

SEO CHECKLIST

Medspa



GOOGLE BUSINESS PROFILE (GBP)

- ☐ Claim & verify your profile with your clinic's name, address, phone, and website
- ☐ Add services like Botox, fillers, PRP facials, microneedling with keyword-rich descriptions
- ☐ Upload treatment room & staff photos, plus before/after results (with consent)
- ☐ Collect and respond to client reviews weekly
- ☐ Post monthly promos, skincare tips, or new services

WEBSITE SEO BASICS

- ☐ Make sure your website is mobile-friendly (most medspa clients browse on phones)
- ☐ Create dedicated service pages (e.g., "Lip Fillers in Vaughan") with local keywords
- ☐ Add FAQs for treatments (Google loves Q&A style content)
- ☐ Optimize images with alt text like "Before and after Botox Toronto"
- ☐ Add clear booking buttons on every page

CONTENT & KEYWORDS

- ☐ Blog about common client questions:
 - "What's the difference between Botox and Dysport?"
 - "Is microneedling safe for dark skin?"
 - "How long does lip filler last?"
- ☐ Use location keywords: "PRP facial Toronto," "lip filler Vaughan"
- ☐ Create educational posts explaining treatments in simple terms
- ☐ Add pricing or "starting at" info (Google ranks pages with clear service details)

SOCIAL MEDIA & LOCAL SEO

- ☐ Use location hashtags (#TorontoMedspa, #VaughanInjector)
- ☐ Share before/after photos weekly (with client consent)
- ☐ Add clinic location tag in every post
- ☐ Link your booking page in bio or Linktree

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REVIEWS & REPUTATION

- ☐ Ask clients to leave a Google review right after their appointment.
- ☐ Reply to every review with a personal touch
- ☐ Highlight reviews in Instagram stories & on your website
- ☐ Encourage happy clients to tag your clinic in selfies

LEAD SYSTEM

- ☐ Add a “Book Now” or consultation form on website/socials
- ☐ Offer free skin consultations to capture leads
- ☐ Use WhatsApp or email auto-replies to confirm bookings
- ☐ Track leads weekly (Google, Instagram, referrals)

Want to skip the guesswork? Request your **FREE Business Evaluation Report** and get a one-page breakdown of your strengths, gaps, and growth opportunities.