

Local SEO Starter Kit

20 free & easy things to do

A step-by-step guide to help people near you find your clinic when they search on Google or AI.



Your Google Business Profile

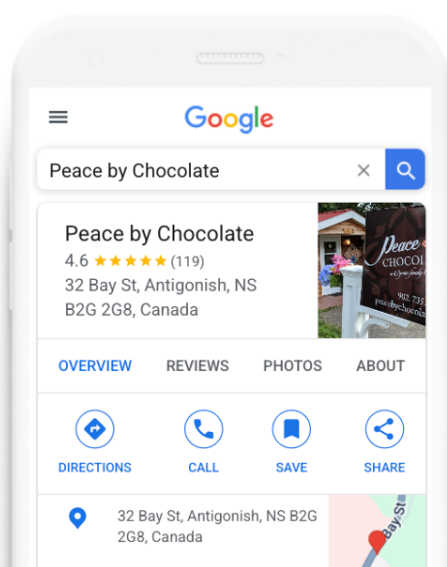
Your free listing on Google Maps and search, and the biggest lever for getting found locally. Sign in to manage all of this at business.google.com.

1

Claim and verify your profile

Why: an unclaimed profile means Google shows whatever it wants, and you cannot edit a thing.

How: at business.google.com, search your clinic name, claim it, and follow Google's steps to verify.



Find and manage your business



Type your business name

Can't find your business?

[Add your business to Google](#)

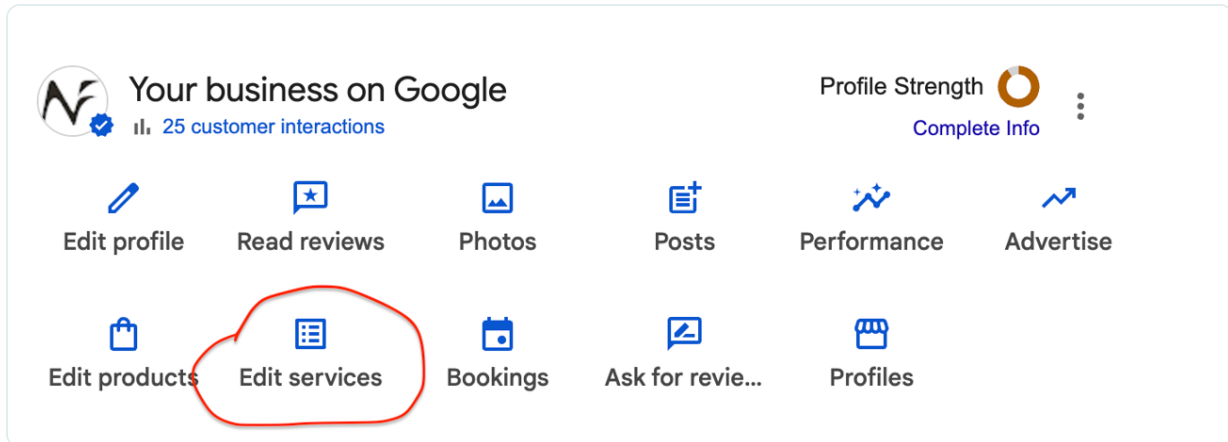
Search your clinic name and choose "Claim this business", then follow the steps to verify.

2

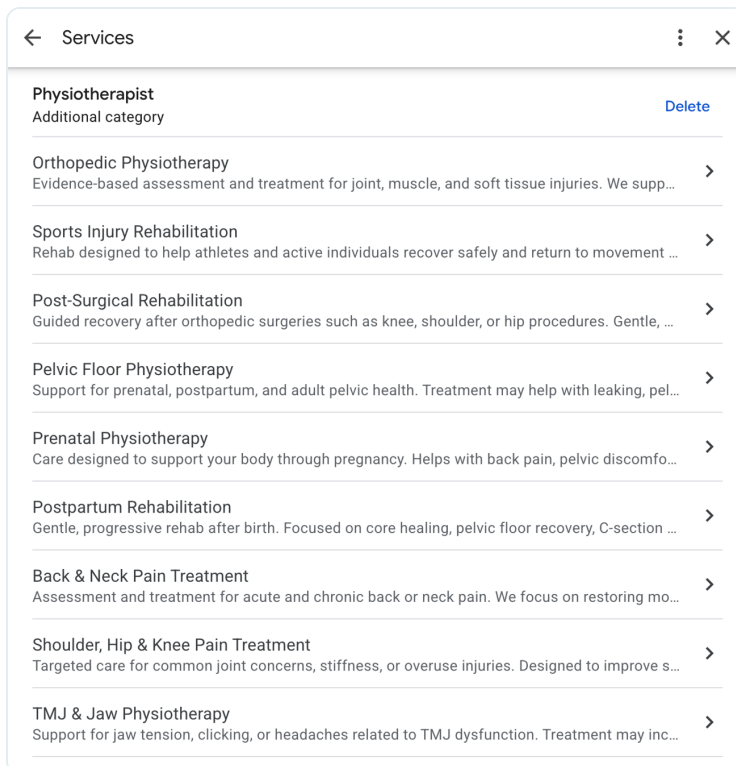
List every service you offer

Why: listing each service tells Google you offer it, so you can show up when someone searches for it by name.

How: open Edit services and add each one (physiotherapy, pelvic health, sports rehab) with a short description.



Open Edit services.



Add every service with a short description.

3

Set the right categories

Why: your primary category tells Google which searches to match you to, so it needs to fit.

How: open Edit profile, then Business category. Set your main category as primary and add secondary ones for the rest.

← Business information

About Contact Location Hours More

About your business

Business name
NewFrame Digital

Business category 

Marketing agency **PRIMARY**

Software company

Marketing consultant

Internet marketing service

Open Edit profile and find Business category.

