MOSEBURY MEDIA

Local SEO checklist for private clinics

Local search brings more new patients to private clinics than any other channel. This checklist covers the work in the order we recommend doing it.

Start with your Google Business Profile

- Claim and verify the profile
- Use your real clinic name with no added keywords
- Choose the most accurate main category
- Add services, opening hours, photographs and a booking link
- Post an update at least twice a month

Make your website match

Your clinic name, address and phone number should be identical on your website, your Google profile and every directory. Small differences confuse search engines and weaken your position.

Give each clinic location its own page with the address, a map, parking and transport details, the services offered there and the clinicians who work there.

Build reviews steadily

Recent, genuine reviews are one of the strongest local signals. Invite every patient to leave feedback and reply to each review without confirming that the person attended.

Check the basics every quarter

- Are your hours correct, including bank holidays?
- Do all phone numbers and booking links work?
- Are new services and clinicians listed?
- Have any duplicate profiles appeared?

Related pages

- Marketing for private clinics
- Reviews and reputation

Common questions

What is local SEO?

Local SEO is the work that helps a business appear in map results and in searches that include a place name or the words near me.

How many Google reviews does a clinic need?

There is no fixed number. A steady flow of recent reviews matters more than a large total gathered years ago.

Checklist

- ☐ Our Google Business Profile is claimed and verified
- ☐ Our name, address and phone number match everywhere
- ☐ Each clinic location has its own page
- ☐ We ask every patient for a review
- ☐ We check hours and links every quarter

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