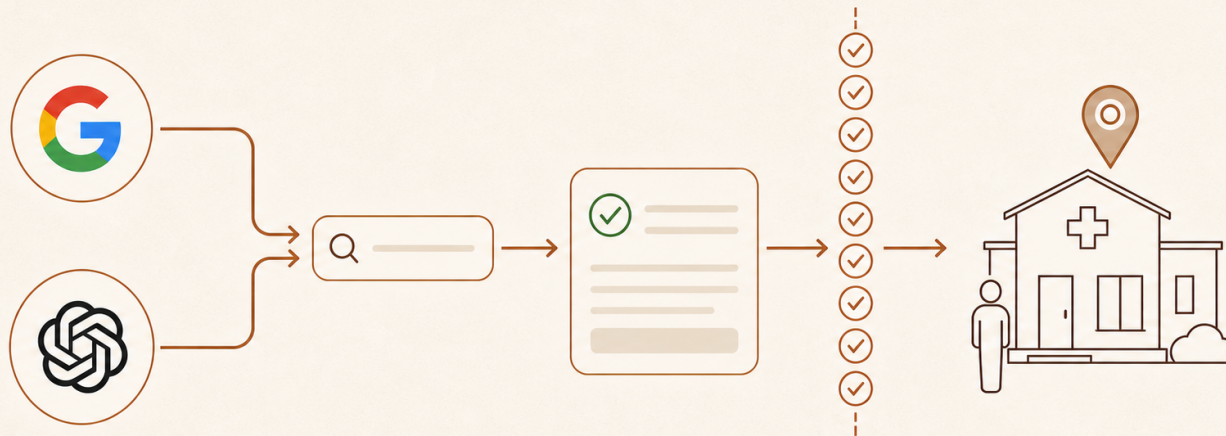


10 THINGS MEDICAL PRACTICES SHOULD DO TO GET MORE PATIENTS

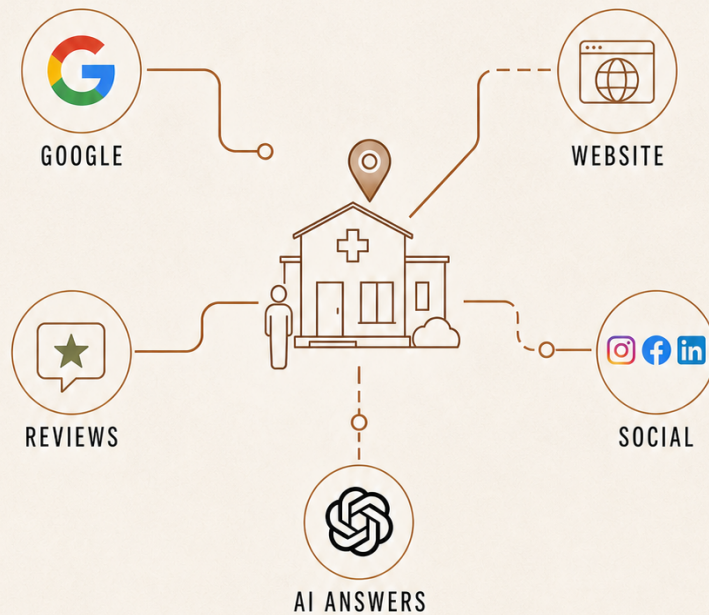
THE 2026 CHECKLIST FOR GOOGLE, CHATGPT + LOCAL SEARCH



From Google, ChatGPT, and local search in 2026.



1. SEE WHERE PATIENTS LOSE SIGHT OF YOU



START WITH THE GAPS.
NOT RANDOM MARKETING TASKS.

One presence. Three patient decisions.

Patients do not experience Google, your website, reviews, and social as separate channels. They experience one practice.

01

GET FOUND

Show up accurately in search, maps, and the places people ask for local care.

02

EARN TRUST

Make specialty fit, credentials, proof, and current information easy to verify.

03

MAKE CONTACT EASY

Give people an obvious path to call, get directions, send a form, or book.

