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The Clinic SEO + AI Visibility Checklist

15 free, easy-to-do steps that help Google, ChatGPT, and Gemini find, understand, and recommend your practice

For medical clinics, med spas, dental, cosmetic, and specialty practices · medirank.io

Is your practice easy to find?

Patients find clinics in two ways now. Some search Google and pick from the map. Others ask AI tools like ChatGPT or Gemini: *"Who's the best dentist near me for implants?"* or *"Which clinic in my city is best for hormone therapy?"*

Both only send patients to practices they clearly understand and trust. This checklist covers the signals that help Google and AI tools understand **who you are, what you offer, where you are, and why patients trust you**. It takes about 20 minutes.

> **How to use it:** tick each box only if you can honestly say yes. Look for the **Google tips**, which point you to free tools that make each check easier. Add up your score at the end.

PART 1 · SEO FOUNDATIONS

Your website

☐ **1. You have a separate page for each main service**

One "Services" page with a bullet list gives Google and AI tools very little to work with. A dedicated page for each service (for example: dental implants, Botox, knee pain treatment, IV therapy) explains what it is, who it's for, and what to expect, so you can show up when patients search for that exact service.

Quick test: Can you share a direct link to the page for your most profitable service?

☐ **2. Your homepage says what you do and where, in the first few lines**

Visitors and AI tools should know within seconds what type of practice you are, which city and areas you serve, and your main services. Slogans like "Your journey to wellness starts here" don't tell anyone anything.

Quick test: Show your homepage to a friend for 5 seconds. Can they name your city and your top 3 services?

☐ **3. Every page has its own title and description in Google**

The title and short description under your link in Google are often the first thing a patient reads. Each page should have a unique title that names the service and city, like "Dental Implants in Plano, TX | [Practice Name]", not "Home" or your practice name alone.

Quick test: Search Google for **site:yourwebsite.com**. Do your results show clear, different titles for each page?

> **GOOGLE TIP** The site: search is a free, quick way to see which of your pages Google has found and how they appear in results.

- [ ] **4. Google can find and index all your important pages**

If Google hasn't indexed a page, it can't show it to anyone. New pages, broken links, or technical settings can quietly keep pages out of Google.

Quick test: Is your website connected to Google Search Console, and have you checked its page indexing report?

> **GOOGLE TIP** **Google Search Console** is free. It shows which pages are indexed, which searches you appear for, and any errors Google finds on your site.

- [ ] **5. Your site loads fast and works well on phones**

Most patients search on their phones. A slow or hard-to-use mobile site loses them in seconds, and Google considers page experience when evaluating sites.

Quick test: Open your site on your phone on cellular data. Does it load in a few seconds? Can you tap "Book" or "Call" easily?

> **GOOGLE TIP** Run your homepage through **PageSpeed Insights** (free from Google) for a mobile score and a list of what's slowing it down.

- [ ] **6. Your site answers the questions patients actually ask**

Patients ask about cost ranges, recovery or downtime, how long results last, insurance, and who a treatment is right for. Clear, plain-language answers are exactly what Google and AI tools draw on. Keep all medical claims accurate and within your state's advertising rules.

Quick test: Does your site answer "How much does [your top service] cost?" and "What should I expect after?"

- [ ] **7. Each provider has a bio with real credentials**

Patients choose people, not logos. A page for each doctor, dentist, nurse, or practitioner, with their license type, training, and experience, builds trust and gives Google and AI tools clear signals about expertise.

Quick test: Is there a page naming your providers and their credentials?

- [ ] **8. Your website has structured data (schema markup)**

Schema is behind-the-scenes code that labels your business name, address, hours, services, and providers in a format machines read easily. Patients never see it, but it helps search engines and AI tools understand your practice without guessing.

Quick test: Paste your homepage URL into Google's free **Rich Results Test**. Does it detect business information?

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PART 2 · LOCAL SEO

Google Business Profile and reviews

- [ ] **9. Your Google profile has the right category and lists your services**

Your primary category and service list tell Google which searches you're relevant for. Choose the most specific category that fits, for example "Cosmetic dentist" rather than just "Dentist" if that's your focus. Then add every service you offer.

Quick test: Open your Google Business Profile. Is your primary category the most specific one available? Are your services listed?

