

Healthcare Local SEO

Strategy & Audit Checklist

A practical working document for healthcare practices, clinics, and hospitals

Practice / Organization: _____	Date: _____
Reviewed by: _____	

How to use this checklist: Work through each section in order. Check off what is already in place. Flag what needs attention. Use the Priority Key to decide what to fix first. This checklist operationalizes the framework covered in the full article — it is not a replacement for the deeper tactical guides linked within it.

1. Business Information Consistency (NAP)

Fix errors here first. These are the issues most likely to cost you a patient today.

■	Practice name, address, and phone number match exactly across your website, Google Business Profile, and major directories	Priority _____
■	Every real location has its own separate, accurate NAP record	Priority _____
■	Address and phone formats are consistent everywhere — no abbreviated versions mixed with full versions	Priority _____
■	Call-tracking numbers do not replace the primary phone number in structured citations	Priority _____
■	Duplicate or outdated profiles are flagged for merging or removal	Priority _____
■	Closed or relocated locations are updated or removed from all sources	Priority _____

2. Google Business Profile Basics

Incomplete profiles cost visibility at the exact moment a patient is deciding where to go.

■	Every profile is claimed and verified	Priority _____
■	Each real location has its own separate profile — no shared profile across multiple clinics	Priority _____
■	Business hours reflect reality, including public holidays and seasonal changes	Priority _____
■	Primary category matches the actual specialty of that location	Priority _____
■	Secondary categories are added where relevant	Priority _____
■	Services are described using the language patients actually search for	Priority _____
■	Each profile links to its matching location page, not just the homepage	Priority _____

3. Location Page Quality

Each location page must earn trust on its own — not just confirm the address.

■	Every staffed location has its own dedicated page	Priority _____
■	Each page has unique content — nothing copy-pasted from another location's page	Priority _____
■	Each page describes the real neighborhood, local context, services, and providers at that specific address	Priority _____
■	Providers at each location are named with links to their individual profiles	Priority _____
■	The address, hours, and phone on the page match the Google Business Profile exactly	Priority _____
■	The map, directions, and call button work cleanly on mobile devices	Priority _____

4. Reviews & Reputation

In healthcare, how you manage reviews is as important as how many you have.

■	Reviews are being directed to the correct location profile	Priority _____
■	A clear response policy is in place — consistent tone and response time across all locations	Priority _____
■	Reviews for each location are monitored individually, not just at network level	Priority _____
■	Public review replies do not disclose any patient health information	Priority _____
■	No reply ever confirms a patient relationship, diagnosis, or clinical detail	Priority _____
■	A named person is responsible for managing reviews on a regular basis	Priority _____

5. Local Trust Signals

Trust is earned at the page level before a patient ever contacts you.

■	Author and/or medical reviewer is named with a link to a full profile or bio	Priority _____
■	Real qualifications and credentials are visible on relevant pages	Priority _____
■	A last-reviewed or last-updated date is shown and kept current	Priority _____
■	Medical claims reference credible, authoritative sources	Priority _____
■	No exaggerated or unverifiable outcome claims are present	Priority _____
■	A disclaimer is included wherever content requires it	Priority _____

6. Technical & Local Discoverability

Signals only work if search engines can read and route them correctly.

■	LocalBusiness or appropriate medical schema is added to location pages	Priority _____
■	Schema data matches the visible NAP on the same page	Priority _____
■	Internal links connect from a locations hub to each individual location page	Priority _____
■	Each location page links back up to its parent section	Priority _____
■	No location pages exist without internal links pointing to them	Priority _____
■	Mobile experience is fast, clear, and easy to use under time pressure	Priority _____

7. Governance & Ongoing Maintenance

Local SEO is not a one-time task. Without ownership, accuracy drifts.

■	A named person owns ongoing profile and citation maintenance	Priority _____
■	NAP standards, schema patterns, and review policies are written down and shared	Priority _____
■	Top 10 citation sources are checked every quarter	Priority _____
■	Each Google Business Profile is reviewed for accuracy every quarter	Priority _____
■	A full local SEO audit is completed once a year	Priority _____
■	Every new location goes through this checklist before launch	Priority _____

Priority Key

■ Fix now	Actively misleading or blocking a patient today
■ Fix soon	Structural gaps reducing visibility or trust
■ Optimize later	Improvements that polish what is already working

Next Steps

Once you have completed this checklist, you have a clear picture of where your practice stands today.

For the full strategic framework behind these checks, read the accompanying article: **Healthcare Local SEO Strategy and Checklist** at salauddinbiswas.com.

For deeper guidance on each area: Google Business Profile for Healthcare Providers · Healthcare Local Citations and NAP Consistency · Location Pages for Healthcare Websites · Multi-Location Healthcare SEO

If you would like a structured review of your profile, citations, and location pages, visit Healthcare SEO Services or book a consultation directly.

This checklist is for general informational purposes only. It does not constitute legal, medical, or compliance advice. Search rankings depend on many factors and cannot be guaranteed. Healthcare organizations are responsible for complying with all applicable regulations, including HIPAA awareness and local privacy rules. When in doubt, consult a qualified legal or compliance professional.

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