

Google My Business | Add COVID-19 and/or Virtual Care Info

Google My Business has added some new fields to business profiles that can be leveraged by medical clinics, physicians, and hospitals. This will enable patients to find pertinent information more easily when conducting Google searches.

Relevant field types

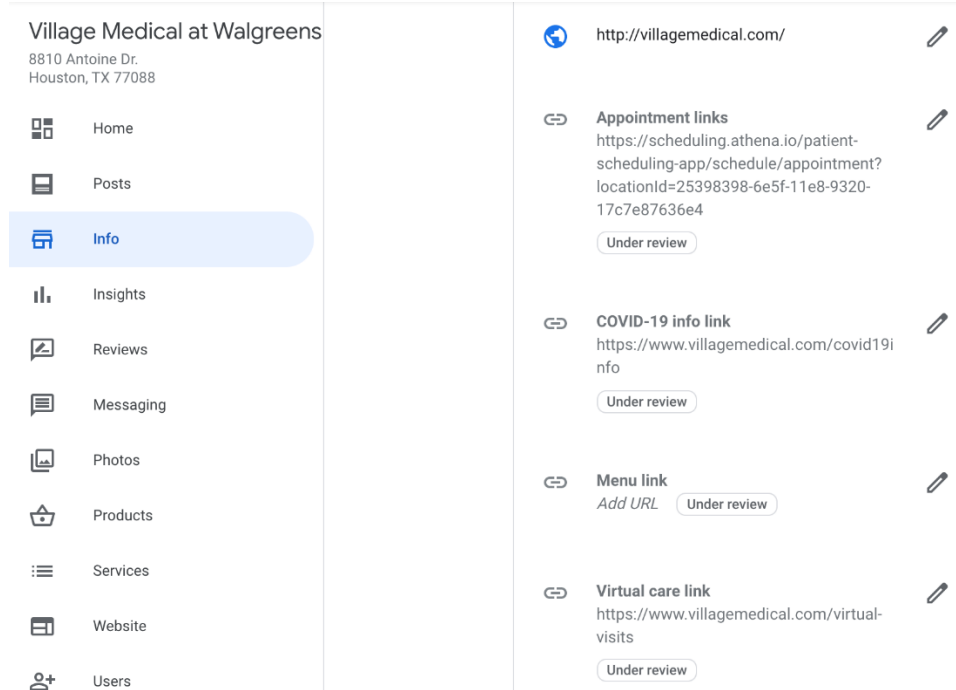
- A “COVID-19 info link”—meant to link to information that references COVID-19 best practices and/or changes to operating hours.
- A “virtual care info link”—meant to link to information to help patients sign up for virtual visits.

If you have added either piece of content to your practice’s website, follow these steps:

1. Log into your Google My Business profile at <https://www.google.com/business>
2. Go to the “Info” tab for your location
3. Enter the appropriate URLs
4. Submit the updates.

Example

An example of what this entry screen looks like, using one of our Village Medical at Walgreens clinics, is below:



Note: If you have not previously claimed your Google My Business profile, you may need to do so as a first step. After entering the business name and address, the system will trigger a phone call or email to the clinic to verify authority of the person requesting management of the profile content. From there, the full profile can be edited, including the two new fields.