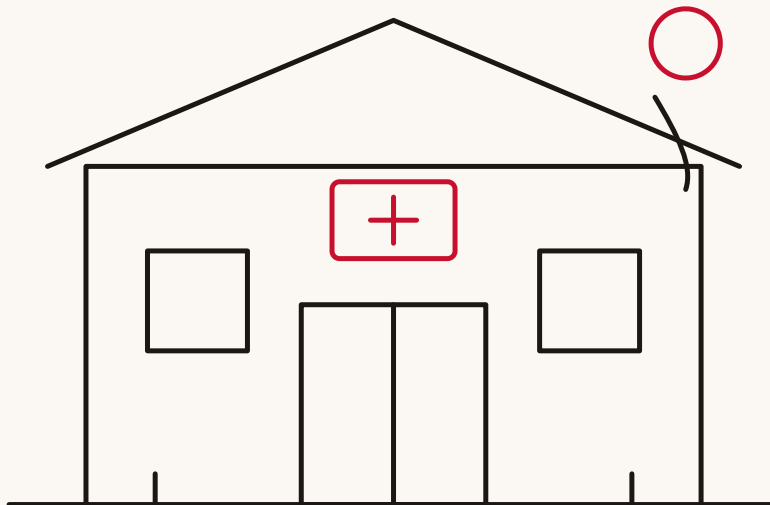


FREE GUIDE FOR CLINIC OWNERS

The Clinic Owner's Google Checklist

How to get your clinic found, reviewed and booked on Google, in one afternoon.



25

points to check on
your Google profile

10

photos every clinic
should post

4

WhatsApp scripts,
ready to send

6

ways to show up in AI
answers

15

minutes a day to keep
it working

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FROM THE EDITOR

Patients choose a clinic before they ever call it.

When someone searches for a doctor nearby, they compare what Google shows them: photos, reviews, timings, and how easy it is to call. That short look decides whether they pick you or the clinic down the road.

This guide helps you make that first look count. It's written for busy clinic owners and front-desk teams, not marketers. You don't need a big budget or technical skills, just a phone and an afternoon.

Work through Chapter 1 first, then build the habits in Chapters 2 and 3. Page 11 is designed to be printed and kept at the front desk.

The Dacway team

A NOTE FOR MEDICAL PRACTICES

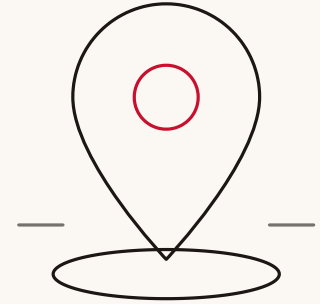
Keep what you publish factual: timings, services, qualifications and location. Avoid claims like "best doctor" or guaranteed results, never share patient details, and follow your medical council's current rules on professional conduct and advertising.

Google's features change from time to time. This guide reflects how things work as of September 2026. It is general guidance, not legal or medical advice.

01

CHAPTER ONE

Your profile, in fifteen minutes



Your Google Business Profile is the box that appears when someone searches your clinic's name, or "doctor near me". For many patients, it matters more than your website.

What patients look for first

Are you open? Correct hours, including lunch breaks and holidays. **Is this the right clinic?** A clear name, speciality and doctors. **Can I trust it?** Recent reviews and real photos. **How do I get there?** An exact map pin, a landmark, and parking.

Before you start

Search for your clinic on Google Maps from your phone, as a patient would, and take a screenshot. You'll compare it with a new one when you finish this chapter.

Then check who manages your profile. Open business.google.com with the clinic's Google account. If you can't get in, or a former employee set it up, fix access first. Everything else depends on it.

Never let the only access to your profile sit with someone who has left.

KEEP ONE CLINIC ACCOUNT, AND ADD YOUR MANAGER AS A SECOND USER

Why "complete" matters

Profiles with full, accurate details are easier for Google to understand and show for relevant searches. Just as important, a complete profile answers patients' questions before they call, so the calls you get are more likely to become appointments.

THE CHECKLIST, PART ONE

Twenty-five points. Tick *what's* done.

Fix the rest this week. Most take a few minutes each.

A. The basics

1–8

- 1 **Profile is claimed and verified** ☐
You can log in and edit it yourself.
- 2 **Name matches your signboard exactly** ☐
No extra keywords or taglines in the name.
- 3 **The right primary category** ☐
The single best fit, e.g. Dentist, Pediatrician or Medical clinic.
- 4 **Additional categories for your specialities** ☐
Only ones you genuinely offer.
- 5 **Address matches signboard and website** ☐
Same spelling and format everywhere.
- 6 **Map pin sits on the entrance patients use** ☐
Zoom in and drag it if needed.
- 7 **Description in plain language** ☐
Who you are, what you treat, a nearby landmark. Factual.
- 8 **Opening date added** ☐
Shows how long you've served the area.

