OB SOLUTIONS

FREE GUIDE FOR AUSTRALIAN HEALTHCARE PRACTICES

The Search & AI Visibility Playbook

How patients find a practice on Google, Google Maps and AI assistants, and what to fix first, in a way that respects AHPRA and TGA advertising rules.

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START HERE

Why this playbook exists

When someone needs a dentist, a physio or a GP, they rarely start with a brochure. They type a question into Google, tap a pin on Google Maps, or ask an AI assistant such as ChatGPT. If your practice does not show up clearly in those places, the patient simply books somewhere else.

This playbook walks through the places that matter, in the order we suggest fixing them. It is written for practice owners and managers, not marketers. Most steps are free and can be done by your team in an afternoon.

Because you work in healthcare, it also covers the advertising rules. Health practitioner advertising in Australia is regulated, and a marketing tactic that works for a cafe can put your registration or your business at risk.

What is inside

- Part 1: How patients find a practice today
- Part 2: Your Google Business Profile (the highest-value free fix)
- Part 3: Your website basics
- Part 4: Being found by AI assistants
- Part 5: Advertising rules to stay inside (AHPRA and TGA)
- Part 6: A 30-day action plan and one-page checklist

A note on promises. Nobody can guarantee a ranking, a number of new patients, or a place in an AI answer. Search engines and AI assistants change often. What you can control is the quality and consistency of the information you publish, and that is what this playbook focuses on.

PART 1

How patients find a practice today

There are three places a local patient is likely to meet your practice before they ever call. Each one rewards a different kind of effort.

Where	What the patient does	What decides if you appear
Google Search	Types a need and suburb, such as "physio near me" or "emergency dentist" plus a suburb.	Clear website pages for each service, plus your Google Business Profile.
Google Maps	Looks at pins, ratings, opening hours and photos, then taps to call or get directions.	A complete, accurate and active Google Business Profile.
AI assistants	Asks a full question and reads a short answer that names a few practices.	Clear, consistent facts about you across your website, Google profile and trusted directories.

The common thread is **trust and clarity**. Google and AI assistants both try to give the patient an answer they can rely on. They do that by checking whether your details match everywhere they look, whether your pages answer real questions, and whether other people confirm you are who you say you are.

Start with Maps, because it is free, quick and tied directly to phone calls and directions.

PART 2

Your Google Business Profile

Your Google Business Profile (GBP) is the listing that appears on Google Maps and in the box beside local search results. Google's own guidance is to keep it accurate, complete and consistent with your real-world details.

The essentials

- **Name, address and phone (NAP):** use your real trading name, exactly as it appears on your signage and website. Do not add keywords to the name.
- **Categories:** choose the most specific primary category that fits (for example "Physiotherapist" rather than a broad one), then add only categories that genuinely apply.
- **Hours:** keep regular hours correct and update holiday and special hours before they happen. Wrong hours are one of the quickest ways to lose a patient's trust.
- **Services and description:** list what you actually offer in plain language. Keep it factual and avoid claims of outcomes.
- **Photos:** add real photos of your entrance, waiting room, treatment rooms and team (with their consent). Do not post patient photos.
- **Booking and contact links:** point to the correct page on your website, and make sure it works on a phone.
- **Posts and updates:** short, factual updates (new hours, a new service, a new practitioner) show the profile is looked after.

Reviews, the careful way

Reviews matter to patients, and replying to them is good practice. In healthcare there are two traps:

- **Do not confirm that someone is a patient.** A reply such as "thanks for visiting us last week for your root canal" can disclose health information. Keep replies general, thank them, and invite them to contact the practice directly.
- **Do not repost or promote testimonials.** Regulated health practitioners cannot use testimonials in their advertising (see Part 5). Reviews on a platform you do not control are different from quotes you copy onto your own website or social media, so do not republish them as marketing.

> **Quick win this week**
>
> - Search your practice name on Google Maps on your phone.
> - Check the name, address, phone, hours and website link are all correct.
> - Add three real photos if you have fewer than that.

PART 3

Your website basics

A website does not need to be fancy to help patients and search engines. It needs to be clear, fast on a phone, and specific.

What good looks like

- **One page per main service.** A page called "Physiotherapy for back pain" is easier to match to a search than a single "Services" page that lists everything.
- **Your suburb and area, in plain words.** State where you are and which areas you serve, so patients and search engines understand your location.
- **Answer the questions patients actually ask:** what to expect at the first visit, how long it takes, whether a referral is needed, and how to book.
- **Practitioner pages:** names, registration type and a short factual bio. This builds trust and gives AI assistants clear facts to work from.
- **Same details everywhere.** The name, address, phone and hours on your site must match your Google profile and directory listings.
- **Mobile first.** Most patients will look at your site on a phone. Test the booking button and phone number with your own phone.
- **Privacy and contact forms:** tell people how their details are used, and do not ask for more health information than you need on a public form.

Quick win this week

- Open your website on your phone and try to book as a new patient.
- Note anything slow, confusing or broken.
- Check the phone number and address match your Google profile exactly.

