

Google Business Profile Self-Audit Scorecard

MEDICAL PRACTICE EDITION

A 7-category, 250-point scoring framework to audit your Google Business Profile — identify gaps in your profile and compare it against selected local competitors.

250

TOTAL POINTS

7

CATEGORIES

44

CRITERIA

5

GRADE LEVELS

WHAT'S INSIDE — 7 SCORING CATEGORIES

01	Profile Completeness	60 pts
02	Visual Content	30 pts
03	Reviews & Reputation	40 pts
04	Engagement & Activity	30 pts
05	NAP Consistency & Technical	40 pts
06	Conversion Optimisation	25 pts
07	Competitive Position	25 pts

HOW TO USE THIS SCORECARD

1. Open your Google Business Profile Manager
2. Score each criterion against the rubric on that page
3. Record your points in the "Earned" column
4. Total your score on Page 9 and check your grade
5. Use Page 10 to prioritise your improvement actions

Internal framework disclosure: This is a self-assessment and prioritisation tool. Its categories, point values, thresholds and grades were designed for this scorecard. They are not Google's scoring system and do not predict a ranking position.

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Laparoscopic Surgeon · Google Visibility Consultant · Doctor-Builder

★★★★★

Since 2018

Built on a real practice

 This is the foundation layer. Incomplete profiles give Google less to work with and give patients less reason to call. **Primary category (10 pts) and business description (10 pts) carry the most points in this category.**

CRITERIA	PTS	EARNED	NOTES
Business name correct and consistent across all platforms	5		
Address complete, accurate, with suite/unit number if applicable	5		
Phone number active — connects directly to practice (not voicemail)	5		
Website URL present, working, and loads correctly	5		
Business hours complete, including special/holiday hours	5		
Business description filled — 500–750 characters, informative (Google's limit is 750 characters)	10		
Primary category — most specific match for your specialty	10		
Secondary categories added (3–5 relevant ones)	5		
Attributes selected — 5+ applicable (accessibility, languages, insurance)	5		
Profile verification completed — ownership current and confirmed	5		
CATEGORY 1 SUBTOTAL	/ 60		

VARIABLE-POINT SCORING GUIDE

10 pts max

Business Description

10

500+ characters, informative, includes specialty keywords

5

250–499 characters — partial credit

1

Under 250 characters — minimal effort

0

Empty or missing entirely

10 pts max

Primary Category

10

Most specific match — e.g., "Urologist" not "Doctor"

5

Too generic — e.g., "Surgeon" instead of specialty

0

Wrong category — does not reflect your specialty

5 pts max

Secondary Categories

1 ea

1 point per relevant secondary category, max 5

0

Deduct for irrelevant or inaccurate categories



Photos help prospective patients see what the practice offers and what they can expect when they arrive. **Photo Quality (5 pts) carries the most points here — one blurry image costs you points.**

CRITERIA	PTS	EARNED	NOTES
Profile photo (logo) uploaded — clear, professional, square format	3		
Cover photo uploaded — welcoming, professional, facility or team	3		
Exterior photos (3+) — building entrance, signage, parking visible (this scorecard's own threshold)	4		
Interior photos (5+) — waiting area, exam rooms (no PHI visible) (this scorecard's own threshold)	4		
Team photos (2+) — professional headshots, with patient consent obtained	3		
Equipment / facilities photos (3+) — modern, clean, reassuring	3		
Photos are high quality — high-res, well-lit, no blurry or dark images	5		
Photos updated in the last 6 months — profile feels current and active	3		
Videos uploaded (if applicable) — virtual tour, doctor intro, facility walkthrough	2		
CATEGORY 2 SUBTOTAL	/ 30		

VARIABLE-POINT SCORING GUIDE

5 pts max Photo Quality 5 All photos high-res, well-lit, professionally composed 4 1 substandard image detected — deduct 1 point per image 0-2 Multiple blurry, dark, or poorly framed images present	3 pts max Photo Recency 3 Photos updated in the last 6 months 2 Last update was 6–12 months ago 1 No new photos added in over 1 year	4 pts max Exterior & Interior Photos 4 3+ exterior OR 5+ interior photos present 2 1–2 exterior OR 2–4 interior photos 0 No photos in this category
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★ Reviews give prospective patients additional information when comparing practices. **This is the highest-weight category in this scorecard — 40 points. Review count and rating together account for 20 of them.**

