

Clinic Google Business Profile kit

Date: 2026-09-13

Audience: Clinics already listed on Regenerated (especially Featured or mid-claim)

Prepared by: Regenerated · Content (Hub) for Revenue · Clinics

Scope: Offline education and self-audit tools only. No purchase flow in this kit.

Board rules (read first)

- Education and tools only. Regenerated does not manage your Google Business Profile.
 - Featured = labeled paid placement. Verified = credentials, not spend.
 - Verified is not paid. Do not treat Verified as a purchase badge.
 - No map-pack promise. Regenerated does not sell #1 Maps rankings.
 - No organic-rank sell. Organic order on Regenerated is not for sale. Score is not spend.
 - Austin pilot sample is INTERNAL. Do not publish competitor names from any pilot CSV.
 - L1 brand Regenerated GBP: HOLD (no storefront create/claim in this kit).
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Front teaser (short on-page note)

Use this block if you need a short /for-clinics intro. The full kit continues below.

Get your Google Business Profile straight

Patients often open Maps before they open a directory. Regenerated does not run your GBP and does not sell map rankings. Use this checklist so categories and attributes match what you actually offer.

Categories

- Pick one accurate primary (examples: Orthopedic Surgeon, Sports Medicine Clinic, Pain Management Clinic, Women's Health Clinic, Medical Clinic).
- Add secondaries only when they are true.
- Do not invent a category Google does not provide.

Attributes (tick only if true)

- Online appointments / website booking
- Wheelchair accessible entrance
- Telehealth / virtual care
- LGBTQ-friendly
- Women-led
- Identity-owned attributes (only if accurate)

What Regenerated will and will not do

We will	We will not
Share free GBP education for listed clinics	Promise #1 map-pack rankings
Keep Featured placements clearly labeled when paid	Sell organic directory rank as "GBP SEO"
Treat Verified as credential checks, not spend	Claim Verified means you paid Regenerated

Open the sections below for services copy skeletons, description templates, review reply patterns, an 8-week post calendar, and a photo shot list.

Who this is for

Clinics already on Regenerated (especially Featured or mid-claim) that want a clearer Google Business Profile. We do not manage your GBP. We do not promise map-pack rankings. Use this as a self-audit, then change only what is true for your practice.

Hard rules (YMYL)

- No cure, miracle, or guaranteed-outcome language in descriptions, posts, or review replies.
 - Do not tick GBP attributes that are false.
 - Do not invent categories Google does not offer.
 - A Regenerated directory listing is not an endorsement. Organic order on Regenerated is not for sale. Score is not spend.
 - Do not invent addresses, phone numbers, hours, or dollar ranges.
 - Do not claim Regenerated endorsement or map-pack rankings in public copy.
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1) Category cheat-sheet (audit your live GBP)

Choose one primary. Add secondaries only when they fit the work you do week to week. Examples below came from a regenerative / HRT competitive set used in an internal pilot. Treat them as hypotheses until you screenshot your own live Maps categories.

If you mainly do...	Primary category candidates	Secondary candidates
Orthopedics / sports + PRP / cell-based	Orthopedic Surgeon; Sports Medicine Clinic	Medical Clinic; Pain Management Clinic
Interventional pain + PRP	Pain Management Clinic	Medical Clinic
Menopause / BHRT women's focus	Women's Health Clinic	Medical Clinic
Cash-pay hormone / wellness	Medical Clinic	Wellness Center (weaker; avoid overclaim)

Action: Open GBP → Categories → screenshot what is live → compare to this table → change only if the new label is accurate.

2) Attributes checklist

Enable only if true for your location:

- ☐ Online appointments / website booking
- ☐ Wheelchair accessible entrance
- ☐ Telehealth / virtual care
- ☐ LGBTQ-friendly
- ☐ Women-led
- ☐ Identity-owned attributes (Black-owned, etc.) - only if accurate

False ticks hurt trust. Skip anything you cannot defend in person.

3) Services section (clinic-facing)

For each treatment you actually offer (PRP, HBOT, HRT, TRT, and so on):

- One plain sentence: what it is and who it is for. No disease-cure claims.
 - On your site, mark evidence as emerging vs established when you discuss outcomes.
 - Link to your Regenerated clinic profile if patients use it to compare options.
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4) Description (<750 characters)

Fill the blanks. Keep the consult line. Keep the Regenerated disclaimer. More fill variants live in Appendix C.

