LOCAL SEO

Google Business Profile for doctors, done right

Claim it, structure it, fill every field, and stop spending time on what Google has removed.

Swipe →

Gaurav Phogat
gauravphogat.com



WHICH PROFILE

Practitioner or clinic? Four Indian situations

OWN NAME	Solo doctor: one profile in the doctor's name, title included
BRANDED CLINIC	Solo doctor: one profile, brand, colon, practitioner name
GROUP CLINIC	Clinic profile plus doctor profiles in name only
MANY VENUES	One practitioner profile where you are reliably reachable

Search Maps first. Claim an existing profile; never create a duplicate.

Gaurav Phogat
gauravphogat.com



SETUP

An hour of setup, if the facts are ready

1. Collect signboard name, address, OPD hours, clinic phone, booking page
2. Claim it from an account the doctor or clinic owns
3. Verify by video, call, phone, text, email or postcard
4. Add a trusted second owner or manager
5. Fill every relevant field before promoting it

Gaurav Phogat
gauravphogat.com



CATEGORIES

Categories do more for relevance than anything

- Complete the sentence: this business is a, not has a
- Primary: the most specific specialty that fits
  Cardiologist, Dermatologist, or Medical clinic for multi-specialty
- Additional only if it describes what the practice is
- Change the primary category once, deliberately, then watch for weeks

Gaurav Phogat
gauravphogat.com



CORE FIELDS

Services, description, hours, booking

SERVICES	Patient words: diabetes consultation, not metabolic assessment
DESCRIPTION	750 characters: who, what, where, languages, how to book
HOURS	Exact OPD sessions; special hours for festivals and leave
BOOKING	Your own link, tagged for analytics
CHAT	Removed July 2024; use WhatsApp and answer it

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gauravphogat.com



POSTS AND PHOTOS

One good post a month beats a burst

- OPD timing changes, leave and holiday schedules
- New services or a new doctor joining
- Screening camps and awareness talks, with dates
- Real photos: signage, entrance, waiting area, the doctor

No testimonials, outcome claims, discounts, patient photos or before-and-after images.

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AVOID

Mistakes that get profiles suspended

- A keyword-stuffed name like Best Diabetes Specialist in Pune
- Several profiles for one doctor
- Reviews from staff and family
- Frequent, unexplained edits to name, category or address
- A profile living in a former receptionist's Gmail

Gaurav Phogat
gauravphogat.com



MONTHLY ROUTINE

Under an hour a month

1. Check Maps for duplicates and suggested edits
2. Confirm hours, phone, address; add special hours
3. Reply to every review without confirming anyone is a patient
4. Publish one post, add one real photo
5. Compare calls, directions, clicks and bookings with last month

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Google Business Profile for doctors, in full

- Verification methods and the name-field rules
- What replaced Q&A and where FAQs belong
- Managing your listing alongside a hospital's
- gauravphogat.com/google-business-profile-for-doctors-setup-categories-posts

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gauravphogat.com