← Business information

About Contact Location Hours More

Business category

Help customers find your business by industry. [Learn more](#)

Primary category*
Marketing agency

Additional category
Software company X

Additional category
Marketing consultant X

Additional category
Internet marketing service X

+ Add another category

Save Cancel

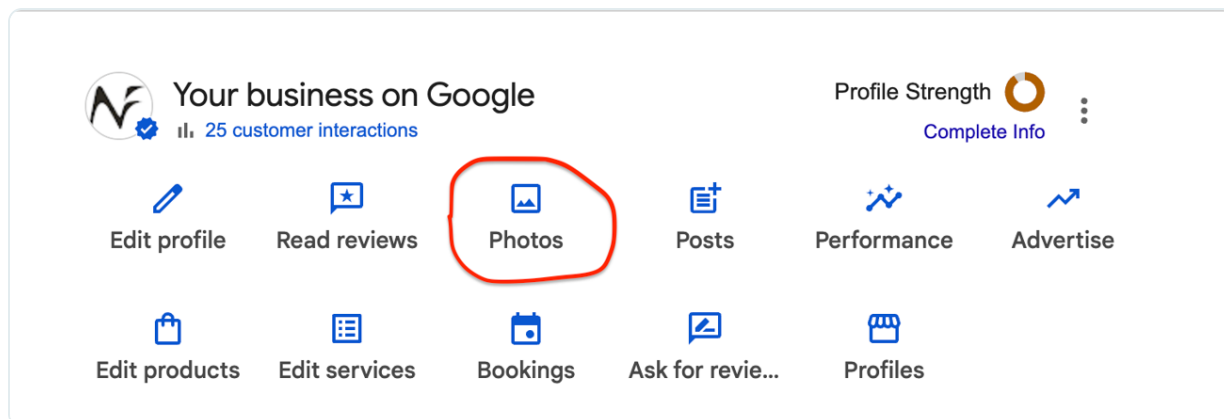
Set one primary category, then add additional ones.

4

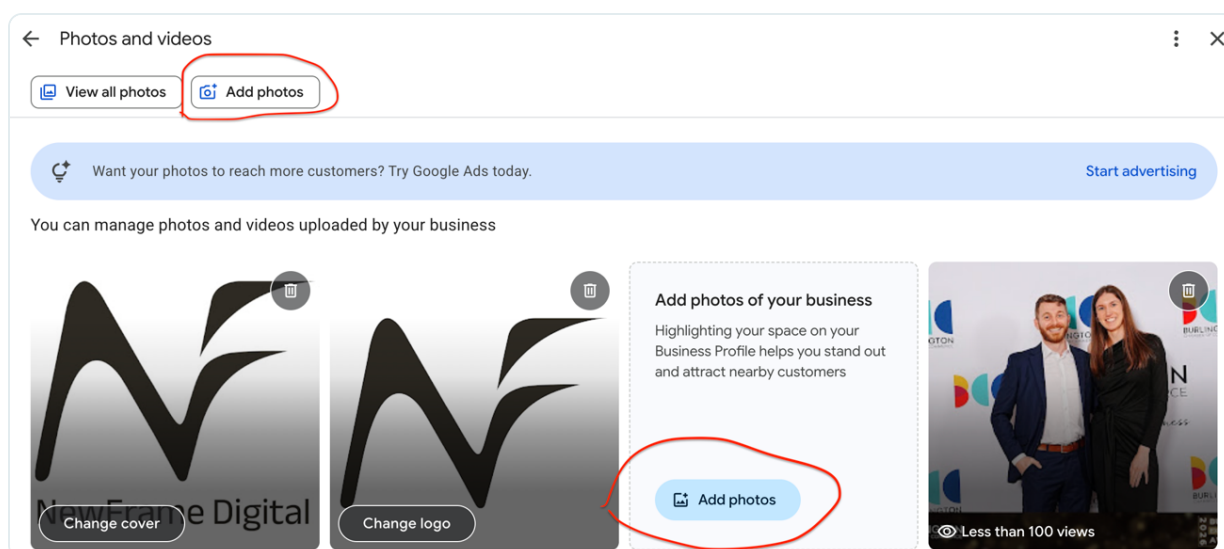
Add real photos

Why: profiles with real photos of your space tend to get more clicks than ones with none.

How: open Photos and upload your space, your team, and your treatment rooms. Add a few fresh ones every couple of months.



Open Photos.



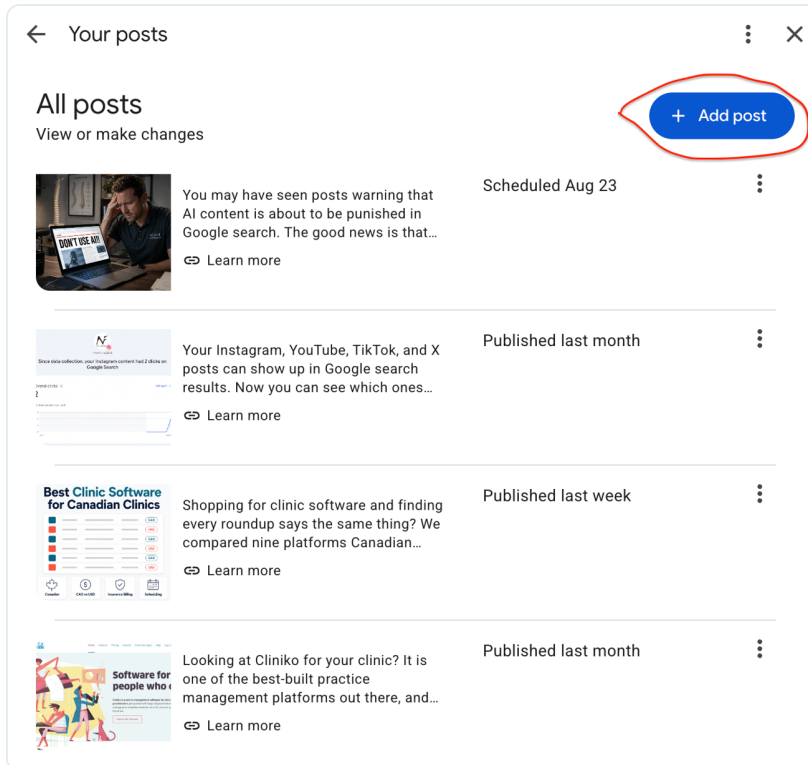
Upload real photos of your clinic.