2. COMPLETE YOUR GOOGLE BUSINESS PROFILE














- ✓ CATEGORY
- ✓ SERVICES
- ✓ HOURS
- ✓ LOCATION
- ✓ PHONE
- ✓ PHOTOS
- ✓ BOOKING LINK

KEEP EVERY DETAIL ACCURATE.

Claim and complete your Google Business Profile

WHAT TO DO

Verify ownership, then make the profile accurate: category, services, address, hours, phone number, website, appointment link, photos, and service-area details where they apply.

WHY IT MATTERS

Google uses complete, accurate information to understand what a practice does and match it to relevant local searches. Patients also use the profile to decide whether a practice looks current and reachable.

CHECK THIS WEEK

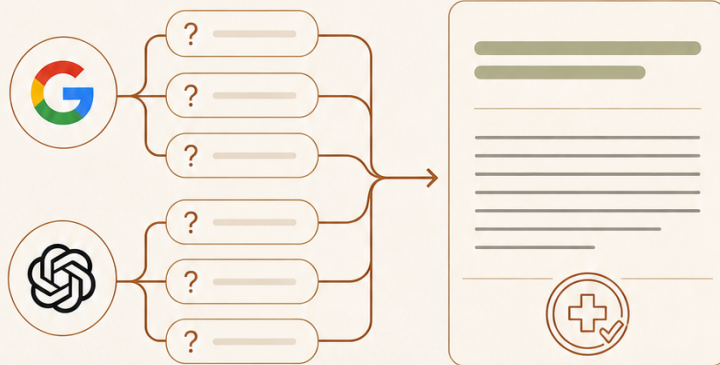
Search for your practice in Google Maps on a phone. Check every field, special hour, service, link, and photo as if you were a new patient.

COMMON MISS

Treating a claimed profile as a finished profile. A profile with old hours, a missing booking link, or vague services creates doubt at the exact moment a patient is deciding.

4. ANSWER WHAT PATIENTS ASK

USE THE WORDS PATIENTS USE.



- ✓ CLEAR ANSWER FIRST
- ✓ CLINICAL EXPLANATION SECOND
- ✓ REVIEWED BY THE DOCTOR

Answer the questions patients actually ask

WHAT TO DO

Turn recurring patient questions into clear website answers: what a service is, who it may help, what to expect, when to call, what to bring, and how to take the next step.

WHY IT MATTERS

Google and AI search systems need useful, crawlable information to surface a page. Patients need the same thing before they trust a practice enough to contact it.

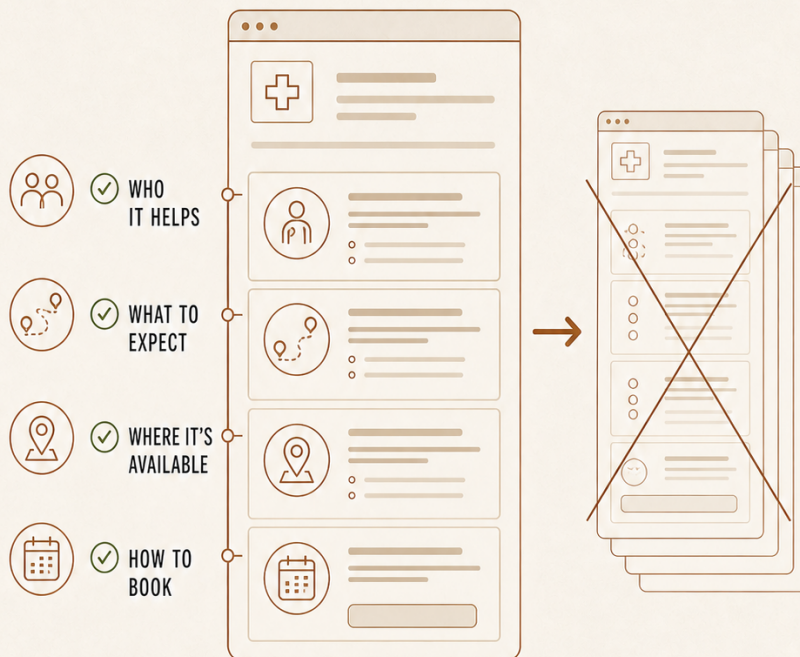
CHECK THIS WEEK

Ask the front desk for the ten questions they repeat most often. Compare that list with your service pages and note which answers are missing or buried.

