Get Found, Get Patients

How primary care practices get named by Google, ChatGPT, and AI search, and how to do it yourself

A UseLocalBoost guide for independent practice owners

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Before you start: run your free scan

This book teaches a method, and the method starts with a measurement. Before you read another page, go to **uselocalboost.online** and run the free scan on your own practice. It takes about a minute. It checks four things:

1. Your Google presence: your rating, your review count, and how fast new reviews arrive.
2. Your website's structured data: the machine readable information search engines use to understand your practice.
3. Your local keyword presence: whether your site actually speaks the language patients search with.
4. Your AI visibility: whether Gemini, ChatGPT, and Perplexity name your practice when a patient asks for primary care near you.

Write your score and the four pillar scores here. You will measure against them at the end of the book.

- My score today: _____ / 100
- Google presence: _____ / 30
- Website structured data: _____ / 25
- Local keyword presence: _____ / 15
- AI visibility: _____ / 30

Every chapter that follows fixes one part of that score. Nothing in this book is theory. It is the same method the scan measures, explained so you can do it yourself, about an hour a week, with free tools.

Chapter 1: How patients actually find care now

Twenty years ago a new patient found you through a directory, a referral, or an insurance list. Ten years ago they found you on Google. Today a growing share of them never see a list at all. They ask a question and get an answer.

The question sounds like this: "Who is a good primary care provider near me?" or "Which family practice in my town is taking new patients?" Google answers with its AI summary and its map pack. ChatGPT answers with a short list of named practices. Gemini and Perplexity do the same. The patient reads three or four names, checks the reviews behind the first one that sounds right, and books. If your practice is not one of the named few, you were never in the running. The patient does not know you exist, and no amount of clinical excellence changes that.

Notice what the patient did not search for. They did not search your credentials. They did not search your specialty board, your years of training, or the name of your school. They searched for **primary care**, in **their town**, with **proof other patients trust you**. Your visibility problem is not a quality problem. It is a translation problem. The machines that answer patients can only name practices they can find, understand, and verify. This book fixes all three.

Here is the encouraging part. The practices getting named are not always the biggest or the best. They are the most legible. A solo practice with a complete Google listing, a steady stream of reviews, and a website that clearly states what it does and where it is will beat a larger practice whose information is scattered, stale, or missing. Large hospital systems are often terrible at this. Their pages are generic, their listings are neglected, and their reviews are spread thin across hundreds of locations. A focused independent practice can outrank them locally, and this book shows you how, step by step.

The four signals, in plain terms

Everything in this book comes back to four signals, the same four your scan measures:

1. **Presence.** Your Google listing exists, is claimed, is complete, and carries a rating and a review count that make you look like a safe choice.
2. **Proof.** Reviews arrive steadily, not in one burst years ago, and you respond to them like a professional who is paying attention.
3. **Clarity.** Your website tells machines, in structured form, exactly what your practice is, what services you offer, where you are, and when you are open.
4. **Consistency.** Your name, address, phone number, and description of your services agree everywhere they appear, so no machine has to guess which version of you is real.

Get those four right and the AI answers start including you, because you have made yourself easy to name with confidence. That is the whole game.

What this book will not do

It will not ask you to buy ads. It will not ask you to post on social media every day. It will not use tricks that get listings suspended, and it will not suggest buying reviews, which can get your practice removed from Google entirely and is not worth any short term gain. Everything here is durable, honest work that compounds.

Chapter 2: Your Google listing is your real homepage

Most patients will meet your Google Business Profile before they ever meet your website. Many will call, get directions, or book straight from it without visiting your site at all. Treat it accordingly: this listing is your homepage now, and it deserves an hour of careful attention.

Claim it and verify it

Search Google Maps for your practice name. If a listing exists and you do not control it, claim it through Google Business Profile (business.google.com) and complete verification. If no listing exists, create one. Use your real practice name exactly as it appears on your door and your website. Do not add keywords to the name ("Best Family Care and Wellness Center of Springfield"). Google can suspend listings for keyword stuffed names, and patients searching for you by name should find the name they were given.

