

# The 15-Point Google Business Profile Audit Checklist

FOR MEDICAL PRACTICES

A comprehensive guide to auditing and optimising every critical element of your GBP — with explanations of what each point is, why it matters, what goes wrong when it's neglected, and how to fix it correctly.

15

AUDIT POINTS COVERED

59%

OF PATIENTS SEARCH  
ONLINE BEFORE  
CHOOSING A PROVIDER

70%

MORE LIKELY TO  
ATTRACT VISITS WITH A  
COMPLETE PROFILE

4×

PER YEAR  
RECOMMENDED AUDIT  
FREQUENCY

## ALL 15 AUDIT POINTS

01

NAP Consistency

02

Primary Category

03

Secondary Categories

04

Service Area Settings

05

Hours Setup

06

Attributes

07

Photo Inventory

08

Review Snapshot

09

Posts Status

10

Q&A Section

11

UTM Tracking

12

Appointment Link

13

Messaging Status

14

Business Description

15

Verification Status

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★★★★★

**650+ Reviews · #1 Maps**

Abu Dhabi · No Paid Ads

# Introduction

## 59%

of healthcare consumers use online search to find a new primary care provider

## 90%

say accurate online listing information is key to establishing trust

## 70%

more likely to attract patient visits with a complete and accurate profile

Your Google Business Profile is often the first interaction potential patients have with your medical practice. When someone searches for healthcare services in your area, your GBP appears prominently in search results and Google Maps, showcasing essential information about your practice before they ever visit your website or call your clinic.

This checklist covers all 15 critical audit points that determine how your profile performs — for both local search visibility and patient conversion. Each point includes a plain-language explanation of what it is, why it matters to your ranking and to patients, what happens when it's neglected, and specific best practices for getting it right.

This is not a beginner's overview. It is a working audit document intended for doctors, clinic managers, and practice administrators who want a systematic, evidence-based framework for profile optimisation — without outsourcing to a generic agency.

### How to use this audit checklist

- 1 Open your Google Business Profile Manager in a separate tab before starting
- 2 Work through each of the 15 points in order — they build on each other
- 3 Fix issues as you find them, or note them for a dedicated optimisation session
- 4 Run this audit quarterly — competitor profiles change, and yours must keep pace
- 5 After a major change (new location, new services, rebrand) run a fresh audit immediately
- 6 Before any marketing campaign — ensure profile is optimised before driving traffic to it



The practices that rank highest in local search share four traits: **complete and accurate information**, **regular posting activity**, **strong and growing review profiles**, and **thoughtful optimisation of every available feature**. This checklist gives you the framework to achieve all four — systematically.

 WHAT IT IS


NAP stands for Name, Address, and Phone number — the three foundational pieces of information about your medical practice. NAP consistency means ensuring these details appear **identically** across your Google Business Profile, website, social media profiles, and all online directories (Yelp, Healthgrades, Zocdoc, insurance directories, etc.).

 WHY IT'S IMPORTANT

Google uses NAP data to verify your business's legitimacy and determine local search rankings. When Google finds consistent NAP information across multiple trusted sources, it gains confidence that your practice is real, established, and trustworthy. Research shows NAP consistency can impact local search performance by up to 16%. Beyond algorithms, patients rely on accurate contact information — inconsistent details create confusion and erode trust before a patient ever contacts you.

