

1. Is your website properly optimized for search?

- a. Do you have your main keyword in the title tag on each of the pages of your website?
E.G. Your City Doctor | Your Company Name | Your Targeted Indications
- b. Do you have dedicated pages for each of your core services?
- c. Do you have pages for the brands that you offer?
- d. Do you have unique content on each of the pages of your web site?
- e. Are you helping Google understand your true service area?

2. Does your website rank on page one for your most important keywords?

- a. like "your city anti-aging Physician", "your city Doctor"?

3. Is your website optimized for conversion (visitors to callers)?

- a. Do you have the Phone Number in the top right corner on every page?
- b. Are you using authentic images | video? Photo of the owner/medical director, your office, your team, entrance area, etc.?
- c. Do you have a compelling Call to Action after every blog of text?

4. Is your website MOBILE site friendly?

- a. Have you checked it at <https://search.google.com/test/mobile-friendly>

5. Are you consistently creating new content, blogging and inbound links back to your site?

- a. How often are you doing this?

6. Have you optimized your Google Map Listings correctly?

- a. Do you have your Google Login for Google My Business & Google Maps?
- b. Have you properly optimized your listing?
- c. Are you on all the major online directory listings with the same company name, address, and phone number?
- d. How many online reviews do you have?
- e. Do you have a proactive strategy for getting new online reviews every day?

7. Are you active on Social Media?

- a. Do you have your business profiles set up on Facebook, Twitter, Google My Business, LinkedIn, YouTube?
- b. How many fans do you have on Facebook?
- c. Are you updating your social profiles on a daily basis?

8. Are you leveraging Email Marketing?

- a. Do you have a database with your customer email addresses?
- b. Are you sending out a monthly email newsletter?
- c. Are you leveraging email to get online reviews & to draw customers into your social media profiles?

9. Are you taking advantage of paid online marketing opportunities?

- a. Do you have an AdWords Campaign? Are you strategically targeting with specific ad groups? Text ads and landing pages?
- b. Do you have a premium ad on Google My Business, Bing and Yahoo?
- c. Are you taking advantage of Paid Lead Services?

10. Do you have the proper tracking in place to gauge your ROI?

- a. Google Analytics
- b. Call Tracking
- c. CRM with tracked lead sources
- d. Google Webmaster Tools