

10-Minute Google Business Profile Check-up

Can local patients easily find and trust your clinic online?

Take 10 minutes to review your Google Business Profile and make sure patients are seeing accurate, helpful and up-to-date information when they search for care in your area.

1. CHECK YOUR BASIC INFORMATION

2 minutes

- ☐ Clinic name is correct
- ☐ Address is accurate
- ☐ Phone number is current
- ☐ Website link works and leads to the right page
- ☐ Business hours are up to date
- ☐ Holiday or special hours are updated when needed

Quick tip: Your clinic name, address and phone number should be consistent across your Google Business Profile and website.

2. REVIEW YOUR BUSINESS CATEGORIES

1 minute

- ☐ Your primary category accurately describes your clinic
- ☐ Any relevant additional categories are included
- ☐ Your categories still reflect the services you currently provide

Quick tip: Choose categories based on what your clinic actually does, not simply on terms you would like to appear for.

3. REVIEW YOUR SERVICES

2 minutes

- ☐ Your main services are listed
- ☐ Service descriptions are clear and easy for patients to understand
- ☐ Outdated services have been removed
- ☐ New services have been added

Think like a patient: Would someone looking at your profile quickly understand how your clinic could help them?

4. TAKE A LOOK AT YOUR PHOTOS

2 minutes

- ☐ Your logo and profile image are current
- ☐ You have recent photos of your clinic
- ☐ Photos accurately represent the patient experience
- ☐ Old or irrelevant photos have been reviewed

Quick tip: Authentic photos can help patients know what to expect before they arrive. Consider showing your exterior, reception area, treatment spaces and team.

5. CHECK YOUR REVIEWS

2 minutes

- ☐ Read your most recent patient reviews
- ☐ Respond to reviews when appropriate
- ☐ Make sure your team knows how patients can leave a review
- ☐ Consider when and how your clinic can appropriately invite patients to share their experience

Important: Always follow the professional and privacy requirements that apply to your practice when requesting or responding to patient reviews.

6. DO THE PATIENT TEST

1 minute

Open Google and search for:

Your clinic name

- ☐ Is the information displayed correctly?

Your type of clinic + your city

- ☐ Can you find your clinic?

Try a search a potential patient might use, such as:

"podiatrist near me", "chiroprapist near me"
"foot pain clinic + [your city]"

- ☐ What do you see?
- ☐ Does your clinic make a good first impression?

Done!

Small updates can make it easier for local patients to discover your clinic and feel confident taking the next step. Set yourself a reminder to repeat this check-up every 3 months.

A practical resource from Cryos

At Cryos, we believe supporting our clinic partners goes beyond orthotics. We're committed to sharing practical tools and ideas that can help your practice connect with patients and grow.

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