

# Directory profile checklist

The profile details that make a page Google can rank on its own, and the check-ins to schedule afterward. Counts in the lesson describe providers verified on this directory as of September 24, 2026.

## Before you call it done

- ☐ License number, credentials and full name match your board record
- ☐ Name, address and phone written exactly as on your website and your Google Business Profile
- ☐ Website link present and pointing at your own site
- ☐ Accepting-new-clients answered, and accurate this month
- ☐ Specialties, insurance and fees filled in; a thin page is not the kind Google's health guidance describes
- ☐ A real photo of you, not a stock image
- ☐ Verification completed, so the profile carries the badge

## Every 60 to 90 days

- ☐ Search your own name in Google and note where the profile appears
- ☐ Re-check accepting-new-clients, phone and address after any change
- ☐ Compare directory fees against each vendor's own page, never a summary
- ☐ Count new clients per channel, not clicks

## What no directory can do

- ☐ Buy or promise a local ranking: Google says there is no way to pay for one
- ☐ Rank your own website for you; a listing is one citation and one referral source

*Sources: this directory's Search Console digests and database counts (September 2026); Google Business Profile Help on local ranking and getting started; Google Search Central on helpful content. All accessed September 24, 2026.*