudden burst as suspicious. Two or three new reviews every week, forever, is far more powerful. So make asking part of checkout, the same way "would you like your next appointment?" is. Keep a tally sheet at the front desk — asks made today, reviews received this week — and mention it at your team huddle. When the front desk sees the number, the habit sticks.

Whom to ask: every patient, the same way. Do not pre-filter — not with a tool that surveys patients privately first and only sends the Google link to the happy ones, and not by asking only the patients you expect to be positive. That practice (called review gating) breaks Google's rules and can get reviews removed or the listing penalised. Ask everyone and trust your care.

> **Do this now (15 min):** Find your review link inside your profile and save it somewhere the whole front desk can reach. Put the text and email templates above into your phone or booking system as saved messages the front desk can send in one tap, with your clinic's name swapped in. Then tell today's front desk team: "From today, we ask every patient at checkout. Here's the exact sentence."

Lesson 1.6: Reply to every review — including the bad ones

Why it matters: patients reading your reviews are reading your replies too. A thoughtful reply to a five-star review shows warmth; a calm reply to a one-star review shows character — many patients say how a business handles a complaint tells them more than a hundred perfect ratings. Replies also show Google the profile is actively managed. An ignored review section, especially ignored complaints, quietly costs you the patients who read it.

Rule one: reply to every single review. Positive, negative, three words or three paragraphs. It takes under a minute each and it compounds.

Replying to positive reviews. Keep it short, warm and specific. Vary your wording — ten identical "Thank you for your kind words!" replies look robotic. Templates to rotate:

- "Thank you, [first name]! Comments like this make the whole team's day. See you next time."
- "We're so glad you had a good experience — thank you for taking the time to say so."
- "Thank you! We'll pass this on to the team — they'll be thrilled."

The privacy rule that overrides everything else — read this twice. In your public replies, never confirm that the reviewer is a patient, and never mention their visit, their treatment, their condition, or anything you know from their file. Health privacy laws treat even the fact that someone attended your clinic as protected information. The reviewer can say whatever they like about their visit; you cannot. So:

- Never write: "Thanks for coming in for your root canal on Tuesday!"
- Instead write: "Thank you for the kind words — our team works hard to make every visit comfortable."

Notice the safe version thanks them and speaks about your general standards, without confirming they were ever in your chair. Make this the iron rule for whoever writes replies, and put it in writing for your team. The same rule applies to any marketing use of patient stories or photos: you need the patient's written consent first, every time, no exceptions.

The 4-step playbook for negative reviews. First, breathe. Do not reply within the first hour — anger leaks into writing. Then:

1. **Thank and acknowledge, without confirming details.** "Thank you for sharing this feedback. We're sorry to read that this experience fell short of what we aim for."
2. **State your standard.** "We take comfort, punctuality and clear communication seriously, and we want every visit to reflect that."
3. **Take it offline.** "We'd genuinely like to understand what happened. Please call our practice manager, Sarah, on [number], or email [address], so we can look into this properly."
4. **Stop.** Do not argue, do not explain what "really" happened, do not respond to a reply-to-your-reply. Two or three calm sentences, once. Remember your real audience is not the angry reviewer — it is the

hundred future patients reading over their shoulder, deciding whether you seem trustworthy under pressure.

Full example reply to a one-star “waited 45 minutes, rude receptionist” review:

“Thank you for this feedback, and we’re sorry to read about this experience. Running on time and treating everyone with warmth are things we hold ourselves to, and we’d like to understand what happened here. Please contact our practice manager, Sarah, at [number] so we can look into it properly.”

Notice what it never does: it never says “at your appointment last Thursday” or “your treatment”. Safe, calm, human.

What about fake or unfair reviews? If a review is clearly not from a real patient — wrong city, services you do not offer, an ex-employee posing as a patient — report it to Google from the review itself and ask for removal under their policies. Removal is not guaranteed and takes time, so post the calm 4-step reply in the meantime. Never reply “you were never a patient here” — besides sounding defensive, discussing who is or is not a patient walks straight into the privacy problem.

> **Do this now (20 min):** Open your reviews. Reply to every unanswered positive review using the rotation templates above. If there is an unanswered negative review, use the 4-step playbook — and check your draft against the privacy rule before posting: does it confirm they were a patient or mention their visit? If yes, rewrite it.

Lesson 1.7: Posts, updates, and the questions patients are already asking

Why it matters: two smaller sections of your profile quietly shape whether patients pick you — the updates feed and the questions-and-answers (Q&A) section. A profile with a post from last week looks like a clinic that is open, busy and cared for; one whose last update is two years old plants a doubt: "Are they even still running?" And the Q&A section either answers a patient's question in five seconds or leaves them calling your competitor to ask it. Both take minutes to maintain, and most competitors ignore them — exactly why you should not.

Posts and updates. Your profile lets you publish short updates — a few sentences and a photo — that appear right on your listing. Think of it as a noticeboard in your window, except the street is Google. Post at least once or twice a month. Good clinic post ideas:

- **Offers:** "New patient check-up and clean for $149 this month at Bright Smile Dental. Call or book online."
- **New services or equipment:** "Riverside Physio now offers shockwave therapy for stubborn tendon pain. Ask us whether it could help you."
- **Team news:** "Welcome Dr. Chen to the Bright Smile team! She has a special interest in nervous patients and children."
- **Seasonal reminders:** "School holidays are coming — a great time for the kids' dental check-ups. We have extra morning slots this month." Or for the physio: "Starting a new year running plan? A quick movement check now prevents the injuries that stop you in March."
- **Practical notices:** holiday hours, parking changes, flu-season reminders.

Keep each post to two or three plain sentences, add a real photo (Lesson 1.4 gives you a stockpile), and say what you want the reader to do: "Call us", "Book online". Never include patient names, faces or stories without written consent — the privacy rule follows you here too.

The questions-and-answers (Q&A) section. On your listing, anyone can publicly ask a question — and, as most owners do not realise, anyone can answer, including strangers guessing wrongly about your prices or hours. Take control the simple, legitimate way: get in first yourself. You are allowed to post questions on your own listing and answer them from your business account. List the questions patients actually call to ask, then post and answer each one:

- "Do you accept [common insurance plans in your area]?" — "We work with most major plans, including [names]. Call us with your details and we'll check for you before your visit."
- "Is there parking?" — "Yes — free parking behind the building, entrance on Elm Street. Two disabled spaces by the door."
- "What happens at a first visit?" — For the physio: "Your first visit takes about 45 minutes. We listen to what's bothering you, assess your movement, explain what we find in plain language, and start

treatment the same day. Wear comfortable clothes."

- "Do you see children?" / "Do you treat nervous patients?" / "Can I be seen without a referral?"

Each answered question removes one reason to hesitate and one repetitive call from your front desk's day. Check the section weekly (Lesson 1.9): answer new questions within a day or two, and if a stranger posts a wrong answer, post the correct one from your business account — the official answer carries the weight.

> **Do this now (15 min):** Publish one post right now — a seasonal reminder or a new-patient note, two sentences plus a photo from Lesson 1.4. Then ask your front desk, "What are the five questions people call to ask most?" and post and answer all five in your Q&A section.

Lesson 1.8: Read your numbers

Why it matters: your profile tells you exactly what it earned you — how many people called, asked for directions, clicked your website, and booked. Most clinic owners never look, which is like never checking the till. Ten minutes a month tells you whether the effort is paying off, catches problems early (a broken phone number shows up as calls falling off a cliff), and connects this work directly to revenue — the only reason to do any of it.

Where to look: open your profile as the owner and find the performance or insights section — look for words like "Performance". There you will find, for a chosen period:

- **How many people saw your profile**, and roughly what they searched to find it — your clinic's name (people who already knew you) versus searches like "dentist near me" (brand-new patients, the ones this module wins you).
- **Calls** made by tapping your number.
- **Direction requests** — people navigating to your door.
- **Website clicks** and, if your online booking system is connected to Google, **bookings**.

How to use it, step by step:

1. **Pick one day a month** — say the first Monday — and put a 10-minute appointment in your calendar called "Profile numbers".
2. **Write four numbers into a simple sheet:** profile views, calls, direction requests, website clicks. One row per month.
3. **Compare month over month, and against the same month last year** where you can. Clinics are seasonal — January physio is not August physio — so last-January versus this-January is the fairer test.
4. **Look for the story, not decimal points.** Calls climbing since the front desk started asking for reviews? The engine works — tell the team. Views up but calls flat? Patients find you but do not choose you — compare your photos and rating against the clinics beside you on the map. Everything down suddenly? Something is broken: wrong hours, a suspended listing, a changed phone number.
5. **Close the loop at the front desk.** Have the front desk ask every new patient, "How did you hear about us?" and keep a tally. When "found you on Google Maps" is the biggest column, you know exactly what this module is worth in booked appointments — and the tally matters again in Module 4.

Do not check daily; weekly wiggles mean nothing. The monthly trend is the truth.

> **Do this now (10 min):** Open your profile's performance section. Write down this month's four numbers — views, calls, direction requests, website clicks — in a note or spreadsheet titled "Profile numbers". Add a repeating monthly calendar reminder for the first Monday. You have just built your dashboard.

Lesson 1.9: Stay safe, and the weekly 15-minute routine

Why it matters: everything you have built in this module can vanish in a day if the listing gets suspended — and suspensions happen to honest clinics that broke a rule they never knew existed. A suspended listing disappears from the map entirely: no calls, no directions, no bookings, sometimes for weeks while you appeal. Prevention costs nothing; a suspension can cost a month of new patients.