The field by field checklist

Work through every item. Each one is a fact a machine uses to decide whether you are a real, relevant, nearby practice.

- [ ] **Primary category.** Choose the category a patient would use. For most readers that is "Medical clinic," "Family practice physician," "Nurse practitioner," or "Primary care physician," whichever fits your practice honestly. Your primary category is one of the strongest ranking signals you control. Get it right before anything else.
- [ ] **Additional categories.** Add every other service category that genuinely applies: "Telehealth service," "Women's health clinic," "Walk-in clinic," and so on. Only add what you truly offer.
- [ ] **Address and service area.** A physical location gets a street address and a pin on the map. A telehealth or house call practice should hide the street address and set a service area instead, listing the towns, counties, or states you are licensed in and serve. A wrong pin or a fake address will hurt you; a clear service area helps you.
- [ ] **Hours.** Real hours, including lunch closures and holiday hours. Nothing erodes trust like a patient arriving at a locked door Google said was open. If you take appointments outside listed hours, say so in the description.
- [ ] **Phone number.** One number, the same number everywhere (Chapter 5 explains why this matters so much).
- [ ] **Website link.** Link to your own website, ideally to the page that best matches the listing, not a social media page.

- [ ] **Booking link.** If your scheduler or EHR offers online booking, add the link. Reducing the distance between "found you" and "booked" is pure gain.
- [ ] **Services.** List your services one by one, in patient language: "Annual physicals," "Same day sick visits," "Telehealth visits," "Chronic care management," "School and sports physicals." Each service is a small signpost for a patient question.
- [ ] **Attributes.** Mark what applies: telehealth offered, accepting new patients, languages spoken, wheelchair accessible, women owned, whatever is true. Patients filter on these.
- [ ] **Description.** Two or three short paragraphs. Say what kind of care you provide, who you serve, where you serve them, and what makes the practice easy to use (same week appointments, evening hours, house calls). Write it the way you would explain the practice to a new neighbor.
- [ ] **Photos.** Add real photos: the front of the building, the waiting room, the exam room, and a friendly headshot of each provider. Listings with real photos earn more calls and direction requests than bare ones, and photos prove you are a real place. Add a few new ones every few months.
- [ ] **Opening date and basics.** Fill in the year established and any other field Google offers. Empty fields are missed signals.

Keep it alive

Google favors listings that look tended. Post a short update once or twice a month: a flu shot reminder, a new service, a holiday hours note, a welcome to a new provider. Answer the questions patients ask on the listing. And when anything changes (hours, phone, services), change it here first, before anywhere else.

End of chapter exercise: Open your listing on Google Maps as if you were a patient. Read only what the listing says. Could you tell what care is offered, where, when, and how to book, without visiting any other page? If not, fix the gaps now, while the checklist is in front of you.

Chapter 3: Reviews, the trust engine

When a patient sees two practices side by side, one with 4.9 stars from 11 reviews and one with 4.7 stars from 160 reviews, the second practice usually gets the call. Eleven reviews, however glowing, looks like a practice that just opened or that only a handful of people have tried. A deep bench of reviews looks like proof. AI systems read the same signals. When ChatGPT or Gemini names a practice, it leans on review counts and ratings as evidence that the recommendation is safe.

This is not speculation. Run the free scan on any well known practice in your area and compare it with your own. The visible ones almost always carry the bigger review count. In the worked examples in Chapter 6 you will see two real practices, names removed, where review depth is the difference between being named and being invisible.

The math you are working against

Your scan's Google presence pillar counts three things: your rating, your total review count, and your review velocity, meaning how steadily new reviews arrive. A practice that earned 60 reviews three years ago and none since looks dormant to both patients and machines. A practice earning two or three a month looks alive. Your goal is not a flood. It is a rhythm.

A reasonable first target: reach 50 total reviews, then keep two to four new ones arriving each month. If you are starting from 10 or 15, that is a few months of steady asking, not a heroic campaign.

