

Physician Online Website Checklist

- **Is your website correctly optimized for search?**
 - Is your main keyword in the title tag on each page of your website?
Example – Your City Doctor | Your Company Name | Your Targeted Indications
 - Do you have dedicated pages for each of your core services?
 - Do you have pages for the brands that you offer?
 - Do you have unique content on each of the pages of your website?
 - Are you helping Google understand your actual service area?
- **Does your website rank on page one for your most important keywords?**
 - like "your city anti-aging Physician," "your city Doctor"?
- **Is your website optimized for conversion (visitors to callers)?**
 - Is your Phone Number in the top right corner of every page?
 - Are you using authentic images | or video? Photo of the owner/medical director, your office, team, entrance area, etc.?
 - Do you have a compelling Call to Action on each page and on each page?
- **Is your website MOBILE site friendly?**
 - Have you checked it at <https://search.google.com/test/mobile-friendly>
- **Do you consistently create new content, blogging, and inbound links to your site?**
 - How often are you doing this?
- **Have you optimized your Google Map Listings correctly?**
 - Do you have your Google Login for Google My Business & Google Maps?
 - Have you properly optimized your listing?
 - Are you on all the primary online directory listings with the same company name, address, and phone number?
 - How many online reviews do you have?
 - Do you have a proactive strategy for getting new online reviews daily?

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- **Are you active on Social Media?**
 - Do you have your business profiles on Facebook, Twitter, Google My Business, LinkedIn, and YouTube?
 - How many fans do you have on Facebook?
 - Are you updating your social profiles daily?
- **Are you leveraging Email Marketing?**
 - Do you have a database with your customer email addresses?
 - Are you regularly sending out email newsletters?
 - Are you leveraging email to get online reviews & to draw customers into your social media profiles?
- **Are you taking advantage of paid online marketing opportunities?**
 - Do you have an AdWords Campaign? Are you strategically targeting specific ad groups? Text ads and landing pages?
 - Do you have a premium ad on Google My Business, Bing, and Yahoo?
 - Are you taking advantage of Paid Lead Services?
- **Do you have the proper tracking to gauge your ROI?**
 - Google Analytics (now GA4)
 - Call Tracking
 - CRM with tracked lead sources and marketing journeys
 - Google Webmaster Tools, GMB, Citation Sites, Tag Manager, etc.?

We provide many products that you can easily integrate into your practice.

We provide the training to you and your staff on each product and service.

We help you get your services and treatments priced for your local market.

We can help set up the marketing for your new services and treatments, and even help with your current practice and get you all dialed in on all fronts.

We can help implement each strategy in this document and get your practice more revenue!

Let's Talk!

You can reach us by phone at 561 - 325 - 7000

or by email - info@regenomedix.com