

Google Business Profile Checklist for Medical Practices

For most local health searches, the map results get the first look. Your Google Business Profile decides whether you appear there and what a patient sees when you do. Work through this list for every location.

Core details

- ☐ Practice name exactly as it appears on your signage, with no added keywords
- ☐ Correct primary category for your specialty, plus relevant secondary categories
- ☐ Address, phone and website that match your own site
- ☐ Opening hours, including holidays
- ☐ Appointment link that goes to a working booking or contact page

Content

- ☐ Services listed with short, plain descriptions
- ☐ Real photos of the building, entrance, reception and team
- ☐ A description that says who you treat and what for
- ☐ Questions and answers checked and kept accurate

Reviews

- ☐ A simple, consistent way to ask patients for a review
- ☐ Replies to reviews that never confirm someone is a patient or mention any health detail
- ☐ No incentives for reviews, which Google does not allow

Practices with more than one provider or office

- ☐ One profile per physical location
- ☐ Individual practitioner profiles managed so they do not compete with the practice profile
- ☐ A location page on your website for each office, linked from its profile

Keep it current

Check each profile monthly. Google and members of the public can suggest edits, and out-of-date hours or phone numbers cost appointments. If you would like a review of your profiles, get in touch.