> **GOOGLE TIP** Google says local results are based mainly on **relevance, distance, and prominence**. Categories and services drive relevance; reviews and mentions build prominence.

- [ ] **10. You get new reviews every month, and they mention services**

A steady flow of recent reviews signals an active, trusted practice. Reviews that naturally mention services ("my implant consultation was so thorough") also help connect your practice to those searches. Ask every happy patient; never offer incentives for reviews.

Quick test: How many Google reviews did you get last month? Do any mention a specific service?

- [ ] **11. You reply to your reviews, carefully**

Replies show patients and Google that you're engaged. Keep replies warm and general. Never confirm that a reviewer is a patient or mention their treatment, since that can create patient privacy problems.

Quick test: Have the last 10 reviews on your profile received a reply?

- [ ] **12. Your Google profile is active with recent photos and updates**

Photos of your real space, team, and front desk build trust before a patient walks in. A profile with a few old photos looks inactive next to a competitor that keeps theirs fresh.

Quick test: When was the last photo or update added to your Google profile?

> **GOOGLE TIP** Use **Google Business Profile updates** to share news, seasonal offers, or new services. Keep hours current, including holidays.

PART 3 · AUTHORITY

Your presence across the web

- [ ] **13. Your name, address, and phone are identical everywhere**

Google and AI tools cross-check your details across Google, Apple Maps, Bing, Yelp, Facebook, Instagram, Healthgrades, and other directories. Old addresses, different phone numbers, or name variations create doubt about which details are correct.

Quick test: Search your practice name on Google, Yelp, and Apple Maps. Is every detail exactly the same?

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☐ **14. Other trusted websites mention and link to your practice**

Google and AI tools lean on what others say about you, not just what you say about yourself. Local news, "best of" lists, community organizations, hospital affiliations, and professional associations are strong trust signals.

Quick test: Google your practice name in quotes. Besides your own site and social media, do other websites mention you?

PART 4 · AI VISIBILITY

The AI test

☐ **15. You've asked AI tools about your practice, and you show up**

This is the only way to see what patients see. Ask ChatGPT, Gemini, and Perplexity: *"What are the best [your type of practice] in [your city]?"* and *"Who's the most recommended [provider] for [your top service] in [your city]?"* Answers change over time, so check more than once.

Quick test: Were you named? Who was named instead of you?

> **GOOGLE TIP** Also check Google itself: search your top service plus your city and see whether an **AI Overview** appears at the top, and which practices it mentions.

Your score

Total boxes ticked _____ / 15

Score	What it likely means
13–15	Strong foundation. You're giving Google and AI tools clear signals. Focus on staying ahead of competitors and keeping reviews and content fresh.
8–12	Real gaps. You're probably visible for some searches but losing others to competitors who have filled in what you're missing.
0–7	Likely invisible for many searches. Patients searching Google or asking AI tools in your city are probably being sent elsewhere.

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Where to start if you scored low

Priority	Items	Why
Quick wins (this week)	9, 11, 13	Google profile category and services, review replies, consistent details. Fast to fix, often quick to show in Maps.
Foundations (this month)	3, 4, 5	Page titles, Search Console, mobile speed. Removes technical barriers holding back everything else.
Biggest long-term impact	1, 6, 7	Service pages, patient-question content, provider bios. This is what earns rankings and AI mentions over time.
Every month	10, 15	Ask for reviews and re-run the AI test to track progress.

Free Google tools mentioned in this checklist

Tool	What it shows you
Google Search Console	Which pages are indexed, what searches you appear for, and site errors
Google Business Profile	Your Maps listing: categories, services, reviews, photos, and updates
PageSpeed Insights	How fast your site loads on mobile and desktop, and what to fix
Rich Results Test	Whether your site's structured data (schema) is detected
Google Search (site: search)	Which of your pages Google has found and how they appear

Want to know exactly where you stand?

Book a **free SEO + AI Visibility Audit**. We'll show you how your practice appears on Google, Google Maps, ChatGPT, and Gemini, which competitor is being recommended instead, and the first three things we'd fix. No obligation, and you keep everything we show you.

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About this checklist: these are signals that help search engines and AI tools understand a local practice. No one outside the companies that build these tools knows exactly how they choose recommendations, and no agency can guarantee rankings or what an AI tool will say. This checklist is general marketing guidance, not legal or medical advice.

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