



LESS INSURANCE DEPENDENCE

iLoveDentistry

FREE Checklist

41 QUESTIONS YOU SHOULD ASK YOURSELF AND YOUR MARKETING COMPANY

*Marketing is all about getting people to FIND you and then
CHOOSE you.*

*Asking these questions from yourself or your current marketing
company, will help you understand where your practice currently
stands in terms of marketing, does your practice have a comprehensive
done-for-you marketing system and Is what you are paying worth
for what you are receiving.*

www.lessinsurancedependence.com

Checklist

#1 - NAP & Local Citations

- 1) Is my NAP data consistent across all profiles?
- 2) How many NAP profiles am I actively managing? What are they?
- 3) Is my team, specifically LOOKING FOR potential NAP related problems?
- 4) What are the NAP inconsistencies my team has fixed in the last 90 days?
- 5) When was the last time my NAP data was checked for inconsistency?
- 6) Do I make use of Local Data Aggregators to increase my presence in local searches?

#2 - Website Creation & Enhancements

- 1) How many hours went into creating my site? 200+ or more?
- 2) Do all my pages have original content?
- 3) Is my website mobile and Google optimized?
- 4) Can my patients find what they're looking for easily on my website?
- 5) Is my website secure & maintains privacy of my practice & my patients?
- 6) Is my website personalized for special occasions & seasons?
- 7) Is my website getting revamped every 18-24 months to keep up with Google Updates?

#3 - Website Optimization Metrics

- 1) Is my website fully optimized for mobile viewing?
- 2) Does my site have any crawler errors?
- 3) Do I know how many pages are indexed on my site?
- 4) What are my Google Lighthouse SEO scores? Are they 90+ or more for key pages?
- 5) Do all the pages on my site pass the load speed test?
- 6) Does my site have any broken or bad links?
- 7) Does my team actively track & optimize my site consistently?
What improvements were made in the last 90-120 days?

#4 - High-Quality Content Essentials

- 1) Does the content on my site have a beneficial purpose?
- 2) Does the content on my site has a bio that complies with Google EAT?
- 3) Does my content have enough evidence to support it?
- 4) Does the content in my site position me as trustworthy by incorporating Google Reviews?
- 5) Does the content on my site help me stand out as a person of authority?
Example incorporate Video 360 Videos.

#5 - Website Marketing Fundamentals

- 1) Do I have a 6 month marketing plan?
- 2) Do I know what are the big things that is being actively worked in
- 3) my 6 month plan?
- 4) Does my team do competitor analysis and leverage it?
- 5) Is my site being checked for Duplicate Content? If so, how often? When was the last time my site was checked?
- 6) Is my site monitored for SEO rule changes & is it adjusted regularly?
- 7) Do I know when it was last done?

#6 - Social Proofing For Your Practice

- 1) Am I encouraging my patients to leave narrative reviews for my practice?
- 2) Am I utilizing online video testimonials to increase my social proof within my practice?
- 3) Do I respond to positive/negative reviews appropriately?
- 4) Am I making sure I'm not violating any HIPPA rules while I respond to reviews?
- 5) I have a dedicated social media strategy & post plan to engage with my patients on social media?
- 6) Are my posts personalized to connect with my patients on social media?
- 7) Is my social media content planned & scheduled in advance?
- 8) Have you planned for special occasions & events?