

Website Checklist for Multi-Location Medical Groups

A group practice is found one location at a time. A patient searching near the new office does not care how many other offices you have; they want to know that this one exists, what it treats and how to book. Many group websites still behave like a single-office site with a list of addresses.

Location pages

- ☐ One page for every office, with its own address, phone number, hours, parking and map.
- ☐ The providers who see patients there, with links to their profiles.
- ☐ The services offered at that office, not a copy of the full group list.
- ☐ A booking or call option that goes to the right front desk.

Provider pages

- ☐ A page for each provider with specialties, credentials and the locations where they practice.
- ☐ A real photograph and a short, human biography.
- ☐ Clear handling when a provider works at more than one office.

Service pages

- ☐ One strong page per service line for the whole group.
- ☐ Links from each service page to the locations that offer it.
- ☐ No near-identical copies of the same page for every city.

Profiles and tracking

- ☐ A Google Business Profile for every location, linked to its own location page.
- ☐ Call and form tracking that records which location the lead belongs to.
- ☐ Reporting that lets you compare offices fairly.

New and acquired offices

Add a launch step to every opening or acquisition: the location page, the profile, redirects from the old practice website and an announcement to existing patients. It is far easier at the start than a year later.