

GOOGLE BUSINESS PROFILE

10-Point Audit Checklist

For hair system specialists, hair transplant clinics, and trichologists

Most hair replacement businesses set up a Google Business Profile and assume that is enough. It usually is not. Use this checklist to identify exactly what is holding your profile back from showing up when clients search for your services locally.

SECTION 1 — VERIFICATION & SETUP

**01****Profile is verified by Google**

Go to business.google.com and check your verification status. An unverified profile will not rank. This is the first thing to fix.

ACTION: Complete verification at business.google.com

**02****Profile is fully claimed and you have owner access**

Make sure you are listed as the owner, not just a manager. Owner access gives you full control.

ACTION: Check user roles in your GBP dashboard

**03****Business name matches your real trading name exactly**

Do not add keywords to your business name. Google penalises this and it can get your profile suspended.

ACTION: Remove any keyword stuffing from the business name field

SECTION 2 — CATEGORIES & BUSINESS INFORMATION

**04****Primary category is specific to your service**

Hair Salon is too broad. Use Hair Replacement Service, Hair Transplant Clinic, or Trichologist depending on your specialism. The primary category determines which searches you appear for.

ACTION: Update primary category to the most specific option available

- 05**
Business name, address, and phone number match your website exactly
Even small differences — an abbreviated street name, a missing suite number — create citation mismatches that suppress your rankings. Check every character.
ACTION: Cross-check NAP data across your website, GBP, and any directory listings

- 06**
Business hours are accurate and kept up to date
Outdated hours reduce trust and can result in negative reviews from clients who showed up when you were closed.
ACTION: Update hours for holidays and any schedule changes immediately

- 07**
Website link is correct and goes to the right page
Link to your homepage or a dedicated booking page — not a social media profile or a dead link.
ACTION: Test the link and confirm it loads correctly

SECTION 3 — PHOTOS & CONTENT

- 08**
At least 10 photos uploaded — including before and afters
Google rewards profiles with photos. Before and after results are the most effective content for hair replacement businesses. Aim for new photos at least twice a month.
ACTION: Upload minimum 3 before/after photos this week

- 09**
Business description is complete and includes your main service keywords
Use the full 750 characters. Mention your specialism, your city, and what makes you different. Do not keyword stuff — write for the client first.
ACTION: Rewrite description if it is under 300 characters or missing city and service terms

SECTION 4 — REVIEWS

- 10**
All reviews have been responded to within 48 hours
Review volume, recency, and owner responses all affect your local ranking. A profile where the owner never responds looks abandoned. Reply to every review — good or bad — within a day or two.
ACTION: Respond to any unanswered reviews today. Set a reminder to check weekly.

YOUR SCORE

____ / 10

8-10: Strong foundation | 5-7: Room to improve | Under 5: Fix immediately

Profile, your website, and your full search visibility and tell you

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