



Google My Business (GMB) Listings

- Create Google listings for a physician or an office
- Claim an existing listing for a physician or office
- Best practices/optimize your listing

This information is provided as a resource for private practice doctors to help manage their online presence.

GMB listings for BMG physicians are managed by Beaumont's Digital Marketing Team.

For questions, contact [Jacob Robison](#)

Beaumont

Creating your Private Practice/Physician Listing

- Go to <https://google.com/business>. From there, you can Sign in/create a Google My Business account (GMB)
- Once your account is set up, enter your location's name and click next. Continue to follow the steps by adding your address, phone number, etc
- Once you finish creating your listing, it will take you to your dashboard. From there, you can click the information icon on the left side of the dashboard. This is where you can update information for your listing
- If you need to create another physician or business listing: from your dashboard, click "add a location" from the left side of the page

The screenshot displays the Google My Business interface for Beaumont Hospital, Royal Oak. The top navigation bar includes the Google My Business logo and a search bar. The main content area is divided into several sections:

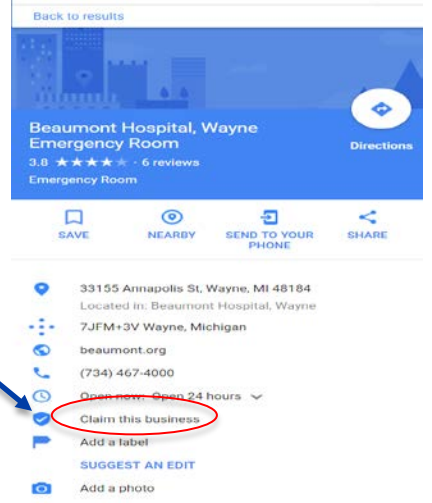
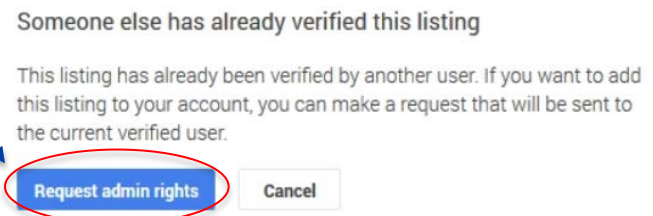
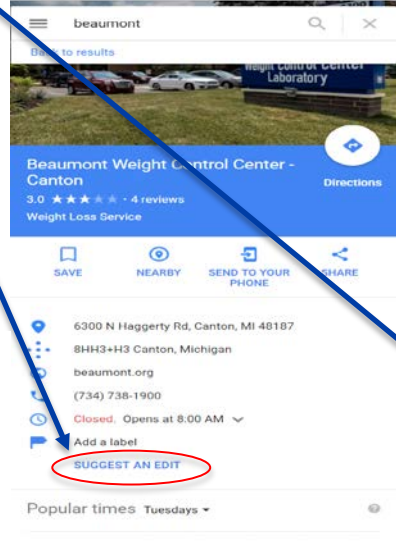
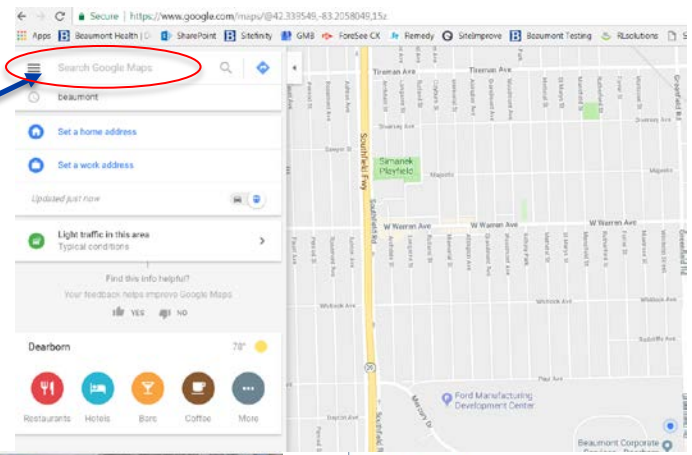
- Header:** Beaumont Hospital, Royal Oak, 3601 West 13 Mile Rd, Royal Oak, MI 48073.
- Left Sidebar:** A vertical menu with icons for Home, Posts, Info (circled in red), Insights, Reviews, Messaging, Photos, Website, Users, Create an ad, Add new location (circled in red), and All locations.
- Performance Section:** A table showing key metrics:

Views	Searches	Actions
724K	145K	37.4K
Search views	99.7K (+10%)	
Maps views	624K (+9%)	

Performance over past 28 days (last 3 days not included)
- LATEST REVIEWS Section:** A list of recent reviews with star ratings and text. The first review is from Robert Mendicino (4.5 stars, 2 days ago) with the text "Very good". The second review is from Michael Brady (1 star, 3 days ago) with the text "I'm only giving them 1 star because I have to. This hospital has".

Claiming your Private Practice

- Open <https://www.google.com/maps> and search for your business, location or name
- Scroll through the business information panel until you find your listing
- Once you find your location, click on “Claim this Business” and follow the Google’s prompts to own your listing
- If the listing says “suggest an edit, the listing is already owned by someone else
- To request access to an owned listing, create the listing using the exact name and address. A pop up “Request admin right” will display
 - Fill out Google’s prompts. Obtaining ownership of an owned listing can take up to 7 business days.



Best Practices/Optimization

- **From your dashboard** - (<https://business.google.com/manage>), click on the listing that you would like to optimize. Click the “Home” tab on the left navigation to identify what needs to be completed on your listing
- **Cover the basics** – make sure to have a phone number, website URL, category tag(s), and hours of operation
- **Add a business description** (750 characters maximum)
- **Add a cover photo** – click on your listing from the dashboard and click “add photos” at the bottom of the page
- **Include additional photos** – photos that showcase your listing. Ex: waiting room, outside photo of your office, signage to make it easier for consumers to navigate
- **Photo Guidelines** – JPG or PNG, minimum resolution should be 720x720 pixels, and the quality of the photo should not be altered or filtered

The screenshot shows the Google My Business interface for 'Beaumont Hospital, Royal Oak Emergency Room'. The left navigation menu has 'Home' selected and 'Info' circled. The main content area shows 'Suggested Post' and 'Complete your listing' sections. The 'Complete your listing' section has 'Add hours', 'Add description', and 'Add profile photo' circled. Below this, there are four photo guidelines: 'Profile', 'Cover', 'Video', and 'Interior', each with a 'Choose photo' or 'Add photos' button. Arrows point from the text in the list to these specific elements in the screenshot.

For additional help visit the Google My Business Help Center - <https://support.google.com/business#topic=4539639>