

Have You Googled Your Pharmacy? Tips on Improving Your Rank.

Chances are you may find that your pharmacy doesn't appear for relevant searches in your area. If you can't find your pharmacy, then it's time to improve your info. Providing and updating information can help your pharmacy's local ranking on Google and enhance your presence in Search and Maps.



In this blog, we will teach you how to get your listing started on Google and share 4 tips your pharmacy can utilize to maximize how often your customers (and future customers) see your pharmacy in local search results.

Getting Started with Google My Business

Pharmacies can get started by listing their pharmacy on Google in 4 simple steps¹:

1. Go to Google My Business to sign-up and create a new listing.
2. Enter your pharmacy name and address in the search box. Select a listing if it appears amongst the suggested matches or create a new one and provide the necessary information.
3. Verify your pharmacy. Google will verify that your business is located where you say that it is. You will have to wait for 1-2 weeks for a postcard with a verification PIN.
4. Complete verification and start utilizing the tips below.

Tip 1: Accurate Information

Enter all your pharmacy information in Google My Business, so customers know what services you offer, where you are located, and what hours they can visit you. Make sure to provide your physical address, phone number, email address, website, and business category. It is important to keep this information updated as your pharmacy services change, or hours adjust.

Tip 2: Mapped Correctly

People don't use newspapers or phone books like they might have 20 years ago, and nowadays people depend more on their GPS systems and their smartphones for locating anything they need to. The very

first place that most people will look for your pharmacy is online. With Google Maps, your pharmacy can easily be located, and customers can be brought right to your doorstep. When mapped correctly, your pharmacy is given the best opportunity to appear for users across Google products, like Maps and Search.

Tip 3: Reviews and Ratings

Interact with customers by responding to reviews that they leave about your pharmacy. High-quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location. It is also important to respond politely to negative reviews. Responding to negative reviews shows customers that you care about making things right regarding your pharmacy and your customers.

Tip 4: Highlight Services & Specials with Imagery

Adding photos to your listings shows people which products you carry and the services you perform which can help you tell the story of your pharmacy business. Accurate and appealing pictures may also show potential customers that your business offers what they're searching for. If you compound, offer vaccinations, free delivery, or sell lots of front-end items make sure you are including imagery to lure potential pharmacy customers into your store to take advantage of your offerings.

Closing Thoughts

Pharmacies with Google My Business listings that are complete with contact information, photos, and reviews have a much better chance of getting customer's attention when they are searching online. Google research suggests that customers are "50% more likely to consider purchasing from businesses with a complete listing."¹ Positive reviews, relevant photos, and offers are important pieces of information that help customers in choosing your pharmacy.

Not sure where to start? Through our partnership with Aspire Health, Keystone has all the solutions to help your pharmacy improve their search and ranking features. To learn more about our solutions, please connect with your Keystone Business Consultant via email at info@kpparx.com.

Sources:

1. https://economictimes.indiatimes.com/small-biz/security-tech/technology/what-is-google-my-business-and-why-your-business-needs-it/articleshow/65223206.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst