

GBP Health Check Scorecard

MEDICAL PRACTICE EDITION

A 7-category, 250-point scoring framework to audit your Google Business Profile — and identify exactly where you're losing patients to competitors who outrank you.

250

TOTAL POINTS

7

CATEGORIES

44

CRITERIA

5

GRADE LEVELS

WHAT'S INSIDE — 7 SCORING CATEGORIES

01	Profile Completeness	60 pts
02	Visual Content	30 pts
03	Reviews & Reputation	40 pts
04	Engagement & Activity	30 pts
05	NAP Consistency & Technical	40 pts
06	Conversion Optimisation	25 pts
07	Competitive Position	25 pts

HOW TO USE THIS SCORECARD

1. Open your Google Business Profile Manager
2. Score each criterion against the rubric on that page
3. Record your points in the "Earned" column
4. Total your score on Page 9 and check your grade
5. Use Page 10 to prioritise your improvement actions


Dr. Rajarshi Mitra, MS, FACS, FIAGES

Laparoscopic Surgeon • Google Visibility Consultant • Doctor-Builder

★★★★★

650+ Reviews • #1 Maps

Abu Dhabi • No Paid Ads

 This is the foundation layer. Incomplete profiles rank lower and create patient distrust before the first call. **Primary category (10 pts) and business description (10 pts) are the two highest-impact items in this category.**

CRITERIA	PTS	EARNED	NOTES
Business name correct and consistent across all platforms	5	<input type="text"/>	=====
Address complete, accurate, with suite/unit number if applicable	5	<input type="text"/>	=====
Phone number active — connects directly to practice (not voicemail)	5	<input type="text"/>	=====
Website URL present, working, and loads correctly	5	<input type="text"/>	=====
Business hours complete, including special/holiday hours	5	<input type="text"/>	=====
Business description filled — 500+ characters, informative, keyword-aware	10	<input type="text"/>	=====
Primary category — most specific match for your specialty	10	<input type="text"/>	=====
Secondary categories added (3–5 relevant ones)	5	<input type="text"/>	=====
Attributes selected — 5+ applicable (accessibility, languages, insurance)	5	<input type="text"/>	=====
Profile verification completed — ownership current and confirmed	5	<input type="text"/>	=====
CATEGORY 1 SUBTOTAL	/ 60	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

10 pts max
Business Description

- 10** 500+ characters, informative, includes specialty keywords
- 5** 250–499 characters — partial credit
- 1** Under 250 characters — minimal effort
- 0** Empty or missing entirely

10 pts max
Primary Category

- 10** Most specific match — e.g., "Urologist" not "Doctor"
- 5** Too generic — e.g., "Surgeon" instead of specialty
- 0** Wrong category — does not reflect your specialty

5 pts max
Secondary Categories

- 1 ea** 1 point per relevant secondary category, max 5
- 0** Deduct for irrelevant or inaccurate categories



Profiles with rich, professional imagery outperform text-only profiles by 30–40% on click-through rate. **Photo Quality (5 pts) is the single highest-value item here — one blurry image costs you points.**

CRITERIA	PTS	EARNED	NOTES
Profile photo (logo) uploaded — clear, professional, square format	3	<input type="text"/>	=====
Cover photo uploaded — welcoming, professional, facility or team	3	<input type="text"/>	=====
Exterior photos (3+) — building entrance, signage, parking visible	4	<input type="text"/>	=====
Interior photos (5+) — waiting area, exam rooms (no PHI visible)	4	<input type="text"/>	=====
Team photos (2+) — professional headshots, with patient consent obtained	3	<input type="text"/>	=====
Equipment / facilities photos (3+) — modern, clean, reassuring	3	<input type="text"/>	=====
Photos are high quality — high-res, well-lit, no blurry or dark images	5	<input type="text"/>	=====
Photos updated in the last 6 months — profile feels current and active	3	<input type="text"/>	=====
Videos uploaded (if applicable) — virtual tour, doctor intro, facility walkthrough	2	<input type="text"/>	=====
CATEGORY 2 SUBTOTAL	/ 30	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

5 pts max

Photo Quality

- 5** All photos high-res, well-lit, professionally composed
- 4** 1 substandard image detected — deduct 1 point per image
- 0-2** Multiple blurry, dark, or poorly framed images present

3 pts max

Photo Recency

- 3** Photos updated in the last 6 months
- 2** Last update was 6–12 months ago
- 1** No new photos added in over 1 year

4 pts max

Exterior & Interior Photos

- 4** 3+ exterior OR 5+ interior photos present
- 2** 1-2 exterior OR 2-4 interior photos
- 0** No photos in this category

★ Reviews are the single biggest trust signal for patients. 73% of patients say positive reviews make them trust a practice more. **This is the highest-weight category — 40 points. Review count and rating together account for 20 of them.**