COMMON MISS

Writing for a search engine instead of a patient. The best answer is direct, plain-language, clinically reviewed, and attached to a real service or next step.

3. GIVE EVERY SERVICE A REAL PAGE



USEFUL PAGES.
NOT CITY NAMES SWAPPED.

Create real specialty and location service pages

WHAT TO DO

Give each important service a useful page that explains the service, the provider or practice context, who it is for, what happens next, and how to contact the practice. Add location context only when it is real and useful.

WHY IT MATTERS

A homepage cannot explain every service well. Focused pages help searching patients understand whether the practice is relevant to their need and give search engines clearer information to index.

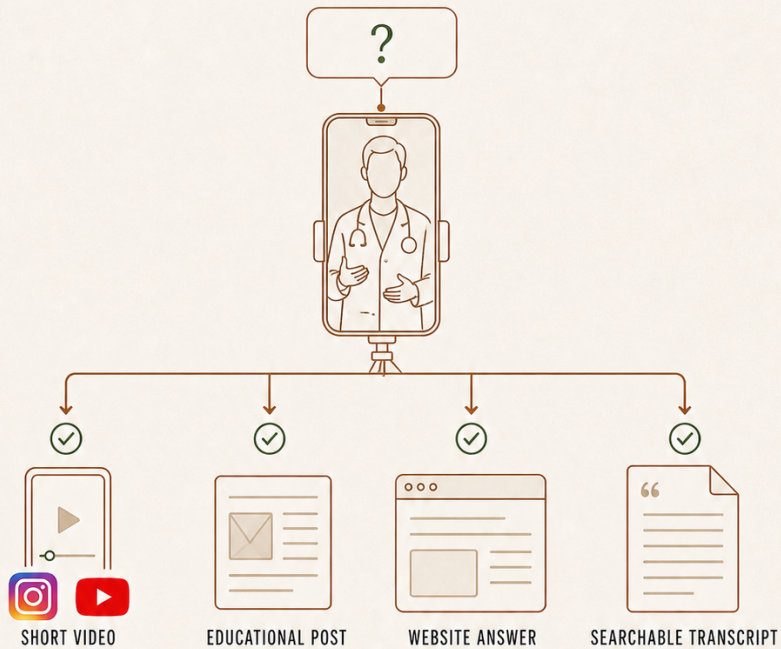
CHECK THIS WEEK

List your five highest-priority services. For each, ask: can a new patient understand this service, see why this practice is credible, and take the next step on one page?

COMMON MISS

Publishing dozens of thin city pages with swapped place names. Build fewer pages with real service detail, local proof, and information a patient would actually use.

7. PUBLISH IN THE DOCTOR'S VOICE



ONE USEFUL ANSWER.
SEVERAL CHANNELS.

Turn patient questions into content

WHAT TO DO

Use the questions patients ask before booking as a weekly content backlog. Create short explanations, FAQs, comparison posts, and videos that point back to useful service information.

WHY IT MATTERS

Helpful content gives patients more ways to recognize that your practice understands their problem. It also keeps the website and social channels from looking abandoned between campaigns.

CHECK THIS WEEK

Choose one real question from the front desk. Write a 30-second answer, a short post, and a website FAQ from the same idea.

COMMON MISS

Posting generic health tips that could come from any practice. Start with the questions, services, and decisions your own patients face.

6. KEEP EARNING REAL REVIEWS



- ✓ ASK FOR HONEST FEEDBACK
- ✓ RESPOND PROFESSIONALLY
- ✓ NEVER REVEAL PATIENT DETAILS

NEVER PAY FOR REVIEWS.

Keep reviews fresh and respond to them

WHAT TO DO

Make it easy for real patients to leave honest feedback, reply professionally, and learn from repeated concerns. Follow platform and healthcare privacy rules in every request and response.

