What to review on your Google Business Profile for a therapy group practice

Why a Google Business Profile matters for therapy groups

When someone searches for a therapist or a counseling center, the first thing they often see is a map with a list of local providers. That map draws its information from Google Business Profiles. For a group practice with multiple clinicians under one roof, getting those profiles right is not just a nice extra - it is essential for being found. A well-maintained profile helps potential clients see your hours, your specialties, and your location without having to click anywhere else. It also signals to Google that your practice is active and trustworthy.

What to check first on your profile

Before diving into the details, take a moment to confirm that the core information is correct and consistent. Every field matters because Google uses the entire profile to decide when and how to show your practice in search results. If something is missing or wrong, you might be invisible to the people who need you most.

Business name and category

Your business name should match exactly what appears on your website, your directory listings, and any other public-facing materials. Even a small difference - like adding "Therapy" when your website says "Counseling" - can confuse Google and hurt your visibility. Choose the primary category that best describes your practice. For a group of therapists, categories like "Mental Health Service" or "Counselor" work well. Avoid stuffing extra keywords into the name field; Google may penalize that.

Address and service area

If your group practice sees clients at a physical location, make sure the address is precise. Include the suite or office number if applicable. If you also offer telehealth or home visits, set a service area that covers the regions you actually serve. Be honest: setting a service area too wide can lead to mismatched expectations and wasted clicks.

Phone number and website

Use a local phone number - not a toll-free line - and verify it works. The website link should go to your homepage or a dedicated contact page, never to a third-party booking site or a social media profile. If you have multiple clinicians, consider a single profile for the practice rather

than separate profiles for each therapist, unless each therapist operates independently at different addresses.

Photos and videos: show your space and your team

Visuals help people feel comfortable before they ever walk through your door. Upload clear, well-lit photos of the waiting area, therapy rooms, and the exterior of your building. If you have permission, include photos of the clinicians themselves. A friendly face can make all the difference. Videos are even better: a short tour of the space or a brief welcome message can boost engagement and trust. Refresh these images every few months to keep the profile looking current.

Reviews and responses

Reviews are the social proof that many people rely on when choosing a therapist. Encourage satisfied clients to leave a review - after their treatment ends, and in a way that respects confidentiality. Never offer an incentive for a review; that violates Google's policies. More important than the star rating is how you respond. Thank the reviewer, address any specific compliment, and if a review is negative, respond politely and offer to take the conversation offline. This shows future clients that you care about feedback and handle problems professionally.

Posts and updates

Google Business Profiles allow you to publish short posts, similar to social media updates. Use this feature to announce new clinicians, share a blog post about a common concern, or note holiday hours. Posts keep your profile fresh and signal to Google that the practice is active. Aim for one post every two weeks. Keep them short and focused on the reader's needs, not on self-promotion.

Q&A section: what people ask

Google automatically shows a Q&A section on your profile. Anyone can ask a question, and anyone can answer. Check this section regularly. If you see unanswered questions, answer them yourself with accurate information. If you see incorrect answers from other users, gently correct them. Common questions include insurance accepted, session length, and whether you offer virtual sessions. Preemptively adding a few of your own questions and answers can guide the conversation.

Booking and messaging

If your practice uses an online booking system, link it to the profile. Google can display a "Book online" button that connects directly to your scheduling page. Similarly, enable messaging if you have the staff to respond promptly. People appreciate the convenience, but a slow reply can create a poor first impression. Set expectations by enabling an auto-reply that says when someone will hear back.

Consistency across the web

Your Google Business Profile does not exist in a vacuum. Google compares the information on your profile with data from other sources - your website, your Facebook page, your Psychology Today listing, your directory entries. If any of these conflict, Google may become less confident about which details are correct. Check that your practice name, address, phone number, and website appear identically everywhere. Use a spreadsheet to track each platform and update them all when something changes.

Tracking performance

Google provides insights inside the Business Profile dashboard. Look at how many people found your profile, how they searched (direct search, discovery search, or branded search), and what actions they took - visited your website, called you, or requested directions. This data shows you what is working and what might need adjustment. For example, if many people call but few book, your phone greeting or booking process might need a tweak. If people search for a specific service that you offer but you do not mention it in your profile, add it.

Paying attention to these details is part of a larger effort known as seo for group practices. It is not about tricks or shortcuts; it is about making it easy for the right people to find you and trust you. A complete, accurate, and active Google Business Profile is one of the most effective ways to achieve that.

Common mistakes to avoid

Even well-meaning practices sometimes make errors that hurt their visibility. One common mistake is creating a separate profile for each therapist in the same building. Unless each therapist has a separate entrance and operates as a distinct business, this can confuse Google and dilute your presence. Another error is changing the business name to include keywords like "anxiety" or "depression" - that is against Google's guidelines and can lead to a suspension. A third mistake is neglecting the profile after setting it up. An abandoned profile looks bad and loses ranking over time.

When to ask for help

Managing a Google Business Profile for a group practice takes ongoing attention. If the effort feels overwhelming, or if you have tried everything and still do not see results, consider working with someone who understands the nuances of local search. The best approach to seo for group practices involves a combination of a strong website, consistent local listings, and a well-optimized Google Business Profile. Getting all three right can transform how many new clients find your practice.