CRITERIA	PTS	EARNED	NOTES
Total review count — 1 point per 10 reviews, maximum 10 points	10	<input type="text"/>	=====
Average star rating — 4.5+ stars required for full points	10	<input type="text"/>	=====
Review response rate — 80%+ of all reviews have a practice response	5	<input type="text"/>	=====
Recent review activity — 5 or more reviews received in last 3 months	5	<input type="text"/>	=====
Response quality — thoughtful, personalised, professional tone throughout	5	<input type="text"/>	=====
No fake or spam reviews — no evidence of policy violations or manipulation	5	<input type="text"/>	=====
CATEGORY 3 SUBTOTAL	/ 40	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

10 pts max
Review Count


- 10** 100+ reviews — 1 point earned per 10 reviews
- 5** 50 reviews = 5 points
- 2** 20 reviews = 2 points
- 0** Fewer than 10 reviews

10 pts max
Average Rating

- 10** 4.5 stars or above
- 7** 4.0 – 4.4 stars
- 4** 3.5 – 3.9 stars
- 0** Below 3.5 stars

5 pts max
Response Rate

- 5** 80% or more of reviews have a response
- 3** 50–79% response rate
- 1** Under 50% — most reviews unanswered
- 0** No responses to any reviews

 Active profiles signal to Google that your practice is operational and patient-engaged. **The Booking Button (9 pts) is the single highest-value item across all 7 categories — a direct patient conversion trigger.**

CRITERIA	PTS	EARNED	NOTES
Google Posts — 2+ posts published in the last 30 days	5	<input type="text"/>	=====
Q&A section — 5+ common patient questions answered (parking, insurance, etc.)	5	<input type="text"/>	=====
Messaging enabled — practice responds to messages within 24 hours	3	<input type="text"/>	=====
Products / Services section — key procedures listed with descriptions	5	<input type="text"/>	=====
Booking / appointment button active — links to working scheduling system	9	<input type="text"/>	=====
Menu uploaded (if applicable — e.g., cosmetic services price list)	3	<input type="text"/>	=====
CATEGORY 4 SUBTOTAL	/ 30	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

9 pts max

Booking Button ★ Highest-Value Item

- 9** Active button → links to a working scheduling system
- 5** Button present but links to homepage, not booking
- 0** No booking button configured — significant missed conversions

5 pts max


Google Posts

- 5** 2 or more posts in the last 30 days
- 3** 1 post in the last 30 days
- 0** No posts in the last month — profile appears inactive

5 pts max

Q&A Section

- 5** 5+ questions answered by the practice
- 3** 2-4 questions answered
- 0** No Q&A answered — unanswered patient questions visible

 NAP = Name, Address, Phone. Inconsistencies across the web confuse Google and hurt local rankings. **Duplicate listings (10 pts) and NAP-website match (10 pts) are critical. Either scoring zero is a red flag requiring immediate action.**

CRITERIA	PTS	EARNED	NOTES
NAP matches website exactly — name, address, phone are identical	10	<input type="text"/>	=====
NAP matches major directories — Healthgrades, Vitals, Zocdoc, Yelp checked	7	<input type="text"/>	=====
Service area properly defined — settings match physical or service model	5	<input type="text"/>	=====
Business location category set correctly (office vs service-area business)	5	<input type="text"/>	=====
No duplicate listings detected — search by practice name and address	10	<input type="text"/>	=====
UTM tracking on website link — GBP traffic measurable in analytics	3	<input type="text"/>	=====
CATEGORY 5 SUBTOTAL	/ 40	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

10 pts max
No Duplicate Listings

- 10** No duplicates detected across Google Maps search
- 0** Duplicates detected — must be removed immediately. Splits reviews, confuses rankings.

7 pts max
NAP in Directories

- 7** All 3-5 major directories checked — exact match
- 5** 1 minor inconsistency found
- 3** 2 inconsistencies found across directories
- 0-1** Multiple inconsistencies — foundational SEO issue

3 pts
UTM Tracking

- 3** URL includes UTM params for source/medium tracking
- 0** No tracking — cannot measure GBP traffic value
- Example: ?utm_source=google&utm_medium=organic&utm_campaign=gbp



A complete profile means nothing if it doesn't convert views into calls and appointments. **Direct booking link (7 pts): routing to your booking page instead of your homepage reduces conversion friction by ~40%.**

CRITERIA	PTS	EARNED	NOTES
Call button prominently displayed — test on mobile device	4	<input type="text"/>	=====
Directions enabled — 'Get Directions' opens maps correctly	3	<input type="text"/>	=====
Website clicks tracked — GBP website clicks measurable in analytics	3	<input type="text"/>	=====
Appointment link goes directly to booking page — not the homepage	7	<input type="text"/>	=====
Primary CTA is clear and compelling — assessed from a patient's perspective	4	<input type="text"/>	=====
No broken links or errors — website, booking, and menu links all tested	4	<input type="text"/>	=====
CATEGORY 6 SUBTOTAL	/ 25	<input type="text"/>	

VARIABLE-POINT SCORING GUIDE

7 pts max
Direct Booking Link ★


- 7** Link goes directly to booking/scheduling page
- 3** Link goes to homepage — patient must find booking themselves
- 0** No appointment link configured at all