CRITERIA	PTS	EARNED	NOTES
Total review count — 1 point per 10 reviews, maximum 10 points	10		
Average star rating — 4.5+ stars required for full points	10		
Review response rate — 80%+ of all reviews have a practice response	5		
Recent review activity — 5 or more reviews received in last 3 months	5		
Response quality — thoughtful, personalised, professional tone throughout	5		
No fake or spam reviews — no evidence of policy violations or manipulation	5		
CATEGORY 3 SUBTOTAL	/ 40		

VARIABLE-POINT SCORING GUIDE

10 pts max Review Count 10 100+ reviews — 1 point earned per 10 reviews 5 50 reviews = 5 points 2 20 reviews = 2 points 0 Fewer than 10 reviews	10 pts max Average Rating 10 4.5 stars or above 7 4.0 – 4.4 stars 4 3.5 – 3.9 stars 0 Below 3.5 stars	5 pts max Response Rate 5 80% or more of reviews have a response 3 50–79% response rate 1 Under 50% — most reviews unanswered 0 No responses to any reviews
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Active profiles signal to Google that your practice is operational and patient-engaged. **The Booking Button (9 pts) carries more points than any other single item in this scorecard — it is the most direct conversion trigger.**

CRITERIA	PTS	EARNED	NOTES
Google Posts — 2+ posts published in the last 30 days	5		
Q&A section — 5+ common patient questions answered (parking, insurance, etc.)	5		
Messaging enabled — practice responds to messages within 24 hours	3		
Products / Services section — key procedures listed with descriptions	5		
Booking / appointment button active — links to working scheduling system	9		
Menu uploaded (if applicable — e.g., cosmetic services price list)	3		
CATEGORY 4 SUBTOTAL	/ 30		

VARIABLE-POINT SCORING GUIDE

9 pts max Booking Button ★ Highest-Value Item 9 Active button → links to a working scheduling system 5 Button present but links to homepage, not booking 0 No booking button configured — significant missed conversions
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NAP Consistency & Technical

 NAP = Name, Address, Phone. Inconsistencies across the web confuse Google and hurt local rankings. **Duplicate listings (10 pts) and NAP-website match (10 pts) are critical. Either scoring zero is a red flag requiring immediate action.**

CRITERIA	PTS	EARNED	NOTES
NAP matches website exactly — name, address, phone are identical	10		
NAP matches major directories — Healthgrades, Vitals, Zocdoc, Yelp (US); outside the US, check the insurer directories, hospital listings and local health portals that matter in your market	7		
Service area properly defined — settings match physical or service model	5		
Business location category set correctly (office vs service-area business)	5		
No duplicate listings detected — search by practice name and address	10		
UTM tracking on website link — GBP traffic measurable in analytics	3		
CATEGORY 5 SUBTOTAL	/ 40		

VARIABLE-POINT SCORING GUIDE

10 pts max

No Duplicate Listings

10

No duplicates detected across Google Maps search

0

Duplicates detected — must be removed immediately. Splits reviews, confuses rankings.

7 pts max

NAP in Directories

7

All 3–5 major directories checked — exact match

5

1 minor inconsistency found

3

2 inconsistencies found across directories

0-1

Multiple inconsistencies — foundational SEO issue

3 pts

UTM Tracking

3

URL includes UTM params for source/medium tracking

0

No tracking — cannot measure GBP traffic value

–

Example: ?utm_source=google&utm_medium=organic&utm_campaign=gbp



A complete profile means nothing if it doesn't convert views into calls and appointments. **Direct booking link (7 pts): routing to your booking page instead of your homepage removes a step from the patient's path.**

CRITERIA	PTS	EARNED	NOTES
Call button prominently displayed — test on mobile device	4		
Directions enabled — 'Get Directions' opens maps correctly	3		
Website clicks tracked — GBP website clicks measurable in analytics	3		
Appointment link goes directly to booking page — not the homepage	7		
Primary CTA is clear and compelling — assessed from a patient's perspective	4		
No broken links or errors — website, booking, and menu links all tested	4		
CATEGORY 6 SUBTOTAL	/ 25		

VARIABLE-POINT SCORING GUIDE

7 pts max Direct Booking Link ★ 7 Link goes directly to booking/scheduling page 3 Link goes to homepage — patient must find booking themselves 0 No appointment link configured at all
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Your profile does not exist in a vacuum. These 5 criteria compare you to the 3 nearest Google Maps competitors in your specialty. **Score each item relative to your closest competitor, not against an absolute standard.**