How to ask, and when

The best moment to ask is at the end of a good visit, while the patient is still feeling looked after. Keep it human and brief:

"I'm glad we could get that sorted today. Reviews on Google are how new patients find a small practice like ours. If you have a minute later, would you leave us one? It genuinely helps."

Then make it effortless. A patient who has to search for your listing will mostly not bother. Give them a direct link:

- Your Google listing has a built in review link (in your Business Profile dashboard, look for "Ask for reviews" or the share link). Shorten it with a free link shortener if it is ugly.
- Put the link, or a QR code that opens it, in four places: a small card at checkout, a line in your after visit email or text, a button on your website, and a sign in the waiting room.
- For telehealth and house call practices, the follow up message is your checkout desk. Send the link in the same message where you send the visit summary.

Ask every happy patient, once. Never ask in exchange for anything. Never offer discounts, gifts, or entries in a draw for reviews; that violates Google's policies and, in healthcare, good sense. Never write, buy, or borrow reviews. Never ask staff or family to pose as patients. One policy strike can remove your listing, and your listing is now your homepage.

How to respond

Respond to every review, briefly and professionally.

- **Positive reviews:** thank them by theme, not by name and never with any clinical detail. "Thank you for trusting us with your care. We are glad the team could help." Never confirm what they were treated for, even if they mention it themselves. Privacy rules apply to your replies just as they do in the clinic.
- **Negative reviews:** respond once, calmly, without argument and without any patient details. "We are sorry your experience did not meet expectations. We take this seriously and would welcome the chance to talk. Please call the office at [number]." Then stop. You are writing for the next hundred readers, not to win the argument.
- **Fake or mistaken reviews:** flag them in the dashboard and respond with one neutral line noting you have no record of the visit, inviting a call. Google removes some; the calm reply covers the rest.

Ten minutes a week covers responses for most small practices. Put it on the calendar like any other clinical admin task.

Reply examples

To a five star review that mentions a wait: "Thank you for the kind words and for trusting us with your care. We are working on the waits, and we are glad the visit itself went well."

To a four star review with a small complaint: "Thank you for the feedback, and for choosing us. We have shared your note about the front desk with the team. We hope to earn that fifth star next time."

To a one star review about billing: "We are sorry for the frustration. Billing questions deserve a direct conversation, and we would like to review this with you. Please call the office and ask for the practice manager."

To a review you believe is fake or meant for another practice: "We have no record of a visit matching this review, and we take accuracy seriously. If we have the wrong end of this, please call the office so we can sort it out."

Every reply follows the same rules: short, warm, no clinical details, no argument, an invitation to talk offline when something is wrong.

The rhythm, summarized

- [ ] Review link created and saved.
- [ ] QR code card at checkout or reception.
- [ ] Link added to after visit messages and the website.
- [ ] Ask, in person or by message, after good visits. Every time, once.
- [ ] Respond to every review within a few days.
- [ ] Check the count monthly. Target: steady growth, two to four a month.

Chapter 4: Your website, translated for machines

Your website speaks two languages. The first is the one patients read: words, photos, buttons. The second is one only machines read, called **structured data** or **schema**. It is a small block of code, usually invisible on the page, that states facts about your practice in a format search engines and AI systems can use without guessing: this is a medical practice, here is its name, its phone, its address, its hours, its services, its providers, its reviews.

Most small practice websites have none of it. When we scan practices, the structured data pillar is the most common zero on the page, including for practices with beautiful, expensive websites. A designer built the site for human eyes. Nobody told it to speak machine. The result: Google and the AI engines have to guess what your practice is from scattered page text, and a guessing machine names the practice it does not have to guess about.

You do not need to become a programmer to fix this. You need to know what to ask for, and either add it with a plugin or tool, or hand the exact specification in Appendix B to whoever maintains your site.

