# How Do I Dominate Google Maps and Rank Ahead of Competitors

**1.5 – 2.5 hours + Q&A  |  $300 Google Maps Report included**

Most practices think their website is their top online lead generator, but it's actually their Google Business Profile (GBP). Nearly three-quarters of prospective patients check your GBP before calling, whether they found you through search, ads, referrals, or social media. If your listing looks outdated or incomplete, they'll move on. If it's optimized, you win the call.

In this session, you'll learn how to optimize your GBP to rank higher on Google Maps and attract more new patients in your local community. We'll break down how map rankings really work, including how results vary based on the searcher's location, and provide a free Google Maps grid report to see where you're visible and where you're coming up short.

You'll leave with a simple monthly plan to keep your listing strong, prevent ranking drops, and ensure your practice stands out in both traditional and AI-powered search. **Stop hoping patients find you. Make sure they do.**

View a video breakdown from Adrian to learn more about this presentation.



Dental practice in my area

**Northwood Dental**
4.9 ★★★★★
Website | Directions
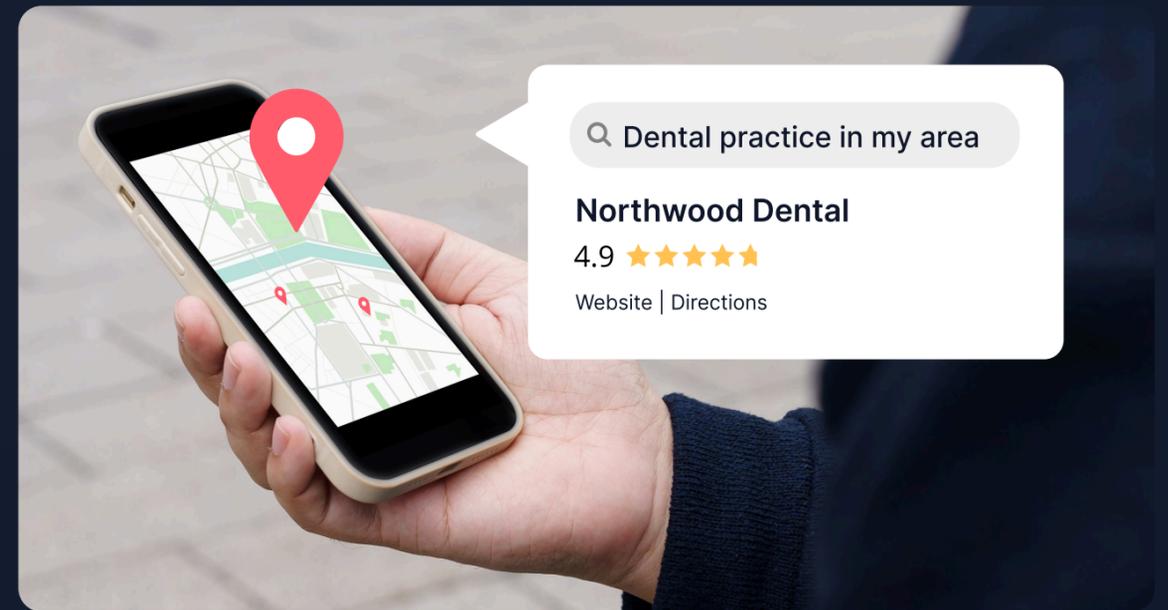
## LEARNING OBJECTIVES:

- Learn how AI search engines like ChatGPT and Google Gemini use your GBP as a source for AI recommendations, and by doing so establish your practice as the dental authority and increase AI referrals.

- Understand the mechanics of Google maps search results. Learn why your practice may rank #1 in one neighborhood but be invisible across the street.

- Get the cheat code on optimizing your GBP listing, giving you an advantage to increase your rankings and new patient phone calls.

- Deploy proven systems and strategies to generate hundreds of authentic Google reviews, which will increase your rankings and substantially improve your social proof.

- Receive free Google maps heat-map ranking reports (valued at $300) showing you exactly where patients are finding you and where they are not, which helps set the stage for optimization and increased referrals.