

THE COMPLETE HEALTHCARE MARKETING CHECKLIST!

The 11 Keys to Booking New Patients

- Is your website properly optimized for search on Google & Bing?**
 - Do you have your main keyword in the title tag on each of the pages of your website? Ex: Your City Dental Implants | Your Company Name
 - Do you have pages for each of your core services?
 - Do you have unique content on each of the pages of your website?
- Does your website rank on the first page of Google for the most important keywords like “your city plastic surgery”, “your city cosmetic surgery”?**
- Is your website optimized for conversion (visitors to callers/ visitors to appointment requests)?**
 - Do you have the Phone number in the top right corner on every page?
 - Do you have a web-form to capture name, email, phone number, what time & date they prefer their appointment?
 - Are you using authentic images/video? Doctor/surgeon photos, staff & office photos, before & after photos etc?
 - Do you have an intriguing Call To Action after every block of text (i.e. BOOK AN APPOINTMENT)?
- Is your website MULTI-DEVICE friendly? (Desktop, Laptop, Tablet, Smartphone)**
- Are you consistently creating new content, blogging and creating links back to your website?**
- Have you optimized your Google Map Listing?**
 - What is your Google Login for Google Plus & Google Places?
 - Are you on all the major online directory listings with the same company name, address & phone number?
- How many online reviews do you have?**
 - Do you have 4.5+ average star ratings?
 - Are you liking, commenting authentic responses to online reviews?
 - Are you showcasing these reviews on your website and Social Media?
 - Do you have a proactive strategy for getting new online reviews every day?
- Are you leveraging eMail marketing?**
 - Do you have a list of patient email addresses?
 - Are you sending out monthly emails with events, promotions, giveaways, holidays?
 - Are you leveraging email to get online reviews & draw customers into your social media profiles?
- Are you taking advantage of paid online marketing opportunities?**
 - Do you have an AdWords Campaign? Strategically targeting specific adgroups, text ads & landing pages?
 - Do you have targeted Facebook Lead Ad Campaign? Strategically targeting specific adsets, text ads & landing pages?
 - Are you taking advantage of Paid Online Appointment Booking Services? Strategically qualifying all your web-generated leads to filter out tire kickers to keep your staff focusing on surgical procedures and active-patient experience?
- Do you have proper tracking in place to grow your audience?**
 - Google Analytics & Search Console
 - Facebook Pixel
 - Google & Bing Webmaster Tools

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