5

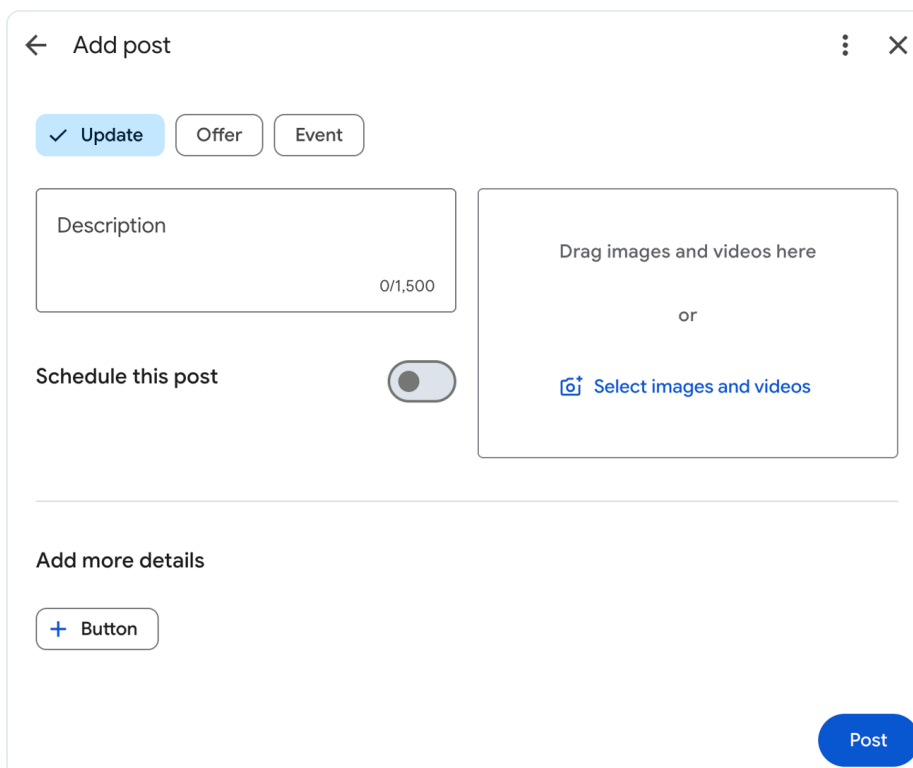
Post updates regularly

Why: an active profile signals to Google that your clinic is open and current.

How: open Posts, choose Add post, and share a tip, a service, or news a couple of times a month.



Open Posts and choose Add post.



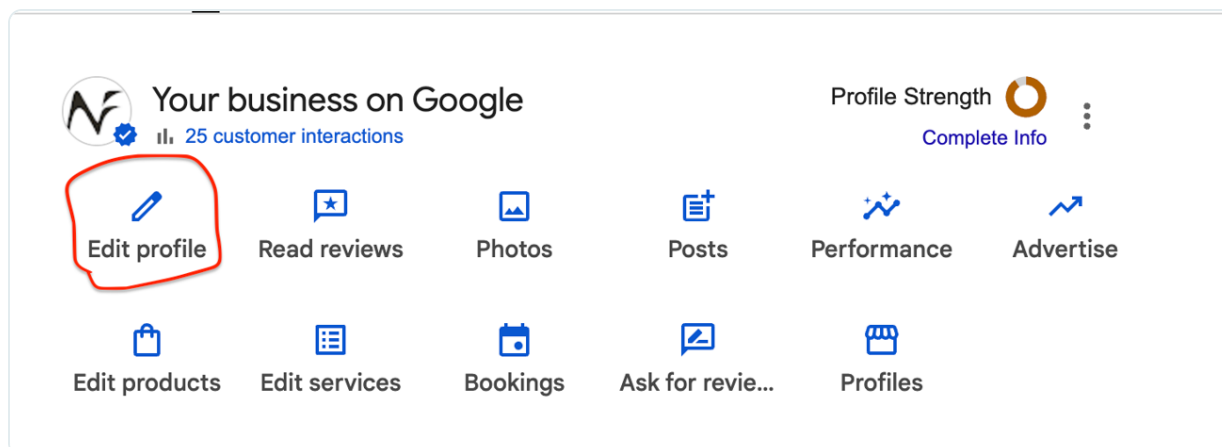
Share an update, offer, or event.

6

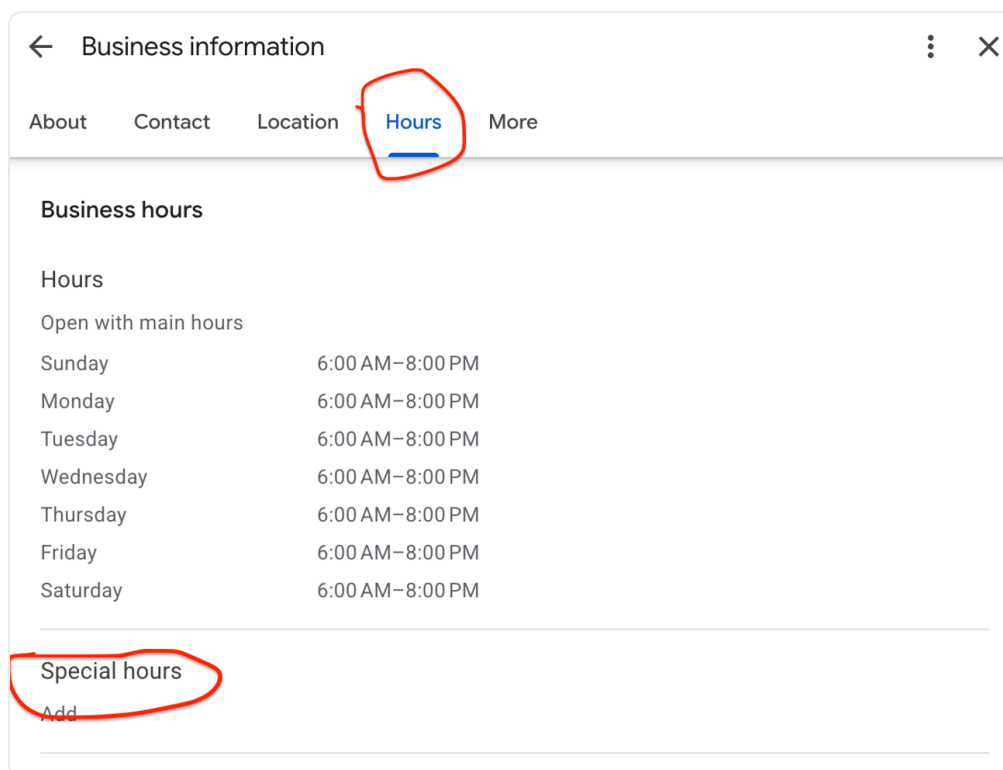
Complete your hours

Why: wrong or missing hours cost you booked patients and chip away at trust.

How: open Edit profile, then Hours. Fill in your regular hours and your special or holiday hours.



Open Edit profile.



Set your hours, and do not forget Special hours for holidays.

7

Add your booking and website links

Why: every extra tap between finding you and booking you loses people.

How: open Edit profile, then Contact, and add your website and booking link. If you use Jane, you can connect booking through Reserve with Google so patients book right from your listing.

Business information

About
Contact
Location
Hours
More

Website

http://www.thewellnesshub.co/

Social profiles

https://www.instagram.com/thewellnesshubco/
https://www.facebook.com/thewellnesshubinc

Menu or services link

Add

Add your website and booking link.

