

SUMMARY

We looked at the clinic the way a new patient would: Google search and Maps on a phone, the two directories patients in Salt Lake use, and the website. Six things are wrong or missing. All six can be fixed in the first week; the review routine takes a month to show.

WHAT WE FOUND

Where	What we found	Fix	When
Google profile	Hours show closed on Saturday; the clinic is open 10 to 8	Correct hours	Day 1
Google profile	Phone number is the old landline	Mobile with WhatsApp	Day 1
Google profile	Services list empty; category "Dentist" only	Add 12 services, 2 categories	Day 2
Maps	Two photos, both from 2021	Add 10 current photos	Day 3
Reviews	Last review 7 months ago; 2 unanswered	Answer; start the routine	Week 1
Directory	Duplicate listing with the previous address	Request removal	Week 1
Website	Loads in 9 seconds on 4G; no WhatsApp button	One-page site	Week 1

WHAT WE WOULD DO FIRST

- Recover or create the Google account in the clinic's name, so the clinic owns it.
- Fix hours, phone, services, categories and the map pin the same day.
- Photograph the clinic and the team (ten photos), add them with captions.
- Set up the after-visit review request on WhatsApp, asking real patients only.
- Replace the slow website with a one-page site that opens in under two seconds on a phone.

MONTHLY CHECK-UP

Each month: new reviews answered, suggested edits by others rejected or accepted, photos added, a note on profile views, calls and direction requests from the profile, and anything a nearby competitor changed.