

Google Business Profile setup checklist

The steps to claim, verify and fill in a Business Profile for a therapy practice, drawn from Google's own getting-started and local-ranking help pages. Work top to bottom; edits do not show until verification is done.

Before you start

- ☐ Have a Google Account; Google suggests linking your practice email address to it
- ☐ Confirm eligibility: Google limits profiles to businesses that meet customers in person or visit them; an online-only business is not eligible, so a telehealth-only practice should read Google's eligibility guidelines first
- ☐ Write down your practice name, address, phone number and website exactly as they appear on your own site, and copy from that one source for every listing

Claim and verify

- ☐ Search your practice name on Google Maps; claim the existing profile if one appears, or add a new one
- ☐ If someone else has already verified it, request ownership through the profile
- ☐ Complete the verification method Google offers; nothing you enter is public until this is done

Fill the profile

- ☐ Address, entered the same way as on your website
- ☐ Hours, including any special hours
- ☐ Business category that matches what you do (Google's relevance factor is how well the profile matches what someone is searching for)
- ☐ Attributes and other details Google offers for your category
- ☐ A short description in your own words, not copied from another practice
- ☐ Real photos of the office and a current headshot; Google recommends photos and video, and stock imagery tells a person nothing
- ☐ Website link to your own site, not to a directory page

Reviews and replies

- ☐ Before asking anyone for a review, read your licensing board's rule on soliciting testimonials from clients; this is the board's rule, not Google's, and it may prohibit asking
- ☐ Reply to reviews you receive (Google recommends it), without confirming the reviewer is or was a client and without referencing anything about them
- ☐ Never buy, trade for, or write your own reviews

After any change

- ☐ Update the profile the same day you move, change a phone number, or rename the practice
- ☐ Then update your website and every directory listing to match, character for character
- ☐ Check the profile in a private browser window once a quarter to see what a searcher sees

Built from Google's own help pages and how I handle my own listing; not marketing or legal advice, and your licensing board decides what you may say about clients.