The rules that catch clinics most often:

- **Do not stuff extra keywords into your business name.** Keywords are the search words you hope patients will type — "teeth whitening", "best dentist" — and padding your name with them is against the rules. Your profile name must match your real-world name. "Bright Smile Dental" is fine; "Bright Smile Dental — Best Invisalign & Teeth Whitening Springfield" is a suspension waiting to happen, even though you will see competitors getting away with it. When Google's checks sweep through, the stuffed names get hit, and getting a listing switched back on is slow and uncertain.
- **Never buy, fake or trade reviews.** No purchased reviews, no staff or family posing as patients, no "leave a review, get a free whitening" (any reward for a review breaks the rules), no review-swapping with the pharmacy next door. Penalties range from deleted reviews to a suspended listing — and in many countries, paying for fake reviews is illegal, full stop.
- **Do not filter who gets asked.** As covered in Lesson 1.5, review gating — surveying patients first and inviting only the happy ones to Google — is against the rules. Ask every patient the same way.
- **Do not run duplicate listings on purpose,** and keep your details identical everywhere online. Conflicting addresses and phone numbers erode Google's confidence in the listing.
- **If your listing does get suspended:** do not create a new listing — that makes it worse. Fix whatever broke the rules (usually the name), then use Google's reinstatement process — their official way of asking for the listing back — with evidence you are a real clinic (photos of signage, utility bills). Appeals can take anywhere from days to several weeks — one more reason prevention beats cure.

When a competitor plays dirty. Sometimes the map around you fills with junk: fake "clinics" at addresses where no clinic actually exists, competitors with stuffed keyword names, a pin sitting on top of yours. You have real recourse: on any bogus listing, use "Suggest an edit" to report the wrong name or that the business does not exist at that address, and Google's help pages also offer a form for reporting these fake listings (Google calls them "map spam") in bulk. Report factually, never fabricate, and be patient — cleanups take time, but every fake competitor removed moves you up the map. What you should not do is retaliate in kind.

The weekly 15-minute routine. The whole maintenance plan, same day each week — many clinics pick Friday morning before opening:

1. **Reviews (5 min):** Reply to every new review — templates from Lesson 1.6, privacy rule always. Note the week's review count on the front-desk tally.
2. **Q&A (3 min):** Answer any new public questions; correct any wrong answers from strangers.

3. **Accuracy check (2 min):** Glance at your listing as a patient sees it — hours right? Upcoming holiday covered? Phone and booking link working? Tap the booking link once to be sure.
4. **Freshness (5 min):** Either publish one short post or upload one or two new photos, alternating weeks.

That is it. Fifteen minutes a week keeps your profile accurate, alive, responsive and safe — more than most clinics on your map will ever manage. Once this is a habit, you are ready for Module 2, where your website turns the clicks your profile sends into booked patients.

> **Do this now (10 min):** Read your business name on your profile — if it contains anything not on your signage, fix it today. Then pick your weekly slot, put a repeating 15-minute event in your calendar named “Google profile routine”, and paste the four steps above into the event notes.

Common mistakes that cost clinics patients

Leaving the profile unclaimed or tied to a former employee's personal account. You cannot fix wrong details on a listing you do not control, and losing the login when someone leaves means starting from zero.

Stuffing extra search words into the business name. It might lift you for a few weeks, then the suspension takes you off the map entirely — often in your busiest season.

Wrong or missing hours, especially holidays. A patient who drives to a locked door does not give you a second chance, and sometimes leaves a one-star review as a parting gift.

A one-time review blitz instead of a daily habit. Fifty reviews in a week then silence looks suspicious and fades; two or three a week forever compounds and wins.

Ignoring negative reviews — or arguing with them. Silence reads as guilt, arguing reads as unstable. Future patients judge you by the reply, not the complaint.

Breaking patient privacy in replies. "Thanks for coming in for your implant, John!" confirms John is a patient and reveals his treatment — a legal problem, not just bad manners.

Stock photos instead of real ones. Patients recognise them instantly, and the message is "we're hiding what our clinic really looks like."

Never checking the numbers. If you do not know how many calls the profile produced this month, you cannot tell what is working — or notice when something breaks.

Your Module 1 checklist

- [ ] Searched Google Maps for our clinic (and old names) and found every listing that exists
- [ ] Claimed and verified our profile under a business-owned Google account
- [ ] Reported or merged all duplicate listings
- [ ] Removed old agencies and ex-staff from profile access
- [ ] Business name matches our real signage exactly — no extra search words added
- [ ] Primary category is the most specific true fit; all genuine extra categories added
- [ ] Top services listed with plain, patient-friendly one-line descriptions
- [ ] Business description rewritten to lead with what patients care about
- [ ] Normal hours correct and holiday hours set for the rest of the year
- [ ] Phone number verified and identical everywhere we appear online
- [ ] Website link and online booking link added and tested
- [ ] All true attributes ticked (accessibility, parking, languages, new patients)
- [ ] At least 15 real photos uploaded: building front, reception, treatment rooms, team
- [ ] Review link saved where the whole front desk can reach it
- [ ] Front desk trained on the word-for-word review ask; text and email templates saved
- [ ] QR-code review cards printed and at the checkout desk
- [ ] Every existing review replied to — privacy rule followed in every reply
- [ ] Negative-review 4-step playbook shared with whoever writes replies
- [ ] First post published; top five patient questions posted and answered in our Q&A section
- [ ] “Profile numbers” sheet started with this month’s views, calls, directions, clicks
- [ ] Monthly numbers reminder and weekly 15-minute routine in the calendar

Your 30-day action plan

Week 1: Take control

Claim and verify the profile under a business-owned account. Hunt down and report duplicates. Remove anyone who should not have access. Fix the business name, primary category and phone number — the three details that cost the most when wrong. Do the “search like a patient” exercise from Lesson 1.1 and note how you compare to the two clinics beside you on the map; that comparison is your scoreboard.

Week 2: Fill it out and dress it up

Complete every field: extra categories, services with plain descriptions, the rewritten business description, hours including every holiday, the booking link, all true attributes. Then do the photo walk — building front, reception, treatment rooms, team — and upload 15 to 20 real photos. By the end of this week your profile should answer every question a patient would call to ask.

Week 3: Start the review engine

Get the review link, save the scripts and templates, print the QR cards, and train the front desk at a huddle — including the privacy rule for replies. Start the daily ask at checkout and the tally sheet. Reply to every existing review, positive and negative, using the templates and the 4-step playbook. Post and answer your top five patient questions in the Q&A section.

Week 4: Make it permanent

Publish your first post. Record your starting numbers — views, calls, direction requests, website clicks — in the “Profile numbers” sheet; every future month gets measured against them. Put the monthly numbers check and the weekly 15-minute routine in the calendar as repeating events, and run the routine once. Then tell the team what changed this month: reviews gained, calls received, what “found you on Google” looks like at the front desk. When the routine survives a busy week, Module 1 is done — and you are ready to make your website pull its weight in Module 2.

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.

THE FULLY BOOKED CLINIC

Module 3 of 4

Get Recommended by AI

Show up when patients ask ChatGPT, Google AI and Perplexity who to trust

IN THIS MODULE

- The new front door — patients are now asking AI who to trust
- How AI actually picks the clinics it names (in plain words)
- The foundation check — Modules 1 and 2 already do most of this work
- Make every page easy for an AI to quote
- Be known beyond your own website
- Write the pages AI loves to repeat
- Test your own AI visibility — the monthly 30-minute check
- Read the sources the AI shows — they are your to-do list
- The traps, the timeline, and why moving now wins

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

Module 3: Get Recommended by AI

> By the end of this module you will understand exactly how tools like ChatGPT, Google's AI answers and Perplexity decide which clinics to recommend, and you will have a simple, realistic plan to become one of the clinics they name. You will make your website easy for an AI to quote, build a reputation beyond your own site, test your visibility every month in 30 minutes, and avoid the scams that waste money. No technical background needed — if you can write an email, you can do everything in this module.

Lesson 3.1: The new front door — patients are now asking AI who to trust

For twenty years, a new patient's journey started the same way: type something into Google, look at the list of results, click a few websites, pick one. Module 1 and Module 2 taught you how to win that game.

But a growing share of patients now start somewhere else. They open ChatGPT, or Google's own AI answer at the top of the search page, or Gemini, Copilot or Perplexity, and they ask a full question in plain English:

- "Who is the best pediatric dentist near me in Kitchener?"
- "How much does Invisalign cost, and which clinics do it well around here?"
- "My shoulder hurts when I lift my arm. Should I see a physiotherapist or a chiropractor, and who is good near downtown?"

And here is the part that changes everything: the AI does not give them ten blue links. It gives them an answer — often naming two to five specific clinics by name, with a sentence about why each one is worth considering. The patient reads it, picks one, and calls.

Why this matters for your revenue. When Google showed ten links, being anywhere on page one gave you a shot. When an AI names three clinics, being clinic number four means you were never in the conversation — the patient never even saw your name. Every AI recommendation that names your competitor instead of you is a new patient, and every new patient is worth real money: a dental patient can be worth thousands of dollars over the years they stay with you, and a physiotherapy patient often books a series of eight or ten visits from one decision.

How fast is this growing? Honestly: nobody has a precise number for your town, and anyone who quotes you an exact percentage is guessing. What we can say truthfully in mid-2026 is this: AI answers now sit at the top of many ordinary Google searches, ChatGPT is used by hundreds of millions of people, and clinic owners are already reporting new patients who say "ChatGPT recommended you." It is not yet the majority of patients — most still find you the old ways, which is why Modules 1 and 2 come first. But it is one of the fastest-growing ways patients choose.

The good news. Most of your competitors are ignoring this completely. The work in this module is not expensive and not technical. It is mostly about being clear, honest and well-documented on the open web — things a good clinic should want to do anyway.

How to get started, step by step:

1. Right now, open ChatGPT (the free version is fine) and type: "Who is a good [your specialty] in [your city]?"
2. Do the same in Perplexity and in a normal Google search (look for the AI-written answer at the top, when one appears).
3. Write down three things: Did your clinic get named? Which competitors were named? What reasons did the AI give for recommending them ("great reviews," "offers weekend hours," "transparent

pricing")?

4. Keep those notes. The reasons the AI gives for recommending your competitors are your to-do list for this whole module.

> **Do this now (10 min):** Ask ChatGPT, Perplexity and Google the same question: "Who is the best [your specialty] in [your city] and why?" Screenshot or copy each answer into a document called "AI visibility — baseline." Date it. This is your before picture — in 60 days you will compare against it.

