

GOOGLE BUSINESS PROFILE

Audit Checklist

25 quick-win items that dramatically improve your local search visibility and new patient conversions. Print this out and check each one off.

BASIC INFORMATION

5 items

- ☐ **Practice name is exact and consistent**
Must match your website, signage, and other directories exactly. Inconsistency hurts local rankings.
- ☐ **Address is verified and accurate**
Click "Verify" in your GBP dashboard. Unverified profiles rank lower.
- ☐ **Phone number is correct and click-to-call works**
Test it from your own mobile phone. Wrong numbers cost you patients daily.
- ☐ **Website URL is correct and links to homepage**
Don't link to a third-party booking page — send them to your site first.
- ☐ **Business hours accurate including holidays**
Update holiday hours in advance. Wrong hours = frustrated patients who don't return.

PROFILE CONTENT

6 items

- ☐ **Primary category set to "Dentist"**
Most important ranking factor for local dental searches.
- ☐ **Secondary categories added (Cosmetic, Pediatric, etc.)**
Secondary categories help you appear in specialty searches.
- ☐ **Business description filled in (750 characters)**
Use all 750 characters. Include location, specialties, and why patients choose you.
- ☐ **Services list is complete with descriptions**
Add every service. Google shows these in results and uses them to match queries.
- ☐ **Attributes filled in (insurance, accessibility, etc.)**
Attributes show as icons in search results and answer patient questions before they click.

- 0 **"Book Online" or appointment link is added**
A direct booking link reduces friction and converts searchers into scheduled patients.

PHOTOS & VISUAL CONTENT

5 items

- 0 **Logo photo uploaded and high resolution**
Your logo appears in search results. A blurry logo signals an unmaintained profile.
- 0 **Cover photo is professional, shows your practice**
First thing patients see. Use a real exterior or reception shot — not stock photography.
- 0 **Interior photos show clean, modern operatories**
Patients are anxious. A welcoming space reduces hesitation before they call.
- 0 **Team photos include doctor(s) and staff**
People choose dentists they feel comfortable with. Faces build connection before the first visit.
- 0 **10+ photos total, added within last 6 months**
Profiles with 10+ recent photos get significantly more clicks. Add new photos monthly.

REVIEWS

5 items

- 0 **You have 50+ Google reviews**
Under 50 reviews and you're invisible to most new patients.
- 0 **Overall rating is 4.5 stars or higher**
85% of patients won't consider a practice below 4.0. 4.5+ is the competitive benchmark.
- 0 **You respond to every review (positive and negative)**
Responding shows you care. A professional response to a negative review often matters more than the review itself.
- 0 **You received 5+ new reviews in the past 30 days**
Recency matters. Google weights recent reviews more heavily.
- 0 **You have a system to request reviews from happy patients**
A text sent 2 hours after a positive appointment generates 3–5x more reviews than asking in person.

ONGOING ACTIVITY

4 items

- 0 **You post a GBP update at least 2x per month**
Posts signal to Google that your business is active. Use for specials, tips, or team spotlights.
- 0 **Q&A; section has pre-populated answers to common questions**
Get ahead of it — post and answer your own FAQs before others do it for you.
- 0 **You check GBP Insights monthly**
Free data most practices ignore: calls, direction requests, clicks, and how patients find you.
- 0 **Profile reviewed for accuracy in the last 30 days**
Google sometimes auto-applies user-submitted edits. Review monthly to catch unauthorized changes.

3 Quick Wins You Can Do Today (Under 10 Minutes Each)

- 1 **Add your booking link.**
GBP dashboard → Info → Add booking. Even a contact page link beats nothing.
- 2 **Text your last 10 happy patients a review link.**
Copy your Google review link, send it with "We'd love your feedback." Expect 3–5 reviews by tonight.
- 3 **Upload 5 photos right now.**
Grab your phone, snap your operator, reception, and team. Upload today. Done.

Want a full GBP audit done for you? Retainer clients receive a complete Google Business Profile audit with prioritized improvement plan in Month 1. Book your free Discovery Call: hello@dentalpracticepartners.com