**The 1-Page SEO + GEO Scorecard for Your Front Desk**

You don’t need a dashboard. You need a rhythm. This one-page scorecard gives your team a simple way to track what matters each week: visibility, action, and where to improve.

It takes **under 15 minutes a week** to fill out. No logins. No fluff. Just proof that your updates are landing.

Print it out and fill in as you go along!

**Monday Morning Checklist (10–15 min)**

| **Task** | **Complete?** | **Notes** |
| --- | --- | --- |
| GBP hours, categories, and services confirmed | ☐ |  |
| One clinical Q&A posted to GBP or site | ☐ |  |
| One new before/after photo set uploaded | ☐ |  |
| One review request sent & one reply posted | ☐ |  |
| AI visibility test (Gemini + Perplexity) | ☐ | e.g., "implant crown near me" |
| Google Maps search test (mobile) | ☐ | From inside the clinic |
| Ask 1 new patient how they found you | ☐ | Quote exact phrase used |
| Log missed calls + consults booked | ☐ | # missed, # set, show rate |

**Key Metrics to Track Each Week**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **Goal** | **This Week** | **Last Week** | **Notes** |
| GBP views (via Insights) | +5–10% WoW |  |  |  |
| AI mentions (named in assistant responses) | At least 1 |  |  |  |
| Reviews added | 1–2 per week |  |  |  |
| Consults set | Clinic-specific |  |  |  |
| Show rate | >80% |  |  |  |
| Missed calls | <10% |  |  |  |

**What’s Working / What Needs Fixing**

**Some examples:**

**This week’s win:**
“We got cited in Gemini for 'All-on-4 consults downtown.’”

**This week’s miss:**
“Missed 4 after-hours calls—no voicemail listed current hours.”

**Next move:**
“Update after-hours call routing and post new hours in GBP and footer.”

**Who Owns What (Name + Backup)**

|  |  |  |
| --- | --- | --- |
| **Area** | **Owner** | **Backup** |
| GBP updates |  |  |
| Q&A / content |  |  |
| Photos / reviews |  |  |
| Call tracking |  |  |