The five blocks every practice site needs

1. **Organization / MedicalBusiness block.** Your practice name, type (use MedicalBusiness or the more specific type that fits, such as MedicalClinic or Physician), phone, address or service area, website address, and logo. This is the identity card.
2. **Opening hours.** Your real hours in structured form, matching the Google listing exactly.
3. **Services.** Your main services listed as structured items, in the same patient language as your listing.
4. **Providers.** Each clinician, with their name, role, and credentials. This helps machines connect "a provider near me" questions to actual people at your practice.
5. **FAQ block.** A short page of real patient questions and answers ("Do you accept new patients?" "Do you offer telehealth?" "Which insurance plans do you take?") marked up as an FAQ page. AI engines love well formed question and answer content because patients ask questions, and your answers become quotable.

Reviews can also be marked up, but only reviews collected on your own site under Google's rules. Never mark up reviews copied from Google or Zocdoc; that can earn a penalty. If in doubt, leave review markup out. The first four blocks plus the FAQ carry most of the value.

A filled in example

So you can see the target, here is the identity block for a fictional practice, completed. Yours will look like this with your facts in place of theirs.

```
{
  "@context": "https://schema.org",
  "@type": "MedicalClinic",
  "name": "Brightpath Family Care",
  "url": "https://brightpathfamilycare.com",
  "telephone": "+1-704-555-0132",
  "description": "Primary care for adults and families in Charlotte, accepting new patients, with same week appointment
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "4210 Sharon Road, Suite 210",
    "addressLocality": "Charlotte",
    "addressRegion": "NC",
    "postalCode": "28211",
    "addressCountry": "US"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "08:00",
    "closes": "17:00"
  }],
  "medicalSpecialty": "PrimaryCare",
  "availableService": [
    { "@type": "MedicalProcedure", "name": "Annual physicals" },
    { "@type": "MedicalProcedure", "name": "Telehealth visits" },
    { "@type": "MedicalProcedure", "name": "Chronic care management" }
  ]
}
```

Notice what this gives a machine in ten seconds: the practice type, the exact name, how to call, what it does, where it is, when it opens, and what services exist. No guessing. That is the entire point.

How to add it, by platform

- **WordPress:** use a reputable SEO plugin (Rank Math or Yoast) and fill in its Local SEO and Organization settings, then add the FAQ block with the plugin's built in block. Most of the five blocks can be done in an afternoon with no code.
- **Wix, Squarespace, GoDaddy:** these builders allow limited custom code. Add the identity block (Appendix B has a copy ready version) in the site's custom code or embed section, and build the FAQ as a normal page with clear question headings. Partial structured data beats none.
- **Custom site or agency site:** send your web person Appendix B and ask for the five blocks by name. Any competent developer will know exactly what you mean, and the request itself signals that you know what you are asking for.
- **No website yet:** a simple one page site with your name, services, area, hours, phone, and booking link, plus the identity block, is enough to start. Do not wait for a perfect website to begin the rest of this book.

Test it yourself

Two free checks, five minutes:

1. Run your free scan at uselocalboost.online again and look at the structured data pillar. It reads your live homepage and reports what it finds.
2. Use Google's Rich Results Test (search.google.com/test/rich-results) on your homepage URL. It lists the structured data Google can see. You want to see your organization or local business item listed with no errors.

A warning about consistency: the facts in your structured data must match your Google listing and your site text exactly: same name, same phone, same hours. Contradictory structured data is worse than none, because it teaches machines to distrust you. Chapter 5 is about exactly that.

Chapter 5: Speak primary care, everywhere, the same way

Ask a room of practice owners what they do and you will hear credentials: board certifications, degrees, fellowships, years of training. Patients respect all of that, after they find you. Before they find you, they use different words. They search for **primary care**. They ask for a **family practice**, a **provider taking new patients**, a **clinic near me**, a **telehealth visit**. If your listing, your website, and your directory profiles describe you only in credential language, you are invisible to the exact questions that bring new patients.

This is not about dumbing down. Your credentials belong on your bio page, where they build trust with patients who are already considering you. It is about matching the front door to the way people knock.

The language pass

Take one pass through every place your practice is described, and check the first two sentences of each. They should answer, in patient language:

- What kind of care is this? (Primary care. Family care. House calls. Telehealth primary care.)
- Who is it for? (Adults, families, seniors, children, whoever you genuinely serve.)
- Where? (Your town and the nearby towns or the states you are licensed in.)
- What is easy about it? (Accepting new patients. Same week appointments. Evening hours. Virtual visits.)

