

10-Point Checklist

Check what patients and AI-assisted search can discover about your clinic.

HOW TO USE Tick each question once you have checked it.

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Ask ChatGPT and Google's AI Mode: "Which [your treatment] clinic in [your town] would you recommend for a nervous patient?" Are you mentioned?

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Is your Google Business Profile complete, with current opening hours, treatments, photos and a booking link?

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Have you had new Google reviews in the last month, and have you replied to all of them, including the negative ones?

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Does every clinician have a profile page with qualifications, experience and registration number?

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Can a patient find your regulator registrations (GDC, GMC, NMC, CQC as relevant) in under 30 seconds?

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Do your treatment pages link to the clinicians who perform them?

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Do you show real results: before-and-after images (with consent), case studies or treatment-specific reviews?

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Are your name, address, phone number and opening hours identical on your website, Google and the main directories?

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Can a patient see a price, or at least a price range, for your main treatments?

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Are you tracking enquiries and bookings from search, not just visits?