

Google Business Profile Optimization Checklist for Therapists

The fastest way to show up when local clients are searching for you right now

1. Claim & Verify Your Profile

Claim your listing

Go to [Google Business Profile](#) and confirm you own your practice's listing. Add your office address if you have one, or your home address if you work virtually — just hide it from public view and mark yourself as a service-based business.

Verify it

Google sends a verification code by mail, phone, or email. Complete this to appear in searches. Important: Google will not verify a virtual mailbox or PO box address — it must be a real location where you work or see clients.

2. Optimize Your Basic Business Information

Business name

Use your official practice name only (e.g., "Calm Mind Therapy — Dr. Jane Doe"). Do not stuff extra keywords into your name — Google will suspend your listing entirely.

Business category

Choose "Therapist," "Mental Health Service," or the closest match as your primary. Add relevant secondary categories such as "Counselor" or "Psychologist."

Address or service area

Seeing clients in person? List your exact address. Virtual practice? Add your home address and hide it, OR set a small service area — limit to 3–4 square miles around your city for best results.

Business hours

Keep hours current, including holiday closures and any schedule changes. Outdated hours hurt your credibility.

3. Add Complete Contact Information

Phone number

Use a number clients can call or text directly. Multiple clickable call links appear on your profile — make sure every one leads somewhere real.

Website link

Link to your main services page or your intake/booking page — not just your homepage.

Appointment booking link

If you use SimplePractice, Calendly, or any scheduler, add the direct booking URL. Or link to your free consultation call page.

4. Write an SEO-Optimized Business Description

Keep it clear and specific (750 character max)

Tell Google — and potential clients — exactly who you help, what you specialize in, and where you are.

"I help women navigating anxiety and trauma feel more grounded and empowered. Specializing in EMDR and mindfulness-based therapy, I offer in-person sessions in Goodyear, AZ and online therapy throughout Arizona."

Use keywords naturally

Weave in location-based phrases like "trauma therapist in [city]" and "anxiety therapy online." Write for a person first, Google second.

5. Add High-Quality Photos and Videos

Profile photo

A warm, professional headshot with a genuine smile. Show your teeth — it matters more than you think.

Cover photo

Your logo or a calming, on-brand image of your office or a serene nature scene.

Office photos

If you see clients in person, show an inviting, welcoming space. If virtual, professional stock photos of a calm therapy setting work well.

Photo cadence

Google recommends at least 12 photos added gradually — aim for 2 per week for your first 6 weeks, then 2–3 per month after that.

Video (optional but powerful)

A short intro video dramatically increases engagement. Repurpose your Psychology Today video, or create a simple faceless video in Canva.

6. List All Your Services

Add every service you offer

The more services you list, the more search queries you appear in. Be specific and creative — list variations such as "Anxiety Therapy," "Therapy for Women," "EMDR for Trauma," and "Online Counseling in Arizona."

Expert tip: Having 30+ services listed significantly expands your search visibility.

Write descriptions for each service

Include a brief explanation of what it is, who it helps, and 1–2 natural keywords. These descriptions guide Google even when clients don't read them directly.

7. Post Weekly Updates

Keep your profile active with regular posts

Post at minimum once per week. Ideas: mental health tips, seasonal topics ("Managing Anxiety During the Holidays"), service spotlights, or brief educational content. Even a stock photo with 2–3 sentences works — just include at least one keyword in every post.

8. Build Your Reviews

Ask friends, family, and colleagues first

Send them a direct Google review link. This gets you reviews ethically without asking current clients. Ask reviewers to naturally include keywords that describe your specialty and location.

Respond to every review

Thank the reviewer warmly and weave in one keyword naturally in your response. This signals to Google that your profile is active and engaged.

