

Google Business & Local SEO

Diagnostics, Labs & Imaging

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Optimises a diagnostic centre for local search — Google Business Profile, reviews, local keywords and citations — so nearby patients find and choose it. Use it to win local discovery. For the wider digital plan use the Digital Presence & Online Booking tool.

Purpose of this tool & output

Rank in local search and maps

How the output is used

Use it to rank in local search and maps — a Google Business Profile and local-SEO setup that brings in nearby patients.

Important cautions

Do not buy or fake reviews — it violates platform policy and erodes trust. Keep listing information accurate and health claims truthful. Local SEO takes consistent effort; focus on genuine reviews and complete, accurate listings.

Companion documents

- Diagnostic Marketing Plan
- Ethical Doctor-Referral Strategy
- Digital Presence & Online Booking
- Preventive Checkup Campaign
- Patient Retention & Recall Program
- Corporate & Institutional Outreach

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