Rewrite any opening that leads with degrees, philosophy, or the history of the practice. Lead with the care, the place, and the welcome. Put the impressive biography one click deeper, where it belongs.

One practice, one set of facts

Machines build confidence from agreement. When your Google listing says one phone number, your website says another, Zocdoc lists a third address, and your Facebook page has hours from 2022, every system that reads you has to guess. Guessing systems recommend the practice they do not have to guess about.

Do a consistency audit. It takes an hour and it is some of the highest value work in this book. Make a simple table of your official facts:

- Practice name (exact spelling and punctuation):
- Phone number (one main number):
- Address or service area:

- Website address:
- Hours:
- One sentence description of the practice:

Then check each of these places against the table, and fix every mismatch:

- [ ] Google Business Profile
- [ ] Your website (footer, contact page, and the structured data from Chapter 4)
- [ ] Zocdoc
- [ ] Healthgrades
- [ ] Your insurer directory listings (the big ones you are paneled with)
- [ ] Facebook and Instagram pages
- [ ] Apple Maps and Bing Places (free, often forgotten, and read by voice assistants)
- [ ] Psychology Today or other directories if you use them
- [ ] Your EHR or booking platform's public page

Old addresses are the most common find, followed by old phone numbers and dead website links. Every correction removes a small reason for a machine to pass you over.

A note for telehealth and house call practices

If you serve patients across a wide area, your "where" is your license map and your service area settings, not a street address. Say the states and regions plainly on your site and listing: "Telehealth primary care for adults across Texas, Florida, and Georgia." Machines can match a patient in any of those places to you only if you state them. Vague national claims ("serving patients everywhere") match nothing. A specific list matches a lot.

Chapter 6: Getting named by AI

Now for the part most practice owners have never tested. Open ChatGPT, Gemini, or Perplexity and ask, as a patient would:

- "What is the best primary care practice in [your town]?"
- "Recommend a family practice near [your town] that is taking new patients."
- "I need a primary care provider in [your area]. Who should I call?"

Read the answer. Are you named? If you are, which facts does the answer quote about you? If you are not, who is named instead, and what do those practices have that you do not? This five minute test is the most honest market research you will ever do, and your free scan automates it across all three engines so you can repeat it monthly.

How the machines choose

Each engine works a little differently, but the ingredients are the same. Behind the answer, the system gathers information from the web: your Google listing and reviews, your website and its structured data, directories, and other pages that mention your practice. It then names the practices whose facts are easy to find, consistent, and backed by proof. That is why the earlier chapters come first. There is no AI trick that substitutes for a complete listing, deep reviews, a machine readable website, and consistent facts. There is only the compound effect of all four.

Two practical implications:

1. **Being named is a lagging indicator.** Fix the four signals and the AI answers follow, usually within weeks as the engines re-read the web. Test monthly, not daily, and judge by the trend.

2. **The answer quotes what it can verify.** If your site clearly states "accepting new patients, telehealth across three states, same week appointments," the AI can repeat those facts, and a recommendation with your specific facts beats a bare name every time.

What each engine reads

- **Google (AI summaries and the map pack)** reads your Google Business Profile first of all, then your website and the wider web. Your listing completeness and review file matter most here, which is why Chapters 2 and 3 come before everything else.
- **ChatGPT** searches the web when answering local questions and quotes what it finds, with sources. A clear website with structured data and consistent directory listings gives it something solid to cite.
- **Gemini** draws heavily on Google's own index and listing data, with live search grounding. The same Google first work pays off twice.

- **Perplexity** builds its answers from its own index of web pages. If your pages are not in that index with the right facts, you cannot be named, which is why the consistency pass in Chapter 5 matters beyond Google.

Different engines, same homework. Do the four signals well and you have done what every one of them asks for.

Two real practices, names removed

These are real scans run with the UseLocalBoost tool. The names are removed; the numbers are exactly as measured.

