

# Google Business Profile Checklist

For orthodontic practices. Based on Google's published guidelines. Tick each item as you confirm it.

## Business name

- ☐ Real-world name, exactly as on signage and website
- ☐ No treatments, cities or taglines added

## Categories

- ☐ Primary category set to Orthodontist
- ☐ Secondary categories only if they describe the practice
- ☐ Categories not used as keywords

## Address and phone

- ☐ Same address format everywhere, including suite
- ☐ Local phone number that reaches the front desk
- ☐ Clearly separate from any other practice in the building

## Hours

- ☐ Regular hours entered for every day
- ☐ Holiday and closure hours added in advance
- ☐ Hours updated the day they change

## Services and description

- ☐ Each treatment listed as a service
- ☐ Described in the words patients use
- ☐ Plain description of who you treat and where

## Photos

- ☐ Exterior and entrance
- ☐ Reception, treatment area and technology
- ☐ The team: real people, not stock images
- ☐ Patient photos only with written authorization

## Posts and questions

- ☐ Regular posts on treatments, events and questions
- ☐ Questions section checked and answered

## Reviews

- ☐ Every patient asked, with no reward offered
- ☐ Every review answered, briefly
- ☐ Replies never confirm that someone is a patient

## Multiple locations

- ☐ Each office has its own verified profile and phone
- ☐ Each profile links to its own location page

## Monthly routine

- ☐ Hours and closures checked for the coming month
- ☐ Two or three new photos added
- ☐ At least two posts published
- ☐ New reviews and questions answered
- ☐ Calls, direction requests and website clicks reviewed

### Want a second pair of eyes on your profile?

Request a free growth audit: a manual review of your local visibility, website, reviews and content.

[seoengineboost.com/free-growth-audit/](https://seoengineboost.com/free-growth-audit/)