CRITERIA VS. NEAREST 3 COMPETITORS	PTS	EARNED	NOTES
Review count — how does your total compare to the top 3 competitors?	5		=====
Star rating — does your rating equal or exceed the top competitor?	5		=====
Content richness — more photos, posts, and sections than competitors?	5		=====
Response rate — do you respond to more reviews than competitors do?	5		=====
Profile completeness — more filled sections and features than competitors?	5		=====
CATEGORY 7 SUBTOTAL	/ 25		

HOW TO SCORE EACH COMPETITIVE CRITERION

5 pts each

Scoring Scale (All 5 Criteria)

5

 Strongest of the three competitors you selected on this criterion

3

 Comparable to the selected competitors — competitive but not leading

1

 Behind all three selected competitors on this criterion

0

 Significantly behind — a meaningful competitive gap

How to find competitors

Research Steps

1

 Search your specialty + city in Google Maps

2

 Note the top 3 results that are not yours

3

 Open each profile and compare against your own

4

 Record counts in the Notes column for reference

⚠ Important

Competitor Notes Column

Tip

 Use the Notes column to record competitor names and their scores for future tracking

Tip

 Re-run this category quarterly — competitor profiles change

Tip

 The gap in Cat 7 tells you the size of the threat, not just your absolute score

Score Summary & Grading Scale

Add up your category subtotals, calculate your total, and find your grade below

Internal framework: these grades reflect this scorecard's own conventions. They are not Google's scoring system and do not predict a ranking position.

STEP 1 — TRANSFER YOUR CATEGORY SUBTOTALS HERE

Cat 1

Profile Completeness

/ 60 pts

Earned:

Cat 2

Visual Content

/ 30 pts

Earned:

Cat 3

Reviews & Reputation

/ 40 pts

Earned:

Cat 4

Engagement & Activity

/ 30 pts

Earned:

Cat 5

NAP Consistency & Technical

/ 40 pts

Earned:

Cat 6

Conversion Optimisation

/ 25 pts

Earned:

Cat 7

Competitive Position

/ 25 pts

Earned:

Total

All Categories

/ 250 pts

Earned:

Step 2 — Your Total Score

/ 250

Percentage

Your Grade

STEP 3 — FIND YOUR GRADE

GRADE	SCORE RANGE	PERCENTAGE	WHAT IT MEANS
A	225 – 250	90–100%	Profile is highly optimised and competitive. Minor tweaks only.
B	200 – 224	80–89%	Solid profile with a few gaps. Focus on missing high-value items.
C	175 – 199	70–79%	Significant opportunities. Prioritise Categories 1, 3, and 4 first.
D	150 – 174	60–69%	Major profile gaps. Work through Categories 1, 3 and 5 before anything else.
F	Below 150	< 60%	Profile is critically incomplete. Check verification and duplicate listings first.

 Re-audit quarterly

Local rankings shift — competitors update their profiles

 After major changes

New location, rebrand, new services — re-audit

 Before campaigns

Ensure profile is optimised before driving paid or organic traffic

Now you have your score. Here's what to do with it.

⚡ QUICK WINS — HIGH IMPACT, LOW EFFORT (START HERE)

Fix these today — each takes under 2 hours

- › Enable the booking button and link directly to your scheduler
- › Add your correct primary category — be specific, not generic
- › Answer 5 common patient Q&As in your profile
- › Write and upload a 500+ character business description
- › Upload 5+ interior and 3+ exterior photos
- › Check and fix every link — phone, website, booking (every broken step adds friction to the patient's path)

📅 STRATEGIC PRIORITIES — HIGH IMPACT, ONGOING EFFORT

Build these over the next 30-90 days

- › Build a consistent, ethical review generation system
- › Respond to every review within 48 hours — even the positive ones
- › Track your GBP traffic with UTM parameters
- › Publish 2+ Google Posts per month — events, updates, tips
- › Audit NAP consistency across 5+ major directories
- › Run a competitor comparison quarterly using Cat 7 of this scorecard

🚨 IF YOU SCORED D OR F — ADDRESS THESE FIRST

Foundational profile elements are incomplete. Start here.

- › Verify your profile is claimed and ownership is current
- › Search for and remove any duplicate listings immediately
- › Fix NAP — website and top 5 directories must match exactly
- › I would not spend on paid campaigns until Categories 1-3 are above 70% — you would be paying to send patients to a profile that is not ready for them

If your score came out lower than you expected, the Health Check tells you which gaps to close first.

Request a Google Business Profile Health Check
systems.drjarshimitra.com/audit/

**Free • No obligation
Doctor-to-doctor**