ClinicOps

FREE MONTHLY ROUTINE

Local SEO Monthly Routine

Thirty minutes a month on your Google Business Profile, reviews, listings and website, with a scorecard that shows whether it is working.

Local search for a practice runs on a few things you control: an accurate Google Business Profile, the same details everywhere, honest reviews and clear pages. This routine keeps them current in 30 minutes a month, and the scorecard shows whether calls and direction requests are moving.

3 factors

Google names for local results: relevance, distance, and how well known the business is
Google Business Profile Help, current

Oct 21, 2024

FTC rule in force: no fake or insider reviews, no buying reviews of a particular sentiment, no review suppression
16 CFR Part 465

Pay to rank?

"There's no way to request or pay for a better local ranking on Google."
Google Business Profile Help, current

The 30 minutes, in order

Block	Minutes	What you do	Rule behind it
1. Profile facts	8	Hours (and special hours for the next holidays), phone, website link, categories, services. Accept or reject any edits Google or the public suggested.	Complete, accurate info, including special hours, helps local ranking (Google).
2. Photos and a post	5	One new real photo (outside, signage, waiting room, team) and one short update. No patients in photos.	Google lists photos among its tips. A patient's face is a HIPAA identifier: written authorization first.
3. Reviews	8	Ask every patient the same way, reply to each new review, flag fake ones.	No incentives, no selective asking (Google policy; 16 CFR 465.4).
4. Listings	5	Check two directories this month, on a rotation, against your exact name, address and phone.	One profile per location; names without added keywords (Google guidelines).
5. Website and score	4	Hours, phone and "accepting new patients" match the profile. Fill the scorecard.	A practice can only be found for what its pages say.

Practice and location

Owner of the routine

Backup

Day of the month we run it

This month's routine

Month

Done by

1. PROFILE FACTS (8 MINUTES)

- [ ] **Regular hours match the front door and the website; special hours are set for every holiday in the next 60 days.**
  Google lets you set special hours for holidays; a wrong-hours visit is a lost patient and a bad review.
- [ ] **Phone, website link and booking link work: call the number and click the links from the profile.**
- [ ] **Primary category and services describe what you treat in patients' words; the business name has no added keywords or locations.**
  Google: "Including unnecessary information in your business name isn't permitted."
- [ ] **Any edits suggested by Google or the public are accepted or rejected; profiles for doctors who have left are updated or reported.**
  Doctors are individual practitioners under Google's guidelines; each location has one profile.

2. PHOTOS AND A POST (5 MINUTES)

- [ ] **One new photo of the outside, signage, waiting room or team, and one short post (new hours, a new clinician, a seasonal clinic).**
  Full-face images are HIPAA identifiers (45 CFR 164.514(b)(2)(i)(Q)); using a patient's photo needs their written authorization (164.508).

3. REVIEWS (8 MINUTES)

- [ ] **Every patient is asked the same way, at checkout or by message: "We ask every patient for honest feedback on Google. Here is the link."**
  Google prohibits incentives and selectively soliciting positive reviews; the FTC bars rewards conditioned on a review's sentiment (16 CFR 465.4).
- [ ] **Every new review gets a reply within a week, thanking the reviewer without confirming they are a patient or mentioning their care.**
  A reply that confirms someone is a patient discloses PHI (45 CFR 164.502(a)).
- [ ] **Fake or conflicted reviews are reported in the profile; no staff member or manager reviews the practice.**
  Insider reviews without disclosure violate 16 CFR 465.5; Google bars conflict-of-interest reviews.

4. LISTINGS (5 MINUTES)

- [ ] **Two directories checked this month (rotate through your list): name, address, phone and website exactly match the profile.**
  Note which two on the scorecard so next month starts where you stopped.

5. WEBSITE AND SCORE (4 MINUTES)

- [ ] **The website shows the same hours and phone, and says plainly whether you are accepting new patients.**
- [ ] **The scorecard on page 3 is filled from the profile's Performance report.**
  Calls, directions and website clicks are counted there (Google Business Profile Help).

The monthly scorecard

Copy the numbers from the profile's Performance report and your own counts. Watch the three-month trend, not one month.

Month	Calls	Directions	Website clicks	New reviews	Avg rating	Photos added	Directories checked

Routine health score: one point for each that is true this month

Check	Point (0 or 1)
Hours, phone and links checked and correct	
Special hours set for the next 60 days	
Suggested edits handled	
One photo and one post added	
Every new review replied to, with no patient details	
Review requests went to every patient, the same way	
Two directories checked	
Website matches the profile	
Calls this month at or above the 3-month average	
Scorecard filled in	
Total (out of 10)	

9 to 10	Running well	Keep the day and the owner; review the trend each quarter.
6 to 8	Slipping	Find the block that keeps getting skipped and give it to the backup.
0 to 5	Not running	Book the 30 minutes as a recurring calendar event with a named owner, starting this week.