Lesson 3.2: How AI actually picks the clinics it names (in plain words)

Before you spend a single hour on this, you need an accurate picture of how these tools work — because a wrong picture leads to wasted money and lost patients.

The plain-words version. AI tools like ChatGPT, Gemini and Perplexity have read enormous amounts of the public internet, and most of them also run fresh searches the moment a patient asks a question. When someone asks "who is a good dentist in Kitchener," the AI quickly gathers what the open web says: your website, your Google listing, your reviews on Google and other sites, health directories, local news articles, "best dentist in Kitchener" round-up lists, and even public forum discussions where locals recommend clinics.

Then it does something very human: it summarizes the consensus. If your clinic appears in many of those places, described consistently, with strong reviews and clear information, the AI treats you as a safe recommendation and repeats what it found. If you barely appear, or the information about you is thin, vague or contradictory, the AI quietly skips you and names someone else.

Think of the AI as a very fast, very well-read new neighbor. If everyone in town — the review sites, the local paper, the directories, the forums — keeps saying "Riverside Physiotherapy is great with runners and they explain everything clearly," the neighbor repeats that.

Three things this means in practice:

1. **You cannot pay your way into the answer.** Some AI tools show ads, but ads appear separately and are labelled as ads — no vendor can buy your clinic a place in the recommendation itself. Anyone selling "guaranteed placement in AI answers" is selling something they do not control. (More on this scam in Lesson 3.9.)
2. **The AI can only repeat what exists publicly.** If your Invisalign price range is not written anywhere on the web, the AI cannot mention it — but it can mention your competitor's, because they published theirs. Clarity is the currency.
3. **Consistency matters more than cleverness.** If your name, address and phone number are written differently across your website, your Google listing and old directories — "Riverside Physio" here, "Riverside Physiotherapy & Wellness Inc." there, an old address on a third site — the AI gets less confident that these are all the same clinic, and less confident means less likely to recommend you.

Step by step, build your accurate mental model:

1. Search Google for your clinic name in quotes, e.g. "Bright Smile Dental Kitchener." Look at the first two pages of results. That collection of pages — your site, your listings, reviews, mentions — is roughly what an AI sees when it evaluates you.
2. Ask yourself the neighbor question: if a stranger read only those pages, never visiting your clinic, what would they confidently say about you? Whatever the honest answer is — "they exist, but I couldn't tell

you what they're good at" — that is what the AI can say too.

3. Note every inconsistency you spot: old addresses, different phone numbers, a former clinic name.

> **Do this now (15 min):** Google your clinic name in quotes. List every website that mentions you on the first two pages. Beside each, mark a check if your name, address and phone number are exactly right, and an X if anything is wrong or outdated. Keep the list — fixing the X's is Week 1 of your 30-day plan.

Lesson 3.3: The foundation check — Modules 1 and 2 already do most of this work

Here is something the "AI visibility agencies" will not tell you, because it does not sell monthly contracts: **most of what makes a clinic show up in AI answers is the same work that makes it show up on Google.** If you have done Module 1 (a complete, active Google Business Profile — your clinic's free listing on Google) and Module 2 (a clear website with a page for each service), you have already done roughly the hard majority of AI visibility. This lesson is a checkpoint, not new work.

Why the foundation matters in money terms. Writing brilliant AI-friendly content on top of a broken foundation is like putting a beautiful sign on a clinic with a disconnected phone line. The AI tools lean heavily on exactly two sources when a patient asks a local question: your Google listing (for who you are, where you are, your hours and your reviews) and your website (for what you do and what it costs). If either is incomplete, everything else in this module underperforms, and the patients an AI would have sent you go to the clinic next door.

Your foundation checkpoint — verify each item, step by step:

1. **Google listing complete and active (Module 1).** Every field filled in: correct categories, services listed, hours accurate (including holidays), photos recent, and you are replying to reviews — following Module 1's privacy rule: never confirm a reviewer is a patient or mention their visit or treatment, even if they shared it first. AI answers about local businesses draw on this listing constantly. If you skipped Module 1, stop here and do it first — genuinely.
2. **A separate page for each main service (Module 2).** One page for Invisalign, one for children's dentistry, one for emergency appointments — not one crowded "Services" page. When a patient asks the AI a specific question, the AI looks for a page that specifically answers it.
3. **Your name, address and phone number identical everywhere.** Same spelling, same format, on your website footer, your Google listing, and every directory. Pick one official version today and use it forever. And a warning: the official version must be your real-world clinic name only — no extra search words stuffed in (we covered why in Module 1: it can get the listing suspended).
4. **A working, mobile-friendly website that loads quickly.** AI tools fetch your pages the way a browser does. A site that is broken, painfully slow, or shows text only inside images gives them nothing to read.
5. **Reviews flowing in steadily (Module 1's review routine).** AI answers lean noticeably on review volume, recency and content. A clinic with 300 recent, detailed reviews is dramatically easier for an AI to recommend than one with 12 reviews from three years ago.

If you checked all five: excellent — the rest of this module is where you pull ahead of clinics that stopped here. If you missed some: fix those first. And one reassurance: none of this requires touching code — every fix is either inside your Google dashboard or a simple content change your website person can make in an afternoon.

Do this now (20 min): Go through the five checkpoints above and mark each pass or fail. For every fail, write one line: what is wrong, who will fix it, by when. If more than two items fail, pause this module and book the fixes this week — they are worth more than anything that follows.

Lesson 3.4: Make every page easy for an AI to quote

An AI writing an answer is like a student on a deadline: it skims your page looking for a clear, quotable sentence. If your page opens with "Welcome to our practice, where compassionate care meets clinical excellence," the AI learns nothing — that sentence could describe any clinic on earth. If your page opens with "We are a physiotherapy clinic in Kitchener, Ontario, specializing in sports injuries and post-surgery rehabilitation, with same-week appointments," the AI has everything it needs to recommend you, in one sentence it can almost quote word for word.

Why this matters in patients. When a patient asks "who does Invisalign well in Kitchener and what does it cost," the AI assembles its answer from the clearest sources it can find. The clinic whose page plainly states the treatment, the city, and a price range gets quoted. The clinic with a vague, image-heavy page gets skipped. Quotable pages are how you turn AI recommendations into booked appointments — and the same clarity makes human visitors more likely to book too, so nothing here is wasted even on patients who never touch AI.

How to make each page quotable, step by step:

1. **Answer in the first few lines.** Every important page should tell a stranger, within the first three sentences: what the service is, where you are, and one concrete reason to choose you. Dental example, top of the Invisalign page: "Bright Smile Dental provides Invisalign clear aligner treatment in Kitchener, Ontario. Most adult treatments take 6 to 18 months and cost between $3,500 and $6,500, depending on complexity. We include a free initial scan and consultation." Three sentences; an AI can recommend you from those alone.
2. **State your city and service plainly, in text.** Do not assume "near me" takes care of itself — the AI needs to read your location in words on the page. "We are a physiotherapy clinic in Kitchener, Ontario, near Victoria Park" beats a logo and a map image every time.
3. **Add a real FAQ section (frequently asked questions) using patients' exact words.** Ask your front desk for the ten questions they answer on the phone every single week. Write each question exactly as patients say it — "Does Invisalign hurt?", "Do you take my insurance?", "Do I need a doctor's referral for physiotherapy?" — and answer each in two to four honest sentences. These question-and-answer pairs match the exact shape of what patients type into AI tools.
4. **Put practical facts in text, never only in images or PDFs.** Price ranges, insurance and direct-billing details, hours, parking, wheelchair access, languages spoken — typed onto the page as normal text. AI tools mostly read text; a price list that exists only as a photo of a poster, or buried in a downloadable PDF, is invisible to them. (It is also invisible to patients on phones and to Google — one fix, several wins.)
5. **Use honest ranges when exact prices vary.** You do not need a fixed price. "Initial physiotherapy assessments are $110; follow-up visits are $85. Most extended health plans cover physiotherapy, and we bill your insurer directly" is specific enough to be quoted and honest enough to be safe.

6. **One page, one question.** Keep the Module 2 rule: each major service gets its own page with its own direct opening — a page covering six services tells the AI nothing.

A simple quality test: read the first three sentences of your most important page out loud — could a stranger repeat back what you do, where you are, and why to pick you? If not, rewrite until they could.

> **Do this now (25 min):** Take your single most valuable service page (the treatment that brings the most revenue). Rewrite its first three sentences using the formula: what + where + one concrete differentiator with a number in it. Then add a five-question FAQ using the exact questions your front desk hears. Publish it or send it to your website person today.

Lesson 3.5: Be known beyond your own website

Imagine two clinics claim to be "Kitchener's most trusted dental clinic." Clinic A says so only on its own website. Clinic B is on Google with 280 reviews, listed in the national dental association's find-a-dentist directory, reviewed on two other platforms, mentioned in a local news piece about free dental days, and recommended twice by name in a public neighborhood forum thread. Which claim does a careful reader believe? The AI makes exactly that judgment, thousands of times a day.

AI tools are trained to be skeptical of what businesses say about themselves and to trust what others say about them. Your website tells the AI what you claim; everything else on the web tells it whether to believe you.

Why this matters in money. When several independent sources agree you are good, the AI recommends you with confidence — often with a reason attached ("frequently praised for gentle care with anxious patients"), which is precisely the sentence that makes a nervous patient pick up the phone.