See photos

See outside

Live Right Physio

5.0 ★★★★★ 86 Google reviews

Physiotherapist in Burlington, Ontario

Website

Directions

+4

Book online

Address: 4391 Harvester Rd Unit 7, Burlington, ON L7L 4X1

Phone: (416) 524-0120

Hours: Closed · Opens 8 a.m. Tue

Province: Ontario

Suggest an edit · Own this business?

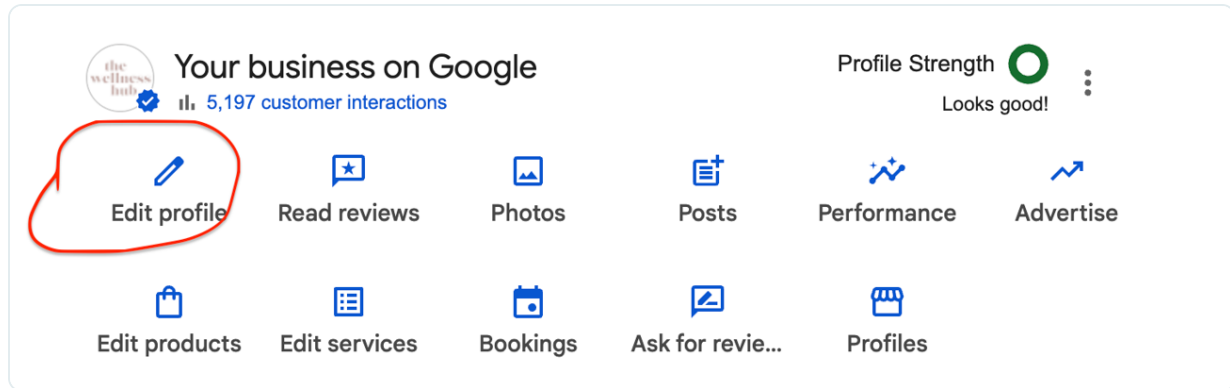
With Jane and Reserve with Google, a Book online button appears right on your listing.

8

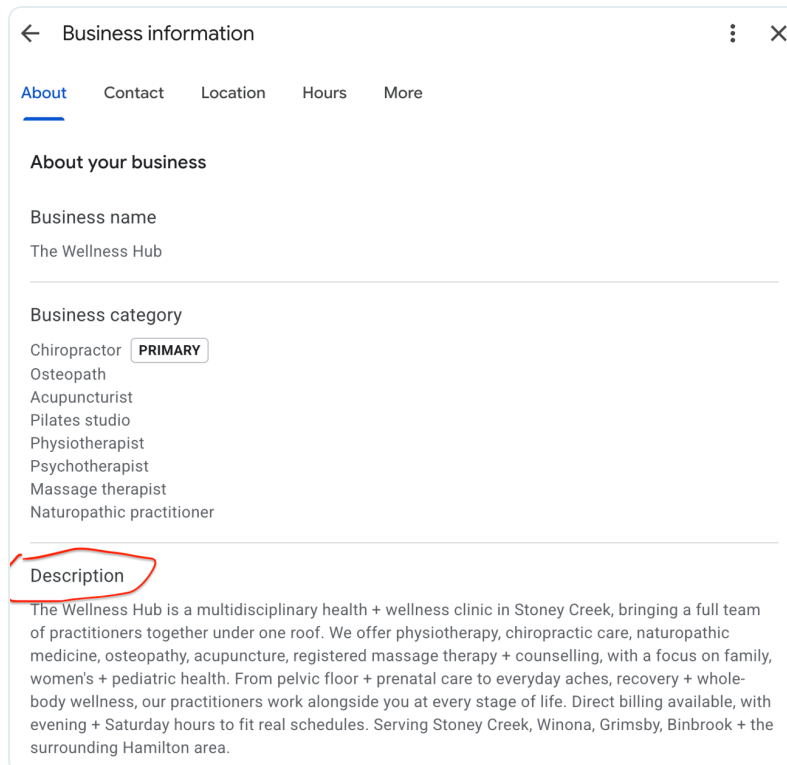
Write a full business description

Why: it is your space to tell Google and patients who you help and where.

How: open Edit profile, then About, and describe your care, who you help, and your city in plain language.



Open Edit profile.



Edit the Description and work in your services and your city.



Your website

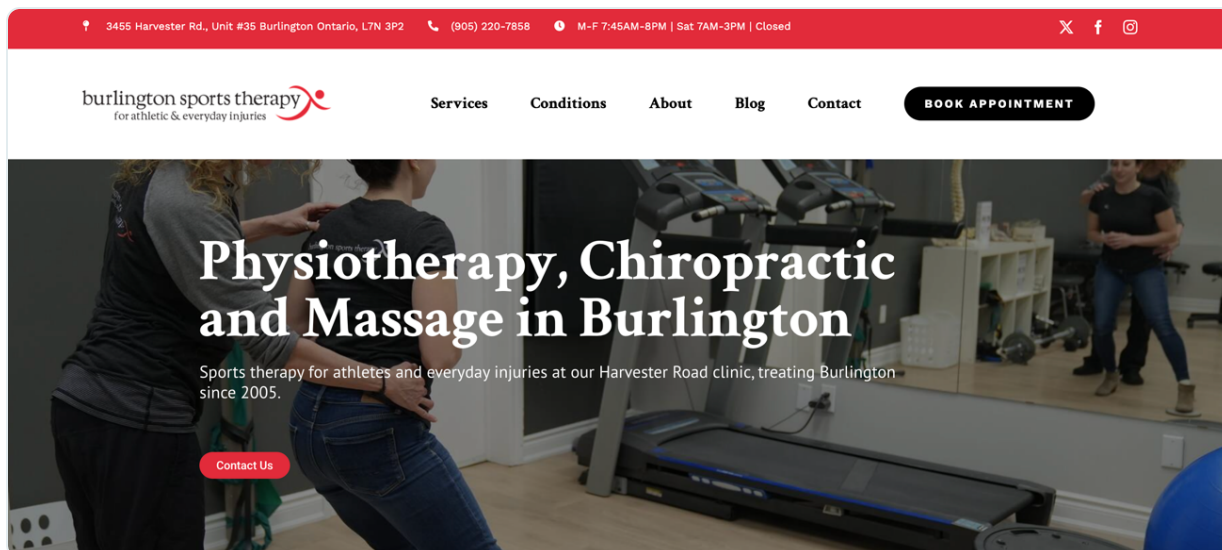
Google and AI tools read your website to understand what you do and where. A few small wording changes make that obvious.

