2024
Google Business Profile
AUDIT CHECKLIST

1 Profile Accuracy

- **Business Name**
  Verify that the business name exactly matches the one used on signage and official documents.
- **Address**
  Ensure the address is complete, accurate, and matches the location patients visit.
- **Phone Number**
  Confirm the phone number is correct and actively managed.
- **Website**
  Check that the URL provided leads to the ASC's official website and is functional.

2 Operational Details

- **Business Hours**
  Review and update business hours to reflect current operations, including any special hours for holidays or events.
- **Services Offered**
  List all medical services provided, ensuring they are relevant to the ASC's specialties.
- **Insurance Accepted**
  If applicable, include up-to-date information about insurance coverage options.

3 Compliance & Standards

- **Healthcare Regulations**
  Confirm that all listed information complies with healthcare advertising regulations, including HIPAA where applicable.
- **Accessibility Features**
  Highlight any accessibility features of the facility to assist patients with disabilities.

4 Engagement & Interaction

- **Reviews Management**
  Regularly monitor and respond to reviews, addressing both positive feedback and concerns.
- **Q&A Section**
  Maintain the Q&A section by answering questions accurately and promptly to assist prospective patients.

5 Analytics & Improvement

- **Insights**
  Regularly review GBP insights to understand how patients find and interact with your profile.
- **Competitor Analysis**
  Compare your GBP with those of other local ASCs to identify areas for improvement.

6 Visual Content

- **Photos and Videos**
  Upload high-quality, recent images of the facility, staff, and major service areas. Ensure photos comply with patient privacy laws.
- **Virtual Tours**
  Consider adding a virtual tour if possible to give prospective patients a better feel of the facility.

7 Posts & Updates

- **GBP Posts**
  Use GBP posts to share updates about services, health tips, or news related to ASC operations.
- **Event Announcements**
  Post about upcoming health seminars, screening days, or community health events.

8 Advanced Features

- **Attributes**
  Set up relevant attributes like "wheelchair accessible," "free parking," etc.
- **Booking Integration**
  If available, integrate appointment booking directly through GBP to streamline patient access.

9 Verification & Security

- **Profile Verification**
  Ensure the GBP is verified to maximize trust and visibility.
- **Check for Duplicates**
  Search for and resolve any duplicate profiles that may confuse patients and dilute your presence.

10 Regular Updates

- **Regular Review Cycle**
  Establish a regular review cycle for your GBP to ensure ongoing accuracy and relevancy.