 IMPACT IF NEGLECTED

- **Lower rankings:** Google can't confidently verify your practice if information doesn't match
- Search engines may treat listings as separate entities, diluting your presence
- **Lost patients:** wrong numbers mean missed calls; wrong address means patients at empty lots
- Duplicate listings from auto-generated profiles can split your reviews and rankings

 STANDARD GOOD PRACTICES

- **Business Name:** Use your official name exactly — avoid keyword additions ("Best Surgeon")
- **Address:** Write "Street" not "St." — choose one format and use it everywhere
- **Phone:** Use a local number. Format consistently across all platforms
- Audit your top 20 online citations quarterly using Moz Local, Yext, or BrightLocal
- When you change phone or address, update all platforms on the same day
- Keep a master spreadsheet of every site where your practice is listed

 WHAT IT IS


Your primary category is the single most important classification that tells Google what your practice specialises in. Google offers over 4,000 business categories, with many healthcare-specific options like "Pediatrician," "Orthopedic Surgeon," "General Practitioner," "Dental Clinic," etc. This isn't merely a label — it's the foundation of which searches your practice appears in.

 WHY IT'S IMPORTANT

Your primary category is one of the biggest ranking factors in local search results. It directly determines which searches trigger your profile to appear. If you're a cardiologist but select "General Practitioner," you'll miss patients searching specifically for heart specialists. Google matches searcher intent ("orthopedic surgeon near me") with business categories — getting this right means appearing for the right patients at the right moment.

 IMPACT IF NEGLECTED

- **Missing target patients:** Too broad a category ("Medical Clinic" vs "Gastroenterologist") loses specific search visibility
- **Attracting wrong inquiries:** Wrong categories bring patients seeking services you don't offer
- **Losing to competitors:** Practices with accurate categories outrank you even if other factors are equal
- Some features (booking options) only appear for certain categories

 STANDARD GOOD PRACTICES

- **Be specific:** "Hand Surgeon" over "Surgeon" — more specific = better targeted visibility
- **Individual vs practice:** Providers use "Urologist"; practices use "Urology Clinic"
- Check how patients describe what you do using Google autocomplete
- Look at the categories used by your top 3 ranking competitors
- If 80% of patients come for one service, that service should be your primary category
- Review annually — Google adds new healthcare categories regularly

 WHAT IT IS


Secondary categories are up to 9 additional categories you can add beyond your primary category. These allow you to cast a wider net and appear in related searches. For example, a primary "Orthopedic Surgeon" might add "Sports Medicine Clinic" or "Physical Therapy Clinic" if they offer those services.

 WHY IT'S IMPORTANT

Secondary categories expand your visibility across related searches without diluting your primary specialisation. They help Google understand the full scope of your services and match you with more diverse patient needs. This is particularly valuable for multi-specialty practices or those offering comprehensive care services across multiple disciplines.

 IMPACT IF NEGLECTED

- **Over-categorisation:** Too many unrelated categories dilutes your core message and confuses patients
- **Irrelevant inquiries:** Wrong secondary categories attract patients seeking services you don't offer
- **Missed opportunities:** Empty secondary categories means missing related search traffic

 STANDARD GOOD PRACTICES

- Add 3–5 relevant secondary categories — don't leave blank, but don't stuff
- Prioritise categories by patient volume — most common services first
- Only add categories for services you actively provide — Google may remove inappropriate ones
- **Keep it logical:** "Hand Surgeon" + "Sports Medicine Clinic" makes sense. "Hand Surgeon" + "Dental Clinic" does not

 WHAT IT IS


Google Business Profile offers two main setup options: storefront businesses (patients visit your location) and service area businesses (you visit patients at their locations). Most medical practices are storefront businesses, but some home healthcare providers or mobile clinics are service area businesses. You can also be hybrid — having a physical office but also providing home visits.

 WHY IT'S IMPORTANT

This setting fundamentally affects how and where your practice appears in searches. It determines whether Google shows your physical address to patients and which geographic areas trigger your listing. Incorrect settings can hide your location from patients who want to visit you, or inappropriately show your home address if you're a mobile service.

