

# Views → Calls → Bookings

## CONVERSION CHECKLIST FOR MEDICAL PRACTICES

23 profile fixes that turn passive Google visitors into booked patients — organised by where they drop off, and ranked by how fast each fix works.

**300**

MONTHLY PROFILE VIEWS — TYPICAL SPECIALIST

**11**

CALLS GENERATED FROM THOSE VIEWS

**289**

PATIENTS WHO LEFT WITHOUT ACTING

**23**

FIXES IN THIS CHECKLIST

### THE 3 STAGES OF PATIENT CONVERSION



STAGE 1

#### Visibility

They find and click your profile over a competitor's



STAGE 2

#### Trust

They read your profile and decide you're credible



STAGE 3

#### Conversion

They take action — call, book, or request directions

### WHAT'S INSIDE — 8 PAGES

Pg 2 The conversion gap — why views don't become calls

Pg 3 Section 1: Visibility checklist (8 items)

Pg 4 Section 2: Trust checklist (8 items)

Pg 5 Section 3: Conversion checklist (7 items)

Pg 6 Before / After: real profile examples

Pg 7-8 Quick-fix priority list — all 3 tiers ranked

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Laparoscopic Surgeon · Google Visibility Consultant · Doctor-Builder

★★★★★

**650+ Reviews · #1 Maps**

Abu Dhabi · No Paid Ads

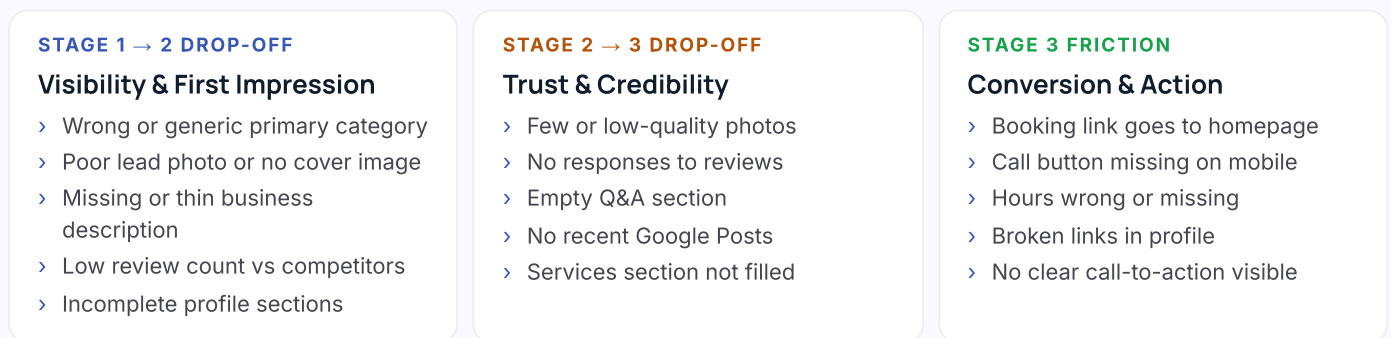
# Why Views Don't Become Calls


💡 Most doctors focus on ranking higher. But **getting more views is only half the equation**. A profile with 500 monthly views and a 4% call rate generates fewer appointments than a profile with 300 views and a 12% call rate. Conversion is where most practices leave the most patients behind.

## THE PATIENT JOURNEY — AND WHERE YOU'RE LOSING THEM



## WHAT CAUSES EACH DROP-OFF POINT



 **The most valuable 10 minutes you'll spend this week**

Open your GBP dashboard → Insights → scroll to "Calls" and "Website Clicks." Calculate:  $\text{calls} \div \text{views} \times 100 = \text{your conversion rate}$ . **Under 5%? The checklist on the next three pages will tell you exactly why.** Most practices find the issue within the first 6 items.



These 8 items determine whether a patient **finds your profile and clicks it** over a competitor's. Work through them with your GBP Manager open. Tick each item only when you have verified it — not from memory.

## STAGE 1 · VISIBILITY

**Profile Discovery & First Impression**

8

What Google sees when deciding whether to show your profile — and what patients see when they click it

**Primary category is the most specific match for your specialty**

HIGH IMPACT

The single biggest ranking factor. "Laparoscopic Surgeon" outranks "Surgeon." "Cardiologist" outranks "Doctor." Check what top competitors use.

**3-5 relevant secondary categories are added**

MED IMPACT

Secondary categories expand which searches you appear in. Only add categories for services you genuinely provide.

