The 10-Minute Google Profile Self-Check

A tick-box check for owners and managers of independent canine rehabilitation clinics

Run the check in ten minutes

Google says local results are mainly based on relevance, distance and prominence, and there is no way to request or pay for a better local ranking [1]. Businesses with complete and accurate information are more likely to show up in local search results, and a profile whose information is not accurate might not show up for relevant searches [1]. Work down both lists and tick what is already true.

Profile basics

- ☐ Verify your business: this tells Google you are authorized to represent it [1].
- ☐ Full address, if customers can visit [1].
- ☐ Business hours, including special hours [1].
- ☐ Business category, so Google knows what kind of business you are [1].
- ☐ Other details such as attributes [1].
- ☐ Add photos and videos so customers see what you offer [1].

Reviews

- ☐ Reply to customer reviews: Google says replies show you value feedback [1].
- ☐ Ask every client the same way: no discount, gift or reward for a review [2].
- ☐ No pressure to review while on your premises [2].
- ☐ No request for specific content [2].
- ☐ Do not ask only the happy clients [2].
- ☐ No review quotas for staff [2].

Then hold the profile next to your clinic's own website. Best practice, not a Google statistic: the name, address, phone, hours and services should match in both places.

One more thing worth knowing: Google says prominence is based partly on how many websites link to a business and how many reviews it has, and that more reviews and positive ratings can help local ranking [1].

> **Canine Rehab Clinic Online Visibility Check**
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> Webdogg offers a free Canine Rehab Clinic Online Visibility Check, emailed within 24 hours. No purchase and no sales call required: webdogg.com. This is general information, not legal advice.

Sources: [1] Google, Tips to improve your local ranking on Google. [2] Google, Prohibited and restricted content.