How to build it, step by step:

1. **Spread your reviews across more than one platform.** Google reviews remain the priority (Module 1's routine). But AI tools also read other review sites — general ones and healthcare-specific ones vary by country, so search "review sites for [dentists/physiotherapists] in [your country]" and pick the one or two that already show up when you search your own specialty and city. (Check each platform's own rules first — a few review sites discourage businesses from asking for reviews directly.) Once a month, point a few recent patients to that site instead of Google. Word-for-word front desk script: "Would you mind sharing your experience in a quick review? Most people use Google, but if you already have an account on [other site], a review there helps other patients find us too." The two safety rules from Module 1 apply on every platform: ask every patient the same way (never only the ones you expect to be positive), and never offer anything in exchange for a review.
2. **Get into the respected directories for your profession.** Your professional association or regulatory college almost certainly runs a public "find a provider" directory — dental associations, physiotherapy colleges, medical directories. These are exactly the trustworthy sources AI leans on. Make sure your profile there exists, is complete, and matches your official name, address and phone number.
3. **Earn local mentions.** A short piece in the local paper about your free mouthguard day for kids' hockey teams, a mention on the community sports club site you sponsor, a health column you wrote for a neighborhood newsletter's website — each one is an independent witness. A few genuine local mentions per year noticeably strengthen the record AI reads.
4. **Show up honestly where locals ask for recommendations.** People ask "anyone know a good physio?" in public forums like Reddit and local Facebook groups, and AI tools read the public ones. The right way to appear there is to be recommended by real patients — which happens naturally when you are good and visible. It is fine for you to answer general questions helpfully under your real name and clinic ("I run a physio clinic in town — for a question like that, look for someone who does vestibular

rehab, the treatment for dizziness and balance problems; happy to point you to options including others").

5. **A blunt warning: do not fake it.** Do not write fake forum posts praising your own clinic, do not buy or incentivize reviews (no payment, discounts or gifts for reviewing), do not have staff pose as patients. These schemes get detected — platforms remove the content, Google can penalize or suspend your listing, and a public thread exposing "this clinic fakes its own recommendations" is exactly the kind of thing an AI will happily repeat forever. Earn mentions; never manufacture them.
6. **Privacy, always.** The rule from Module 1 applies unchanged here: never confirm that a specific person is your patient or reveal anything about their treatment in public — even if they shared it first — and never use a patient's photo or story in any marketing without their written consent.

> **Do this now (15 min):** Search "find a [dentist/physiotherapist/your profession]" plus your country or province, and identify your professional association's public directory. Check whether your clinic is listed and whether every detail matches your official name, address and phone number. Fix or submit your listing today — it is usually a free form.

Lesson 3.6: Write the pages AI loves to repeat

Some pages get quoted by AI constantly, and they are not the pages most clinics have. Clinics write "we offer Invisalign." Patients ask AI "how much does Invisalign cost and is it better than braces for a teenager?" The clinic that publishes the page that fully answers the patient's actual question is the clinic the AI quotes — and the patient books.

Why this matters in revenue. These pages answer exactly the questions patients ask in the final days before choosing a clinic — cost, comparison, what happens on day one. A patient reading your honest cost page is often hours from booking. One good page can keep sending you those patients for years, from AI answers and normal Google searches alike, for the one-time cost of an afternoon's writing.

The four page types that earn AI recommendations, and how to write each:

1. **The cost page.** Title it the way a patient would ask: "How much does Invisalign cost in Kitchener? (2026 guide)" or "Physiotherapy costs in Kitchener: fees, insurance and direct billing." Open with the direct answer — the real range — then explain what moves the price (complexity, number of visits, insurance), what is included, and payment plans. End with what to do next: "Book a free consultation and we'll give you an exact quote." Honesty is the whole strategy: an inflated or vague page fools no one and gets skipped.
2. **The comparison page.** "Invisalign vs braces: cost, time and comfort compared" or "Physiotherapy vs chiropractic for lower back pain: which do you need?" Be genuinely balanced — say clearly when the other option is the better choice ("For severe bite problems, traditional braces usually work better"). This feels like giving business away; it does the opposite — balance is what makes the page trustworthy enough for an AI to repeat and a patient to believe. A simple table helps:

	Invisalign	Braces
Typical cost	$3,500-$6,500	$3,000-$7,000
Typical time	6-18 months	18-30 months
Best for	Mild to moderate cases, adults	Complex cases, all ages

3. **The honest pros-and-cons page.** "Is Invisalign worth it? An honest look at the pros and cons." Include the real downsides: discipline of 22-hours-a-day wear, the adjustment week, cases it cannot fix. A page that admits drawbacks reads as expert advice rather than advertising — to patients and to AI alike.
4. **The "what to expect at your first visit" guide.** Walk through the visit minute by minute: what to bring, what to wear, whether there is pain, how long it takes, what it costs, what happens after. For a physiotherapy clinic: "Your first physiotherapy visit: what to expect (and what to wear)." These pages calm the anxiety that stops people from booking, and they answer a question patients ask AI constantly.

Rules for writing all four:

1. Write like you explain things chairside — if you would not say "malocclusion" to a patient without explaining it, do not write it without explaining it.
2. Fully answer the question on the page. The test: if a patient read only this page, would they need to ask anything else before deciding?
3. Use real numbers from your own clinic — your fees, your typical visit counts, your timelines. Specific and true beats generic every time.
4. Put the answer at the top, the detail below. AI and impatient humans both read the same way.
5. Add a dated "medically reviewed by Dr. [Name]" line and update these pages yearly — a real clinician's name and a recent date build trust with patients and AI alike. (Only if that clinician genuinely read and approved the page — a review credit that is not true is a fast way to lose exactly the trust you are building.)
6. One page per month is a good pace — four excellent pages beat forty thin ones (Lesson 3.9 explains why mass production backfires).

> **Do this now (15 min):** Pick the one question patients ask most in your consult room — for most clinics it is a cost question. Write the page title as the patient would ask it, then write only the first paragraph: the direct, honest answer with a real range. That paragraph is the hard part; schedule one hour this week to finish the rest.

Lesson 3.7: Test your own AI visibility — the monthly 30-minute check

You already check your Google reviews. From now on, you also check your AI visibility — because you cannot improve what you never look at, and because AI answers change month to month as these tools update and as your competitors publish new pages. Clinics that test monthly spot problems early ("we stopped being mentioned for emergency dental") and see their progress ("we now appear in 6 of 12 questions, up from 2").

The cost of not knowing: if a competitor overtakes you in AI answers, nothing alerts you — your first sign is a quiet month, after you have already lost patients you never knew existed.

Set up your monthly routine, step by step:

1. **Write your question list once (10-15 questions).** Cover the ways real patients actually ask. For a dental clinic in Kitchener, for example: - "Best dentist in Kitchener" - "Best pediatric dentist near Kitchener" - "How much does Invisalign cost in Kitchener and who does it well?" - "Dentist in Kitchener good with anxious patients" - "Invisalign vs braces — which should I get, and who should I see in Kitchener?" For a physiotherapy clinic, swap in: "best physiotherapist in Kitchener," "physio for runner's knee Kitchener," "do I need a referral for physiotherapy in Ontario, and who is good in Kitchener?", "physiotherapy cost Kitchener," "pelvic floor physiotherapist Kitchener." Include at least one cost question, one "best for [specific patient type]" question, and one comparison question — those are the questions patients ask right before they choose a clinic.
2. **Ask each question in three places:** ChatGPT, Perplexity, and a normal Google search (noting the AI-written answer at the top when one appears). Use a private browsing window (incognito) or log out where you can, so your own history colors the answers less. If you have time, add Copilot or Gemini — but three tools is plenty.
3. **Score each answer in a simple spreadsheet.** One row per question, one column per tool, one sheet per month. In each cell write: 2 if your clinic is named, 1 if it appears only in the listed sources or links, 0 if absent. In a notes column, record which competitors were named and the reason the AI gave.
4. **Total the score and compare with last month.** With 12 questions and 3 tools, the maximum is 72. The absolute number matters less than the direction. Up: whatever you shipped last month is working — do more. Down or flat: read the notes column to see who is being named instead, and why.
5. **Turn competitor reasons into actions.** If the AI says a competitor is recommended "for transparent pricing and weekend availability," that is not commentary — it is an instruction. Publish your pricing (Lesson 3.6). If you have weekend hours, make sure they are written on your site and Google listing where an AI can read them.
6. **Expect messiness.** AI answers vary from day to day and between two people asking the same thing — that is normal. You are tracking a trend across a dozen questions over months, not chasing any single answer.

Put a recurring appointment in your calendar — first Monday of the month, 30 minutes, "AI visibility check." An office manager can run the whole routine — it needs nothing beyond copy, paste and honesty.

> **Do this now (30 min):** Build the question list (10-15 questions using the patterns above), create the scorecard spreadsheet, and run the first full check across ChatGPT, Perplexity and Google. Record your baseline total. This number is the one you will beat.

Lesson 3.8: Read the sources the AI shows — they are your to-do list

Here is the most underused gift in AI search: some tools show their work. Perplexity in particular lists the sources behind its answer, and Google's AI answers typically link to the pages they drew from. When the AI answers "best physiotherapist in Kitchener" and shows the sources it used, it is handing you the exact list of websites that decide who gets recommended in your city. Most clinic owners never click them. You will.

Why this matters in money. Instead of guessing where to build your reputation — of the thousands of directories and blogs that exist — the AI tells you the precise handful it actually trusts for your specialty in your town. Every hour you spend getting into those specific sources is an hour aimed exactly where recommendations are made.

How to mine the sources, step by step:

1. **Run your monthly questions in Perplexity and Google, and this time click the sources.** Beside or beneath each answer you will find the pages the AI drew from. Open every one.
2. **Sort what you find into four buckets:** - **Directories** — "find a dentist" sites, health directories, review platforms. - **Round-up articles** — "The 10 best physiotherapy clinics in Kitchener" style lists on local blogs or news sites. - **Community discussions** — public forum or Reddit threads where locals traded recommendations. - **Clinic websites** — usually the pages of whoever got recommended.
3. **For every directory that cites competitors but not you: get listed.** Most professional and health directories are free or cheap. Complete the profile fully — description, services, photos, correct name, address and phone number. A half-empty profile barely helps.
4. **For every round-up article you are missing from: write a short, polite note to the author.** Word for word: "Hi [Name], I enjoyed your guide to physiotherapy clinics in Kitchener. I run Riverside Physiotherapy downtown — we're rated 4.9 on Google from 300+ reviews and we specialize in sports injuries and post-surgery rehab. If you update the piece, we'd be glad to be considered. Happy to answer any questions." Some ignore you; some update the list. One inclusion in a frequently-cited round-up can influence AI answers for years. Never pay for placement in anything dressed up as an independent "best of" list.
5. **For community discussions: read, don't plant.** Learn what locals praise and complain about — "nobody answers their phone," "I want a physio who explains things" — and fix or highlight accordingly. Do not fake posts (Lesson 3.5's warning applies double here).
6. **For recommended competitors' websites: study the cited page.** Is it a cost page? A comparison? Note what it does that your equivalent page does not — usually it simply answers the question more directly — and upgrade yours.
7. **Track it.** Add a "Sources" tab to your scorecard: each source, its bucket, whether you are in it, action taken, date.