Practice A: invisible everywhere. A telehealth primary care practice with a genuinely good service. Google rating a perfect 5 stars, but only 15 reviews. Website structured data: none found, scored 0 of 25. When sampled across five patient style questions, Gemini named it 0 times, ChatGPT 0 times, Perplexity's index showed it 0 times. Total scan score: 16 of 100. Nothing about this practice is bad. It is simply illegible to the systems patients now ask. Its fix list is this whole book, in order: categories and services stated in primary care language, a review rhythm to grow past 15, and the five structured data blocks.

Practice B: named, but capped. A house call practice with the same perfect 5 star rating and only 11 Google reviews. Its website also had no structured data. And yet the AI engines already name it in most answers: Gemini 4 of 5 samples, ChatGPT 3 of 5, Perplexity 1 of 5. Why? A distinctive service (house calls), clearly described, in a less crowded niche, with consistent facts. Its ceiling is set by the same two gaps: thin reviews and missing structured data. Fix those and it likely moves from "named in most" to "named first." Total scan score: 50 of 100.

Read those two cases again, because they contain the strategy. Visibility is not about being the biggest practice in town. It is about being the clearest one in your niche, with proof behind you.

Your monthly AI routine

- [ ] Run the free scan and record the AI pillar and the per engine counts.
- [ ] Ask one engine one new question a patient might ask ("best primary care for seniors in [town]") and note who is named.
- [ ] If a rival is named with a fact you also offer ("same day appointments"), make sure that fact is stated on your listing and site in plain words.
- [ ] Never pay anyone who promises to "place you in ChatGPT." There is no placement to buy. There is only the work in this book, and it works.

Chapter 7: Know the practice down the road

You are not competing with every practice in the country. You are competing with the handful of practices a patient in your area will actually be shown. Knowing exactly who they are, and what makes them visible, turns vague worry into a short fix list.

Build your rival list

Search Google Maps for your main service in your town ("primary care near me," "family practice [town]"). Write down the first five practices shown. Add any practice the AI engines named in your Chapter 6 test. That is your real competitive set, usually three to six names. For each one, record:

- Google rating and total review count.
- Whether they state "accepting new patients" and offer online booking.
- One thing their listing or site does visibly better than yours (better photos, clearer services, more reviews, a niche you do not serve).

Now run the free scan on the top rival, the one who appears most often. Compare the four pillars side by side with yours. The comparison usually delivers one of two gifts: either you find you are closer than you feared and one fix puts you ahead, or you find the exact pillar where they are beating you, which tells you where next month's hour of work goes.

Compete on clarity, not on everything

Do not try to out everything a large clinic does. Pick the ground where an independent practice wins:

- **A clearer niche.** "Primary care for busy adults, by telehealth, across the state" is a sharper signal than a hospital's generic page.
- **A warmer proof file.** Fifty recent, answered reviews beat three hundred stale ones more often than owners expect.
- **A faster front door.** Online booking, stated plainly, with same week availability, converts the patients the big systems make wait.

Check your rivals monthly, the same day you run your scan. Visibility is a moving target, and a five minute look keeps you honest about whether you are gaining.

What never to do

Never leave reviews for a rival, positive or negative. Never copy a rival's description text; write your own, in your patients' language. Never click a rival's ads to cost them money or ask friends to. Compete by becoming the clearest, best proven practice in your niche. It is slower than tricks and it lasts.

Chapter 8: Measure it like a clinician

You would never treat a patient without vitals. Do not run your practice's visibility on vibes either. This chapter gives you the small set of numbers that matter and a fifteen minute monthly routine to read them.

The numbers that matter

1. **Your scan score (0 to 100)** and its four pillars. The score is a summary; the pillars are the diagnosis. A rising Google presence pillar with a flat structured data pillar tells you exactly where the next fix lives.

2. **Review count and velocity.** Total reviews, and how many arrived this month. Steady beats spiky.

3. **Maps rank.** When someone searches your main service in your town, where does your practice appear in the map results? Note the position monthly. It moves with the same work this book teaches.

4. **AI mentions.** Out of the sampled patient questions, how many answers name you, per engine. This is your share of the new front door.

