

The 2026 Local SEO Checklist for Clinics

Twenty checkpoints, in order of impact. Clear all twenty and you are ahead of most practices in your catchment. Full guide: healthcare.loqal.ai/blog/local-seo-checklist-clinics-2026/

Foundation (do first)

- Claim and verify your Google Business Profile — ownership, not just access.
- Primary category = your exact specialty; secondary categories per department.
- NAP consistency — identical name, address, phone across Google, JustDial, Practo, Facebook, your website.
- Accurate hours including lunch breaks and every public holiday.
- Every service listed with a one-line description.

Trust & velocity

- A review-request system that runs weekly — QR at the desk + post-visit nudge.
- Respond to 100% of reviews within 48 hours.
- Fresh photos monthly — reception, rooms, equipment, team.
- Weekly posts — health tips, timings updates, camp announcements.
- Seed and monitor the Q&A; section before a stranger answers wrong.

Website & schema

- Mobile-fast website — most patient searches are on phones.
- Medical schema markup — Physician / MedicalClinic structured data.
- A page per specialty, each targeting its own searches.
- Catchment neighbourhoods named naturally in content.
- FAQ blocks with FAQPage schema.

2026: AI search readiness

- Answer-shaped content — headings phrased as patient questions.
- Consistent facts everywhere — AI engines cross-check.
- Booking enabled directly from the listing.
- Know and track the three clinics in your map pack.
- Measure calls, directions and bookings — not vanity rankings.