MARKETING, MODULE 2

Local search and Google Business Profile

When someone nearby searches "botox near me," Google shows a map with three clinics before it shows any website. Being one of the three is worth more than any ad you will run. After this module you know what decides those three, how to complete your profile, and how to measure whether it is working.

What decides the map

Google publishes it: **relevance** (does your listing match what was searched), **distance** (how far you are from the searcher), and **prominence** (how well known you are, measured mostly by reviews, links and mentions). You cannot move the clinic, so the work is relevance and prominence.

Source **Google**, How to improve your local ranking on Google, in the Google Business Profile Help Center. The primary source, free, and shorter than most agency pitches.

Complete the profile, every field

Field	What to put	Why
Business name	Your legal or trade name, exactly as it appears on the sign and the website. No keywords stuffed in.	Mismatched names confuse the map; stuffed names get suspended.
Primary category	Medical spa	The primary category carries most of the relevance signal.
Additional categories	Skin care clinic, laser hair removal service, and the specific ones that fit your menu	Each one is a search you can appear for.
Services	Every treatment, with a description and a starting price	Matches "botox" and "lip filler" searches; prices set expectations.
Hours	Accurate, with holiday hours set ahead	"Closed now" when you are open loses the call.
Photos	The exterior (so people can find the door), the rooms, the team. Twenty or more, real, updated monthly.	Listings with photos get more calls and direction requests.

Booking link	Direct to the booking page, not the homepage	One tap from the map to a booked appointment.
Phone	The number the desk answers in five minutes (Operations 1)	The map produces calls; the desk converts them.
Description	Two plain sentences: what you do, who for, where	Relevance, and the first thing a reader sees.
Questions and answers	Seed the five questions you get most, and answer them	Otherwise the public answers them for you.

Prominence: the work that compounds

1. **Reviews, steadily.** Two or more a week, every one answered within a day, with the treatment named in the reply when the patient named it. Volume, recency, rating and replies all count (Marketing 5).
2. **Posts.** A short update on the profile every week or two: a treatment spotlight, a new provider, a seasonal note. Google treats an active profile as a live business.
3. **Name, address and phone, identical everywhere.** The website, Yelp, Apple Maps, Facebook, the booking platform, the state's license lookup, every directory. A different suite number in one place is a signal Google cannot resolve.
4. **Links and mentions.** The local paper, the chamber, a charity event, a supplier's provider locator. Each one is a vote that you exist.
5. **The website behind it** (Marketing 3). The map pulls relevance from your site's pages too. A page for each treatment with your city in it is the connection.

Measure it monthly

- Search your five core treatments plus "near me" from a phone at the clinic and at two points across your area. Note your position in the map for each. That is your rank.
- In the profile's performance tab: calls, direction requests, website clicks and booking clicks by month. These are leads (Finance 5), and they are usually your cheapest ones.
- New reviews and reviews answered are on your scorecard.

What not to pay for

Anyone who calls offering to "claim your Google listing" or "guarantee the top spot." The profile is free, the rules are public, and nobody can guarantee a map position. The work above is a few hours to set up and an hour a month to keep. If you would rather not do the hour, that is a fair thing to pay for; a retainer that cannot show you the rank checks and the performance tab is not.

> **Where Benchmark comes in.** The profile is completed and the rank checks set up as part of every website build, and the performance numbers land on page three of your scorecard. In the plan, the monthly hour is ours. Our own market data shows where your competitors sit in the map and what they charge (Marketing 6).

Try it yourself

- [ ] Search "botox near me" from your phone at the clinic. Write down the three clinics in the map. Are you one?
- [ ] Open your profile. Count the empty fields and the photos. Fill three fields and add five real photos today.
- [ ] Check your name, address and phone on Google, Yelp, Apple Maps and your own site. Fix any difference.

Check yourself: Marketing 2

Google's three local ranking factors are

Ad spend, age, and followers

Relevance, distance, and prominence

Price, photos, and hours

From Google's own help page. You control two of the three.

The primary category for a medspa should be

Beauty salon

Medical spa

Doctor

The primary category carries most of the relevance signal.

A different suite number on Yelp than on Google

Does not matter

Is a mismatch that weakens the listing; fix it

Helps you appear twice

Name, address and phone identical everywhere.

Someone offers to guarantee the top map spot for a monthly fee. You should

Sign, it is worth it

Decline; nobody can guarantee a map position and the profile is free

Negotiate

Pay for the hour of work if you like; never for a guarantee.

The booking link on the profile should go to

- The homepage
- The booking page directly
- Instagram

One tap from the map to a booked appointment.

Pick an answer for each question.

Want this done, not just explained?

The 10-Day Sprint finds the leaks for $1,000, one time. After that, on the plan, the scorecard keeps coming and at least one growth initiative is executed with you every month. Plans from $2,299 a month. Everything in this module is part of that work.

See the sprint and pricing | Text Nate

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