

# Professional Healthcare SEO Checklist

A strategic, compliance-first checklist to accelerate patient acquisition and digital trust.

PILLAR	BEST PRACTICE	COMPLIANCE/NOTES
<b><u>Local SEO</u></b>	Claim & optimize Google Business Profiles for each location and provider.	Bulk-manage multi-location systems.
	Maintain strict NAP consistency across directories (Healthgrades, Zocdoc, WebMD).	Quarterly citation audits.
	Embed 'Physician' and 'MedicalOrganization' schema markup on provider and location pages.	HIPAA-compliant online booking links.
	Add FAQ schema for common patient service questions to support voice search.	Improve Local 3-Pack performance.
<b><u>Technical SEO</u></b>	Build clear site architecture with logical services, specialties and location hierarchy.	Update XML sitemaps regularly.
	Achieve Largest Contentful Paint (LCP) under 2.5s on mobile with server-side rendering and image CDN.	Core Web Vitals compliance.
	Implement end-to-end TLS 1.3 encryption and Web Application Firewall (WAF).	Conduct annual HIPAA risk assessments.
	Deploy a Consent Management Platform supporting CCPA, CPA and pass consent strings server-side via GTM.	HIPAA and state-level privacy compliance.
	Design to meet WCAG 2.2 AA standards; combine AI monitoring with manual audits.	Quarterly accessibility reviews.
	Structure menus for key actions (call, book, pay) to be accessible within two taps.	Enhance mobile UX and conversions.
<b><u>Content Strategy</u></b>	Create detailed, patient-centric service and blog	Follow Google's E-E-A-T standards.

	content aligned with search intent.	
	Optimize doctor bios with educational background, specialties, structured data markup.	Refresh credentials and awards regularly.
	Launch targeted location pages and community-focused blogs.	Incorporate geo-modified service keywords naturally.
<b>Authority Building</b>	Earn backlinks from trusted .edu, .gov, and healthcare-specific domains.	Focus on editorial links, not link farms.
	Implement patient review management across Google, Healthgrades, Zocdoc, Vitals.	Maintain HIPAA-safe practices in review requests.
<b>Performance Tracking</b>	Track KPIs including organic traffic, conversion rate, bounce rate and backlink quality via GA4 and GSC.	Monthly SEO reporting tied to business KPIs.
	Conduct quarterly competitive benchmarking using tools like SEMrush, Ahrefs.	Identify gaps in content, backlink profiles, local visibility.

### Visual Overview

(1) Build strong Local SEO foundation → (2) Optimize technical SEO for compliance → (3) Develop patient-centered content → (4) Earn authoritative backlinks & reviews → (5) Track, refine, outperform competitors.