Do this now (15 min): Ask Perplexity your single most valuable patient question (usually “best [specialty] in [city]” or your top cost question). Open every source it lists. Write down each one, whether your clinic appears in it, and the one action that would get you in. You now have a to-do list built from the AI’s own trust list.

Lesson 3.9: The traps, the timeline, and why moving now wins

This final lesson protects your money and sets honest expectations — because a wave of vendors has appeared selling "AI optimization," and some of what they sell will actively hurt you.

Trap 1: Nobody can guarantee you a spot in ChatGPT. If an agency promises "#1 in ChatGPT" or "guaranteed AI recommendations," walk away. No one outside the AI companies controls those answers, the answers vary from user to user and day to day, and even where these tools carry advertising, ads are shown separately and labelled — the recommendation itself is not for sale. A good agency talks about the fundamentals in this module — clear pages, consistent listings, real reviews, genuine mentions — and promises effort and measurement, never rankings. Word for word, ask any vendor: "Since nobody controls AI answers, what exactly will you do each month, and how will we measure whether mentions of our clinic increase?" Watch how they handle the first clause.

Trap 2: Mass-produced AI-written pages. Some vendors offer "300 pages targeting every treatment and suburb" churned out by AI for a few hundred dollars. Do not. Search engines and AI tools have gotten good at spotting bulk, generic content, and they discount sites that publish it — you can end up less visible than before, with pages that embarrass your clinic when a real patient reads them. Ten pages written from your actual expertise, with your real prices and your real answers, beat three hundred generated ones. Using AI as a drafting assistant for a page you then fact-check, personalize and stand behind is fine; publishing whatever it spits out is not.

Trap 3: Fake reviews and fake forum posts. Covered in Lesson 3.5, repeated because the sales pitches are relentless: bought or incentivized reviews and planted posts get detected, penalized and — worst of all — publicly exposed, and public accusations are exactly the kind of content AI repeats. The same goes for "review funnels" that quietly survey patients first and only send the happy ones to Google — that is review gating, and it is against Google's policy.

Trap 4: Chasing every new AI tool. New AI search products will keep launching. You do not need a strategy per tool. Everything in this module — clear quotable pages, consistent information, real independent reputation — is what all of them read. Build once, be visible everywhere.

The honest timeline. This is not an overnight channel:

1. **Weeks 1-4:** foundation fixes and your first quotable pages go live. AI tools that search the live web, like Perplexity and Google's AI answers, can reflect changes within weeks.
2. **Months 2-4:** new pages, directory listings and accumulating reviews start showing up in answers. Your monthly scorecard should begin moving.
3. **Months 4-12:** compounding sets in. More sources mention you, the AI names you more consistently and for more question types, and front desk starts logging "ChatGPT recommended you" calls.

Anyone promising results in days is lying; anyone saying it takes years is selling a long contract. Meaningful movement in two to four months of steady work is the honest range.

Why moving now wins. Most clinics will not open this playbook for another year or two. That is your window. The clinic that today publishes honest cost pages, earns reviews on multiple platforms and gets into the cited directories becomes the "consensus answer" in its city — and consensus is sticky. Once the web broadly agrees Riverside Physiotherapy is the trusted physio in Kitchener, a latecomer cannot buy that position; they have to out-earn years of your head start. Early movers in Google search in the 2000s enjoyed years of inexpensive patients — this is that moment again.

Step by step, protect yourself and commit:

1. Screen any vendor with the question above; keep the reply in writing.
2. Set a content quality bar in one sentence for your team: "We only publish pages a clinician here has read, corrected and would say out loud to a patient."
3. Put the monthly 30-minute check (Lesson 3.7) in the calendar as a permanent fixture, like payroll.
4. Commit to the 30-day plan below, then to one page and one new source per month after that.

> **Do this now (10 min):** Write your two protective sentences where the team will see them: the vendor question and the content quality bar. Email them to whoever handles your marketing, with one line: "This is our policy for anything related to AI visibility."

Common mistakes that cost clinics patients

Skipping the foundation and jumping to "AI content." Fancy pages on top of an incomplete Google listing or a confusing website do almost nothing. Modules 1 and 2 first — they are most of the battle.

Hiding prices. Clinics fear that publishing fees scares patients away. In AI search the opposite happens: the AI quotes the competitor who published a range, and that competitor gets the call.

Burying key facts in images and PDFs. A fee schedule that exists only as a photo of a poster, or a new-patient guide only as a PDF download, is unreadable to AI tools. Type it onto the page as ordinary text.

Writing for peers instead of patients. Pages full of clinical terminology answer questions no patient ever asks an AI. Write the question the way the patient says it, and answer the way you would chairside.

Faking reputation. Bought or incentivized reviews, staff posing as patients, planted forum posts — detected, penalized, and publicly exposed in threads the AI then repeats. Asking only patients you know are happy is a quieter version of the same mistake: review gating is against Google's policy and can get reviews removed. The most expensive shortcut in this module.

Publishing patient stories without consent. Confirming someone is a patient, or sharing treatment details publicly — even replying to their own review with specifics — breaks privacy rules and trust. Written consent for photos and stories, always; vague gratitude in public replies, always.

Checking AI visibility once and never again. Answers shift monthly as tools update and competitors publish. One check is a snapshot; the monthly routine is the strategy.

Paying for "guaranteed AI rankings." Nobody controls these answers. Money spent on guarantees is money not spent on the cost pages, reviews and directory listings that actually move them.

Your Module 3 checklist

- ☐ Baseline recorded: asked ChatGPT, Perplexity and Google 10-15 patient questions and saved the answers with a date
- ☐ Foundation verified: Google listing complete (Module 1), one page per service and consistent name/address/phone everywhere (Module 2)
- ☐ Every inconsistent or outdated mention of the clinic online listed and fixed
- ☐ Top service pages open with three plain sentences: what we do, where we are, one concrete reason to choose us
- ☐ Real FAQ added to key pages, using the exact questions the front desk hears
- ☐ Prices, insurance details, hours and parking written as text on the page (not images or PDFs)
- ☐ An honest cost page published for the highest-value treatment
- ☐ One comparison or "what to expect at your first visit" page published
- ☐ Listed and complete in the professional association's public directory
- ☐ Reviews being requested on at least one platform beyond Google
- ☐ Sources cited by Perplexity and Google reviewed; missing directories and round-up lists identified with actions
- ☐ Monthly 30-minute AI visibility check in the calendar, scorecard created
- ☐ Team policy written: no fake, bought or incentivized reviews, no review gating (asking only happy patients), no planted posts, no patient details in public replies, written consent for any patient story or photo
- ☐ Vendor screening question saved and shared with whoever handles marketing

Your 30-day action plan

Week 1: Baseline and foundation

Run your baseline: ask your 10-15 patient questions in ChatGPT, Perplexity and Google, and record every answer in your new scorecard with the date. Complete the five-point foundation check from Lesson 3.3; fix anything failing, starting with your Google listing and any inconsistent name, address or phone number anywhere online. Google your clinic name in quotes and correct every outdated mention you can reach, using one official format for your name, address and phone.

Week 2: Make your pages quotable

Rewrite the opening three sentences of your top three service pages using the formula: what we do + our city + one concrete, numbered reason to choose us. Add a real FAQ to each, built from the questions your front desk answers weekly. Move every practical fact — fees, insurance and direct billing, hours, parking, accessibility — out of images and PDFs and into plain text on the page. Ask your front desk to keep a running list of every question patients ask by phone — your future content list.

Week 3: Publish what AI loves, and get known beyond your site

Write and publish your first cost page for your highest-value treatment, with honest ranges and a clear next step. Submit or complete your profile in your professional association's public directory. Start spreading reviews: brief the front desk on the script for asking patients to review you on a second platform — asked of everyone, never only the patients you expect to be positive, and never with a discount or gift attached. Draft one polite outreach note to the author of a local "best clinics" round-up you belong in.

Week 4: Mine the sources and lock in the routine

Run your patient questions in Perplexity and Google again — this time open every cited source. Build your sources list: each directory, article and discussion, whether you are in it, and the next action. Complete the two easiest wins (usually free directory listings). Publish your second page — a comparison or a "what to expect at your first visit" guide. Run your full monthly scorecard, compare against Week 1's baseline, and book the recurring monthly 30-minute check. Then keep the momentum going: one new page and one new source every month, reviews flowing weekly, scorecard checked monthly — while your competitors keep not noticing.

THE FULLY BOOKED CLINIC

Module 4 of 4

Build Your Marketing Engine

Ads, referrals, follow-up and front desk — the system that keeps the schedule full

IN THIS MODULE

- The clinic marketing engine — why the cheapest new patient is the one you almost lost
- Foundations — know what you sell, and say it in one sentence
- Your website is your best salesperson — give it a fair chance
- The phone and the front desk — the highest-leverage marketing asset nobody trains
- Reviews and referrals — word of mouth, by design
- Paid ads without burning money
- Social media the sustainable way — two hours a week, no more
- Email and text — the money hiding in your existing patient list
- Run the engine — your scorecard, your budget, and what a patient is really worth

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

Module 4: Build Your Marketing Engine

By the end of this module you will have a complete marketing system for your clinic — not a pile of random tactics. You will know which two or three services to build your marketing around, how to turn your website and front desk into your two best salespeople, how to run ads without burning money, how to bring back patients you already have, and how to measure it all on one page each month. Modules 1, 2 and 3 covered getting found — on Google Maps, in Google search, and in AI answers. This module is about everything that happens after someone finds you, because that is where most clinics quietly lose the most money.

