

Visibility Score

82/100

Strong

Your clinic is visible – and ahead of some competitors.

The clinic appears in most of the confirmed local searches reviewed. The main opportunities are to strengthen profile detail, review recency and patient decision signals.



Findings

☐ Local Pack Visibility	Strong
☐ GBP Quality & Activity	Good
☐ Reviews & Trust	Needs work
☐ Local Competitor Position	Good
☐ Patient Decision Signals	Good
☐ NAP & Booking Connection	Needs work

Competitor Snapshot

Sample MSK Clinic

this clinic · visibility score

82

Nearby Osteopathy Clinic

visibility score

76

Local Physio Centre

visibility score

68

[Full comparison in the complete report →](#)

Why your Google Business Profile matters

Patients find you here first

When someone searches "osteopath near me" or "back pain Coventry", Google shows just three local businesses. Your GBP determines whether you are one of them.

Reviews build instant trust

Before patients visit your website, they read your reviews. A strong, current review profile is often the deciding factor between your clinic and a competitor.

Booking happens in one tap

Patients with an immediate need will call or book directly from the search result. A clear, complete profile removes every barrier between them and your diary.

An incomplete or outdated profile loses patients to competitors **before you even know they were searching.**

Sample layout only. The finished PractIQ report contains the full evidence record and detailed action plan.

WHAT TO DO NEXT

Priority Actions

The actions below show how a PractIQ audit organises confirmed opportunities. Data on this page is illustrative.

1

Improve review recency

Ask recent patients for feedback and respond consistently.

Fix First

2

Complete priority services

Add service descriptions and ensure key clinic treatments are covered.

Fix First

3

Strengthen patient reassurance

Add current team imagery and clearer decision-making information.

Improve Next

4

Maintain profile activity

Continue accurate updates, photographs and profile maintenance.

Maintain

Report Summary

CLINIC

Sample MSK Clinic

LOCATION

Coventry

REVIEW TYPE

GBP Visibility Review

OVERALL SCORE

82/100

PERFORMANCE BAND

Strong

PREPARED

July 2026

What the full audit contains

- ✓ Detailed findings for all six scored sections
- ✓ Search performance table across every tested search term
- ✓ Competitor comparison against recurring Local Pack businesses
- ✓ Full review and trust analysis
- ✓ Patient Decision Signals assessment including booking journey
- ✓ NAP and booking connection check
- ✓ Complete Priority Fix Plan: Fix First, Improve Next, Maintain Monthly
- ✓ Validated conclusion