B. Hours and contact

9–13

- 9 **Regular hours are correct** ☐
Including lunch breaks and evening sessions.
- 10 **Special hours set for holidays and festivals** ☐
Nothing loses a patient faster than a closed door.
- 11 **Phone is answered during opening hours** ☐
Test it yourself once a month.
- 12 **Website link works on a phone** ☐
Tap it on your own mobile to check.
- 13 **Booking link added, if you have one** ☐
A booking page or your WhatsApp link.



THE CHECKLIST, PART TWO

C. Services and content

14–19

14 Services listed with short descriptions ☐

Name the treatments patients actually search for.

15 Doctors' names and qualifications on your website ☐

Patients check who they'll see.

16 Useful attributes set ☐

e.g. wheelchair-accessible entrance, parking, where true.

17 Logo and cover photo uploaded ☐

Your logo, and a clear photo of the front.

18 At least 10 recent, real photos ☐

See the shot list on page 6.

19 An update posted in the last 30 days ☐

Holiday timings, a health camp, a new service.

D. Reviews and trust

20–25

20 New reviews in the last 30 days ☐

Recent reviews matter more than old ones.

21 Every review has a reply ☐

Brief, warm, and without medical details.

22 Replies go out within a week ☐

Set a weekly reminder (page 11).

23 Review QR card or link ready at reception ☐

Makes asking easy for your staff.

24 Same name, address and phone everywhere ☐

Website, Facebook, Practo, Justdial and other directories.

YOUR SCORE

20–25

Strong. Keep it fresh with the weekly routine.

12–19

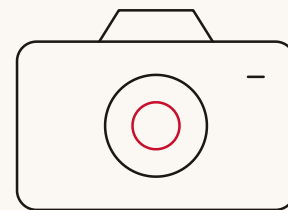
A good start. Fix the unticked items this week.

Under 12

Patients are likely choosing other clinics. Start with section A today.

THE SHOT LIST

Ten photos every clinic should post



Real photos answer the question "What will it be like when I go there?" Stock images don't.

01 The entrance, by day

So patients recognise it when they arrive.

03 Reception and waiting area

Clean, bright, uncluttered.

05 Equipment you're proud of

Add a short caption.

07 Your team together

A real, welcoming clinic.

09 Hygiene and cleanliness

A sterilisation area or clean treatment space.

02 Your signboard, close up

Matches what they saw on Google.

04 A consultation room

Tidy and empty, no patients in view.

06 Each doctor, a portrait

Friendly, well lit, plain background.

08 Directions and parking

The nearest landmark or parking spot.

10 A community moment

A health camp or awareness day, no identifiable patients without written consent.

HOW TO SHOOT

Hold the phone horizontally, use daylight, wipe the lens, and skip heavy filters. Add two or three fresh photos every month.

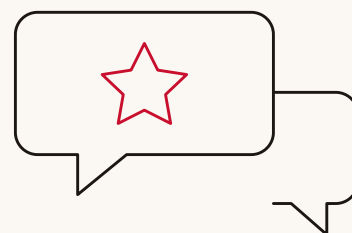
PATIENT PRIVACY

Never photograph patients, prescriptions, reports or screens with patient information without written consent.

02

CHAPTER TWO

Reviews, every week



Most happy patients never leave a review. Not because they don't want to, but because nobody asked.

THE FIX IS A SYSTEM, NOT LUCK

THE FOUR-STEP SYSTEM

- 1 Pick the right moment**
Ask when the patient is happy, usually right after a good visit. Not a week later.
- 2 Make it one tap**
Share your review link directly, and keep a QR card at reception for patients waiting to pay.
- 3 Ask personally**
A two-line WhatsApp from the clinic feels natural. Long forms and SMS blasts don't.
- 4 Reply to every review**
Thank people by name. It shows new patients that real people run the clinic.

WHAT NOT TO DO

Don't offer discounts, gifts or free services for reviews, don't write reviews yourself or ask staff and relatives to, and don't filter out unhappy patients before asking. Google's policies don't allow these, and such reviews can be removed.

WHO ASKS?

Make one person responsible, usually the front desk. A small daily habit beats an occasional push.

COPY AND SEND

Four scripts for WhatsApp

1 After the visit

SAME DAY

Hi Priya, thank you for visiting Sunrise Clinic today. If you were happy with your visit, could you share a quick Google review? It really helps other families find us: [review link]

1a The same, in Hindi

SAME DAY

Namaste Priya ji, aaj Sunrise Clinic aane ke liye dhanyavaad. Agar आपको हमारी सेवा अच्छी लगी हो, तो क्या आप Google पर एक छोटा सा review दे सकती हैं? इसे दूसरे परिवारों को हम तक पहुंचाने में मदद मिली है: [review link]

2 One gentle reminder

3 DAYS LATER, ONCE

Hi Priya, just a gentle reminder in case you missed our earlier message. Your review would mean a lot to our team: [review link]. Thank you!