WHY IT MATTERS

Reviews and replies are visible trust signals. Google says that more reviews and positive ratings can help local prominence, while thoughtful replies show that a business values feedback.

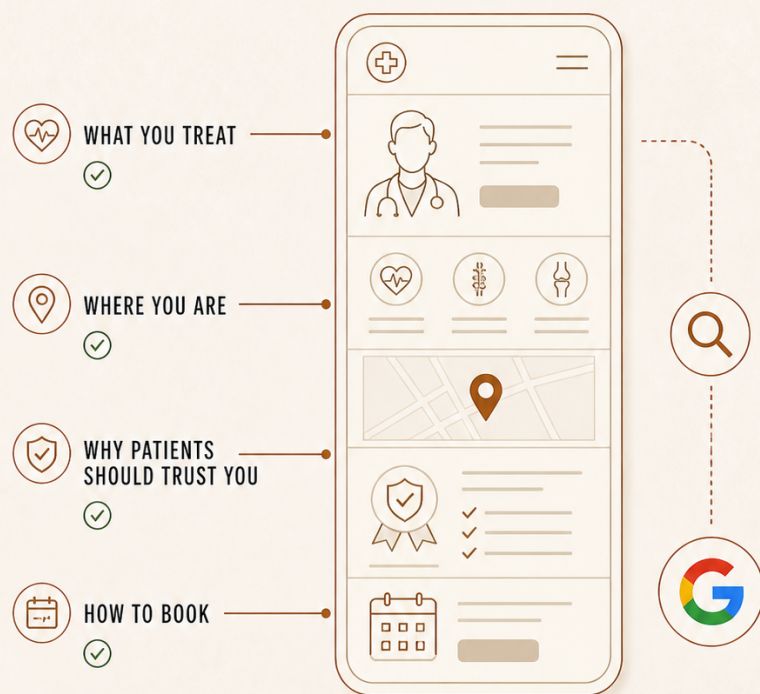
CHECK THIS WEEK

Review the last 90 days of reviews. Reply to unanswered feedback, identify recurring praise or friction, and confirm your review-request process never offers incentives.

COMMON MISS

Using a copy-paste thank-you for every review or trying to manufacture reviews. Patients can spot it, and Google requires reviews to reflect genuine experiences.

8. MAKE YOUR WEBSITE EASY TO USE



**MOBILE-FIRST.
SEARCH-READABLE.**

Fix the technical basics and mobile experience

WHAT TO DO

Make important service information easy to crawl and read. Prioritize pages that load well on a phone, show the main answer in text, have clear headings, and make calling or booking simple.

WHY IT MATTERS

A strong message cannot help if a patient leaves before reading it. Good mobile experience, accessible text, speed, and a clear next step support both search visibility and patient confidence.

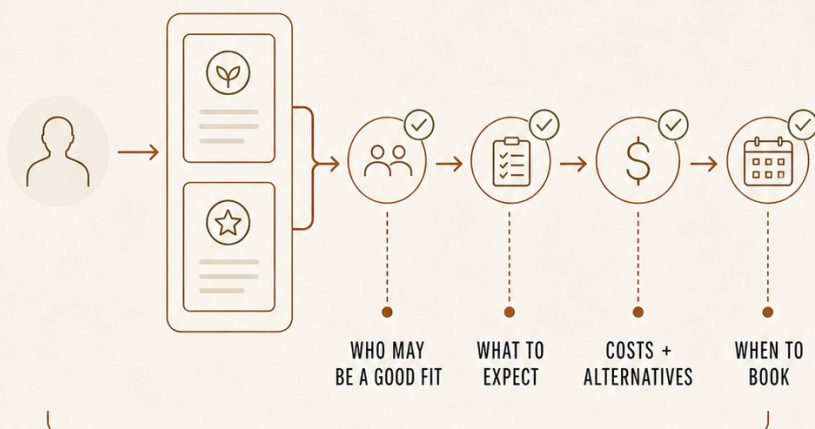
CHECK THIS WEEK

Open your top five public pages on a phone with ordinary cellular service. Time the load, find the main service answer, and try to call or request an appointment without pinching or hunting.

