

Web Presence Checklist

Helpful hints to evaluate your practice's presence on the internet



EVALUATE YOUR PRACTICE WEBSITE

- Is your website information up-to-date?
- Is your website easy to navigate?
- How does your website look and perform on a mobile device?
- Do you have a blog?
- How does your website compare to your competitor?

EVALUATE YOUR ONLINE REPUTATION

- Google yourself. Are the results good?
- Visit the following reviews websites? What do they say about your practice?

	GOOD	BAD
• Google Places	<input type="checkbox"/>	<input type="checkbox"/>
• Yahoo! Local	<input type="checkbox"/>	<input type="checkbox"/>
• Healthgrades.com	<input type="checkbox"/>	<input type="checkbox"/>
• Vitals.com	<input type="checkbox"/>	<input type="checkbox"/>
• Yelp.com	<input type="checkbox"/>	<input type="checkbox"/>

EVALUATE YOUR PERFORMANCE IN SEARCH ENGINES

- Google the following terms and see how you rank

	GOOD	BAD
• Your Practice Name	<input type="checkbox"/>	<input type="checkbox"/>
• "Dentist", Your City, St	<input type="checkbox"/>	<input type="checkbox"/>
• Doctor Name	<input type="checkbox"/>	<input type="checkbox"/>
• Key Service, Your City (i.e. Implants, Chicago)	<input type="checkbox"/>	<input type="checkbox"/>

EVALUATE YOUR SOCIAL MEDIA

- Do you have a Facebook Business Page?
- How many "likes" do you have?
- Does your practice use Twitter, Google +, YouTube or Blogging?

FORMULATE A PLAN AND EXECUTE YOUR STRATEGY

- Set your goals & expectations
- Decide on your initiatives
- Set a timeframe
- Implement your plan
- Evaluate your strategy

Need help to improve your practice's presence on the web?

CALL OFFICITE
and speak to a web presence consultant.
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