

Getting Started

35+ Top Places to List Your Practice + Attract New Patients

The Online Listings That Can Help You Boost Your Business



The Benefits of Listing Your Business Online

Publish your business online to grow your practice, build your web presence and expand your patient reach.



Enhance SEO - Help More Patients Find Your Website

Search engines prioritize businesses with consistent information across multiple trusted directories. Listings can improve your local SEO (search engine optimization), that is, the relative ranking of your website in search for patients searching for services in your area.



Increase Visibility - Help Patients Find You Directly

Online directories make your business more accessible to potential patients who are actively searching for your services. Appearing on platforms like Google Business Profile or Healthgrades ensures you're present where your audience is looking.



Boost Credibility - Encourage Patients to Reach out and Schedule

Being listed on reputable directories lends credibility to your business. Patients view listings as an indicator of professionalism and trustworthiness - especially if you've started building out your page with content and reviews.

While this comprehensive list can seem overwhelming, we recommend you review it and pick 5 listings that would be easiest for you to implement in order to start seeing value right away.



Before You Get Started:

Don't Forget to Prepare Your Business Descriptions

[Click here](#) to check out our article online for a collection of the resources you need to prepare before starting to list your business online.

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First Steps

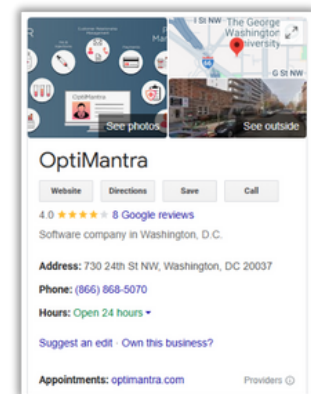
List Your Business

You'll want to list your business across a number of reputable sites - these "backlinks" (that is, links back to your website) help your site rank higher on search engines to help patients find you more easily.

Here are the types of sites to consider:

> General Directories

These directories act as an online platform that collate and present a list of businesses or websites. Users can find businesses that offer a particular service they need. Examples of these directories include Google Business Profile and Yelp.



> Social Media Platforms

Social media platforms such as Facebook, Instagram and TikTok widely used to create and share content, networking and collaborating.



> Local Listings

> Healthcare-Specific Directories

Healthcare specific directories serve as online platforms that compile comprehensive lists of healthcare professionals accessible to anyone.

General Directories

(these have the biggest impact - we recommend starting here!)

| Where to Post | Why to Post | How to Post |
|--------------------------|---|---|
| Google Business Profile | Dominates local search results and maps. | <ul style="list-style-type: none">• Visit Google Business Profile.• Click "Manage now" and sign in with a Google account.• Enter your business name and category and add your business location, contact information, and hours.• Verify your listing via postcard, phone, or email. |
| Yelp | Popular for reviews and local discovery. | <ul style="list-style-type: none">• Go to Yelp for Business.• Click "Manage my free listing" and sign up or log in.• Enter your business details, photos, and services.• Verify your account and start responding to reviews. |
| Bing Places for Business | Complements Google listings for Bing search users. | <ul style="list-style-type: none">• Visit Bing Places.• Create a new account or import your Google Business Profile.• Add your business details and verify ownership. |
| Yellow Pages | Lists you in the online version of the traditional phonebook directory. | <ul style="list-style-type: none">• Visit the Yellow Pages Website.• Go to the "Get Your Free Listing" section.• Add your business details and verify ownership. |

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| Better Business Bureau | <p>Adds credibility to your practice.</p> | <ul style="list-style-type: none"> • Go to Better Business Bureau - get your business listed. • Click on “Add it now”. • Add your business details and verify ownership. |
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Social Media Platforms

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| Facebook Business | <p>Engages with a broad audience and supports advertising.</p> | <ul style="list-style-type: none"> • Log into your Facebook account. • Go to Facebook Business. • Click “Create Page” and select the “Business” category. • Enter your practice’s details and upload images. • Save changes and start posting. |
| Instagram Business | <p>Ideal for visual storytelling.</p> | <ul style="list-style-type: none"> • Create or log into an Instagram account. • Go to settings and switch to a business account. • Connect your Facebook Page. • Add contact options and business details. |
| TikTok Business | <p>Engages younger demographics with short-form video content. **Advanced: this is much more involved, but creating short interactive and informative videos can be useful.</p> | <ul style="list-style-type: none"> • Sign up at TikTok for Business. • Create a TikTok Business account. • Optimize your profile with a bio, link, and practice details. • Post engaging videos and use healthcare-related hashtags. |