Lesson 4.1: The clinic marketing engine — why the cheapest new patient is the one you almost lost

Most clinic owners think marketing means "get more people to notice us." So they spend more on ads, more on social media, more on getting found. But picture what actually happens to a new patient, step by step:

1. **They find you** — on Google Maps, in search results, or in an AI answer (that was Modules 1, 2 and 3).
2. **They trust you** — your reviews, your photos, your website convince them you are the right choice.
3. **They book** — they call or click "Book" and actually get an appointment.
4. **They show up** — they do not forget or cancel.
5. **They come back** — for the next checkup, the next treatment session, the next visit.
6. **They refer friends** — they tell people they like about you.

That is your marketing engine. Six steps. Every step leaks a little. Some steps leak a lot.

Here is why this matters in money. Say your dental clinic gets 100 new-patient calls a month, and your front desk books 50 of them. Spend more on ads and push calls to 120, and you get 60 new patients. But train the front desk so 65 of the same 100 calls book — that is 65 new patients for almost nothing. Fixing a leak in the middle of the engine is almost always cheaper than pouring more people in at the top. The same logic runs down the whole chain: a physiotherapy clinic that cuts no-shows, keeps patients finishing their treatment plans, and asks happy patients for referrals can grow steadily without spending another cent on being found.

How to use this idea, step by step:

1. Draw the six steps on paper: found, trusted, booked, showed up, came back, referred.
2. Under each step, write what you honestly know. How many calls a week? How many become appointments? How many no-shows? If you do not know, write "no idea" — that is useful information too.
3. Circle the weakest step. That is where this module will pay off fastest for you.
4. Keep the drawing. It becomes your one-page scorecard in Lesson 4.9.

One rule for this whole module: **never add fuel before fixing leaks.** Ads are fuel. A front desk that books calls, a website that makes booking easy, and reminder messages that bring patients back — those are the engine. Fuel poured into a leaky engine just makes an expensive puddle.

> **Do this now (15 min):** Draw the six steps of the patient journey for your clinic. Under each one, write a real number or "no idea." Circle your weakest step and keep the page — you will need it in Lesson 4.9.

Lesson 4.2: Foundations — know what you sell, and say it in one sentence

Before you spend a single hour or dollar on marketing, you need two things: clarity about which services actually make you money, and one plain sentence that says why someone should choose you. Skip this and every ad, post and page you make will be vague — and vague marketing gets ignored, which means money spent with no new patients to show for it.

Step 1: Find your two or three most profitable services.

Not your busiest — your most profitable. Sit down with the last 12 months and ask: which services bring in the most money per hour of clinic time? Which do you and your team do especially well? Which do patients in your area genuinely want?

For a dental clinic, checkups keep the lights on, but the profit often lives in dental implants, clear aligners (the modern alternative to braces) and cosmetic work. For a physiotherapy clinic, it might be sports injury rehabilitation and recovery programs after surgery, where patients need a full course of visits rather than one session.

Pick two or three. These become the heroes of your marketing. Everything else still exists — you just do not lead with it.

Step 2: Decide who wants those services.

Be specific. "Everyone with teeth" is not an answer. "Adults 35 to 60 who are embarrassed about missing teeth" is an answer. "Local runners who want to get back to sport fast" is an answer. When you know exactly who you are talking to, everything you write gets easier and sharper.

Step 3: Put what makes you different into one sentence.

Use this fill-in-the-blanks formula:

"We help **[who]** get **[result they want]** without **[the thing they dread]**."

Real examples:

- Dental: "We help nervous adults fix their smile with gentle, judgment-free dentistry — and we explain the cost before we start."
- Physio: "We help injured runners get back to running, with a clear week-by-week plan so you always know where you stand."

Test your sentence on a friend who is not in healthcare. If they say "so what?", sharpen it. If they say "oh, that's exactly what my sister needs" — you have it.

Step 4: Use that sentence everywhere.

This is the part clinics skip. Your sentence should appear, word for word or close to it: at the top of your website home page, on your hero service pages, in your social media profiles, in your ads, and in how the

front desk describes the clinic — “Yes, we’re the clinic that helps nervous patients feel comfortable. When would you like to come in?”

Repetition feels boring to you and clear to everyone else. Patients hear it once; you say it a thousand times. That is how it should be.

> **Do this now (20 min):** List your services and mark the two or three that make the most profit per hour. Then write your one sentence using the formula “We help [who] get [result] without [dread].” Read it out loud. If it sounds like something a real person would say, you are done.

Lesson 4.3: Your website is your best salesperson — give it a fair chance

Module 2 covered getting your website found on Google. This lesson is about the ten seconds after someone lands on it — because a visitor who leaves without booking cost you just as much to attract as one who books.

Each service page is a salesperson who works 24 hours a day. Would you hire one who mumbles about what they sell, offers no evidence, refuses to discuss price, and hides the appointment book? That is what most clinic websites do.

The five things every important page needs:

1. **A clear statement of the service, in patient words.** Not "Comprehensive restorative solutions." Say "Dental implants — a fixed, natural-looking replacement for missing teeth." Not "Musculoskeletal rehabilitation." Say "Physiotherapy for back pain that hasn't gone away on its own."
2. **Proof.** Two or three real patient reviews, right on the page. Your qualifications in plain words ("Dr. Chen has placed implants for 15 years"). Before-and-after photos only with the patient's written consent — never without it.
3. **Prices, or at least how pricing works.** Patients leave sites that hide prices, because hidden usually reads as expensive. If exact prices vary, say so honestly: "Implants at our clinic range from $3,000 to $4,500 depending on your case. Your first consultation includes a written quote — no surprises." That one paragraph will often out-sell pages of fancy copy.
4. **An obvious Book button.** Big, high on the page, and repeated further down. "Book an appointment" — not "Submit inquiry." If you offer online booking, the button should open your real calendar. If you do not, it should go to a very short form: name, phone, what they need. Every extra question loses people.
5. **A phone number that works with one tap on a mobile phone.** Most patients will visit your site on their phone. The number should be visible without scrolling, and tapping it should start a call. Open your own site on your phone right now and try it. If tapping the number does nothing, tell whoever manages your website: "Make the phone number tap-to-call." They will know what to do.

How to spot where people give up:

You do not need fancy software to find the leaks.

- Hand your phone to a friend and say: "Book a physio appointment for a sore knee on this site. Talk out loud while you do it." Watch where they hesitate, squint or sigh. Every hesitation is a leak.
- Ask your front desk: "What do callers ask that the website should have answered?" If five people a week ask whether you take their insurance, that answer belongs on the site — and its absence is losing you the people who did not bother to call.

- Test your booking form yourself, on a phone, once a month. Forms silently break more often than anyone expects.

> **Do this now (30 min):** Open your website on your phone. For your top service page, check the five things: clear service, proof, pricing honesty, obvious Book button, tap-to-call number. Write down every miss and send the list to whoever manages your site today.

Lesson 4.4: The phone and the front desk — the highest-leverage marketing asset nobody trains

Here is an uncomfortable truth: many clinics spend thousands getting the phone to ring, and nothing teaching anyone what to say when it does. Every missed call and every caller who "will think about it" is marketing money going into the bin. If you improve only one thing from this module, make it this one.

Step 1: Answer fast.

A new patient with a toothache calls three clinics and books with whoever answers. Aim for three rings during opening hours. If the front desk is often busy with patients, name a backup answerer — a real name, not "someone."

Step 2: Book appointments, don't quote prices.

The most common new-patient call: "Hi, how much is a checkup?" Untrained front desks answer "$120," hear "OK thanks," and the call ends — and the clinic just lost a patient it paid to attract.

Here is a word-for-word script that answers honestly *and* invites a booking:

Caller: "How much is a checkup and clean?"

Front desk: "It's $120, and that includes the exam, the clean and any X-rays if you need them. Are you having any trouble at the moment, or is it just time for a checkup?"

Caller: "Just time, I think."

Front desk: "Perfect — we have Thursday at 2:30 or Saturday morning at 9:00. Which suits you better?"

Notice the shape: answer the question honestly, ask one caring question, then offer two times. Not "would you like to book?" — that invites "no." Two concrete times invite a choice.

The physio version: "A first assessment is $95 and takes 45 minutes — the physio will examine you and give you a clear plan. What's been going on, is it a new injury? … That sounds uncomfortable. We could see you tomorrow at 11:00 or Thursday at 4:00 — which works?"

Print the script. Practice it out loud twice as a team — it feels silly for ten minutes and then it becomes natural.

Step 3: Rescue missed calls with an automatic text-back.

Calls will still be missed — lunchtime, a busy desk, after hours. A person who reaches voicemail usually just calls the next clinic. Many modern phone systems and clinic software tools can automatically text any missed caller:

"Hi, this is Bright Smile Dental — sorry we missed your call! Reply here and we'll get you booked in, or we'll call you back within the hour."

If your setup cannot do this, ask your phone or software provider: “Can we send an automatic text to missed callers?” This one feature can rescue bookings that would otherwise have gone to a competitor, and it works while you sleep.

Step 4: Track how many calls become bookings.

Keep it primitive: a tally sheet at the front desk. One column for “new patient asked about an appointment,” one for “booked.” At the end of the week, divide. If 20 asked and 12 booked, your booking rate is 60 percent. Now you have a number you can improve, and in Lesson 4.9 it goes on your scorecard. Clinics are often shocked the first time they measure this; that shock is worth more than most consultants.

> **Do this now (25 min):** Call your own clinic from a mobile number the team won’t recognize and ask “How much is a checkup?” (or your physio equivalent). Listen to what happens. Then print the script from this lesson, put a tally sheet at the front desk, and set a ten-minute team practice for this week.

Lesson 4.5: Reviews and referrals — word of mouth, by design

Word of mouth is every clinic's best marketing: a referred patient arrives already trusting you, costs you nothing to attract, and says yes to treatment more readily. Yet most clinics leave it entirely to chance. This lesson makes it a system: reviews working for you everywhere, and referrals happening on purpose.

Part 1: Squeeze more value from the reviews you already have.