5. **The only number that pays rent: new patient inquiries.** However you track them (calls, booking requests, intake forms), count them monthly. Visibility work that never moves inquiries is a hobby. Give the work a quarter to show up here; the leading indicators above should move first.

The fifteen minute monthly routine

Put it on the calendar, same day each month:

- [ ] Run the free scan. Record score, pillars, AI mentions.
- [ ] Record Maps rank for your main service search.
- [ ] Count new reviews this month. Respond to any unanswered ones.
- [ ] Glance at your top rival's review count. Note the gap.
- [ ] Pick ONE fix for next month from the lowest pillar. Write it down. Do that one.
- [ ] Count new patient inquiries for the month, if you track them, and note the trend.

That is the entire discipline. Owners who do this for two quarters almost always watch the pillars climb in order: structured data first (it jumps the day you add it), then Google presence as reviews accumulate, then AI mentions as the engines re-read the web, then rank and inquiries behind them.

Doing it by hand, or having it tracked for you

Everything in this chapter can be done by hand with the worksheet in Appendix C, free, forever. That is the honest DIY path and this book holds nothing back from it.

It is also fair to say the obvious: most practice owners are clinicians first, and the monthly routine is exactly the kind of task that slips. UseLocalBoost exists to carry it. It stores your scan history, samples your Maps rank over time, tracks your rivals, sends your review requests, and shows the trend on one page, for $49 a month after a 15 day free trial (Growth, $99, adds more locations and unlimited AI review replies). If you use the book alone, you have the full method. If you add the tool, you have the method plus a memory. Either way, the work is the same work, and now you know how to judge whether anyone, including us, is actually doing it.

Chapter 9: The 30 day starter plan

Four weeks, one focus each, about an hour a week. Checkboxes, not essays. By the end of the month your practice will be legible to every system your patients ask.

Week 1: The listing

- [ ] Claim or create your Google Business Profile and verify it.
- [ ] Work the full field by field checklist in Chapter 2. Categories first.
- [ ] Add at least five real photos.
- [ ] Write the description in primary care language (Chapter 5).
- [ ] Run the free scan and save it as your baseline.

Week 2: Reviews

- [ ] Get your review link and make the QR code card.
- [ ] Add the link to after visit messages and your website.
- [ ] Start asking after good visits, using the wording in Chapter 3.
- [ ] Respond to every existing review you have never answered.
- [ ] Set the weekly ten minute response slot on your calendar.

Week 3: The website

- [ ] Add the identity structured data block (Appendix B), or send it to your web person today.
- [ ] Add hours and services blocks, matching the listing exactly.
- [ ] Publish the FAQ page with your six most asked patient questions.
- [ ] Test with Google's Rich Results Test and re-run your scan. Watch the structured data pillar move.

Week 4: Consistency and AI

- [ ] Do the one hour consistency audit (Chapter 5). Fix every mismatch you find.
- [ ] Run the Chapter 6 patient question test on ChatGPT, Gemini, and Perplexity. Write down who is named.
- [ ] Build your rival list (Chapter 7) and scan the top rival.
- [ ] Set the monthly fifteen minute routine (Chapter 8) on your calendar, starting next month.
- [ ] Re-run your scan. Compare against your baseline. Pick next month's one fix.

Then keep the rhythm: ask for reviews, answer them, post a listing update or two a month, and measure monthly. Visibility compounds quietly, and then, fairly suddenly, the phone starts ringing with patients who say the sentence that tells you it worked: "I asked ChatGPT who to see, and it said you."

If a pillar stalls

- **Structured data stuck at zero:** the block is usually missing, blocked by a plugin conflict, or full of facts that contradict the page. Validate with the Rich Results Test and fix the errors it names, one by one.
- **Reviews not growing:** the ask is not happening. Put the QR card back at checkout, add the link to the after visit message, and ask in person for two weeks straight. Rhythm returns fast when the asking does.
- **AI mentions flat after two months:** check consistency first (Chapter 5). One old address on one big directory can hold the whole thing down. Then check that your services are stated in patient language on your site, not only on your listing.
- **Rank slipping while your score rises:** a rival is working too. That is Chapter 7's cue: scan them, find the pillar they are beating you on, and make that next month's one fix.