[Clinic name] is a [specialty] practice in [city] offering [treatments]. We focus on [evaluation / imaging / monitoring]. Patients should expect a consult before any procedure. This profile is maintained by the clinic; Regenerated.com listing is separate and not an endorsement.

5) Reviews

- Reply within 48 hours when you can.
- Thank the specific detail they named. For clinical complaints, invite an offline follow-up. Never argue diagnosis in public.

Ready-to-paste reply patterns: Appendix A.

6) Photos (shot list)

- Exterior + entrance
 - Reception / consult room (no identifiable PHI)
 - Team (with consent)
 - Skip stock-only feeds. Add a few fresh photos each month if you can.
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7) What Regenerated will / will not do

Will	Will not
Educate via /for-clinics and this kit	Promise #1 map pack
Link patients to your site/Maps from the directory	Sell organic directory rank as "GBP SEO"
Label Featured clearly when paid	Claim Verified means paid
Give you checklists and templates	Run your GBP for you

Austin pilot note (INTERNAL)

Internal QA only. Do not publish competitor names on /for-clinics or in any clinic-facing PDF. Map-pack order was not live-verified in the v1 pilot. See internal CSV path in Sources if Revenue needs the sample for staff review.

Appendix A: Review reply templates

Swap the brackets. Keep replies short. When the review names a detail, echo it once. Clinical complaints leave the public thread. Aim for a reply inside 48 hours when staffing allows.

Clinic-facing templates (primary)

Positive

Thank you, [Name]. Glad [specific detail they mentioned] went smoothly. If you need anything before your next visit, call the front desk at [phone].

Neutral / mixed

Thank you for taking the time to write this, [Name]. We heard you on [specific friction]. If you want to walk through it with our team, call [phone] or reply to your visit email and we will follow up offline.

Negative (service / admin)

Thank you for the feedback, [Name]. Sorry [scheduling / wait / billing detail] fell short. Please contact [phone or email] so we can review what happened and make it right where we can. We do not discuss clinical details in public replies.

Negative (clinical / outcome)

Thank you for writing, [Name]. Clinical concerns belong in a private conversation, not a public thread. Please call [phone] or email [safe inbox] and ask for [role]. We will follow up directly. Online reviews are not the right place for clinical advice.

Fake / wrong-location review

Thanks for flagging this. If this visit was not at [Clinic name] in [city], reply here with the correct location or contact [phone] so we can ask Google to look into it.

Staff named in a good review

Thank you, [Name]. I will share this with [staff first name]. They will appreciate it.

Do not

- Promise cures or guaranteed results
- Blame the patient
- Offer a medical opinion in the reply
- Claim Regenerated endorsement
- Pitch Featured or paid placement inside a review reply

- Argue diagnosis, dosing, or outcomes in public

Brand Regenerated templates (L1 HOLD)

HOLD until brand GBP inventory leaves HOLD. Templates filed ready if/when L1 exists. Regenerated does not ghostwrite under clinic accounts unless a separate paid ops engagement exists (not this kit).

Positive (HOLD)

Thanks for writing this. We built Regenerated so patients can compare regenerative and functional clinics with clearer context. If something on the site was confusing, email info@regenerated.com and we will look into it.

Neutral / mixed (HOLD)

Thanks for the feedback. We want the directory to stay accurate and easy to use. If a listing or page looked wrong, send the URL to info@regenerated.com so we can check it.

Negative (product / site) (HOLD)

Sorry this missed the mark. Regenerated is a free patient directory, not a clinic. If you can share what went wrong (a page link or clinic name) at info@regenerated.com, we will review it.

Negative (clinical outcome about a listed clinic) (HOLD)

Sorry you had a hard experience. Regenerated lists clinics for discovery and does not provide medical care. Please raise clinical concerns with the clinic and your own clinician. If a directory fact looks wrong, email info@regenerated.com with the page link.

Appendix B: GBP posts (8-week templates)

Paste one post per week. Swap brackets. Link only to pages that exist. Photos: no PHI. Do not invent dollar ranges. Skip a week if you have nothing real to say.

Clinic kit (L3) - primary calendar

Week 1 - Team / credentials

Care at [Clinic name] is supervised by [credentialed role / physician name if you name staff publicly]. New patients start with a consult so we know what we are treating before we talk procedures.