3 Replying to a good review

WITHIN A WEEK

Thank you, Priya! We're glad you had a good experience. Our team looks forward to seeing you again. Sunrise Clinic

4 Replying to an unhappy review

WITHIN 2 DAYS

Hello Ramesh, thank you for your feedback, and we're sorry your visit didn't meet expectations. We'd like to understand what happened. Please call us on [phone] so we can help. Sunrise Clinic

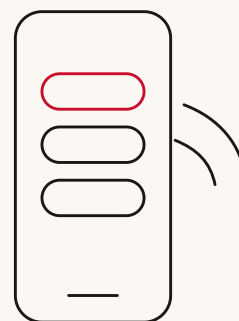
REPLYING SAFELY

Never mention a diagnosis, treatment or visit details in a public reply, even if the patient did. Thank them, stay calm, and move the conversation to a phone call.

03

CHAPTER THREE

From search to appointment



Being found is only half the job. The other half is making it effortless to call, message or book, in one tap.

Check these on your phone

- 1 **Call button rings the right number** ☐
From both your Google profile and website.
- 2 **WhatsApp button opens a chat with the clinic** ☐
Use a link like wa.me/91XXXXXXXXXX.
- 3 **Directions lead to the exact entrance** ☐
Walk the route once from the main road.
- 4 **Timings, doctors and location on the first screen** ☐
Patients shouldn't have to scroll for the basics.
- 5 **There's a simple way to book** ☐
A booking link, a WhatsApp message, or "Call to book".

Reply fast, even when busy

In the WhatsApp Business app, set a greeting message for new chats, an away message for after hours, and quick replies for common questions like timings, fees (if you share them) and directions.

A patient who gets an instant, helpful reply is far more likely to book.

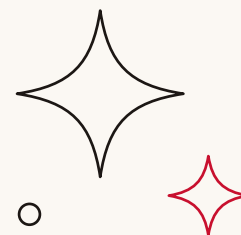
"How did you find us?"

ASK EVERY NEW PATIENT AT THE FRONT DESK, AND NOTE THE ANSWER

After a month, you'll know whether patients come from Google, friends, Instagram or walk-ins, and where to focus.

FIELD NOTES

When patients ask AI



More people now ask ChatGPT, Gemini or Google's AI answers things like "good pediatrician near Kothrud, open on Sunday". These tools recommend businesses they can clearly understand from what's published online.

Six things that help

- | | |
|---|--|
| <p>1 The same details everywhere
Name, address, phone and hours match across Google, your website and directories.</p> | <p>2 A clear services page
Each treatment explained in plain words, and who it's for.</p> |
| <p>3 An FAQ page
Timings, parking, what to bring, whether you take walk-ins.</p> | <p>4 Honest, recent reviews
Patients naturally mentioning your services. Never script them.</p> |
| <p>5 Your doctors' credentials
Names, qualifications and experience, stated factually.</p> | <p>6 Up-to-date information
Old timings or a closed branch confuse people and AI alike.</p> |

Try this once a month

Ask two or three AI assistants a question a patient might ask, such as "Which clinic near [your area] treats [condition] and is open on Sunday?" Note whether you appear, and whether the details are right. If not, fix your website and Google profile first.

BE REALISTIC

No one can guarantee what an AI assistant recommends. What you can control is giving it clear, accurate, consistent information, which helps real patients too.

KEEP AT THE FRONT DESK

The weekly routine

About fifteen minutes a day keeps your clinic visible, trusted and easy to book.

WHEN	TIME	WHAT TO DO	DONE
Every day	5 min	Send the after-visit message to every patient who was happy with their visit.	☐
Monday	10 min	Reply to last week's new reviews, using the scripts on page 8.	☐
Tuesday	5 min	Post one update or one or two new photos on your Google profile.	☐
Wednesday	5 min	Check next week's hours. Holiday or doctor on leave? Update special hours.	☐
Thursday	5 min	Follow up on WhatsApp chats you haven't replied to.	☐
Friday	5 min	Count this week's new reviews and "found us on Google" patients.	☐
Monthly	30 min	Tap-test call, WhatsApp and website links. Add fresh photos. Ask an AI assistant about your clinic.	☐
NEW REVIEWS THIS WEEK			
FOUND US ON GOOGLE			
UNANSWERED CHATS			

RATHER HAVE IT DONE FOR YOU?

We'll get your clinic found, trusted and answered.

Dacway sets up and runs everything in this guide: your Google profile, photos and posts, a review QR card and WhatsApp review requests, a clear mobile website, and a simple monthly report.

LAUNCH

₹9,999

One-time. Website and Google profile, set up properly.

GROWTH

₹2,999 / month

Plus ₹9,999 setup. We run it for you, every month.

Get a free website & Google check



Dacway

Get found. Get trusted. Get answered.

WhatsApp: [PHONE / WHATSAPP]

Email: [EMAIL]

Web: [WEBSITE] · Instagram: [INSTAGRAM]