9

Put your location in your page titles

Why: Google leans on your page headings to match you to local searches.

How: name your city in your main titles, like "Physiotherapy, Chiropractic and Massage in Burlington".



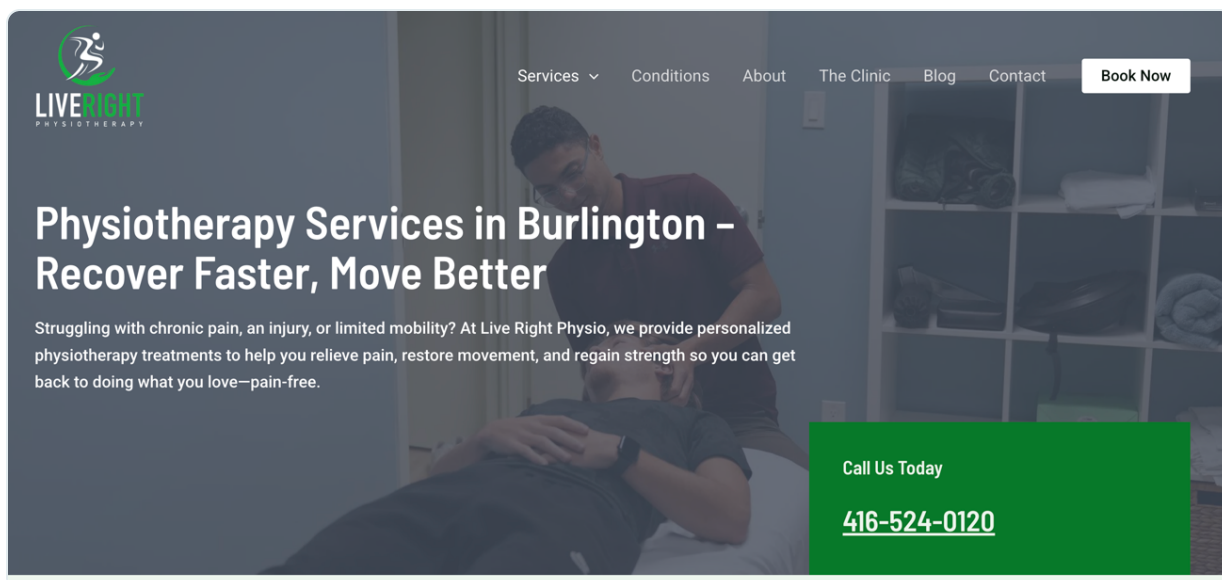
City right in the headline. "in Burlington" tells Google exactly where you are.

10

Put your services in your headings

Why: a page built around one service tends to rank for that service more than a page that lists everything.

How: give your biggest services their own page with the service and city named in the heading.



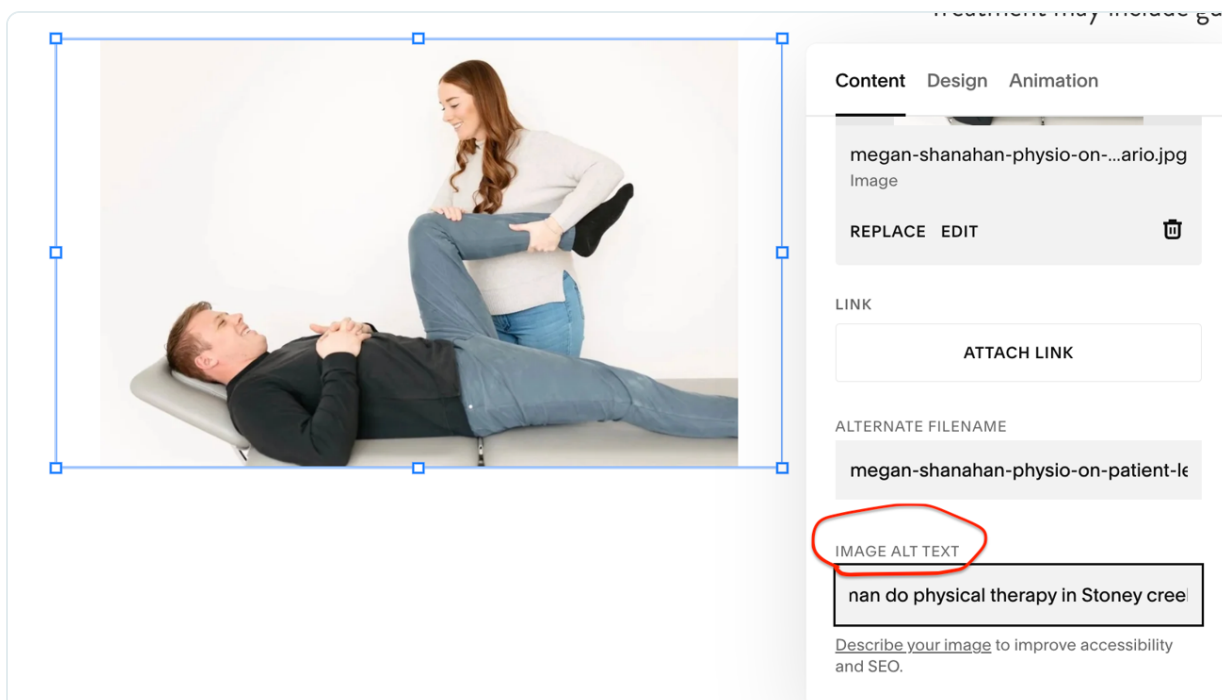
A service in the heading: "Physiotherapy Services in Burlington".

11

Describe every image (alt text)

Why: Google cannot see images, it reads their text description, and screen readers use it too.

How: in your website editor, add alt text that says what the photo shows, plus your location and the service.



Fill the alt text field with a plain description that includes your location and service.

12

Show your contact details on every page

Why: the same contact info on every page builds trust with Google and with patients.

How: put your name, address, and phone in the footer so they appear on every page of your site.