 IMPACT IF NEGLECTED

- **Hidden location:** "Service area" when you have a physical clinic means your address won't display
- **Privacy issues:** Mobile practitioners accidentally showing residential addresses
- **Geographic mismatches:** Profile may not appear for searches in areas you actually serve

 STANDARD GOOD PRACTICES

- **Physical clinic with patient visits:** Show your address — this is standard for most practices
- **Mobile / home healthcare:** Use service area setting, hide address, define cities/zip codes served
- **Hybrid:** Show address AND add service areas if you have an office and also do home visits
- **Multi-location:** Create separate GBP listings for each physical location with its own address

 WHAT IT IS

Your business hours tell patients when they can visit, call, or contact your practice. This includes regular weekly hours and special hours for holidays, vacation closures, or extended hours for special events. Google prominently displays this information in search results and Maps.

 WHY IT'S IMPORTANT

Millions of patients check GBP hours before visiting a practice or calling. Accurate hours prevent wasted trips and build trust. Google also uses hours data for search ranking — profiles with complete, current hours rank better than those with gaps or outdated information. The "Open Now" filter that many patients use relies entirely on this data being correct.

 IMPACT IF NEGLECTED

- Patients arriving at locked doors when Google says you're open
- Calls during closed hours going unanswered — missed patient contacts
- Negative reviews specifically citing incorrect hours — publicly visible damage
- Lost emergency or urgent care patients who assume you're closed

 STANDARD GOOD PRACTICES

- Fill in every day of the week — mark "Closed" explicitly rather than leaving blank
- Set holiday hours at least one week before the date
- If phone hours differ from office hours, note this in your description
- Check monthly for upcoming holidays and update accordingly
- **Match website hours exactly** — inconsistency creates patient confusion
- For unexpected closures (weather, emergency), update GBP immediately and post an explanation

 WHAT IT IS

Attributes are specific features and amenities that Google allows you to highlight about your practice. Healthcare-specific attributes include "Wheelchair accessible entrance," "Accepts new patients," "LGBTQ+ friendly," "Languages spoken," "Telehealth available," and more. These appear as small tags on your profile and are searchable filters.

 WHY IT'S IMPORTANT

Attributes help patients quickly determine if your practice meets their specific needs before they contact you. Many patients filter search results by attributes ("wheelchair accessible doctors near me"). Complete attributes improve visibility in filtered searches and demonstrate attention to patient accessibility and inclusion — differentiating you from competitors with empty attribute sections.

 IMPACT IF NEGLECTED

- Exclusion from filtered searches — losing visibility among patients with specific needs
- Patients with accessibility needs assuming you can't accommodate them
- Missed differentiation from competitors who do list these features clearly

 STANDARD GOOD PRACTICES

- Review all available attributes in your GBP dashboard — healthcare-specific options vary by specialty
- Common important attributes: wheelchair accessible entry/parking/restroom, accepts new patients, languages spoken, telehealth available, free parking
- **Be truthful:** Only select attributes you genuinely offer — patients will leave negative reviews if features don't exist on arrival
- Update immediately when circumstances change (new telehealth service, accessibility improvements)

 WHAT IT IS

Your photo inventory includes all images on your GBP: exterior building shots, interior waiting rooms, staff photos, procedure rooms, equipment, parking areas, and signage. Healthcare practices with complete photo sets (15–30+ professional images) significantly outperform those with few or no photos on click-through rate, calls, and direction requests.

 WHY IT'S IMPORTANT

Visual content dramatically increases engagement and trust. Profiles with photos receive significantly more direction requests, website clicks, and calls than those without. Photos humanise your practice, reduce patient anxiety about first visits, and help patients recognise your building when they arrive. High-quality professional images signal a well-maintained, trustworthy practice — which directly influences the decision to book.

