

Google Business Profile for Clinics

How to structure your listing — and your locations' — so you show up when someone searches for your specialty nearby.

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Why this matters more than your website

For a medical business or one with multiple locations, Google Business Profile (GBP) is often the first real point of contact with a new patient or client — before your website, before your social channels. Someone searches for your specialty "near me," and what they see in that moment decides whether they choose you or the clinic next door.

Well-structured listing vs. a listing with common mistakes

Common mistakes	Well-structured
Name: "Garcia Dental Clinic — Best Prices in Dentistry"	Name: "Garcia Dental Clinic"
Category: "Doctor" (generic)	Category: Dental clinic + Orthodontist, Cosmetic dentistry
Photos: 2, stock images	Photos: 24 real ones — office, team, cases
Hours: not specified	Hours: complete, with holiday exceptions marked
Reviews: 6 — most recent, 8 months ago	Reviews: 47 — most recent, 3 days ago

The difference isn't just cosmetic — every row on the right is a signal Google uses to decide ranking. The listing on the left probably doesn't even show up in the "Local Pack" (the 3 featured map results) for most relevant searches.

What NOT to do: never add keywords to your business name on Google (e.g. "Garcia Dental Clinic - Best Prices Miami"). It's a direct violation of Google Business Profile's guidelines, and the real risk isn't a warning — it's the listing's full suspension, which can take weeks to restore while you're invisible in local search.

If you have a single location

- 1. Claim and verify your listing.** Sounds obvious, but many listings exist without the business actually controlling them — someone else may have created it, or it's still under a former employee's name.
- 2. Choose your primary category with precision.** "Medical clinic" is too generic if you're really a "dermatologist" or a "fertility clinic" — the right category connects you to the specific searches that actually bring in patients.
- 3. Fill out every field, not just the required ones.** Hours, services, real photos, FAQs — Google rewards complete listings with better ranking.
- 4. Actively generate reviews, don't wait for them.** A simple system after every appointment (a WhatsApp message with the direct link) produces more reviews than trusting a patient to do it on their own.

Clinical tip: check your professional board or jurisdiction's rules before requesting reviews — in healthcare, there are specific rules about what can and can't be publicly mentioned about a patient's care.

Most-used GBP categories by specialty

Specialty	GBP category
Dermatology	Dermatologist
General dentistry	Dentist
Orthodontics	Orthodontist
Plastic surgery	Plastic surgeon
Cosmetic medicine	Cosmetic medicine clinic
Physical therapy	Physical therapist

Optometry	Optometrist
Gynecology	Obstetrician-gynecologist
Clinical psychology	Psychologist
Clinical nutrition	Nutritionist
Family medicine	Family practice physician
Fertility clinic	Fertility clinic

Use it as a starting point — always confirm the exact name available inside your own Google Business Profile dashboard, since the list varies by region.

If you have multiple locations (parent brand + branches)

This is where most multi-location businesses lose ranking without realizing it — not from lack of effort, but from structure.

1. **One listing per real physical location.** Never combine two locations into a single listing, and never create a listing for an address where you don't see patients directly.
2. **Exact, consistent name, address and phone (NAP).** Does one location say "Vista Dental Clinic" and another say "Vista Dental"? Google can't tell they're the same brand — and you lose combined brand authority.
3. **Link your listings under one location group (Business Group).** This is the real Google feature for multi-location management — it lets you see combined performance and keeps one location from unintentionally "competing" with another for the same searches.
4. **Differentiate content by location.** Photos, posts and reviews should reflect the specific location — a patient searches "near me," not your brand in general.

How to spot orphaned listings: search Google Maps for your business name combined with every past address you've had, including closed or relocated sites. Any listing that shows up that you don't recognize managing is a candidate to claim and close before a patient shows up at the wrong address.

What I check first in a Diagnostic

When I run a free Diagnostic, this is exactly where I start: claim/verify, NAP consistency across locations, categories, and a real review system — in that order. If you have questions about your specific case, that's exactly the conversation we have there.