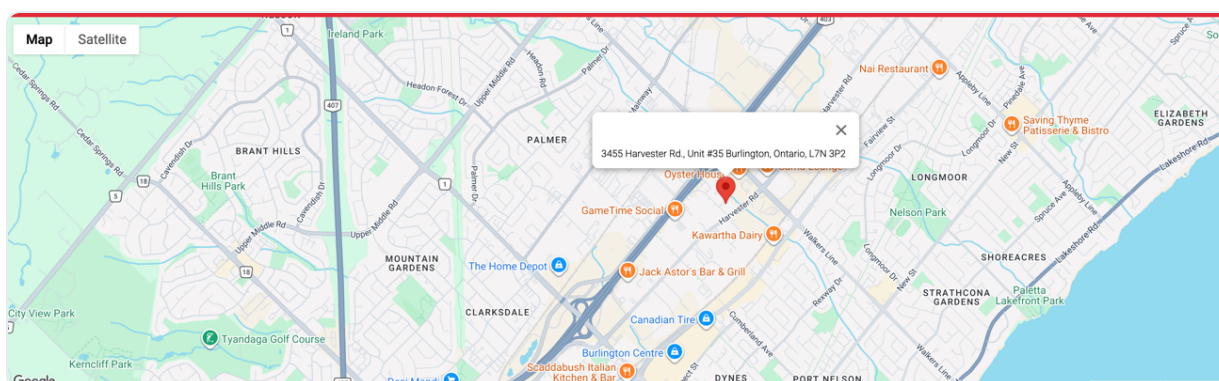
Name, address, and phone in your footer, on every page.

13

Add a Google Map to your contact page

Why: an embedded map helps patients and Google confirm exactly where you are.

How: embed a Google Map showing your clinic on your contact page.



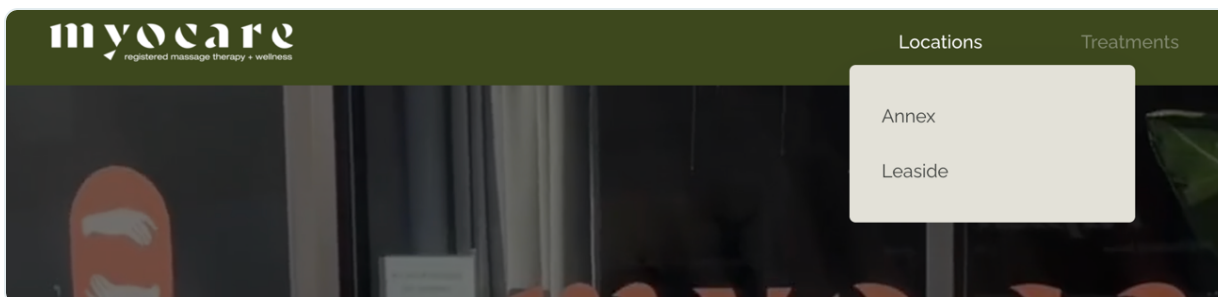
An embedded Google Map pinned to your clinic on your contact page.

14

Build a page for each clinic location

Why: if you have more than one location, one page per location tends to rank in each city more than a single page that covers them all.

How: give each of your locations its own page with that clinic's address, hours, and map, linked from a Locations menu.



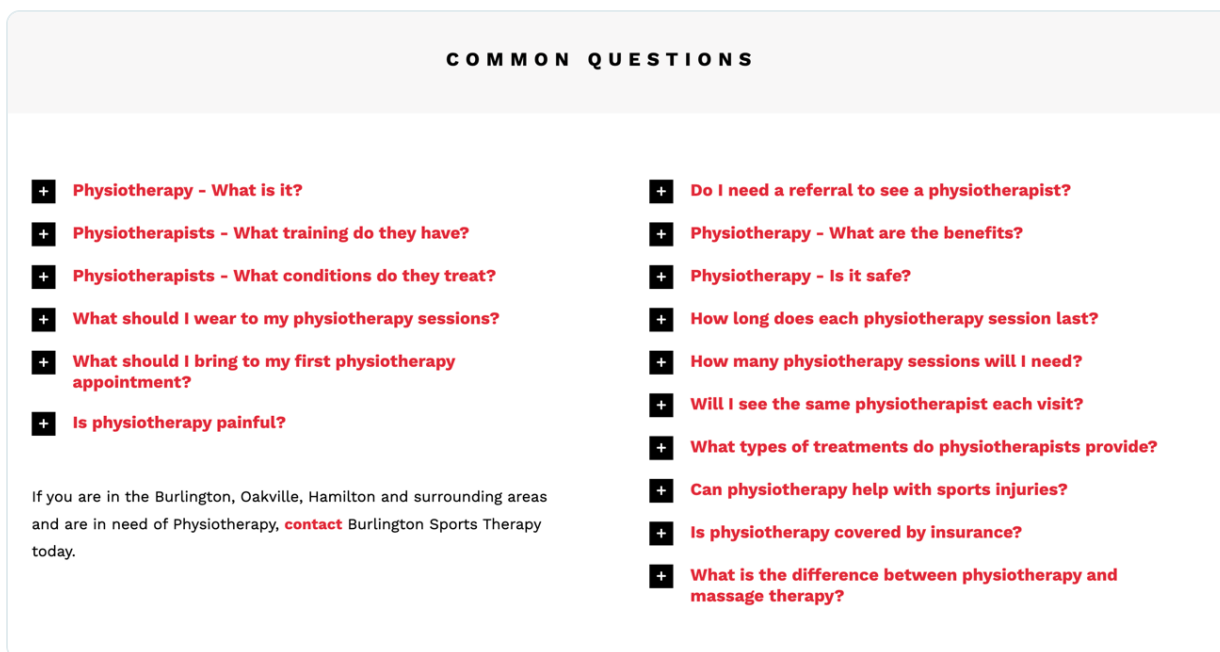
A Locations menu that leads to a page for each of your clinic locations.

15

Add an FAQ section

Why: patient questions match how people search, and AI tools quote clear answers.

How: answer the questions patients ask before booking, right on your service pages.



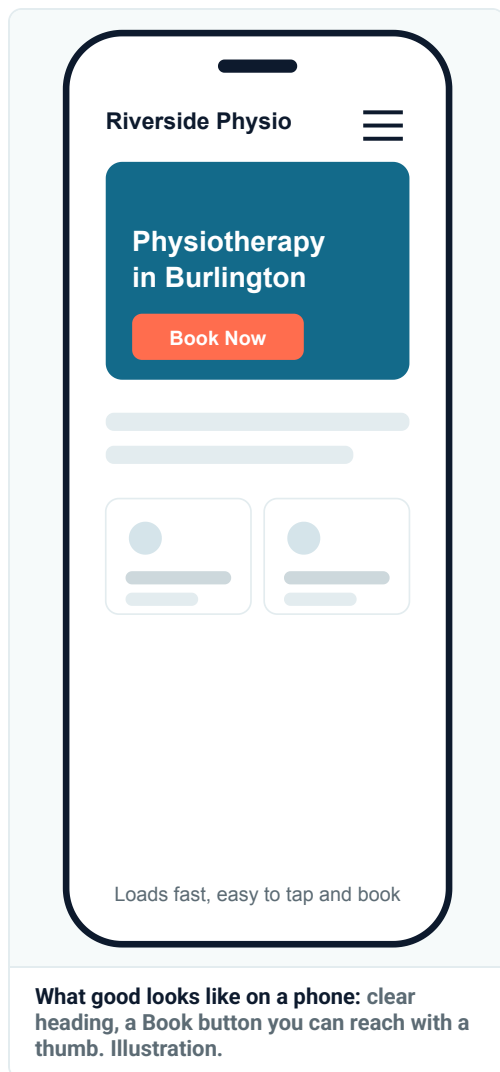
A Common Questions section that answers what patients actually ask.