**Business description is 500+ characters with relevant keywords**

HIGH IMPACT

A thin or empty description signals an inactive profile to Google. 500+ characters with your specialty and procedures improves relevance scoring.

**Lead / cover photo is professional, welcoming, and up to date**

HIGH IMPACT

The cover photo is the first visual a patient sees in search results. A poor or outdated image reduces click-through rate before they even open your profile.

**Business hours are complete and accurate — including special hours**

HIGH IMPACT

Patients filter by "Open Now." Incorrect or missing hours mean missed calls during your actual opening times — and frustrated patients who arrive when you're closed.

**Name, address, and phone match your website exactly**

HIGH IMPACT

NAP inconsistency signals unreliable information to Google. Even minor differences (St. vs Street, +971 vs 00971) create ranking penalties over time.

**Profile is verified and no duplicate listings exist**

HIGH IMPACT

Unverified profiles rank lower. Duplicate listings split your reviews and map placement — search for your practice name to check for duplicates.

**Relevant attributes are selected (wheelchair access, languages, accepts new patients)**

MED IMPACT

Attributes appear as searchable tags on your profile and help patients filter for specific needs. Missing attributes mean missing patients who searched for those specific features.

👉 A patient is now on your profile. These 8 items determine whether they stay, read, and **decide you are the right doctor** — or click back and choose your competitor. This is the trust-building layer.

## STAGE 2 · TRUST

**Credibility & Social Proof**

What patients evaluate when they're on your profile and deciding whether to trust you with their care

8

**Total review count is competitive vs your top 3 local competitors**

HIGH IMPACT

Review volume is the first thing patients notice. If your competitor has 180 reviews and you have 24, most patients won't read further. A systematic ask process (see the Ethical Review SOP) closes this gap over time.

**Average star rating is 4.5 or above**

HIGH IMPACT

Patients use the star filter. Below 4.5, you're excluded from most filtered searches. Below 4.0, click-through rates drop sharply even when you appear in results.

**80%+ of reviews have a professional, personalised response**

HIGH IMPACT

Patients read responses — they are actually reading about how you treat people. Generic copy-paste responses or no responses signal a practice that doesn't engage. Response rate is visible to everyone.

**15+ high-quality photos are uploaded (interior, exterior, team)**

HIGH IMPACT

Photos answer the unconscious question: "What will it feel like to go there?" Profiles with 15+ photos get 35% more clicks. Include: waiting area, reception, exam rooms (no PHI), exterior, team.

**5+ common patient Q&As are answered in the Q&A section**

MED IMPACT

Unanswered questions in the Q&A section are visible to everyone — including unhelpful answers left by others. Proactively answer: parking, insurance, new patients, wait times, location.

**Services / procedures section is filled with descriptions**

MED IMPACT

Patients want to know you offer what they need before they call. An empty services section creates uncertainty — they'll call your competitor who lists their procedures clearly.

**At least 2 Google Posts published in the last 30 days**

MED IMPACT

Recent posts signal an active practice. A profile with no recent posts looks dormant — patients wonder if the clinic is still operating. Posts also appear directly in search results.

**Photos updated in the last 6 months — no outdated images**

LOWER PRIORITY

Old photos signal a neglected profile. If your facility or team has changed, outdated photos create a mismatch with what patients find when they arrive — damaging trust before the first appointment.

# Conversion — Removing the Friction

7  
ITEMS

The patient is convinced. Now they try to act. **Friction at this stage is the most expensive problem in GBP optimisation** — you've already paid for their attention, and they're ready to book. A broken link or a booking path that goes to your homepage loses them permanently.

## STAGE 3 · CONVERSION



### Action Paths & Friction Removal

Every item here is a potential drop-off point for a patient who was already ready to book — test each one on a mobile device

7



#### Appointment / booking link goes directly to your booking page — not your homepage

HIGH IMPACT

Routing patients to your homepage and asking them to find the booking page themselves loses approximately 40% of them. The link in your GBP should open your scheduling system directly, in a single tap.



#### Call button is prominently visible and tested on mobile

HIGH IMPACT

Over 70% of GBP interactions happen on mobile. Open your profile on your phone right now and verify the call button is visible without scrolling. Test it — confirm it rings through to your practice, not voicemail.



#### Website link is working, loads quickly, and goes to the correct page

HIGH IMPACT

A slow or broken website link is an invisible patient trap. Click your GBP website link right now on a mobile connection. If it takes more than 3 seconds to load, you're losing patients at this step.



