

10-Step Practice Visibility Audit

Use this comprehensive checklist to evaluate your practice's digital presence and identify opportunities for immediate improvement. Each element plays a critical role in how potential patients discover and choose your practice.

1. Google Business Profile Optimization Ensure complete profile with photos, hours, services, and regular posts	2. Website Speed & Mobile Usability Test load times under 3 seconds and mobile-responsive design	3. Review Count & Average Rating Target 50+ reviews with 4.5+ star average across platforms
4. Social Platform Consistency Verify matching NAP (Name, Address, Phone) and branding	5. Video & Short-Form Content Evaluate presence on Instagram Reels, TikTok, YouTube Shorts	6. Clear CTAs on Every Page Ensure prominent booking buttons and contact forms
7. Analytics & Tracking Setup Confirm Google Analytics 4 and conversion tracking implementation	8. Local Keyword Performance Monitor rankings for "[service] + [city]" search terms	9. Email Follow-Up Automation Review patient nurture sequences and appointment reminders
10. Conversion & Appointment Tracking Measure form submissions, calls, and booking completion rates		