16

Check your site on your phone

Why: most patients find you on a phone, and Google ranks the mobile version of your site.

How: open your own site on your phone and make sure it loads fast, reads clearly, and lets you book with a thumb.





Reviews and reputation

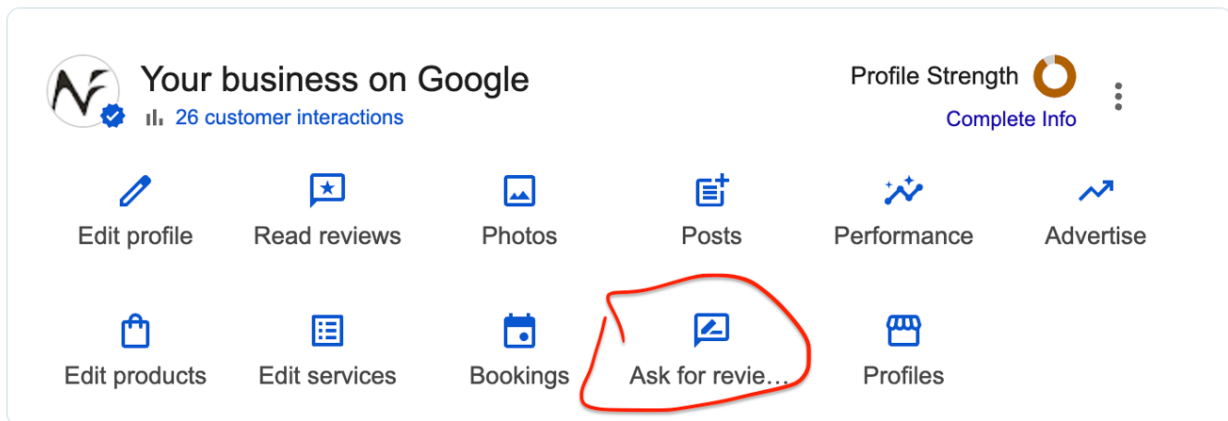
In Ontario you can invite patients to leave a review, for example through your newsletter. You cannot offer a discount, gift, or any reward in exchange for one.

17

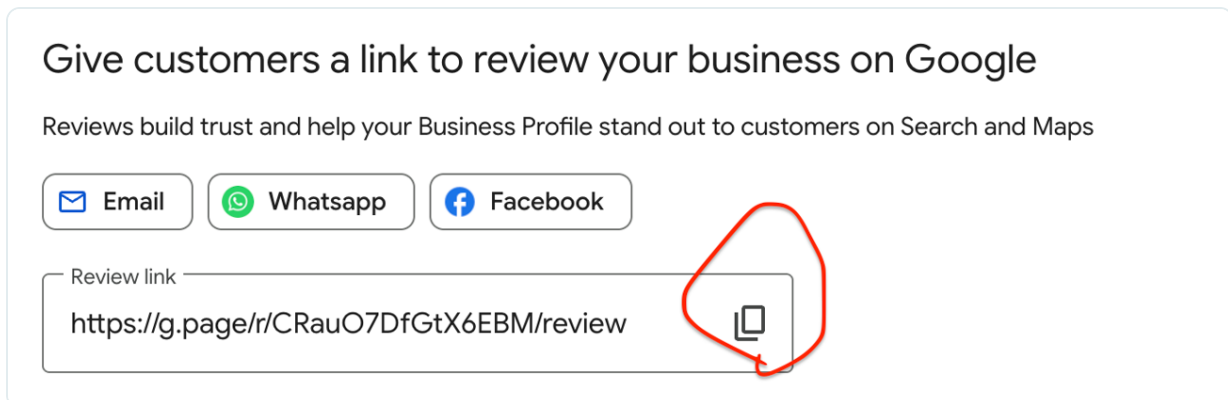
Share your review link where patients already hear from you

Why: a steady stream of genuine reviews builds trust and helps you show up.

How: in your profile, use Ask for reviews to copy your Google review link, then include it in the newsletter that goes to patients who signed up.



Use Ask for reviews.



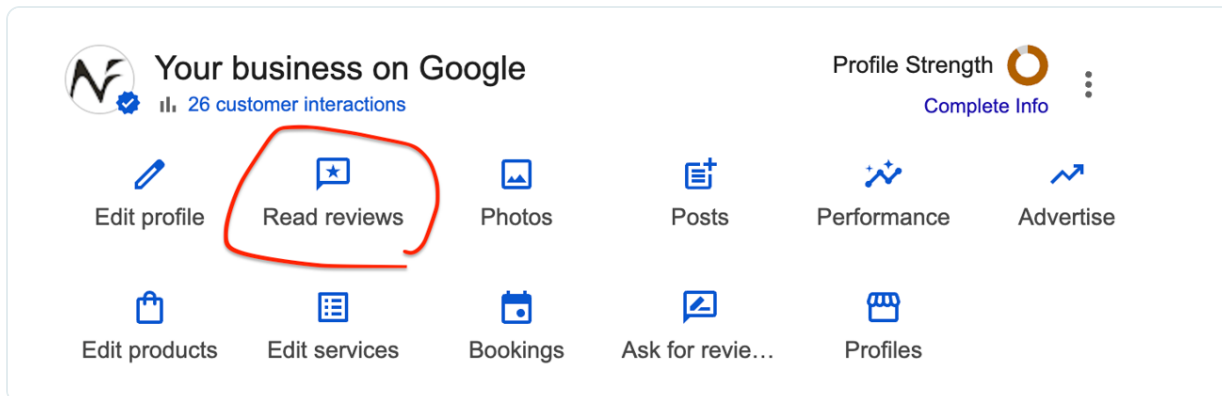
Copy your review link. This is the exact link you drop into your newsletter.