COMMON MISS

Hiding the important answer inside an image, PDF, pop-up, or a slow client-only interface. Put the useful information in the page itself.

9. HELP PATIENTS MAKE DECISIONS



MAKE THE NEXT
STEP CLEAR.

Build pages for real patient decisions

WHAT TO DO

Create clinically reviewed decision content around questions such as what to expect, when a service may be appropriate, how two care paths differ, and when someone should contact the practice.

WHY IT MATTERS

Patients do not only search for a provider name. They search while comparing options and deciding whether to act. Helpful decision pages can answer that moment without making unsupported medical claims.

CHECK THIS WEEK

Choose one high-value service. List the three decisions a patient makes before booking, then identify which page or FAQ should answer each decision.

COMMON MISS

Writing "best treatment" pages that oversimplify care or make claims the practice cannot support. Educational content needs clinical review, accurate qualifiers, and a clear next step.

IMPROVE WHAT ALMOST RANKS

SEARCH CONSOLE · PAGES ALMOST THERE

- 08 Service page
- 12 Procedure guide
- 17 FAQ answer
- 20 Location page

START WITH THE PAGES ALREADY GETTING ATTENTION.

Make the answer better.

PAGES THAT ALMOST RANK

Start with pages already getting attention.

WHAT TO DO

Use Search Console to find pages and queries already close to visibility. Improve the page's answer, clinical review, title, internal links, service details, and next-step clarity before creating a new page.

WHY IT MATTERS

Existing pages already have a signal: people and search engines can find them. A better answer on a page that is nearly visible is often more useful than publishing another generic article.

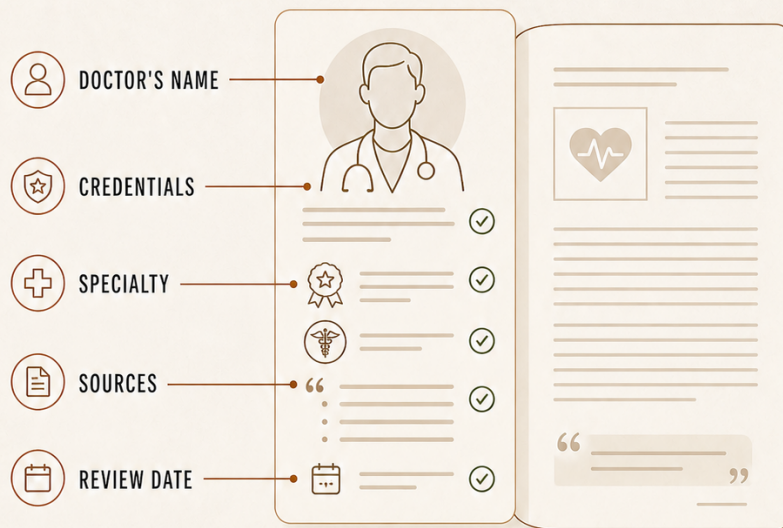
CHECK THIS WEEK

Export queries and pages sitting around positions 8-20. Pick one page, compare it with the question behind the query, and improve the missing answer or proof.

COMMON MISS

Changing a page only to repeat a keyword. Improve what the patient can understand, verify, and do after they land there.

5. MAKE YOUR EXPERTISE OBVIOUS



SHOW WHO STANDS
BEHIND THE ANSWER.

Show credentials, outcomes, and local proof where people decide

WHAT TO DO

Make provider credentials, specialties, care approach, location, real reviews, patient resources, and approved outcome information easy to find on service pages, the website, and public profiles.

WHY IT MATTERS

Before patients call, they look for evidence that the practice is legitimate, relevant, and trusted by people like them. Clear proof reduces the work a patient must do to feel confident.

CHECK THIS WEEK

Review a service page and your Google profile side by side. Can a new patient quickly find the provider, service, location, trust signals, and the next step?

COMMON MISS

Keeping the proof in a staff bio, an old post, or a PDF nobody sees. Put verified proof close to the decision it supports.