Module 1 showed you how to collect Google reviews steadily. Do not let them live only on Google. Reuse your best ones:

- **On your website**, on the matching service page. "I was terrified of the dentist and Dr. Chen made me feel completely at ease" belongs on your nervous-patients page.
- **In your ads.** A short real quote beats any slogan: "'Back running eight weeks after my knee surgery.' — Mark T."
- **In the waiting room.** Print three or four great reviews in a simple frame. Patients read them while waiting — and it quietly reminds happy patients that people like them leave reviews, which earns you more.

A privacy rule that protects you: a public review is public, so you may quote it, using the name the reviewer used themselves. But never add anything. Never write "Thanks Sarah — glad the root canal healed!" in a reply or an ad — you must not confirm or add treatment details. And for anything beyond quoting a public review — patient photos, before-and-afters, stories — you need the patient's **written consent**, every time. When in doubt, leave it out. One extra check before a review goes into a paid ad: some countries restrict or ban patient testimonials in health advertising altogether — confirm your profession's advertising rules first.

Two more rules from Module 1 bear repeating in one line: **ask every patient, reward no one** — filtering for happy patients ("review gating") and offering anything in exchange for a review both break Google's rules and put the profile at risk (we covered them in Module 1).

Part 2: Patient referrals — ask, make it easy, say thank you.

Most happy patients would gladly refer; they simply never think of it. Build three small habits:

1. **Ask at the happy moment.** When the aligner treatment finishes, when the runner jogs pain-free — that is the moment to say: "We're so glad. Most of our new patients come from people like you — if you know anyone putting up with the same problem, we'd love to help them too."
2. **Make it easy.** A small card: "Give this to a friend — we'll take great care of them." A person holding a card refers more than a person holding a vague intention.
3. **Say thank you.** A handwritten note or a small token of thanks goes a long way. **Important caution:** in many places, healthcare rules restrict or ban giving rewards for patient referrals — especially anything that looks like paying for patients. Check the rules for your profession and country before offering any discount or gift for referrals. A warm thank-you note is safe everywhere; a "$50 credit per friend" scheme may not be. When unsure, ask your professional association.

Part 3: Professional referrals — the slow, compounding channel.

Think about who meets your ideal patient before you do. For a physio clinic: GPs, orthopedic surgeons, gyms, running clubs, schools. For a dental clinic: GPs, pharmacists, orthodontists. One steady professional referrer can be worth dozens of new patients a year.

The nurturing habit is simple: **one touch per month.** One coffee, one short letter introducing what you do best, one update on a patient they sent (only with that patient's consent to share). Professionals refer to people who make them look good and keep them informed. Be that clinic, consistently, and referrals can compound year after year.

> **Do this now (15 min):** Copy your three best Google reviews. Decide where each one goes: which website page, which frame in the waiting room. Then write down the names of three local professionals who meet your ideal patients, and put "contact one of them" in your calendar for this week.

Lesson 4.6: Paid ads without burning money

Ads are the only part of marketing where you can lose real money fast. They are also the fastest way to grow once your engine is fixed. The order matters: front desk trained, website pages ready, reviews visible — *then* ads. Fuel after leaks.

When Google Ads makes sense for a clinic.

Google Ads shows your clinic at the top of Google when someone searches for what you do, and you pay per click. It works best when two things are true:

1. **You are advertising a high-value service.** If a new implant patient is worth $4,000, paying $150 in ads to win one is a bargain. If a service brings in $80 once, ads will struggle to pay for themselves.
2. **You have enough budget to learn.** Ads need enough clicks to show you what works. If you cannot commit at least several hundred dollars a month for three months, wait — put the money into the free fixes in this module and come back to ads later.

A starter setup, in plain words.

You or whoever sets this up should be able to explain it back to you in exactly these terms:

- **One service, one campaign.** Start with your most profitable service only — "dental implants," not "everything we do."
- **Show up for buying searches.** Your ad appears when locals type things like "dental implants near me" or "dental implant cost [your town]." Avoid vague words like just "dentist" at first — they cost more and bring tire-kickers.
- **Send clicks to the matching page.** Someone who searched for implants must land on your implants page — with the five things from Lesson 4.3 — not your home page.
- **Only show ads to people who can actually come.** Limit ads to realistic driving distance — a radius around the clinic, not the whole region.
- **Only run ads when someone can answer.** Ads at 9pm with voicemail and no text-back means paying to disappoint people. Match ad hours to answering hours, or make sure online booking or the missed-call text from Lesson 4.4 is in place.

The only number that matters: cost per new booked patient.

Clicks do not pay rent. The measure is money spent divided by new patients who actually booked because of the ads. Spent $600 last month, traced 6 booked new patients to the ads? Your cost per new booked patient is $100. Whether that is good depends on what a patient is worth (Lesson 4.9). To trace patients, keep it human: the front desk asks every new patient "How did you hear about us?" and writes it down. Imperfect, but honest and free.

The common ways clinics waste ad money — check these before you spend:

- Clicks sent to the home page instead of the service page.

- Targeting an area far bigger than patients will travel.
- Ads running when nobody answers the phone.
- Never looking at which searches triggered the ads. Ask whoever runs your ads to show you the actual search terms monthly — you will often find money leaking into searches like “free dental care” or “implant courses for dentists,” which you can then block.
- Judging after one week (too soon) or never judging at all (too common).

A short word on Facebook and Instagram ads.

Google catches people already searching. Facebook and Instagram interrupt people who were not. That makes them wrong for “emergency dentist” and right for offers and awareness: a new-patient special, a clear-aligner open evening, a “back to sport” assessment for the physio clinic — shown to people in your area. Use a real photo (with written consent if a patient appears), your one sentence from Lesson 4.2, one clear offer, and a Book button. Start small — a few dollars a day — and keep it only if new booked patients show up in the “how did you hear about us” answers.

> **Do this now (20 min):** Work out what a new patient of your most profitable service is worth to you in the first year. Write it down. Then decide honestly: is the engine ready for fuel — front desk script live, service page has the five things, reviews visible? If yes, sketch your one-service campaign. If no, list what to fix first.

Lesson 4.7: Social media the sustainable way — two hours a week, no more

Social media does not directly fill many appointment books — patients rarely go from a funny post to booking a root canal. What it does is build familiarity and trust, so when someone in your area needs you, they feel like they already know you. That is worth having, but only at a sane cost. The plan below is capped at about two hours a week. If it takes more, you are doing too much.

Step 1: Pick one or two channels — not five.

Go where your patients already are. For most dental, aesthetic and physio clinics that means Facebook and Instagram — one post can go to both. A clinic serving mostly older patients may only need Facebook. Ignore everything else until these feel effortless. A dead account with three posts from last year looks worse than no account at all.

Step 2: Follow a simple weekly recipe.

Four kinds of posts, rotating — you never have to wonder what to post again:

1. **Behind the scenes.** The new coffee machine, the sterilization process explained simply, the clinic dog. Ordinary is interesting when it is real.
2. **Education.** Answer one question patients actually ask. Dental: "Does whitening damage your teeth? Here's the honest answer." Physio: "Three stretches for desk workers with a stiff lower back." Steal topics directly from what callers and patients ask the front desk.
3. **Results — only with written consent.** A before-and-after smile, a patient back on the tennis court. This is powerful and strictly consent-gated: written permission for the specific photos and words, every time. Never post anything that identifies a patient without it, and never share treatment details a patient has not explicitly approved. No consent, no post — no exceptions.
4. **Team moments.** Birthdays, a new hire, the team at a local fun run. Patients choose people, not buildings.

Step 3: Batch it.

One hour on Monday: create and schedule the week's three or four posts (both Facebook and Instagram let you schedule posts in advance). Fifteen minutes, three times during the week: reply to comments and messages. A message asking "do you treat jaw pain?" is a new-patient call in disguise — answer fast and invite them to book. That is the whole two hours.

Step 4: Use local community groups — the quiet channel that outperforms.

Most towns have local Facebook community groups where people constantly ask "Can anyone recommend a dentist?" or "Best physio for a bad back?" Two rules: be genuinely helpful under your own name — answer questions, never spam — and make sure your happiest patients know you appreciate recommendations (Lesson 4.5). A stranger's "We love Bright Smile Dental, they were amazing with my kids"

in a local group is worth more than a month of your own posts. You cannot buy that comment, but you earn it every day in the clinic.

> **Do this now (30 min):** Choose your one or two channels and write the next two weeks of posts using the recipe — that is six to eight short posts. Note which ones need patient consent, and set a repeating one-hour “social batch” slot in your calendar for Mondays.

Lesson 4.8: Email and text — the money hiding in your existing patient list

Here is the cheapest growth available to any established clinic: the patients you already have. They know you, they trust you, and messaging them costs almost nothing. Yet most clinics spend everything chasing strangers while hundreds of past patients quietly drift away. A clinic open five years is usually sitting on a list holding a large amount of unbooked care.

Three ground rules before any message goes out. **Consent**: only message patients who agreed to be contacted, and every message needs an easy way to say "stop" — one reply word for texts, one click for emails. **Privacy**: assume someone else might see the message on a shared phone. "Time for your checkup" is fine; naming a sensitive condition or treatment in a text is not. **Usefulness**: every message should be something a reasonable patient is glad to receive. If it only serves you, do not send it.

Message type 1: Recall reminders — the bread and butter.

Dental checkups, physio review appointments, veterinary vaccinations — anything with a natural return date should trigger a friendly reminder. Word for word:

"Hi Maria, it's Bright Smile Dental. It's been 6 months since your last checkup — time for the next one! Reply YES and we'll text you some times, or call us on 555-0123. Reply STOP to opt out."

Most clinic software can automate these. If yours cannot, a weekly 20-minute session with a list and a phone still works.

Message type 2: Win-back messages for patients not seen in 12+ months.

Pull a list of patients with no visit in over a year. These people did not reject you — life just happened. A warm, no-pressure message can bring a surprising number back:

Dental: "Hi James, it's Bright Smile Dental. We noticed it's been over a year — we'd love to see you for a checkup and make sure everything's still healthy. Reply YES for available times. Reply STOP to opt out."

