FIND A LOCAL PROVIDER

Explain your services with useful original content

Turn accurate category choices into information patients can use.

For: Healthcare professionals

Approved guide | Revision 1 | Reviewed 2026-11-05

Next review: 2027-02-05

Why it may help

Use the free tools at your own pace, with control over your information.

Before you begin

A free personal account is all you need. You can edit your own profile straight away; a practice is edited once you have confirmed it is yours.

Choose your task > Follow steps > Check status

Step by step

1. Primary care: describe your actual appointment types and continuity of care. If medical weight management is offered, explain its scope and access without promising outcomes or implying every treatment is suitable.

2. Cash-pay or membership care: state what is included, excluded and separately charged. Keep optional prices and conditions current. A payment model is not a clinical specialty.

3. Women’s or men’s health: name actual services and relevant training rather than broad, unsupported treatment claims. Clinical scope and credential review remain separate.

4. Therapy: describe the approaches, patient age groups and session arrangements you actually provide. Pharmacy: describe the specific location services and availability; do not imply all locations compound or deliver.

5. Dentistry and optometry: distinguish general care, specific services and formally supported specialist claims. Ophthalmology and optometry are different professional pathways; a category does not substitute for either credential.

6. For audiology and other eligible specialties, use patient-friendly service descriptions while retaining the actual professional designation and required licensing authority.

7. A focused article can explain one offering in more depth. Use original content, source attribution and real local context. Avoid repeated city pages, keyword stuffing and invented local offices.

8. Save and preview in the content library. Submit for existing moderation, then keep categories and descriptions current when your practice changes. Your free directory profile remains useful without regular publishing.

What to expect

What you enter is saved for you, and each tool shows whether it is public. Reading this guide changes nothing.

If something is not working

These are platform editorial examples, not local-search research or clinical recommendations. Use the evidence check for a particular geography, and request review when an answer is not established.

Open the tools

Open this task

https://findalocalprovider.com/sites/studio#library

Read the current online guide

https://findalocalprovider.com/help/service-content

Related guide: publish

https://findalocalprovider.com/help/publish

Related guide: categories

https://findalocalprovider.com/help/categories

Related guide: local visibility

https://findalocalprovider.com/help/local-visibility

Reference

https://developers.google.com/search/docs/fundamentals/seo-starter-guide