What your profile is worth each month

A ClinicOps calculation from your own numbers. The worked example is illustrative.

Line	How to get it	Worked example	Yours
A. Calls from the profile a month	Performance report: Calls	120	
B. Share of those calls that book a first visit	Your call log or scheduler, for one week	30%	
C. Value of a first visit	Your own average, from your practice reports	$180	
D. First-visit revenue from profile calls a month	A x B x C	$6,480	
E. At risk for each week the phone or hours are wrong	D divided by 4.3	$1,507	

Worked example: one month's log

Block	What was done (illustrative, Practice C, March)
Profile facts	Special hours set for the Friday before a holiday; one suggested edit (a wrong closing time) rejected; booking link fixed after it pointed to an old page.
Photos and post	New photo of the renovated entrance; a post announcing a new physician and her start date.
Reviews	Seven new reviews (average 4.6), all replied to within five days; one review from a competitor's employee reported as a conflict of interest.
Listings	Two directories checked: one still showed the old suite number and was corrected.
Score	Health score 9 of 10 (calls were below the 3-month average). Calls 112, directions 64, website clicks 151.

When it goes wrong

When this happens	Do this
The profile is suspended	Check it against Google's guidelines (real name, real address with signage, one profile per location), fix the cause, then file one appeal with evidence such as a business license or utility bill (Google's appeals tool allows one submission).
A duplicate listing appears	Do not create a new profile for the same business (Google says so plainly). Use Google's duplicate and ownership help article to resolve it, and keep one profile per location.
A fake or hostile review	Report it from the profile. Reply calmly without confirming any patient relationship. Never threaten the reviewer (16 CFR 465.7).
Google shows the wrong hours	Set regular and special hours yourself; reject suggested edits that are wrong; check again next week.

When this happens	Do this
A doctor has left the practice	Update or report the departed practitioner's profile so patients are not sent to someone who is no longer there; update the website the same day.
A patient posts health details in a review	Do not repeat or confirm them. A short thank-you and an invitation to call the office.

Next steps: pick the day of the month and the owner on page 1, run the routine once this week, and fill the scorecard for three months before judging it. The full guide is on clinicops.us.

Sources

Every figure and rule here was checked against the original source on Nov 18, 2026. Rules and figures change: confirm anything time-sensitive on the source page.

1. Google Business Profile Help, How to improve your local ranking on Google (relevance, distance, prominence; no paid ranking) (current). support.google.com/business/answer/7091

2. Google Business Profile Help, Guidelines for representing your business on Google (names, addresses, special hours, one profile per location, practitioners) (current). support.google.com/business/answer/3038177

3. Google Business Profile Help, Understand your Business Profile performance and insights (calls, directions, website clicks) (current). support.google.com/business/answer/9918094

4. Google Business Profile Help, Fix suspended or disabled profiles (appeals; do not create a new profile) (current). support.google.com/business/answer/4569145

5. Google Maps User Generated Content Policy, Prohibited and restricted content (current). support.google.com/contributionpolicy/answer/7400114

6. FTC, Trade Regulation Rule on the Use of Consumer Reviews and Testimonials, 16 CFR 465.2, 465.4, 465.5, 465.7 (effective Oct 21, 2024) (Aug 22, 2024). federalregister.gov/documents/2024/08/22/2024-18519/trade-regulation-rule-on-t

7. 45 CFR 164.502(a) (no use or disclosure except as permitted), 164.508 (authorization), 164.514(b)(2)(i)(Q) (full-face images) (eCFR, current). ecfr.gov/current/title-45/section-164.502

Where this routine stops

The routine keeps the basics current. Here is what it cannot do on its own:

- **It cannot run itself. Thirty minutes a month only happens with a named owner and a fixed day.**
- **It cannot see your competitors or your rankings. The scorecard tracks your own numbers, not the market.**
- **It cannot promise a position. Nobody can; Google says ranking cannot be bought or requested.**

Get Found monthly care: your Google profile, reviews, local search and AI answer reporting, run every month.

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It is a diagnostic call, not a sales call: we walk back the last thing that slipped, put an hours or dollar figure on it, and you leave with the first fix whether or not you hire us.

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