Google Business Profile Checklist for Urgent Care, Primary Care and Dermatology Clinics

Setup first, then reviews, then the basics, then a monthly check. Each data-backed item carries its benchmark from our study of 534 clinic Google Business Profiles, November 2026. Replies and photos are written with patient privacy in mind: never confirm that someone is a patient.

Setup

	Item	Owner	Date done
☐	**Profile claimed and verified, with two owners from the clinic on clinic email addresses; any agency added as a manager** 95% of profiles are claimed; 4 map-pack profiles were not on the collection day.		
☐	**Primary category matches the clinic type (Urgent care center; Dermatologist; for primary care, the category that describes your doctors)** Map pack: Urgent care center 25 of 27 urgent care profiles; Dermatologist 25 of 27; primary care Family practice physician 10, Medical clinic 9, Doctor 3, Internist 2. Which category wins which search was not tested.		
☐	**Additional categories only for separate services you actually run** Category count median 2 vs 2, no clear difference. Google allows up to 9 more and asks for the fewest that describe the core business.		
☐	**Real clinic name as on the sign, with no added keywords or city** 5 keyword-named listings with few reviews, none in a map pack, all on primary care searches. Google: unnecessary information in the name can get a profile suspended.		
☐	**Clinician and department profiles follow Google's individual-practitioner and department rules** Google guideline (not study data): the clinic keeps its own profile; a practitioner's profile carries only the practitioner's name; hospital departments use a distinct name and category. Clinician profiles were not measured.		
☐	**Street address with permanent signage, a local phone number matching the website, regular hours and holiday hours** Google guideline (not study data).		
☐	**Website link to this location's page, with UTM tags; any booking or check-in link tested on a phone** 2 of 81 map-pack listings had no website link, both on primary care searches. Website link 98% vs 97%, no edge. Check what tags load on booking pages (see the tracking pixels guide).		
☐	**Description (750 characters at most, no links, no prices or promotions) and a complete services list, with no medical claims your clinicians haven't approved** Description 91% vs 87%, no edge.		

Priority 1: reviews

	Item	Owner	Date done
☐	**Review request (Google link or QR code) sent to every patient after every visit, worded so it names no visit reason or treatment** New reviews in 90 days: median 39 vs 15, map pack in any study search vs Maps 4-20 only (strong; independents alone 39.5 vs 14). Urgent care 38 vs 28, primary care 19 vs 4, dermatology 40 vs 20. Never offer payment, discounts or free services for a review, and never ask only happy patients (Google policy).		
☐	**Review count compared with the map pack for your clinic type in your city** Median 794 vs 317 reviews, map pack vs Maps 4-20 only (strong; independents alone 835 vs 323). Map-pack medians: urgent care 1,097, dermatology 1,048, primary care 291. 4 of 81 map-pack listings have fewer than 10. Not a target.		
☐	**New reviews counted every month** Over 30 days the map-pack median was 12 vs 5 new reviews. Only the newest 40 reviews were collected, so the real gap is likely larger.		
☐	**Review-request or texting tool: ask the vendor whether it signs a business associate agreement (BAA), and check the setup with your privacy or compliance counsel** Best practice (not study data). The tool handles patient phone numbers and the fact that someone visited. See the clinic software list.		
☐	**Written reply rule for whoever replies: never confirm the reviewer is a patient, never mention a visit, condition, treatment or bill; two approved templates** Reply rate showed no clear difference: median 65% vs 55% of the newest 20 reviews. 29% of profiles reply to none, 32% to 90% or more. Practice advice, not legal advice: have counsel approve the templates.		

Priority 2

	Item	Owner	Date done
☐	**Photos of the building, entrance, parking, signage, waiting room and an empty exam room, with no patients, faces, screens or paperwork in frame** Median 18 vs 14 photos, no clear difference (urgent care 28 vs 23, primary care 5 vs 6, dermatology 19 vs 16). Counts include patient photos. Google: JPG or PNG, 10 KB to 5 MB, 720 px recommended.		
☐	**Google posts when patients need to know something (holiday hours, flu-shot clinics, a new location or service)** 15% of map-pack profiles and 16% of the rest posted in the 30 days before collection, no edge. 36% of profiles have never posted.		

The basics

	Item	Owner	Date done
☐	**Star rating watched, not chased** Median 4.7 at Maps positions 1-3 and 4.7 at 4-7, no clear difference.		

Every month

	Item	Owner	Date done
☐	**Monthly check of calls, website clicks, direction requests and new reviews** Best practice (not study data).		

Source: The Fractional SEO Healthcare Study, November 2026. Study figures are correlations, not proof of cause. Full guide: thefractionalseo.com/industries/healthcare/resources/healthcare-google-business-profile-checklist/