Week 2 - One treatment explained

[PRP / HRT / named treatment you actually offer]: in plain terms, [one sentence on what it is]. We discuss whether it fits after history and exam. We do not promise a specific outcome.

Week 3 - What to expect at consult

First visits usually cover [intake / history], [labs if used], and [imaging if used]. You leave with a plan or a clear next step, not a surprise procedure.

Week 4 - Parking / hours / access

We are at [address]. Hours: [days/times]. Parking: [lot / street / garage note]. Wheelchair access: [yes/no / entrance note]. Call [phone] if you need help before you arrive.

Week 5 - Review ask

If your visit went well and you want to leave a Google review, we appreciate it. No incentives, no pressure. Honest feedback helps the next patient decide.

Week 6 - Seasonal / community

[Only if real: local event, clinic hours change, flu-season telehealth note, charity drive]. Skip this week if nothing concrete is happening.

Week 7 - Myth vs fact

Common mix-up: [one misconception patients actually ask about]. Fact: [plain correction]. For personal advice, book a consult. This post is education, not a diagnosis.

Week 8 - New patient path

Ready to book? Call [phone] or use [booking link]. Tell us what you have already tried. Bring recent labs if you have them.

Posting policy reminders

- Google may restrict promotional language and review gating.
- Photos: no PHI, no identifiable charts in frame.
- Do not post invented price ranges.
- Do not claim map-pack rankings or Regenerated endorsement in a GBP post.

Brand Regenerated (L1) - HOLD

Cadence ready if/when brand GBP is created. Do not publish on a brand profile until L1 leaves HOLD.

Week 1 - What Regenerated is (HOLD)

Regenerated.com is a free U.S. patient directory for regenerative and functional medicine clinics. Browse treatments and city pages, then compare listed providers. Inclusion is not an endorsement. regenerated.com

Week 2 - How we make money (HOLD)

Featured placements on Regenerated are labeled when paid. Organic results are not sold. We publish how the directory works so patients can see the difference. regenerated.com (honesty / how we make money page when live)

Week 3 - How to use a city hub (HOLD)

City × treatment pages on Regenerated are for discovery, not a paid ranking. Start with the treatment you care about, then filter by city. regenerated.com

Week 4 - Evidence literacy (HOLD)

Treatment Guides on Regenerated include evidence grades so patients can see what is established versus emerging. Literacy first. Clinic pitch second. regenerated.com/guides (adjust path if live URL differs)

Week 5 - Claim your clinic (HOLD)

If your clinic is listed (or should be), claim the profile so contact details stay accurate. Soft start: regenerated.com/for-clinics

Week 6 - Verified vs Featured (HOLD)

Verified on Regenerated reflects credential checks. It is not a paid badge. Featured is labeled advertising. Different marks, different meanings.

Week 7 - Complex illness Guides (HOLD)

Guides cover complex illness topics in plain language. Use them to understand mechanisms and tradeoffs before you contact a clinic. regenerated.com/guides

Week 8 - Recap + contact (HOLD)

Regenerated lists clinics for discovery and publishes education for patients. Questions about a listing or the site: info@regenerated.com

Appendix C: GBP description variants

Paste into a character counter before publish. Keep each variant under 750 characters. Trim adjectives and service laundry lists first if you blow past 750.

Clinic template (L3) - fill blanks

[Clinic name] is a [specialty] practice in [city] offering [treatments you actually provide]. Care starts with a consult; protocols are individualized. This Google profile is maintained by the clinic. A Regenerated.com listing, if present, is separate and is not an endorsement.

Shared closer (keep on clinic variants)

This profile is maintained by the clinic. A Regenerated.com listing is separate and is not an endorsement.

Orthopedics / sports + PRP

[Clinic name] is an [orthopedic / sports medicine] practice in [city]. We see patients for [joint / tendon / soft-tissue] concerns and offer [PRP / related procedures] when a consult and exam support it. Expect imaging review and a clear plan before any procedure. This profile is maintained by the clinic. A Regenerated.com listing is separate and is not an endorsement.

Interventional pain + PRP

[Clinic name] is a pain management clinic in [city]. We evaluate [spine / joint / nerve] pain and discuss options that may include [injections / PRP / other listed services]. No procedure is scheduled without a consult. This profile is maintained by the clinic. A Regenerated.com listing is separate and is not an endorsement.