 IMPACT IF NEGLECTED

- **Lower engagement:** Profiles without photos get fewer clicks and calls
- **User photos take priority:** If you don't upload, Google shows random patient photos — possibly outdated, unflattering, or showing construction
- Patients unable to find your entrance or parking due to missing exterior shots
- **Lost credibility:** Sparse galleries suggest a practice that doesn't invest in its presentation

 STANDARD GOOD PRACTICES

- **Exterior:** Building front with clear signage, parking lot, entrance during daytime
- **Interior:** Reception, waiting area, hallways — clean, well-lit, welcoming
- **Staff:** Professional headshots or team photos (with signed consent from all staff)
- **Never upload:** Any image containing PHI, graphic procedures, blood, or anything violating HIPAA
- Add 2–3 new photos quarterly. Refresh outdated images showing old furniture or previous staff
- Upload your practice logo as the profile picture — appears in search results and Maps

 WHAT IT IS


This checkpoint compares your review performance — total review count, average star rating, and response rate — against your three closest competitors in location and specialty. It's a competitive benchmark showing where you stand in the local "trust economy" that patients use to choose between practices.

 WHY IT'S IMPORTANT

73% of patients rely on online reviews as their first step in selecting a provider. Reviews are one of the top ranking factors for local search — both quantity and quality matter. Google's algorithm uses review data as a key "prominence" signal. More importantly, when patients compare multiple practices, the one with significantly more reviews at a similar star rating almost always wins the patient's trust.

 IMPACT IF NEGLECTED

- **Lost bookings:** A competitor with 200 reviews at 4.7★ wins over you at 21 reviews and 4.8★
- **Lower search rankings:** Google ranks profiles with more reviews higher in local results
- **Credibility gap:** Few reviews suggest a new practice or one patients don't trust enough to recommend
- Unanswered negative reviews stand out — competitors who respond look more professional

 STANDARD GOOD PRACTICES

- Quarterly: identify your 3 closest competitors. Record review count, rating, and response rate
- Set realistic benchmarks — if competitors average 150 reviews, aim for 100+ within 12 months
- Implement systematic review requests — ask every patient 2–3 days post-visit
- Respond to ALL reviews — thank positives within 48 hours; acknowledge negatives professionally
- **Never incentivise or selectively solicit** — Google prohibits both and may suspend your profile
- Track monthly review velocity — if competitors gain 10/month and you gain 2, intensify your system

 WHAT IT IS


Google Posts are short updates that appear directly on your GBP, similar to social media posts. They can announce new services, share health tips, promote seasonal offerings (flu shots), or answer common patient questions. Posts appear prominently on your profile and in search results. They expire after 7 days for standard posts but remain visible in your post history.

 WHY IT'S IMPORTANT

Active posting signals to both Google and patients that your practice is engaged and current. Posts appear prominently on your profile and demonstrate you're actively managing your online presence. Google's algorithm considers posting activity as a freshness signal, potentially improving your local rankings. For patients, seeing recent posts builds confidence that you're operational and responsive.

 IMPACT IF NEGLECTED

- **Appears inactive:** A last post 6 months old leads patients to wonder if you're still in business
- **Missed engagement:** Posts generate clicks, calls, and direction requests — empty space wastes this traffic
- Competitors who post regularly look more professional and patient-focused
- Possible ranking impact — posting frequency may influence Google's profile quality assessment

 STANDARD GOOD PRACTICES

- Post 1–2 times per week — even once per week maintains an active signal
- **Content ideas:** Seasonal health reminders, new service announcements, FAQs, parking updates, staff introductions
- Keep posts concise: 100–300 words with a clear call-to-action (Book Now, Call Today, Learn More)
- Add images — posts with photos get more engagement than text-only posts
- **Avoid promotional spam:** Google prohibits overly salesy or clickbait posts. Keep content helpful and informative
- Schedule posts in batches — create a month's worth at once using a GBP management tool

 WHAT IT IS


The Q&A section on your GBP allows anyone — patients, Google users — to ask questions publicly, and you or other users can answer. This section appears prominently on your profile, often showing 2–3 questions immediately visible to visitors. Common questions include insurance acceptance, parking availability, new patient procedures, and specific service offerings.

