LISTING GOVERNANCE

Governing Google Business Profiles across many units

Past a handful of units, listings stop being marketing and become data operations. Here is the operating model.

Swipe →

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WHY PROFILES DRIFT

What actually breaks in a hospital estate

- Timings change, doctors move, phones change, nobody updates Google
- Duplicates appear from staff uploads or the public
- Competitors or former vendors still control listings
- Reports nobody can compare across units

Each problem costs enquiries and weakens how search engines and AI assistants understand the group.

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THE RULES

Who owns what

OWNERSHIP	Group account owns every profile; unit managers are managers, never owners
NAMING	Brand plus locality as on signage; no keyword stuffing
CATEGORIES	One primary matching the facility, few accurate secondaries
REVIEWS	Reply within a set time, escalate complaints, no incentives
AUDIT	Monthly check of every profile against a master sheet

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WHO GETS A LISTING

Units, departments, practitioners

UNIT	Every physical hospital, clinic or centre that receives patients
DEPARTMENT	Only with its own public entrance and a different primary category
PRACTITIONER	A public-facing doctor at that location, named without the hospital
PHARMACY	Treated like a department: own entrance, distinct category

If you cannot maintain a listing, do not create it. Set a doctor policy, not case-by-case calls.

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THE REGISTER

One master sheet, one row per listing

- Display name, verified address and map pin, tracked phone
- Hours for OPD, emergency, pharmacy, diagnostics, plus holidays
- Categories, services, unit page link with tracking
- Business code, listing type, owner, last audit date

Fed by facilities, medical administration and the unit. Marketing maintains it; it does not invent it.

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BULK EDITS

Change ten-plus listings without breaking them

1. Download current data; never edit an old file
2. Reconcile every difference with the register first
3. Change only intended columns, remove unsupported ones
4. Never add or alter business codes: that creates duplicates
5. Test on two or three locations, then spot-check Maps

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REVIEWS, NMC 2026

Manage reviews across units without trouble

- Same neutral feedback request to every patient, no incentives
- Reply to every review; take complaints offline to a named contact
- Never confirm someone was a patient or discuss clinical details
- Track rating, volume and response time by unit monthly
- Feed recurring complaints back to operations

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TAG AND REPORT

Make profile traffic visible

- **Tag every profile link: source, medium, listing type, business code**
  The code joins analytics, call tracking and CRM to one register row
- **Location-specific tracked numbers routed to that unit's desk**
  Keep the signboard number as an additional phone
- **Download performance monthly, report by unit, region, type**
  Profile metrics show attention; the CRM shows patients

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READ THE FULL GUIDE

Multi-unit profile governance, in full

- The full monthly audit checklist
- Business codes, business groups and bulk verification
- A change-control SOP for profile edits
- gauravphogat.com/google-business-profile-multi-unit-hospitals

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