4 pts max
No Broken Links

- 4** All links tested and working — website, booking, menu
- 3** 1 broken link found — deduct 1 point per broken link
- 0** Multiple broken links — damages trust and conversions

4 pts max
Primary CTA Clarity

- 4** Obvious next action for patients: Call, Book, or Visit
- 2** CTA exists but is not prominent or patient-centric
- 0** No clear CTA visible — patient has no obvious next step

 Your profile does not exist in a vacuum. These 5 criteria compare you to the 3 nearest Google Maps competitors in your specialty. **Score each item relative to your closest competitor, not against an absolute standard.**

CRITERIA VS. NEAREST 3 COMPETITORS	PTS	EARNED	NOTES
Review count — how does your total compare to the top 3 competitors?	5	<input type="text"/>	=====
Star rating — does your rating equal or exceed the top competitor?	5	<input type="text"/>	=====
Content richness — more photos, posts, and sections than competitors?	5	<input type="text"/>	=====
Response rate — do you respond to more reviews than competitors do?	5	<input type="text"/>	=====
Profile completeness — more filled sections and features than competitors?	5	<input type="text"/>	=====
CATEGORY 7 SUBTOTAL	/ 25	<input type="text"/>	

HOW TO SCORE EACH COMPETITIVE CRITERION

5 pts each

Scoring Scale (All 5 Criteria)

- 5** You are clearly #1 across the top 3 competitors
- 3** You rank #2 or #3 — competitive but not leading
- 1** You are behind all 3 competitors on this dimension
- 0** Significantly behind — a meaningful competitive gap

How to find competitors

Research Steps

- 1** Search your specialty + city in Google Maps
- 2** Note the top 3 results that are not yours
- 3** Open each profile and compare against your own
- 4** Record counts in the Notes column for reference

Important

Competitor Notes Column

- Tip** Use the Notes column to record competitor names and their scores for future tracking
- Tip** Re-run this category quarterly — competitor profiles change
- Tip** The gap in Cat 7 tells you the size of the threat, not just your absolute score

Score Summary & Grading Scale

Add up your category subtotals, calculate your total, and find your grade below


STEP 1 — TRANSFER YOUR CATEGORY SUBTOTALS HERE


Cat 1 Profile Completeness / 60 pts Earned: <input type="text"/>	Cat 2 Visual Content / 30 pts Earned: <input type="text"/>	Cat 3 Reviews & Reputation / 40 pts Earned: <input type="text"/>	Cat 4 Engagement & Activity / 30 pts Earned: <input type="text"/>
Cat 5 NAP Consistency & Technical / 40 pts Earned: <input type="text"/>	Cat 6 Conversion Optimisation / 25 pts Earned: <input type="text"/>	Cat 7 Competitive Position / 25 pts Earned: <input type="text"/>	Total All Categories / 250 pts Earned: <input type="text"/>


Step 2 – Your Total Score **/ 250** | Percentage Your Grade

STEP 3 — FIND YOUR GRADE

GRADE	SCORE RANGE	PERCENTAGE	WHAT IT MEANS
A	225 – 250	90–100%	Profile is highly optimised and competitive. Minor tweaks only.
B	200 – 224	80–89%	Solid profile with a few gaps. Focus on missing high-value items.
C	175 – 199	70–79%	Significant opportunities. Prioritise Categories 1, 3, and 4 first.
D	150 – 174	60–69%	Major profile gaps are actively hurting your visibility. Immediate action.
F	Below 150	< 60%	Profile is critically incomplete. Likely not appearing in relevant searches.

 **Re-audit quarterly**
Local rankings shift — competitors update their

 **After major changes**
New location, rebrand, new services — re-score

 **Before campaigns**
Ensure profile is optimised before driving paid or organic

Now you have your score. Here's what to do with it.

⚡ QUICK WINS — HIGH IMPACT, LOW EFFORT (START HERE)

Fix these today — each takes under 2 hours

- > Enable the booking button and link directly to your scheduler
- > Add your correct primary category — be specific, not generic
- > Answer 5 common patient Q&As in your profile
- > Write and upload a 500+ character business description
- > Upload 5+ interior and 3+ exterior photos
- > Check and fix every link — phone, website, booking

📅 STRATEGIC PRIORITIES — HIGH IMPACT, ONGOING EFFORT

Build these over the next 30-90 days

- > Build a consistent, ethical review generation system
- > Respond to every review within 48 hours — even the positive ones
- > Track your GBP traffic with UTM parameters
- > Publish 2+ Google Posts per month — events, updates, tips
- > Audit NAP consistency across 5+ major directories
- > Run a competitor comparison quarterly using Cat 7 of this scorecard

🚨 IF YOU SCORED D OR F — ADDRESS THESE FIRST

Profile is not visible in local search. Fix the foundations.

- > Verify your profile is claimed and ownership is current
- > Fix NAP — website and top 5 directories must match exactly
- > Search for and remove any duplicate listings immediately
- > Do not run any paid campaigns until Cat 1-3 score above 70%

Want a professional read of your score — and a fix plan?

Request a Free GBP Health Check
systems.drrajarshimitra.com

**Free · No obligation
Doctor-to-doctor**