MOSEBURY MEDIA

# Google Business Profile for clinics and practices

A Google Business Profile is free and decides whether you appear in the map results. This guide shows how to set it up well.

## Why it matters

When someone searches for a service with a place name, or searches near me, Google shows a map with three results above the normal listings. Those results come from Google Business Profiles.

## Setting it up

- Claim or create your profile and verify it.
- Use your real business name with no added keywords.
- Choose the most accurate main category, then add secondary ones.
- Add your address or service area, opening hours and phone number.
- Write a clear description of what you do and who you help.
- List your services with short, factual descriptions.
- Add good photographs of the building, the rooms and the team.

## Keeping it working

- Ask every patient or client for an honest review.
- Reply to reviews without confirming that the person attended.
- Post an update at least twice a month.
- Update your hours for bank holidays.
- Keep your details identical to those on your website.

## Practices with several clinicians

A clinic can have a profile for the practice, and individual practitioners can have their own. Each should have a distinct name, category and phone number where possible, to avoid profiles being merged.

## Checklist

- ☐ Our profile is claimed and verified
- ☐ The main category is accurate
- ☐ Services and photographs are added
- ☐ We post an update twice a month
- ☐ Hours are correct for bank holidays

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