Physio: "Hi Priya, it's Riverside Physio. It's been a while since your last visit — if that knee (or anything new) has been niggling, we'd be happy to take a look. Reply YES and we'll find you a time. Reply STOP to opt out."

Send these in small weekly batches, not one giant blast, so the front desk can handle the replies well.

Message type 3: Seasonal campaigns — right message, right moment.

- **Insurance benefits expiring:** where patients have yearly dental or physio benefits, remind them late in the year: "Your insurance benefits may reset on 1 January — if you've been meaning to come in, now's the time to use them. Reply YES to book before the rush."
- **Back to school:** kids' checkups, sports mouthguards, posture checks for students.
- **New year:** "back to the gym" injury-prevention assessments for the physio clinic.

One seasonal campaign per quarter is plenty. Email suits longer messages; text suits short nudges with a clear reply action — and gets read far more reliably, so save it for messages that deserve interrupting someone's day.

> **Do this now (30 min):** Ask whoever runs your patient system to pull two lists: patients due or overdue for recall, and patients with no visit in 12+ months who consented to contact. Adapt the win-back message above in your clinic's voice, and schedule the first small batch — 20 to 30 messages — for this week.

Lesson 4.9: Run the engine — your scorecard, your budget, and what a patient is really worth

Everything so far becomes ten times more powerful when you measure it, because measuring shows you exactly where patients and money are slipping away each month. Not with dashboards and software — with one page, once a month, six numbers. This lesson also answers the two questions every clinic owner eventually asks: "How much should I spend?" and "Should I hire someone?"

The one-page monthly scorecard.

Number	How to get it	What it tells you to fix
New-patient calls and inquiries	Front desk tally + form/message count	Low? Fix being found: Modules 1-3, then ads.
Booking rate	Booked ÷ asked (from the tally)	Low? Fix the phone script and answer speed (Lesson 4.4).
No-show rate	Missed ÷ booked appointments	High? Add reminder texts and a friendly confirmation call.
Cost per new patient	Marketing spend ÷ new patients	Rising? Find the leak before adding fuel (Lesson 4.6).
Reviews gained	Count new Google reviews this month	Low? Restart the asking habit from Module 1 — ask everyone, never just happy patients, never for a reward.
Revenue	From your accounting	The result the other five numbers drive.

Fill it in on the first Monday of each month — fifteen minutes once the tally sheet exists. The magic is not any single month; it is watching the direction over three or four months, and always knowing *which* step of the engine to work on next. One weak number = this month's project. That is the whole management system.

Lifetime value — the number that changes how you think.

Lifetime value is simply everything a patient is worth over the years they stay with you, not just the first visit. A dental patient who averages $500 a year across checkups, fillings and the occasional crown, and stays 7 years, is worth about $3,500 — before counting the family and friends they bring. A physio patient whose injury needs 8 sessions at $95 is worth about $760 this year, and more if they return for future niggles.

Why it matters: the clinic that thinks a new patient is worth $120 will never spend $100 to win one — and will be out-marketed by the clinic across town that knows the same patient is worth $3,500. Knowing your

lifetime value lets you spend confidently while competitors hesitate. Calculate it roughly — average yearly value times average years a patient stays. Rough is fine.

Budgets: what clinics typically spend.

There is no magic number, but as a working guide: established clinics wanting steady patient flow typically put around 3 to 5 percent of revenue into marketing, while clinics pushing hard to grow — or starting from zero — often spend closer to 10 percent for a year or two. What matters more than the percentage is the scorecard: if your cost per new patient is comfortably below what a patient is worth, spending more is not a cost — it is buying revenue at a discount.

How to split a small budget when starting out:

1. **First dollars: the free and near-free fixes.** Front desk script, tally sheet, website five things, review habit, missed-call text-back. Highest return you will ever get.
2. **Next dollars: your existing list.** Recall and win-back messages (Lesson 4.8) — tiny cost, immediate revenue.
3. **Remaining dollars: ads on one profitable service** (Lesson 4.6) — only once the first two layers are working.

Do it yourself or hire help?

Do it yourself while the tasks are the ones in this course — they need your knowledge of your patients more than technical skill, and doing them once teaches you what good looks like. Hire when a task is genuinely technical (running ad campaigns well takes real ongoing skill), or when the hours cost you more than the fee — an owner-dentist's chair time is usually worth more per hour than an agency's monthly fee.

The exact questions to ask any agency before paying them:

1. "Will I own and have full access to my own website, Google profile and ad accounts — even if I leave?" (The only acceptable answer is yes. Walk away otherwise.)
2. "How will you measure success? I care about new booked patients and cost per new patient — not clicks or impressions." (An "impression" just means your ad appeared on someone's screen. Agencies love the word because the number is always big — and it pays you nothing.)
3. "Can I speak to a clinic like mine that you've worked with for over a year?"
4. "What exactly will you do each month, and what will you need from us?"
5. "What does the report I get each month look like? Show me a real one."
6. "How long is the contract, and what does leaving look like?"

And one red flag that ends the conversation: anyone who "guarantees" you the number one spot on Google is guessing or lying — no honest provider can promise that.

Your 90-day marketing plan — at 3 to 5 hours a week.

- **Month 1 — Fix the engine.** Journey sketch and scorecard started. Front desk script live. Tally sheet running. Website five-things fixes requested. Missed-call text-back on. One sentence on the home page.
- **Month 2 — Switch on the always-on layers.** Best reviews on the website and in the waiting room. First win-back batch sent, recall reminders automated. Social recipe running at two hours a week. First referral coffee. Second scorecard — compare to Month 1.
- **Month 3 — Add fuel where it pays.** If the booking rate is healthy and pages are ready, launch the one-service ad campaign, small. Send a seasonal campaign. Third referrer coffee. Review the scorecard — cost per new patient versus lifetime value — and decide what gets more money and time next quarter, and what gets dropped.

> **Do this now (40 min):** Create your one-page scorecard with the six numbers and fill in whatever you know today — gaps and all. Then do the rough lifetime value sum for your clinic: average yearly value times average years a patient stays. Write that number at the top of the scorecard. It will change how you feel about every marketing decision you make from now on.

Common mistakes that cost clinics patients

Buying ads before fixing the phone. Paying to make the phone ring while half the calls go unbooked is the most expensive mistake in clinic marketing. Fix the front desk first — it multiplies everything else.

Quoting prices instead of booking appointments. "It's $120" — "OK thanks" — click. Answer honestly, ask one caring question, offer two times (Lesson 4.4).

A website with no obvious way to book. If a visitor on a phone cannot see a Book button and a tap-to-call number within seconds, many simply leave and call the next clinic.

Spending everything on strangers and nothing on existing patients. Your past-patient list is the cheapest revenue you have. Clinics that never send recalls or win-back messages leave their easiest money on the table.

Measuring clicks and likes instead of booked patients. The only marketing numbers that pay wages are new booked patients and what each one cost. Anyone reporting success in clicks is measuring the wrong thing.

Trying every channel at once. Five half-done channels lose to two done well. Pick, focus, and only add more when the current ones run on habit.

Using patient photos or stories without written consent. It can breach privacy law and destroy trust. Written consent, specific to the exact photo or story, every time — and never confirm someone is a patient in a public reply.

Cherry-picking or rewarding reviewers. Asking only patients you know are happy ("review gating") and offering anything in exchange for reviews are both against Google's rules — reviews can be removed and the profile put at risk. Ask everyone, reward no one.

Signing a long agency contract without asking who owns the accounts. Clinics have lost their own website, reviews profile and ad history by leaving the wrong contract. Ask the ownership question first, in writing.

Your Module 4 checklist

- ☐ Sketched the six-step patient journey and circled our weakest step
- ☐ Chosen our 2-3 most profitable services and who wants them
- ☐ Written our one-sentence difference and placed it on the website home page
- ☐ Checked our top service pages for the five things: clear service, proof, pricing honesty, Book button, tap-to-call number
- ☐ Tested booking on a phone with a fresh pair of eyes and fixed the leaks
- ☐ Printed the front desk phone script and practiced it as a team
- ☐ Started the call tally sheet (asked vs. booked)
- ☐ Switched on automatic text-back for missed calls (or asked our provider for it)
- ☐ Placed our three best reviews on the website and in the waiting room
- ☐ Checked local rules before offering any referral reward; thank-you habit in place
- ☐ Listed three professional referrers and booked the first coffee
- ☐ Sent the first win-back batch to patients not seen in 12+ months
- ☐ Set the two-hour weekly social media recipe (or consciously decided to skip social for now)
- ☐ Worked out our rough lifetime value of a patient
- ☐ Built the one-page monthly scorecard and put a monthly reminder in the calendar
- ☐ Decided: ads now, or fix leaks first — and written down why

Your 30-day action plan

Week 1: See the whole engine

Sketch the six-step patient journey and fill in real numbers where you have them. Start the front desk tally sheet on Monday — you need a full week of honest data. Mystery-shop your own clinic: call and ask "how much?", and try to book through the website on a phone. Write your one-sentence difference. About 3 hours.

Week 2: Fix the two biggest leaks

Train the phone script: print it, role-play it twice as a team, put it by the phone. Send your website fix list (the five things from Lesson 4.3) to whoever manages the site — tap-to-call number and Book button first. Ask your provider to switch on missed-call text-back. About 4 hours.

Week 3: Turn on the always-on layers

Place your three best reviews on the website and print them for the waiting room. Pull the two patient lists — recalls due and 12+ months lapsed — and send the first small win-back batch, with the front desk briefed to handle replies. Draft and schedule two weeks of social posts using the four-part recipe. About 4 hours.

Week 4: Measure, and choose your next move

Build the one-page scorecard and fill it in with your first real week of tally data. Do the lifetime value sum and write it at the top. Have your first professional-referral coffee. Then make one deliberate decision for next month: if the booking rate and website are healthy, plan the one-service ad campaign; if not, name the leak you will fix instead. Put the Month 2 items from the 90-day plan in your calendar. About 3 hours.

You now have all four modules: found on the map, found on Google, recommended by AI, and an engine that turns that attention into a full schedule. Run the scorecard every month, fix the weakest number, and a full schedule stops being luck and starts being a system.