FREE GBP KIT FOR DENTAL PRACTICES

The Dental Google Business Profile Kit

Every field, photo, post, review ask and Q&A answer from our 8-step guide, ready to fill in and hand to your front desk.

8	4	$0
STEPS COVERED	WEEKS OF POSTS	TO RUN IT

What's inside

2. **How to use + your master NAP** · one version of your practice
3. **Profile setup checklist** · categories, services, booking
4. **Photo shot list + review kit** · scripts for your front desk
5. **4-week post calendar + Q&A answers** · copy, fill, publish
6. **Your routine + Day 90 check** · weekly, monthly, quarterly

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START HERE

How to Use This Kit

Patients see your profile before they see your website. This kit walks through the same 8 steps as our guide, in order.

STEPS 1-2	STEP 3	STEP 4	STEP 5	STEPS 6-7	STEP 8
Set up	Show your clinic	Post weekly	Earn reviews	Answer and book	Keep it going

1

Same NAP, to the last character

"(310) 555-0176" and "310-555-0176" count as two different numbers to Google.

2

Real beats polished

No stock photos. Patients pick a dentist they can see and trust.

3

No incentives, no patient details

Gifts for reviews break Google's rules. Treatment details in replies break HIPAA.

YOUR MASTER NAP · COPY THIS EVERYWHERE, EXACTLY

Practice name (as on your sign)	
Address (with suite number)	
Phone (one format only)	
Website	

YOUR STARTING NUMBERS · FROM YOUR GBP PERFORMANCE REPORT TODAY

GBP CALLS	WEBSITE CLICKS	DIRECTION REQUESTS	TOTAL REVIEWS

STEPS 1, 2 AND 7

Set Up Your Profile

Do these once, properly. Every field you leave empty is a search you won't show up for.

BLOCK 1
The foundations

Unverified profiles rarely show up

☐ Claim and verify	business.google.com, finish it in week 1
☐ No duplicates	Already claimed by someone? Request ownership
☐ Match your NAP	GBP, website, Healthgrades, Zocdoc, Yelp
☐ Pick primary category	Most specific match, see the picker below
☐ Add secondary categories	e.g. implants, whitening if you offer them
☐ Write the description	Under 750 characters: who, whom, why you
☐ Fill every attribute	New patients, free consult, online appointments

Dentist
General practice

Cosmetic Dentist
Veneers, whitening, makeovers

Pediatric Dentist
Child-focused care

Orthodontist
Braces, Invisalign

Emergency Dental Service
Same-day, walk-in

BLOCK 2
Services and booking

List it or patients won't find it

☐ Tick predefined services	Whitening, cleaning, root canal, fillings, crowns, implants
☐ Add custom services	Invisalign consult, veneers, sedation, emergency, TMJ
☐ Describe each service	Up to 300 characters: outcome, time, comfort
☐ Match your website	Same services, same wording as your pages
☐ Add booking link	Your booking page, not your homepage
☐ Turn on messaging	Only if someone answers fast every day
☐ Set holiday hours	Update before every holiday

WEAK DESCRIPTION

"Teeth whitening services available."

STRONG DESCRIPTION

"Professional teeth whitening that brightens your smile by 5-8 shades in a single visit. Safe, effective, and done in under 90 minutes."

STEPS 3 AND 5

Photos and Reviews

Start with 10+ real photos, then add 3-5 new ones every month.

CATEGORY	SHOTS TO TAKE	HAVE / NEED
Exterior (min 3)	Street front, parking, signage and entrance	__ / 3
Interior (min 3)	Reception, treatment room, comfort features	__ / 3
Team	Dentist headshots, full team, staff at work (no patients)	__ / 3
Equipment	Digital X-ray, CAD/CAM, intraoral camera	__ / 2
Before and after	Natural light, written consent, no names in captions	__ / 2

File names: dental-clinic-reception-[city].jpg, not IMG_4832.jpg. Retake photos after any renovation or rebrand.

Review kit · for your front desk

SAY IT BEFORE THEY LEAVE

"We'd really appreciate it if you left us a Google review. It only takes 60 seconds."

TEXT WITHIN 2 HOURS

"Thanks for visiting [Practice] today. If you have a minute, we'd love your honest review: [Google review link]"

REPLY TO A POSITIVE REVIEW

"Thank you, [First name]! We're so glad [the detail they mentioned]. See you at your next visit."

REPLY TO A NEGATIVE REVIEW · 24-48 HRS

"We're sorry to hear about your experience and would like to make it right. Please call our office manager at [phone] so we can talk privately."

QR code: put your review link QR code in the waiting room and on appointment reminders.

NEVER: offer discounts, gifts or free services for reviews · confirm someone is your patient · mention any treatment detail in a reply.

STEPS 4 AND 6

Four Weeks of Posts, Ready to Go

Post at least once a week. Every post needs one clear message, a CTA button and a real photo.

WEEK	TYPE	READY TEXT · FILL THE BRACKETS	BUTTON	PHOTO
1	Service spotlight	"Now offering Invisalign at our [City] clinic. Straighten your teeth without metal braces. Book your free assessment today."	Book	Treatment room
2	Educational	"Did you know? Gum disease is the leading cause of tooth loss in adults, but it's almost entirely preventable with regular cleanings. Book yours today."	Book	Hygienist at work
3	Team spotlight	"Meet Dr. [Name], our [specialty] dentist with [X] years of experience. Now accepting new patients."	Call	Dentist headshot
4	Promotional	"Free consultation for [service] this month. Limited appointments available, call to book."	Call	Before and after

Seasonal swap-ins: holiday hours · New Year smile goals · back-to-school checkups · end-of-year reminders.

Q&A · post these yourself and answer them

Anyone can answer questions on your profile, including competitors. Get there first.

QUESTION	YOUR ANSWER
Do you accept new patients?	
What insurance plans do you accept?	
Do you offer payment plans or financing?	
Do you see children?	
Is parking available?	
Do you offer same-day emergency appointments?	
How long does teeth whitening take?	

STEP 8

Keep It Alive

The clinics in the Map Pack aren't always the biggest. They're the ones that treat their profile as a live marketing channel.

EVERY WEEK
Weekly

- [ ] Publish 1-2 Google Posts with a CTA
- [ ] Reply to every new review within 48 hours
- [ ] Answer new Q&A questions
- [ ] Reply to messages fast

EVERY MONTH
Monthly

- [ ] Add 3-5 new photos
- [ ] Review services and descriptions
- [ ] Check NAP on every directory
- [ ] Read GBP Insights, adjust your posts

EVERY QUARTER
Quarterly

- [ ] Audit hours, services, categories, description
- [ ] Add upcoming holiday hours
- [ ] Check top 3 competitors: services, photos, review velocity
- [ ] Fill the gaps you find

YOUR DAY 90 NUMBERS · COMPARE WITH PAGE 2

GBP CALLS	WEBSITE CLICKS	DIRECTION REQUESTS	TOTAL REVIEWS

REAL RESULT

Fixing NAP across every listing was one of the first moves for a Texas orthodontic practice that grew from about 100 to 1,500 monthly website visitors in three months.

Rather hand your GBP to a specialist?

Get a free audit of your Google Business Profile and a clear action plan to start ranking in your area.

pexnet.com/contact-us

Follow Google's review policies and HIPAA. This kit is a guide, not legal advice.