Appendix A: Review request messages you can copy

In person, at the end of a visit: "I'm glad we could get that sorted today. Reviews on Google are how new patients find a small practice like ours. If you have a minute later, would you leave us one? It genuinely helps."

Text message (send with your visit summary): "Thank you for your visit today. If you were happy with your care, a Google review helps other patients find us: [your review link]. Thank you."

Email version: Subject: Thank you for visiting [Practice Name]

"Thank you for trusting [Practice Name] with your care today. We are a small independent practice, and most of our new patients find us through Google reviews. If you have two minutes, we would be grateful for yours: [your review link]. If anything about your visit fell short, please reply to this email instead and tell us directly, so we can make it right."

Waiting room or checkout card (print this): "Happy with your care? Scan to leave us a Google review. It helps your neighbors find primary care they can trust. [QR code]"

Rules that protect you: ask once, ask everyone the same way, never offer anything in return, never ask a patient to write specific words, and never respond to a review with any clinical detail.

Appendix B: The structured data spec

Hand this page to whoever maintains your website, or use it yourself with an SEO plugin. It asks for JSON-LD structured data on the homepage (and the same identity block site wide). Replace every bracketed item with your real facts, matching your Google listing word for word.

```
{
  "@context": "https://schema.org",
  "@type": "MedicalClinic",
  "name": "[Practice Name]",
  "url": "[https://yourwebsite.com]",
  "telephone": "[+1-555-555-5555]",
  "description": "[One sentence: primary care for whom, where.]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street address, or omit for telehealth]",
    "addressLocality": "[City]",
    "addressRegion": "[ST]",
    "postalCode": "[ZIP]",
    "addressCountry": "US"
  },
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
    "opens": "08:00",
    "closes": "17:00"
  }],
  "medicalSpecialty": "PrimaryCare",
  "availableService": [
    { "@type": "MedicalProcedure", "name": "Annual physicals" },
    { "@type": "MedicalProcedure", "name": "Telehealth visits" },
    { "@type": "MedicalProcedure", "name": "Chronic care management" }
  ]
}
```

Notes for your web person:

- Use the most specific type that fits: MedicalClinic, Physician, or MedicalBusiness are all acceptable. A solo provider practice may use Physician with the provider as the same entity.
- Telehealth or house call practices: omit the street address, keep city and region, and state the service area plainly in the description and on the page.
- Add a separate FAQPage block for the FAQ page (Chapter 4), with each question and its accepted answer.
- Add Person blocks for each provider with name, job title, and credentials, linked to the clinic with "worksFor" or listed under "employee."
- Validate at Google's Rich Results Test before calling it done, and confirm the facts match the Google Business Profile exactly.

Appendix C: The monthly scorecard worksheet

Photocopy or recreate this page. One row per month.

Month	Scan score	Google /30	Schema /25	Keywords /15	AI /30	Reviews (total)	Reviews this month	Maps rank	AI mentions (of 15)	New inquiries	Next month's one fix

How to read it: pillars should climb in the order schema, Google presence, AI, rank. If a pillar stalls for two months, that pillar's chapter is your next hour of work.

Your next step

You now have the whole method. Start with Week 1 of the 30 day plan, and run your free scan before and after at **uselocalboost.online**.

If you would like the measuring done for you (scan history, Maps rank tracking, rival watching, review requests sent, all on one page), UseLocalBoost does it for $49 a month after a 15 day free trial, and the team will help you set it up. If you would rather hand over the doing as well, setup help is available from the same page.

However you run it, run it. Your next patient is asking a machine for a name tonight. Make sure it can say yours.

Get Found, Get Patients is a UseLocalBoost guide, published by Fibonacci Resources LLC, Charlotte, NC. © 2026 Fibonacci Resources LLC. All rights reserved. The two practice case studies in Chapter 6 are real measurements with names removed. No results are guaranteed; visibility depends on your market and on doing the work described.