 WHY IT'S IMPORTANT

Q&A is a powerful trust-builder when managed well. Patients appreciate immediate answers to common concerns without needing to call. Proactively seeding this section with frequently asked questions prevents misinformation and demonstrates that you're attentive to patient needs. Unanswered or poorly answered questions signal neglect and may contain inaccurate information from well-meaning but uninformed users.

 IMPACT IF NEGLECTED

- **Misinformation:** Random users may answer with incorrect details about services, insurance, or hours
- **Unanswered questions:** Patients see you're not monitoring — suggests poor responsiveness
- **Lost conversions:** Unanswered questions about services or insurance drive patients to competitors
- Poorly written responses from staff damage your reputation publicly and permanently

 STANDARD GOOD PRACTICES

- **Seed common questions yourself:** Post and answer the top 5–10 questions patients always ask — parking, insurance, new patients, telehealth, hours
- Monitor weekly and respond within 24–48 hours. Clear, friendly, complete answers only
- Flag and request removal of spam, offensive questions, or wrong answers from other users
- **HIPAA compliance:** Never discuss specific patient cases in Q&A. For personalised medical questions, direct to office or secure portal

 WHAT IT IS

UTM (Urchin Tracking Module) parameters are tags you add to your website URL in your GBP that allow Google Analytics to track exactly how many visitors come from your Google Business Profile. A properly tagged URL looks like: `yourwebsite.com?utm_source=google&utm_medium=organic&utm_campaign=gbp`

 WHY IT'S IMPORTANT

Without UTM tracking, Google Analytics often categorises GBP traffic as generic "direct" or "organic" traffic, making it impossible to measure your GBP's true ROI. UTM tracking lets you see precisely how many website visits, appointment bookings, and conversions come from your GBP. This data justifies continued investment in profile optimisation and helps you measure the impact of specific changes you make.

 IMPACT IF NEGLECTED

- **No attribution:** You can't measure how much traffic or revenue comes from your GBP investment
- **Budget misallocation:** Without data, you might cut GBP efforts while they're actually driving significant volume
- **Inability to optimise:** You can't tell if profile changes (new photos, posts, hours) are improving website traffic

 STANDARD GOOD PRACTICES

- Use Google's Campaign URL Builder to create your UTM-tagged URL: `utm_source=google, utm_medium=organic, utm_campaign=gbp`
- Replace your plain website URL with the UTM-tagged version in GBP profile settings
- After implementation, verify in Google Analytics that traffic shows under your campaign name
- Create monthly reports tracking GBP website clicks, conversion rate, and patient acquisition cost
- Test the UTM link periodically — some website updates inadvertently break tracking parameters

 WHAT IT IS


Google Business Profile allows you to add a direct booking link that appears as a prominent "Book" button on your profile. This can link to your scheduling system (Zocdoc, SimplePractice, Jane, your website's booking page, etc.). Patients click this button and immediately schedule without calling — one of the highest-value conversion features in the entire GBP system.

 WHY IT'S IMPORTANT

Many patients — particularly those under 45 — prefer online booking over phone calls. A prominent booking button removes friction from the scheduling process, increasing conversion rates by approximately 40% compared to profiles that route to a homepage. Practices with booking links enabled see higher appointment volumes and fewer missed opportunities from patients who "plan to call later" but never do.

 IMPACT IF NEGLECTED

- **Lost appointments:** Patients wanting immediate booking choose competitors with easy online scheduling
- **After-hours frustration:** Patients searching at 9pm can't call but could book online — without the link, they leave
- **Competitive disadvantage:** Profiles with booking buttons appear more modern and patient-friendly
- **Phone overload:** Without online options, all scheduling goes through phones, creating bottlenecks

 STANDARD GOOD PRACTICES

- If you have any online booking system, add this link — it's a 5-minute fix with an immediate conversion impact
- **Link directly to booking page** — not your homepage. One extra click loses approximately 40% of patients
- Test the link monthly — software updates sometimes break booking links silently
- No online booking? Consider implementing: Zocdoc, SimplePractice, Calendly, or your EHR's native scheduler
- Tag the booking link with UTM parameters to track appointment conversions from GBP specifically

 WHAT IT IS

Google Business Profile offers a messaging feature that allows patients to send direct messages to your practice through your GBP listing. When enabled, a "Message" button appears alongside "Call" and "Website." You receive these messages via the Google Business app on your phone or desktop. Google displays your average response time publicly.