#### Business hours match your website exactly

HIGH IMPACT

A patient calls during hours listed on GBP. If no one answers because your website shows different hours, you've broken their trust at the final step — the hardest point to recover from.



#### Messaging is enabled and your practice responds within 24 hours

MED IMPACT

Some patients will not call — they prefer to message first, particularly for sensitive specialties. Disabled messaging or slow responses lose this cohort entirely. Google also tracks response time and can disable messaging if it's consistently slow.



#### "Get Directions" button works and opens correct map location

MED IMPACT

Test this from a location other than your clinic. If the pin drops in the wrong place, patients physically cannot find you. This is a surprisingly common and completely fixable error in GBP location settings.



#### GBP website URL includes UTM tracking parameters

LOWER PRIORITY

Without UTM parameters, you cannot measure how many website visitors came from your GBP. You won't know whether your optimisation efforts are working. Add: ?utm\_source=google&utm\_medium=organic&utm\_campaign=gpb to your website URL in GBP settings.

# Before & After: What the Fixes Look Like



These are **composite examples based on real GBP audits** of medical practices in the UAE and USA. Names are anonymised. The specific numbers reflect typical findings — not worst-case scenarios.

## EXAMPLE 1 — GENERAL SURGEON, MID-SIZE CLINIC, UAE

X Before — typical under-optimised profile		✓ After — checklist applied over 6 weeks	
CATEGORY	Surgeon (generic)	CATEGORY	Laparoscopic Surgeon (specific)
DESCRIPTION	43 characters — "General surgery clinic in Abu Dhabi."	DESCRIPTION	540 characters — specialty-specific, keyword-rich
REVIEWS	18 reviews · 3.9 stars · 0% responded to	REVIEWS	61 reviews · 4.8 stars · 94% responded to
PHOTOS	4 photos — 2 blurry, 1 dark, 1 exterior	PHOTOS	22 photos — professional, recent, all categories
BOOKING LINK	Links to homepage — patient must search for booking	BOOKING LINK	Direct link to booking system — 1 tap to schedule
Q&A	0 questions answered	Q&A	8 questions answered — parking, insurance, new patients
GOOGLE POSTS	Last post: 8 months ago	GOOGLE POSTS	2 posts per month — active cadence
HOURS	Missing Saturday hours — shown as "Closed"	HOURS	Complete — all days including Saturday and holidays

## MEASURED OUTCOME OVER 90 DAYS

<p><b>BEFORE</b></p> <p><b>3.7%</b></p> <p>Call rate (calls ÷ views)</p>	<p><b>AFTER</b></p> <p><b>11.2%</b></p> <p>Call rate (calls ÷ views)</p>	<p><b>BEFORE</b></p> <p><b>Maps position: #7</b></p> <p>Local pack ranking</p>	<p><b>AFTER</b></p> <p><b>Maps position: #2</b></p> <p>Local pack ranking</p>
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### The 3 fixes that drove the most measurable change

In this audit, three changes produced the majority of the improvement: **fixing the primary category** (ranking impact within 3 weeks), **adding a direct booking link** (immediate conversion impact — call rate improvement within 48 hours), and **implementing the review system** (43 new reviews over 6 weeks, rating from 3.9 → 4.8). The other 20 items mattered, but these three moved the needle most.

# Quick-Fix Priority List

⚡ All 23 checklist items ranked by **speed of fix × ranking or conversion impact**. Work through Tier 1 before touching Tier 2. Items you've already ticked off on pages 3–5 can be skipped.

## Tier 1 — Fix Today (under 30 minutes each)

Highest impact per minute invested. Do all of these before anything else.

6 ITEMS · ~2 HRS TOTAL

- |                          |   |          |         |
|--------------------------|---|----------|---------|
| <input type="checkbox"/> | <b>1</b> Fix the booking link — direct to booking page, not homepage<br>Section 3 · Conversion                                | ⌚ 5 min  | HIGHEST |
| <input type="checkbox"/> | <b>2</b> Fix primary category to most specific match for your specialty<br>Section 1 · Visibility                             | ⌚ 5 min  | HIGHEST |
| <input type="checkbox"/> | <b>3</b> Test call button on mobile — confirm it rings through<br>Section 3 · Conversion                                      | ⌚ 2 min  | HIGH    |
| <input type="checkbox"/> | <b>4</b> Complete and verify all 7-day business hours (including Saturday)<br>Section 1 · Visibility + Section 3 · Conversion | ⌚ 10 min | HIGH    |
| <input type="checkbox"/> | <b>5</b> Write and upload a 500+ character business description<br>Section 1 · Visibility                                     | ⌚ 20 min | HIGH    |
| <input type="checkbox"/> | <b>6</b> Check for duplicate listings — search your practice name on Google Maps<br>Section 1 · Visibility                    | ⌚ 5 min  | HIGH    |

## Tier 2 — Fix This Week (under 2 hours each)

High impact, moderate effort. Schedule these once Tier 1 is complete.