18

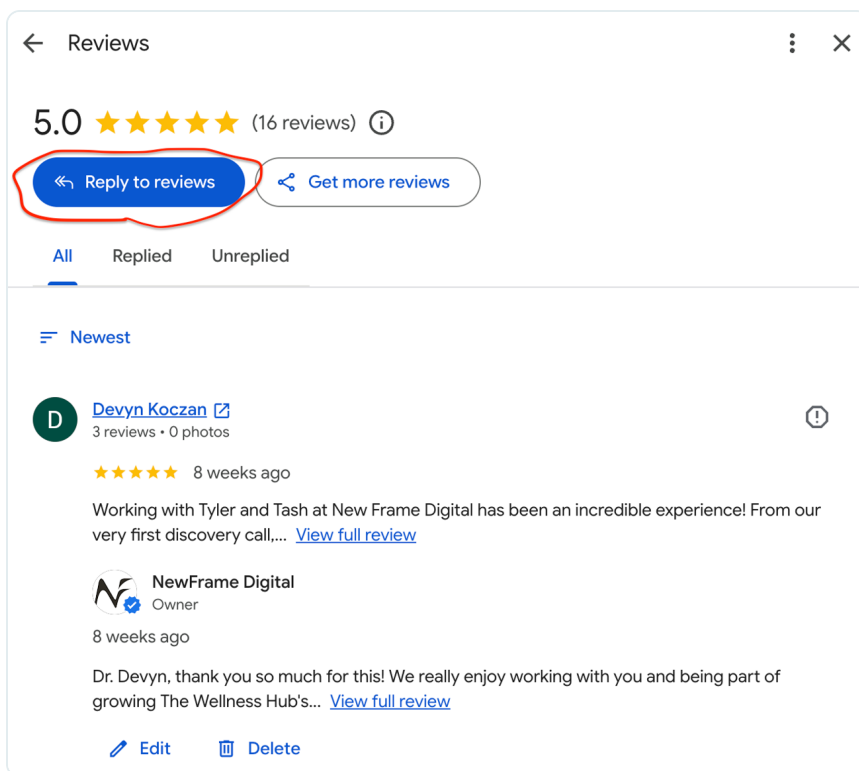
Respond to your reviews

Why: replies show you are engaged, and Google tends to favour active profiles.

How: open Read reviews and reply to every one, positive or negative. Thank positive reviewers (an emoji is fine), share no clinical detail, and take issues to a call. [More on reviews and ranking.](#)



Open Read reviews.



Reply with a warm thank you, and keep clinical details out of it.



Consistency and AI search

19

Keep your details identical everywhere

Why: mismatched details make Google unsure you are one business, which weakens everything else.

How: write your name, address, and phone the exact same way on your site, your Google profile, and every directory.

Your website



Riverside Physio
12 Main St, Burlington
(365) 555-0100

Google profile



Riverside Physio
12 Main St, Burlington
(365) 555-0100

Directory



Riverside Physio
12 Main St, Burlington
(365) 555-0100

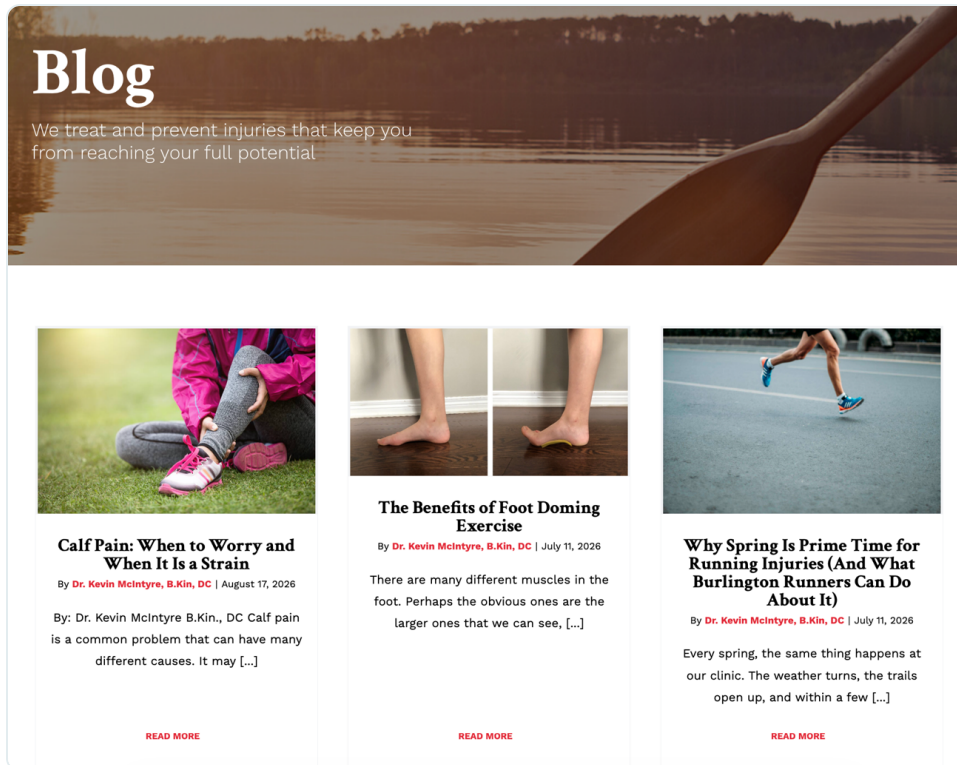
Same name, address, and phone in all three places. Even "St" versus "Street" should match. Illustration.

20

Turn your in-clinic questions into blog posts

Why: the questions patients ask you in the room are the same ones they type into Google and AI assistants, so answering them on your site helps you show up in both.

How: jot down the questions you hear all week, then write a short, plain-language blog post answering each one.



A simple clinic blog that answers real patient questions, one post at a time.

You do not have to do all 20 today. Start with your Google Business Profile, work down the list over a few weeks, and you will already be **ahead of most clinics near you.**



Who we are

We are Tash and Tyler, the founders of NewFrame Digital. We help clinic owners across North America run their own marketing with less guesswork, through training, tools, and a community built for clinics. We made this guide so any clinic can get the basics right, member or not.

MORE FREE RESOURCES

Free clinic marketing audit

See how your clinic scores on the basics in this guide, in about two minutes.

[Try it →](#)

Do Google reviews help your ranking?

A plain-language read on why reviews move the needle, and how to get more.

[Read →](#)

Cliniverse

Our done-with-you marketing platform for clinics: training, templates, AI, and a community.

[Explore →](#)

AN OPA MEMBER BENEFIT

OPA members save **25% on Cliniverse**

Because you are an OPA member, you get 25% off Cliniverse, the same team and tools behind this guide, there whenever you want a hand with your marketing.

[Claim your member benefit →](#)