 WHY IT'S IMPORTANT


Messaging provides a low-friction contact method for patients who prefer texting over calling — especially for simple questions about hours, insurance, or new patient procedures. However, this feature requires genuine operational commitment: Google shows your response time publicly, and slow responses actively damage your credibility. Enabled but unmonitored messaging is worse than disabled messaging.

 IMPACT IF NEGLECTED**IF ENABLED BUT NOT MONITORED:**

- Unanswered messages create negative first impressions of responsiveness
- Google shows average response time publicly — slow responses hurt credibility
- Potential HIPAA risk if staff discuss medical details over non-secure messaging

**IF DISABLED:**

- Miss inquiries from patients who prefer messaging over calls

 STANDARD GOOD PRACTICES

- **Enable only if you can respond within 24 hours** — Google displays your response time. Commit only if you can maintain it
- Assign specific staff to check and respond to GBP messages daily
- Set an auto-response: "For urgent medical issues, please call [number]. We'll respond within 24 hours for general inquiries"
- **HIPAA compliance:** Never discuss specific medical details via GBP messaging. Direct personalised questions to your secure patient portal
- If capacity is limited: it's better to disable messaging than enable it and respond poorly

 WHAT IT IS


Your business description is a 750-character summary that tells patients who you are, what you do, and why they should choose you. It appears prominently on your GBP and is often one of the first pieces of text patients read when considering your practice. Think of it as your elevator pitch — the one written statement that has to do the most work.

 WHY IT'S IMPORTANT

The description is your opportunity to differentiate your practice, highlight specialties, and build trust before a patient ever calls. It also contributes to local SEO — Google reads this content to understand your services and match you with relevant searches. A well-written description can influence patient decisions, especially when comparing multiple practices with similar ratings and review counts.

 IMPACT IF NEGLECTED

- **No differentiation:** Patients can't tell why you're different from competitors with similar services
- **Lower rankings:** Missing or keyword-poor descriptions reduce Google's ability to match you to relevant searches
- **Unprofessional appearance:** An empty or poorly written description signals lack of care
- **Policy violations:** Overly promotional language can result in description removal or profile suspension

 STANDARD GOOD PRACTICES

- **Start with who you are:** "Dr. Smith's Urology practice serving Abu Dhabi patients for over 15 years"
- Highlight key services and specialties — list your main offerings clearly
- Include relevant keywords naturally — terms patients actually search for — but avoid keyword stuffing
- Mention unique differentiators: evening hours, multilingual staff, specific certifications, specialised equipment
- **Avoid prohibited content:** No promotional claims ("Best doctor in the city"), no discounts, no unverified medical claims
- Aim for 500–750 characters. Update when services change (telehealth, new procedures, expanded hours)

 WHAT IT IS

Verification is the process of proving to Google that you're authorised to manage your practice's GBP. Google verifies through methods including postcard mail (most common), phone, email, or instant verification. Until verified, your profile exists but you cannot fully manage it or appear prominently in search results. As of 2024, healthcare providers require additional documentation including proof of licensing and insurance coverage.

 WHY IT'S IMPORTANT

Verification is absolutely essential — without it, your profile is effectively invisible. Unverified profiles don't appear in local search results, Maps, or the Local Pack. You also cannot edit information, respond to reviews, or add photos until verified. Google requires verification to prevent fake businesses, impersonation, and spam. For healthcare specifically, verification ensures only legitimate licensed practitioners can claim medical profiles.