PART 4

Being found by AI assistants

More patients now ask AI assistants for recommendations. These tools build answers from information they can find and trust across the web. There is no secret setting. The practical approach is to make the facts about your practice **easy to find, consistent and clearly stated**.

What helps

- **Consistent facts.** The same practice name, address, phone, hours and services on your website, Google profile and any directories you use.
- **Plain-language pages.** Short sections that directly answer common questions ("Do I need a referral to see a podiatrist?") are easy for a person or an AI assistant to understand and quote.
- **Clear practitioner details.** Who works at the practice, their profession and where they are registered.
- **Trusted listings.** Accurate listings on reputable Australian health and business directories, claimed and kept up to date.
- **Let crawlers in.** Check that your website is not accidentally blocking search engines or AI crawlers, unless you have chosen to.
- **Check what AI says.** Every month or two, ask a few assistants the questions a patient would ask in your area. Write down what they say about your practice, and correct any wrong facts at the source.

Be realistic. AI answers vary by question, by day and by tool, and no one can promise a mention. Treat these steps as good hygiene that also helps your Google results, not as a trick.

> **Quick win this week**
>
> - Ask an AI assistant: "Who are good [your profession] in [your suburb]?"
> - Note whether you appear and whether the details shown are correct.
> - Fix any wrong details on your website and Google profile first.

PART 5

Advertising rules to stay inside

Everything you publish to promote your practice can count as advertising, including your website, Google profile, social media posts and paid ads. In Australia, advertising by regulated health practitioners and the businesses that employ them is covered by section 133 of the Health Practitioner Regulation National Law, which AHPRA and the National Boards enforce.

The main rules in plain words

- **No testimonials.** Advertising must not use testimonials or purported testimonials about a service or a practitioner.
- **No misleading or exaggerated claims.** Advertising must not be false, misleading or deceptive, or create unreasonable expectations of beneficial treatment.
- **No encouraging unnecessary use of services.** Avoid pressure tactics or offers that push people into treatment they may not need.
- **Be careful with before and after images.** They are restricted and need to follow the Board guidance for your profession.
- **Social media counts.** A post on your practice's page is advertising. So is a comment you pin or a review you repost.

Prescription medicines and the TGA

Separately, the Therapeutic Goods Administration (TGA) does not allow prescription-only medicines to be advertised to the public. This is a particular risk for practices that mention weight-loss injections or similar treatments on their website or social media. The TGA has issued infringement notices and large penalties for breaches. If your practice offers these services, keep public pages factual and non-promotional, and get the wording checked.

Before you publish anything

- Does it include a patient quote or story? If yes, do not publish it.
- Does it promise or imply a result? If yes, rewrite it.
- Does it name a prescription-only medicine? If yes, check TGA rules first.
- Check the current AHPRA advertising guidelines and your own National Board.

Important: this playbook gives general information only. It is not legal advice and does not replace the official guidance. Rules and enforcement priorities change, so always check ahpra.gov.au and tga.gov.au, or ask your professional association or a lawyer, before you publish.

PART 6

Your 30-day action plan

Do one block per week. Each one takes about one to two hours.

Week 1: Fix the Google Business Profile

- Check name, address, phone, hours and website link.
- Choose the best primary category.
- Add real photos and your services list.
- Set up a simple routine to reply to reviews without confirming patient status.

Week 2: Tidy the website

- Make sure each main service has its own page.
- State your suburb and service area clearly.
- Add a short first-visit FAQ.
- Test booking and calling on a phone.

Week 3: Make facts consistent

- List where your practice appears online.
- Correct any mismatched details.
- Claim and update the main directories.
- Add practitioner details to your site.

Week 4: Check AI and review the rules

- Ask two or three AI assistants the questions patients ask.
- Note and fix wrong or missing details.
- Review your site and social posts against Part 5.
- Set a monthly 30-minute check-in.

ONE-PAGE CHECKLIST

Tick as you go

[ ]	Google Business Profile name, address, phone and hours are correct
[ ]	Primary category is the most specific one that fits
[ ]	At least three real photos added (no patient photos)
[ ]	Services listed in plain language, no outcome claims
[ ]	Review replies do not confirm anyone is a patient
[ ]	Each main service has its own website page
[ ]	Suburb and service area are clearly stated on the site
[ ]	Practitioner names and registration details are on the site
[ ]	Booking and phone work on a mobile phone
[ ]	Name, address and phone match across site, Google and directories
[ ]	Site is not blocking search engines or AI crawlers by mistake
[ ]	Asked AI assistants a patient-style question and noted the result
[ ]	No testimonials or patient stories used in advertising
[ ]	No promotion of prescription-only medicines to the public
[ ]	Monthly 30-minute review booked in the calendar

Want help with this?

Obsolutions helps Australian healthcare practices be found on Google, Google Maps and AI assistants, while staying inside the advertising rules. Book a free 40-minute call and we will walk through your practice together.

Book a call: https://calendar.app.google/KYm7UeYfp4WBehcz7
Email: dian@obsolutionsinc.com
Web: www.obsolutionsinc.com

Sources used for the rules in this playbook: AHPRA and National Boards advertising guidelines and section 133 of the National Law; TGA guidance on advertising therapeutic goods; Google Business Profile Help. Always check the current official pages.