GOJI GUIDE

Google Business Profile checklist for acupuncturists

Open your profile in Google Maps or Search and check a box only when what a patient sees is accurate today. Anything left unchecked is your list for this week.

OWN IT

- [ ] My Google Business Profile is claimed and verified
- [ ] The profile name matches my real-world business name
- [ ] My primary category is the most specific one that fits

BE FINDABLE

- [ ] My address or service area follows Google's eligibility rules
- [ ] Hours are right, including holiday and special hours
- [ ] The phone number is current and matches my website
- [ ] The profile links to my current website

TURN VIEWS INTO VISITS

- [ ] The appointment link goes directly to my booking page
- [ ] Services are listed in words a patient would use
- [ ] I have recent photos of the entrance, treatment room and practitioner

REVIEWS, SAFELY

- [ ] I request genuine reviews without incentives or review gating
- [ ] My public review replies do not confirm that a reviewer is a patient

Guide and explanations

This checklist is practical guidance, not legal advice. Google changes profile fields and rules, so confirm them in Google's current help pages, and ask your compliance advisor how to handle review replies and patient information.