 IMPACT IF NEGLECTED

- **Complete invisibility:** Your practice won't appear for any local searches until verified
- **No control:** You cannot manage information — inaccurate details stay permanently visible
- **Lost to competitors:** Every unverified day is a day competitors capture patients searching for your services
- **User-generated errors:** Without your management, anyone can suggest edits that Google may accept

 STANDARD GOOD PRACTICES

- **Claim your profile immediately** if not already done — search your practice name on Google Maps and start verification today
- Most practices verify via postcard — Google mails a code to your business address (arrives in 5–14 days)
- Prepare healthcare-specific documentation — 2024+ requirements include medical licence and proof of insurance
- Monitor verification status — Google may require re-verification after major changes (address, category, policy violations)
- Opening additional locations? Each needs separate verification — don't delay

## Conclusion & References

Your Google Business Profile is not a "set it and forget it" tool. It's a living, dynamic representation of your practice that requires regular attention and optimisation. By working through this 15-point checklist quarterly, you'll ensure your profile remains competitive, accurate, and patient-friendly — in every market condition and against every competitor update.

### WHAT CONSISTENTLY TOP-RANKING PRACTICES HAVE IN COMMON



#### Complete, accurate information

Every field filled, every detail verified, NAP consistent across the web.



#### Regular posting activity

1–2 posts per week maintained consistently — not in bursts followed by silence.



#### Strong and growing review profiles

Systematic, ethical review generation — and professional responses to every review.



#### Thoughtful feature optimisation

Every available GBP feature used intentionally — booking link, Q&A, attributes, photos.

**Your GBP is often the first impression potential patients have of your practice. Make it count.**

The practices that lose patients to competitors are rarely losing on clinical quality. They're losing on digital visibility — and that is entirely fixable with the right system. This checklist is that system. Run it. Fix what it finds. Run it again in 90 days.

### REFERENCES & SOURCES

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- BrightLocal — NAP Consistency in Local SEO
- iHealthSpot — GBP Guidelines for Medical Practices
- iMatrix — GMB Categories Complete Guide
- Tebra Healthcare Marketing Insights — [tebra.com](https://tebra.com)
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- Defiance Analytics — Healthcare Marketing Guide
- Search Engine Journal — NAP and Local SEO
- SocialClimb — GBP Category Selection Guide
- Anzolo Medical — Multi-Location Practices Strategy

# You now have the framework. Let's apply it to your profile.

**650+**

FIVE-STAR REVIEWS

**#1**

MAPS · ABU DHABI

**15**

AUDIT POINTS IN THIS  
GUIDE

**0**

PAID ADS USED



## Run this audit yourself — then score your results

The GBP Health Check Scorecard (also free in the Insight Vault) gives you a quantitative score across 7 categories and 250 points — so you can track improvement over time and know exactly where to focus first.



## Want a second pair of eyes on your profile?

The Free GBP Health Check is a structured review of your entire Google profile against all 7 scoring categories — conducted by a surgeon who built his own from zero to #1 on Google Maps in Abu Dhabi, without paid advertising. Doctor-to-doctor. No agency pitch. No upsell pressure.



## More free resources in the Insight Vault

The Ethical Review Generation SOP, Competitor Teardown Worksheet, and Views → Calls → Bookings Conversion Checklist are all available free at [systems.drrajarshimitra.com](http://systems.drrajarshimitra.com) — each built on the same real-world system that produced these results.



## Schedule your next audit before you close this document

Set a calendar reminder for 90 days from today. Competitor profiles change. Google's algorithm updates. Your own practice evolves. A quarterly 60-minute run-through of this checklist is the difference between a profile that compounds over time and one that quietly loses ground.

Ready for a professional read of your full Google profile?

**Request a Free GBP Health Check**

[www.systems.drrajarshimitra.com](http://www.systems.drrajarshimitra.com)

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