9. Enable Messaging and FAQs

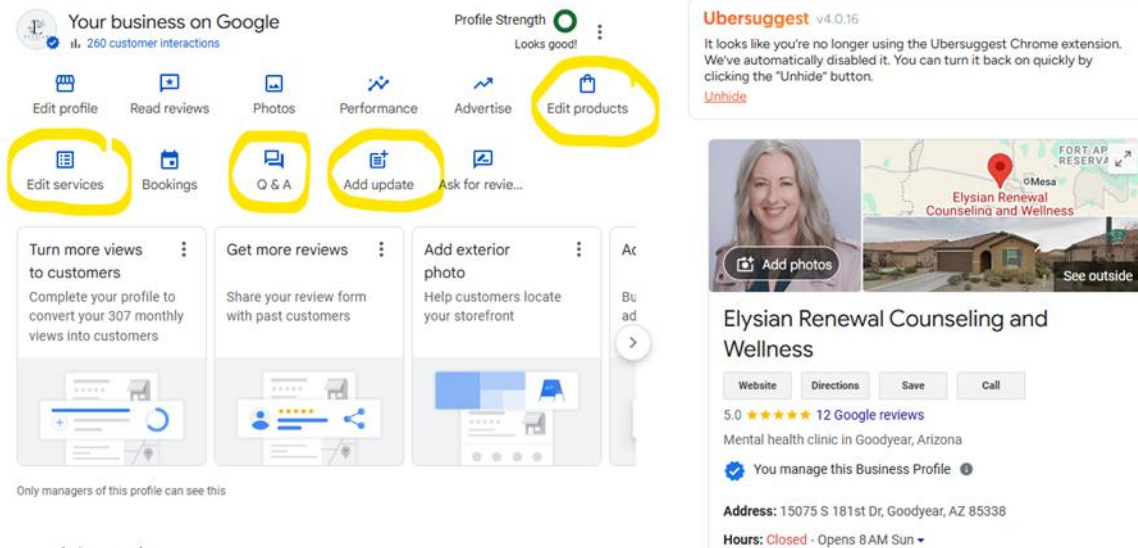
Turn on messaging

If you're comfortable, allow potential clients to text you directly from your profile. Lower friction = more inquiries.

Add your own Q&A

Ask and answer your own frequently asked questions: "Do you take insurance?" "What is your approach?" "Do you offer a free consultation?" Use your website FAQ or generate ideas with ChatGPT.

Note: Google is phasing out Q&A for some accounts — check whether you still have this feature.



HOW TO RANK HIGHER IN GOOGLE MAP SEARCHES

- ❑ Consistency (NAP) — Your business name, address, and phone must match exactly across your website, directories, and all social profiles.
- ❑ Local keywords — Include your city and state in your description, service names, and posts (e.g., "trauma therapist in Phoenix, AZ").
- ❑ Reviews — More 5-star reviews = higher rankings. Make asking for reviews a regular habit.
- ❑ Stay active — Post weekly, add photos monthly, and respond to questions. An active profile outranks a dormant one every time.

Want to Go Further?

Here's how to keep building on what you just learned.

★ BEST VALUE

Option 1 — Done-For-You GBP Optimization

Prefer to hand it off? Let Allyson handle the full setup and optimization for you.

Initial GBP Optimization — \$485 (one-time)

- Full SEO audit and listing optimization
- Categories, services, and keyword-rich descriptions
- Minimum 4 optimized posts + Q&A creation
- Profile photo and video uploads, spam listing removal

Ongoing Optimization & Maintenance — \$345/month

- Monthly SEO audit and continued optimization
- 4 optimized posts, 1 Q&A, 1 promotion/event per month
- Review responses, photo uploads, spam removal, monthly reporting
- 3-month commitment bonus: save \$140** + receive a tutorial handoff call

Get Started: <https://erc.thrivecart.com/gbp-optimization/>

Option 2 — Recommended Tool for DIY— Paige by Merchynt

An AI-powered tool that manages and updates your Google Business Profile automatically. Saves time, reduces guesswork, and consistently builds visibility.

- Cost: \$99/month
- Pro tip: Use the \$1 trial (approx. 3 days) to add services, categories, and descriptions — even if you cancel before the first full payment.

Try it: merchynt.com/paige?fpr=9r48x (affiliate link — Allyson only recommends tools she personally uses)

Option 3 — Strategy and Mentorship Calls

Need clarity before investing more? Start with a focused strategy session.

20-30-Minute Quick Consult — \$49

Fast review of your website and Google presence with specific, actionable next steps.

Schedule: <https://tidycal.com/allyson/20-30-minute-quick-consult-call>

Practice Visibility / SEO Mentor Call — \$249/hour

Full review of your website and online presence + a 60-minute strategy session with a clear written report and action plan. Best for therapists with basic SEO knowledge wanting expert guidance before hiring someone.

Keyword Research & SEO Game Plan — \$329/session

Comprehensive keyword list (50–hundreds of keywords), competitor and niche research, 60-minute Q&A, and a video training so you can manage your own SEO with confidence.

Learn more and book here: <https://elysianrenewal.com/seo-for-therapists/>