Women's health / BHRT focus

[Clinic name] is a women's health practice in [city] offering [hormone evaluation / BHRT / related care]. Visits start with history, labs when needed, and a monitoring plan. We do not promise specific outcomes. This profile is maintained by the clinic. A Regenerated.com listing is separate and is not an endorsement.

Cash-pay hormone / wellness (Medical Clinic primary)

[Clinic name] is a medical clinic in [city] focused on [hormone / metabolic / wellness] care such as [HRT / TRT / listed services]. New patients begin with a consult. Bring recent labs if you have them. This profile is maintained by the clinic. A Regenerated.com listing is separate and is not an endorsement.

Brand Regenerated variants (L1 HOLD-ready)

HOLD create/claim. Variants stored for if/when eligible. Do not paste onto a live brand GBP until L1 leaves HOLD.

Variant A (directory clarity) (HOLD)

Regenerated.com is a free U.S. patient directory for regenerative and functional medicine clinics. Browse treatments and city pages, compare listed providers, and read educational Guides. Inclusion is not an endorsement. Featured placements are labeled when paid; organic results are not sold. Verified marks reflect credential checks, not spend. Contact: info@regenerated.com

Variant B (literacy first) (HOLD)

Regenerated.com helps patients understand regenerative therapies and find listed clinics across the United States. Use treatment Guides for mechanism literacy, then city hubs for local options. We are a directory and education site, not a clinic and not medical advice. Featured is labeled advertising. Questions: info@regenerated.com

Variant C (honesty / trust) (HOLD)

Regenerated.com lists regenerative and longevity-oriented clinics for discovery. Patients use the site free. We separate organic listings from labeled Featured placements and explain how we make money on-site. Listing does not mean we endorse a clinic or guarantee outcomes. info@regenerated.com

Test plan when L1 exists: rotate A/B/C for 30 days each if Insights allow comparison; else pick A as default. Track calls and direction requests only if GBP exists.

Appendix D: Review teardown worksheet (LOC-03)

You already know reviews matter. What most clinics skip is a calm, repeatable look at how nearby practices handle reviews on Google Maps. This worksheet is that look. Run it yourself. Keep the notes in a private folder. Do not paste rival names into patient-facing pages or into Regenerated marketing.

Regenerated does not manage your Google Business Profile. We do not sell organic map rank. This is education for clinics that want a clearer picture of local review behavior.

What you are measuring (three lanes only)

1. Review velocity - how often new reviews show up over a set window.
2. Rating shape - star average plus whether recent reviews pull the average up or down.
3. Response pattern - how often the business replies, how fast, and what tone shows up in public.

Skip vanity screenshots. Write numbers you can re-check next month.

Setup (30 minutes)

Pick one search phrase you already care about in your city (example shape: treatment + city). Open Google Maps in a normal browser while signed out of any clinic accounts you manage. Note the date and the city you searched from.

Choose up to three nearby practices that appear for that phrase and that look like real peers (same specialty band, same metro). Write them as Clinic A / B / C in your private sheet only. Do not publish those names in kit copy, blogs, or /for-clinics pages.

If Maps will not load cleanly (consent wall, empty pack, odd location bias), stop and mark the pack order UNKNOWN. Guessing ranks is worse than leaving a blank.

Private scorecard (copy into your sheet)

Field	Clinic A	Clinic B	Clinic C	Your GBP
Date checked				
Search phrase used				
Maps pack slot (1/2/3 or UNKNOWN)				
Star rating shown				
Total review count shown				
Newest review date				
Count of reviews in last 30 days				
Count of reviews in last 90 days				
Owner replies in last 10 reviews (0-10)				
Typical reply lag (same day / 2-7 days / none /				
Public reply tone notes (thank / invite offline / argue / cure language)				
Photo freshness (recent / stale / stock-heavy / UNKNOWN)				

If a cell is not visible without opening a logged-in Insight panel, write UNKNOWN. Do not invent.

How to read velocity without lying to yourself

Velocity is not "we need 50 five-stars this month." It is whether new, real reviews arrive at a

steady pace relative to peers you actually compete with.

Worked method (private math only):

1. Count reviews dated in the last 30 days for each of A/B/C and for you.
 2. Repeat for 90 days.
 3. Note whether the newest five reviews are mostly 4-5 stars, mixed, or heavy on 1-2 stars.
 4. Write one sentence: "Our 30-day pace looks higher / lower / about even vs Clinic A this month."
- If you cannot see dates clearly, write UNKNOWN and stop.