Referral Networks and Local Directories

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| Referral Networks | Builds connections with other healthcare providers. | <ul style="list-style-type: none">• Partner with local specialists or hospitals.• Register on physician referral networks like Doximity or HealthTap. |
| Local Listings | Increases visibility within your community. | <ul style="list-style-type: none">• Check your Chamber of Commerce website.• Submit your business details to community directories. |

Healthcare-Specific Directories

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| NPIN (National Prevention Information Network) | Supports preventive health and connects patients to providers. | <ul style="list-style-type: none">• Visit NPIN.• Navigate to the provider section.• Submit your information for inclusion. |
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Psych-Specific Listings

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| Psychology Today (for Mental Health Providers) | Connects therapists and psychiatrists with patients. | <ul style="list-style-type: none">• Go to Psychology Today.• Click “Join Us” and create an account.• Complete your profile, including specialties and insurance info. |
| GoodTherapy | A directory of licensed therapists and counselors offering mental health services. | <ul style="list-style-type: none">• Go to GoodTherapy.• Click “Therapist Membership” at the very bottom of the page.• Select the membership package that best suits your needs. |

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| Headway | Simplifies insurance navigation and connects mental health providers with patients. | <ul style="list-style-type: none"> • Visit Headway. • Click “Get Started” and create an account. • Provide your professional details, accepted insurances, and availability. • Complete your profile to begin receiving referrals. |
| NAMI (National Alliance on Mental Illness) Provider Directory | A trusted resource for mental health services. | <ul style="list-style-type: none"> • Visit NAMI • Create a free account to receive updates, or • Select a membership package that best suits your need. |
| Open Path Collective | A directory for therapists offering affordable care. | <ul style="list-style-type: none"> • Visit Open Path • Complete the application to become an Open Path member therapist. |

Functional Medicine Directories

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| Institute for Functional Medicine (IFM) | Institute for Functional Medicine (IFM) | <ul style="list-style-type: none"> • Visit the IFM Directory. • Register as a member and log in. • Add your practice details, specialties, and certifications. |
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Medspa-Specific Directories

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| RealSelf | Focused on aesthetic treatments and medspas. Allows clients to leave reviews and see before-and-after images | <ul style="list-style-type: none"> • Visit the RealSelf. • Go to Claim Your Practice • Add your practice details, complete your profile. |
| AmSpa (American MedSpa Association) | Includes a directory for medspa professionals and builds credibility within the industry. | <ul style="list-style-type: none"> • Visit AmSpa • Go to Claim Become a Member. • Select the plan that best suits your needs. • Register your information. |
| WhatClinic | A global directory for medspas, cosmetic treatments, and wellness services. | <ul style="list-style-type: none"> • Visit WhatClinic • Go to Add your Clinic. • Add your practice details. |
| MediFind | A healthcare directory for advanced and niche treatments, including medspa services. | <ul style="list-style-type: none"> • Visit MediFind • Go to Claim Your Practice • Add your practice details, complete your profile. |

Aesthetic Platforms

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| AEDIT | Focused on cosmetic and aesthetic treatments, helping clients connect with providers. | <ul style="list-style-type: none"> • Visit AEDIT • At the top of the page click on log in/sign up. • Create an account. |
| Zocdoc | For booking medspa-related consultations and procedures. | <ul style="list-style-type: none"> • Visit Zocdoc • At the top of the page click on I AM A PROVIDER. • List your practice. |

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| Glowday | A directory specifically for aesthetic practitioners offering botox, fillers, and skincare treatments. | <ul style="list-style-type: none"> • Visit Glowday • At the top of the page click on “I am a Provider”. • List your practice. |
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Direct and Primary Care

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| DPC Frontier | A comprehensive directory dedicated to direct primary care practices. Being listed here helps patients specifically looking for DPC services. | <ul style="list-style-type: none"> • Visit DPC Frontier • Go to physician login and create an account to list your practice. |
| Healthgrades | Widely used for searching healthcare providers and services. | <ul style="list-style-type: none"> • Visit Healthgrades • Go to “Claim your Profile”. • Complete the steps that follow. |
| WebMD | Widely used for searching healthcare providers and services. Provides credible health information | <ul style="list-style-type: none"> • Visit WebMD • Go to Find a Doctor - list your practice. • Complete the steps that follow. |
| Vitals | A healthcare directory where patients can find and review providers. | <ul style="list-style-type: none"> • Visit Vitals • Go to “List your Practice”. • Complete the fields and claim your profile. |
| MD.com | Designed for doctors, including those in primary care, to list their services. | <ul style="list-style-type: none"> • Visit MD.com • Go to “Are you a provider” • Claim your profile. |