10. TRACK. LEARN. IMPROVE.



UPDATE WHAT GETS ATTENTION.
KEEP WHAT DRIVES ACTION.

Track what drives contact and improve the next plan

WHAT TO DO

Track the actions you can reliably see: calls, appointment requests, directions, form submissions, booking-link clicks, and the content or pages that assisted them. Review the pattern weekly.

WHY IT MATTERS

A practice does not need more reports. It needs to know which work is helping the right patients find and contact it, then use that learning to choose next week's work.

CHECK THIS WEEK

Define three leading signals for your practice and record a baseline. For example: booking-link clicks, contact-form submissions, and directions requests.

COMMON MISS

Calling likes, views, or a single ranking the outcome. Use them as clues, then connect them to actions that show real patient interest.

Your 15-minute patient discovery audit.

Check what is already true. Circle one action that would make the biggest difference in the next seven days.

☐ 01 Claim and complete your Google Business Profile

☐ 02 Answer the questions patients actually ask

☐ 03 Create real specialty and location service pages

☐ 04 Turn patient questions into content

☐ 05 Keep reviews fresh and respond to them

☐ 06 Fix the technical basics and mobile experience

☐ 07 Build pages for real patient decisions

☐ 08 Improve pages that almost rank

☐ 09 Show credentials, outcomes, and local proof where people decide

☐ 10 Track what drives contact and improve the next plan

Choose one job, assign an owner, and review what changed next week.

Use this as a working checklist, not a promise of rankings or patient volume.

The guidance in this guide follows Google's published local-search and people-first search documentation. Clinical content still needs the practice's own review.

01 Google Business Profile: Tips to improve your local ranking

<https://support.google.com/business/answer/7091?hl=en-en>

02 Google Business Profile: Tips to get more reviews

<https://support.google.com/business/answer/3474122?hl=en>

03 Google Search Central: Optimizing for generative AI features

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide?hl=en>

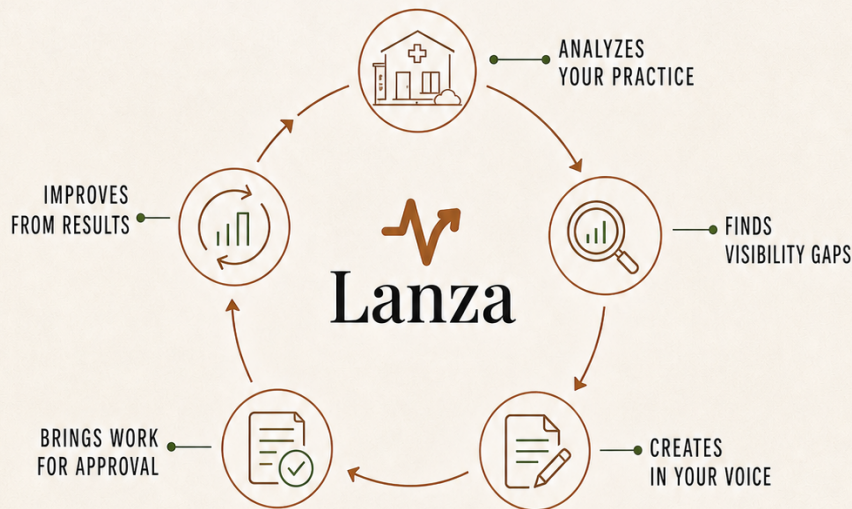
04 Google Search Central: AI features and your website

Google's documentation does not require special AI-only markup. Useful, crawlable, people-first information remains the foundation.



KNOWING THE CHECKLIST IS NOT THE SAME AS GETTING IT DONE

LANZA WORKS LIKE AN
AI MARKETING EMPLOYEE.



REVIEW. APPROVE. DISTRIBUTE.



Who owns this every week?

Lanza is the AI marketing team a medical practice hires to analyze the gaps, prepare the work, bring it for approval, and improve the next plan.

- 1 Learns the practice and its priorities
- 2 Analyzes the website and connected channels
- 3 Prepares content and campaigns for review
- 4 Shows what worked and improves next week



HIRE LANZA

Hire Lanza