Do not publish those sentences. They are for staff ops.

Response pattern (what to copy, what to avoid)

From the last 10 visible reviews on each profile, mark:

- Replied vs silent
- Reply names a specific detail from the review vs generic thanks
- Clinical complaints moved offline vs argued in public
- Any guarantee, cure, or "best in city" language (flag as a risk to avoid)

Patterns worth copying when they show up:

- Short thank-you that echoes one real detail
- Admin problems invited to a phone or email
- Clinical concerns pulled out of the public thread

Patterns to refuse even if a peer uses them:

- Fighting a patient about diagnosis in public
- Promising outcomes
- Pitching paid placement or a directory endorsement inside a reply

For ready-made reply language, use the Regenerated clinic GBP kit Appendix A (review reply templates). Keep this LOC-03 sheet for the audit, not for drafting tone from scratch.

Rating shape (plain reading)

A high average with almost no recent reviews can mean the profile is quiet, not that demand is strong. A slightly lower average with steady new reviews and calm replies often looks more alive to a patient scrolling Maps.

You are not aiming to "beat" a star number you invented. You are checking whether your public thread looks tended.

Monthly rhythm

Cadence	Action
Monthly	Re-run the scorecard for the same three peers + your profile
After a staffing change	Recheck reply lag for your last 10 reviews
Before a marketing push	Confirm you are not about to advertise a Maps claim you cannot defend

Store sheets by month. Compare your own row over time first. Peer rows are context, not a scoreboard for public claims.

What Regenerated will not do with this work

- Publish competitor clinic names from any internal pilot
- Promise that matching a peer's review pace will move map pack
- Ghostwrite reviews or buy reviews
- Treat Verified on Regenerated as proof of Google rank

One-line patient honesty (if you ever mention reviews on your site)

Say that you welcome honest feedback after visits and that you reply when you can. Do not claim a rank, a review total you have not checked today, or a "top rated" label without a dated source you are willing to show.

Appendix E: Services section templates (LOC-06)

Expand past the short kit stub. Paste one skeleton per service you actually offer. Swap brackets. Keep each GBP service description short enough to scan on a phone.

Shared rules for every clinic service line

- Say what the visit or procedure is, in plain words.
- Say who it is usually for (symptom or goal band), without promising a result.
- End with a consult or evaluation step before treatment.
- Do not list dollar amounts you have not verified for that location today.
- Do not call a therapy a cure. Do not say "guaranteed," "miracle," or "permanent fix."
- If evidence is still emerging for an indication you discuss on your website, keep that longer explanation on the site; GBP lines stay short and modest.
- Link patients to your own site or your Regenerated profile for longer reading. GBP is not the full consent form.

Disclaimer line you may reuse under a services block on your site (optional):

These Google service lines are summaries. They are not medical advice. A Regenerated.com listing, if present, is separate and is not an endorsement.

Clinic skeletons (fill blanks)

PRP (platelet-rich plasma)

PRP uses a concentrated portion of your own blood platelets. We discuss it for [joint / tendon / soft-tissue / hair] concerns after exam and, when needed, imaging. A consult comes first. Results vary. This is not a cure claim.

HBOT (hyperbaric oxygen)

Hyperbaric oxygen sessions place you in a pressurized chamber while you breathe a higher oxygen mix under clinic protocols. We use it for [clinic-approved indications you actually treat]. Medical clearance and a consult come first. We do not promise specific outcomes.

HRT (hormone replacement, including BHRT when accurate)

Hormone care here starts with history, symptoms, and labs when indicated. We discuss [estrogen / progesterone / combination / clinic-specific options] and a monitoring plan. Dosing is individualized. We do not guarantee symptom timelines.

TRT (testosterone replacement)

TRT evaluation covers symptoms, exam, and labs before any prescription discussion. If treatment is appropriate, we set monitoring for [labs / follow-up interval your clinic uses]. This is medical care, not a performance guarantee.

Stem-cell framing (cell-based / orthobiologic - careful wording)

We evaluate [joint / soft-tissue / clinic-listed] concerns and discuss cell-based or orthobiologic options only when they fit your case and our protocols. Product source and regulatory status are explained in consult. Listing a service here does not mean every patient is a candidate. No cure claims.

