



# BusinessBite

*Practice Management Information for Implant Dentists*

## **Put Yourself on the Map**

**By Max G. Moses**

How many times have you searched for a service on google – say for example, auto repair in Pasadena – and saw the map in the upper left hand quadrant with what appears to be pins and corresponding business names, addresses, phones and web sites?

If your practice doesn't show up when typing in dentist and the name of your town or one in your surrounding area, you literally are not on the map. It is easy to do and free with one of the tools offered by Google.

Here are some simple instructions and a couple of caveats about adding your listing:

1. Visit [www.google.com/places](http://www.google.com/places)
2. There you will be prompted to enter your Google account and password. If you don't have one, you can easily create one on the spot.
3. Once in, you will have the opportunity to select the Free – Add new business
4. There is a relatively simple form to complete that asks for basic information about your practice including name, address, phone, fax, e-mail, Web site, a description (up to 200 characters) and the opportunity to enter up to five categories. A word of warning is in order here. The first category **MUST** be from one of the categories that are on the drop down list provided by Google. Any of the other four categories can be one of your own choosing. So for example, you would most likely select "Dentist" for the main category and then Implant Dentist for one of the other categories.
5. After submitting that basic information, you will be prompted for additional information about your practice. Although it is unlikely that you will want to do so, this form will give you the option of hiding your business address from view on your Maps listing. You also be able to select how broad your service area is in terms of miles from your location. Or you can limit your service area to specific zip codes or cities, if you choose. You can enter your hours of operation, types of payment options you accept and even include a photo or embed links to as many as five You Tube videos with your listing. Here you can also add other information about your practice, for example, that free onsite parking is available or if permitted by your state licensing board, include your affiliation with AAID.

6. After you have entered your information, Google will validate your listing. You choose whether it will be by telephone or by postcard. When I created one for my company, an automated call was placed within minutes of when I posted the information and provided me with a PIN to enter. Generally, your place on Google Maps will be live within 24 hours after you enter the PIN Google provided you.

That's all there is to putting yourself on the map. Check back for future articles on how to make sure your listing is near the top of the Google Places map.