

Google Business Profile Optimization Checklist

For treatment centers. Work through every item. A complete, actively managed profile is the highest-return local marketing move a treatment center can make, and it is free.

STEP 1 Claim & Verify

- ☐ Claim or add your Business Profile on Google
- ☐ Verify by every method Google offers
- ☐ Set up the account with one clear owner

STEP 2 Complete Your Information

- ☐ Real business name, no keyword stuffing
- ☐ Full, accurate physical address
- ☐ Define service areas by city and region
- ☐ Business hours, including holiday hours
- ☐ Contact details and a link to your website

STEP 3 Choose the Right Categories

- ☐ Most specific primary category (e.g. Addiction treatment center)
- ☐ Accurate secondary categories, up to nine

STEP 4 Write the Description

- ☐ Genuine description, up to 750 characters
- ☐ Weave in searched terms naturally, never stuff
- ☐ No clinical claims you cannot support

STEP 5 Add Photos & Video

- ☐ Real, high-quality facility and team photos
- ☐ A short facility tour video
- ☐ Refresh photos periodically

STEP 6 Publish Posts Regularly

- ☐ Share updates, offers, and events
- ☐ Cross-promote posts on social media

STEP 7 Earn & Manage Reviews

- ☐ Ask ethically and protect client privacy
- ☐ Respond to every review, positive and critical
- ☐ Keep a steady, consistent review velocity

STEP 8 Build NAP & Citations

- ☐ Consistent name, address, phone everywhere
- ☐ Listed on authoritative healthcare directories

STEP 9 Track Performance

- ☐ Review calls, directions, and searches monthly
- ☐ Note which changes moved the numbers

Want your profile built and managed for you?

We optimize and maintain Google Business Profiles for treatment centers, with the accuracy and compliance behavioral health demands. Schedule a free discovery call to map your local strategy. behavioralhealth.partners

For behavioral health: your Business Profile is free and separate from Google Ads. Paid ads for addiction treatment require LegitScript certification; your organic profile does not. Never confirm a person was a client.