Use the label your compliance team already approved on your website. Prefer "cell-based" or the exact product class you use over vague "stem cell cure" language.

TMS (transcranial magnetic stimulation)

TMS is a clinic-supervised brain-stimulation therapy we offer for [FDA-cleared or clinic-stated indications you actually treat]. Screening and a consult come first. It is not a guarantee of remission. Emergency psychiatric care is not replaced by this listing.

Peptides (clinic-dispensed / prescribed peptides only)

Peptide therapy, when offered here, follows a consult, relevant labs, and clinic protocols for [named peptides you actually prescribe or administer]. Compounding and sourcing rules apply. We do not sell unsupervised research chemicals. Outcomes are not guaranteed.

If you do not prescribe or administer peptides, delete this service from GBP.

Optional short variants (when GBP character space is tight)

Service	One-liner
PRP	Platelet-rich plasma after consult for selected [joint/tendon/hair] cases. Results vary.
HBOT	Pressurized oxygen sessions under protocol after medical clearance.
HRT	Hormone evaluation, labs when needed, monitored treatment plans.
TRT	Testosterone evaluation with labs and follow-up monitoring when prescribed.
Cell-based	Orthobiologic options discussed only after exam; candidacy is individual.
TMS	Supervised TMS for listed indications after screening. Not emergency care.
Peptides	Prescribed peptide protocols only after consult; no cure claims.

How to load these into GBP (clinic ops)

1. Open Google Business Profile - Services (or Products, depending on category).

2. Add only services you deliver at that location.
3. Paste the filled skeleton. Cut adjectives before you cut the consult line.
4. Match names to your website headings so patients are not surprised.
5. Revisit quarterly or when you add/drop a modality.

Regenerated brand GBP "services" mapping (HOLD-ready)

Brand GBP is ABSENT (drafts/LOC-GBP-INVENTORY-2026-09-13.md). Do not publish these on Google until create/claim is approved and eligibility is clear. Store for if/when L1 exists.

Map GBP "services" to directory value props only (honest, non-clinical):

Proposed GBP service label	Plain description (HOLD)
Find regenerative clinics	Free U.S. directory pages to browse listed regenerative and functional clinics by treatment and city.
Treatment Guides	Educational Guides that explain therapies and tradeoffs. Not medical advice.
City and treatment hubs	Local hub pages that group listed clinics for a treatment in a city.
Clinic profiles	Individual clinic pages with public details clinics control or claim.
Featured placements (labeled)	Optional labeled advertising for clinics. Organic listings are not sold as rank.
How we make money	On-site explanation of Featured vs free listing. Verified reflects checks, not spend.

Brand service lines must never claim Regenerated provides PRP, HBOT, HRT, surgery, or any clinical care.

Do not

- Invent prices
- Promise map-pack gains from filling Services
- Mirror a competitor's service list you do not offer
- Use cure / best / miracle language
- Imply Regenerated endorsement via a service line

Appendix F: Photo shot list (LOC-08)

Patients decide in seconds whether a Maps profile feels real. Fresh photos of your actual rooms help. This kit is a shot list and a cadence, not a photography course.

Shot list by room and role

Shoot wide (horizontal) when you can. Turn off timestamps burned into the image. Prefer daylight or even clinic lighting over heavy filters.

Exterior and arrival

Shot	Notes
Building exterior with readable signage	Include the door patients actually use
Parking or entrance path	Skip license plates when you can crop them out
Wayfinding / suite number	Helps first-time visits

Front of house

Shot	Notes
Reception desk (empty of screens showing names)	Monitors off or privacy screens on
Waiting area	No paperwork with patient names visible
Check-in tablet or kiosk (optional)	No open charts

Clinical spaces (empty of patients unless consented)

Shot	Notes
Consult room	Clear counters of charts and labels
Exam or procedure room	Cover brand packs only if you are allowed to show them; no open vials with patient labels
Imaging bay (if you have one on site)	Powered down identifiers
HBOT chamber exterior (if offered)	Empty chamber; no patient inside unless consented media
Recovery or infusion bay	Curtains open, no IV bags with name stickers facing camera

Team

Shot	Notes
Clinician headshots	Written or recorded consent on file
Small group staff photo	Same consent rule; optional first names only in captions
Front-desk team	Optional; helps patients see who works the desk