10 ITEMS · ~8 HRS TOTAL

- |                          |   |          |      |
|--------------------------|---|----------|------|
| <input type="checkbox"/> | <b>7</b> Upload 15+ professional photos (interior, exterior, team, equipment)<br>Section 2 · Trust    | ⌚ 60 min | HIGH |
| <input type="checkbox"/> | <b>8</b> Answer 5+ common Q&As in the profile (parking, insurance, new patients)<br>Section 2 · Trust | ⌚ 20 min | MED  |
| <input type="checkbox"/> | <b>9</b> Add 3–5 relevant secondary categories<br>Section 1 · Visibility                              | ⌚ 10 min | MED  |
| <input type="checkbox"/> | <b>10</b> Fill services / procedures section with descriptions<br>Section 2 · Trust                   | ⌚ 30 min | MED  |
| <input type="checkbox"/> | <b>11</b> Enable messaging and set a response time under 24 hours<br>Section 3 · Conversion           | ⌚ 5 min  | MED  |

## Quick-Fix Priority List – Tier 3



Tier 3 items require **systems and sustained effort** — not one-time fixes. These produce the highest long-term ranking impact but need to be built into regular practice operations. Start them only after Tier 1 and Tier 2 are complete.

### Tier 3 – Fix This Month (ongoing or requires planning)

7 ITEMS · ONGOING

Important long-term signals. Requires a system, not a one-time action.

- |                          |   |         |
|--------------------------|---|---------|
| <input type="checkbox"/> | <b>Build a consistent review generation system (see Ethical Review SOP)</b><br>Section 2 · Trust — highest long-term ranking impact | HIGHEST |
| <input type="checkbox"/> | <b>Respond to all existing reviews using the response framework</b><br>Section 2 · Trust  | HIGH    |
| <input type="checkbox"/> | <b>Publish 2+ Google Posts per month – maintain cadence</b><br>Section 2 · Trust  | MED     |
| <input type="checkbox"/> | <b>Audit NAP across 5+ major directories and fix inconsistencies</b><br>Section 1 · Visibility                                      | MED     |
| <input type="checkbox"/> | <b>Add UTM tracking to your GBP website link</b><br>Section 3 · Conversion  | MED     |



#### The Tier 3 item that moves rankings most – by far

Of all 23 items in this checklist, **a consistent review generation system has the highest long-term impact on both local ranking and patient conversion.** A profile gaining 4–6 new reviews per month consistently will outrank a profile with a larger static review count in 3 to 6 months. This one system, running quietly in the background, compounds over time in a way no one-time fix can match.

# The checklist shows you what to fix. A Health Check shows you where to start.

**650+**

FIVE-STAR REVIEWS

**#1**

MAPS · ABU DHABI

**23**

FIXES IN THIS CHECKLIST

**0**

PAID ADS USED



## You've identified your gaps. Now prioritise ruthlessly.

Most practices try to fix everything at once and finish nothing. The Tier 1 items on Page 7 — all under 30 minutes each — will produce more measurable change in your first week than six months of working through the full list without a priority order.



## Measure before and after — your GBP dashboard has the data

GBP Insights shows you calls, website clicks, direction requests, and search impressions by week. Note your baseline numbers today, then check again in 30 days after working through Tier 1 and Tier 2. The data will show you which fixes moved the needle most for your specific market.



## Re-run this checklist every quarter

GBP optimisation is not a one-time project. Google changes how it surfaces profiles. Competitors improve their profiles. Your own practice changes. A quarterly 45-minute run-through of this checklist keeps you ahead of both the algorithm and your local competition.



## If you're not sure where to start — a second opinion helps

The free GBP Health Check is a structured review of your entire profile against all 7 scoring categories — by a surgeon who built these systems for his own clinic first. You'll leave with a specific, ranked fix list for your practice, your specialty, and your market.

Want a professional read of your full Google profile?

**Request a Free GBP Health Check**

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

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