Proof of place (light touch)

Shot	Notes
Logo wall or clinic name in lobby	Real space beats generic stock
One piece of equipment you actually use	Avoid implying devices you rent once for a shoot

What NOT to photograph (PHI and trust risks)

Do not publish images that show:

- Patient faces, bodies, or voices without a signed media release for that use
- Charts, wristbands, labels, tablet screens, or EMR windows with names, DOBs, or account numbers
- Appointment lists on whiteboards
- Insurance cards, IDs, or paperwork on counters
- Other patients in mirrors, glass, or background reflections
- Minors without guardian consent that covers Google Business use
- Home addresses or car plates of staff or patients when avoidable

If you are unsure, crop tighter or reshoot the empty room.

Also skip:

- Heavy stock packs as the only photos on the profile
- Before/after medical outcome photos that imply guaranteed results (YMYL risk)
- Competitor storefronts or unrelated locations
- Memes and screenshot collages as primary GBP photos

Captions (short)

Captions can name the room ("Front entrance on [street]") or the role ("Consult room"). Do not add cure claims, prices you have not verified today, or "rank #1" language.

Velocity cadence

Cadence	Target
Launch / refresh week	Cover exterior, reception, one clinical room, one team shot (minimum set)
Monthly	Add 2-4 new real photos (seasonal exterior, staff update, a room refresh)
Quarterly	Remove broken, outdated, or off-brand images; re-check consent files
After remodel or move	Replace exterior and wayfinding within one week of opening the new door

Quality beats volume. Ten honest photos beat forty stock downloads.

Owner tip: assign one staff role (office manager or marketer) to upload on a fixed day each month so velocity does not depend on memory.

Consent and ops checklist

- ☐ Media release on file for every recognizable person
- ☐ PHI sweep before upload (screens, labels, boards)
- ☐ File names scrubbed of patient identifiers
- ☐ Photos match the location on the GBP (no other-city reuse)
- ☐ Team knows how to take down a photo if consent is revoked

Regenerated brand photo plan (HOLD)

Brand GBP is ABSENT. Hold create/claim. If/when L1 exists and Google eligibility is clear, use directory-honest visuals only:

Brand shot (HOLD)	Purpose
Simple logo on neutral background	Recognition, not a fake clinic lobby
Screenshot-style graphic of the directory homepage (no patient data)	Shows what the product is
Team or founder photo only with consent	Optional; skip if no real face policy yet
Sheridan / registered address storefront	Do not fake. If there is no public walk-in office, do not stage a clinic facade

Never upload treatment-room stock implying Regenerated delivers clinical care. Regenerated is a directory and education site.

What Regenerated will not do

- Promise that N new photos per month moves map pack
- Host or edit your PHI-risk originals
- Require clinics to put Regenerated logos in GBP photos

- Treat Verified or Featured as a photography package
-

Sources (for Revenue)

Canonical Humanize sources assembled into this PDF body (2026-09-13):

1. drafts/LOC-L3-CLINIC-GBP-KIT-HUMANIZED-2026-09-13.md (main kit sections)
2. drafts/LOC-L3-FOR-CLINICS-TEASER-HUMANIZED-2026-09-13.md (front teaser)
3. drafts/LOC-04-REVIEW-RESPONSE-TEMPLATES-HUMANIZED-2026-09-13.md (Appendix A)
4. drafts/LOC-05-GBP-POSTS-8WEEK-TEMPLATES-HUMANIZED-2026-09-13.md (Appendix B)
5. drafts/LOC-07-GBP-DESCRIPTION-VARIANTS-HUMANIZED-2026-09-13.md (Appendix C)
6. drafts/LOC-03-COMPETITOR-REVIEW-TEARDOWN-CLINIC-HUMANIZED-2026-09-13.md (Appendix D)
7. drafts/LOC-06-SERVICES-SECTION-TEMPLATES-HUMANIZED-2026-09-13.md (Appendix E)
8. drafts/LOC-08-PHOTO-SHOT-LIST-KIT-HUMANIZED-2026-09-13.md (Appendix F)
9. Index: drafts/LOC-L3-PUBLISH-INDEX-2026-09-13.md

Internal only (not for clinic-facing publish of competitor names):
drafts/LOC-01-02-AUSTIN-PILOT-2026-09-13.csv