



**// alterra health**

# **WEBSITE OPTIMIZATION**

**CHECKLIST**

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**Building an Effective  
Digital Presence for  
Your Clinic**

# **This checklist is designed to help you identify areas for improvement in your website experience**

Did you know **nearly 75% of patients** turn to online reviews as the first step when searching for a new physician according to Healthgrades?

Having an interactive, informative, and engaging online experience is crucial to attracting the type of patients you need for sustainable, long-term clinic growth.

**Patients want more than just a 15-minute consult.**

Patients in 2024 are searching for comprehensive care centered on:

- Expertise
- 360° patient experience
- Touch points + accountability
- Human connection



You are competing against well-funded telehealth behemoths like Ro, Hims, Hers, and more...

**1) Is your website experience up to par?**

**2) Are you building a sustainable competitive advantage?**

**Don't try to compete on:**

- ✗ Price
- ✗ Speed of delivery
- ✗ Accessibility

**Instead, differentiate your clinic by offering:**

- ✓ Expertise
- ✓ 360° patient experience
- ✓ Touch points + accountability
- ✓ Human connection

# Site structure & search engine optimization

**Sitemap** - Does your site have a properly configured sitemap? This can typically be found at...

- [www.YourWebsiteURL.com/sitemap.xml](http://www.YourWebsiteURL.com/sitemap.xml)
- [www.YourWebsiteURL.com/sitemap\\_index.xml](http://www.YourWebsiteURL.com/sitemap_index.xml)

**Robots.txt** - Is your site using a properly configured robots.txt file? This can typically be found at...

- [www.YourWebsiteURL.com/robots.txt](http://www.YourWebsiteURL.com/robots.txt)

**Baseline SEO** - Do all pages of your site have baseline SEO best practices in place such as meta titles, meta descriptions, and headings with H1, H2, and H3 tags?

**Search tools** - Do you have Google Analytics and Google Search Console installed for your site?

**Tags** - Do you have Google Tag Manager installed for your site, and are you leveraging appropriate tracking pixels/scripts (an example would be a Meta Pixel for retargeting)?

**Documentation** - Does your site have adequate Terms and Conditions and a HIPAA-compliant Privacy Policy?

**Backlinks** - Does your site have backlinks from partners, other clinics, etc. pointing to your domain?

## Site content & keywords

- Written content** - Do you have a blog, and are you regularly posting/updating content on topics relevant to your target patient audience?
- Geography** - Does your site describe in-detail the exact city and/or geographic area you serve (i.e. medical weight loss in Katy, Texas)?
- Geography** - Does your site feature regularly-updated blog content highlighting to the exact geographic area you serve?
- Contact details** - Are your address and phone number prominently featured with crawlable text/links?
- Google Business Profile** - Do you have a complete Google Business Profile linking to your website?
- SEO keywords** - Do the meta titles, meta descriptions, and heading tags on your site feature specific keywords relevant to your target patient audience?
- Testimonials** - Does your site feature regularly-updated reviews and testimonials?
- Video content** - Does your site incorporate interactive video content, not just text-based articles?

## Site branding & overall functionality



**Branding** - Does your site feature a modern logo and cohesive branding throughout?



**Booking** - Is it possible for patients to book an appointment and/or get in touch with you in <15 seconds?



**Imagery** - Is the imagery on your website modern, natural, bright, professional, and relevant to your target patient audience (i.e. if you primarily serve “men in their 40s and 50s” for example, are the images on your site relevant to that demographic)?



**Responsive design** - Is your website experience responsive - meaning the elements adjust dynamically for each type of device (mobile vs. tablet vs. desktop)?



**Navigation** - Is it easy for patients to navigate your website?



**Maintenance** - Is your site automatically updated, backed-up, and secured on a recurring basis?




**Score** - Does your site get a score of at least 70% using this free tool?

- <https://seositecheckup.com/>


## Site differentiation & user experience

 **360° experience** - Does your site showcase a comprehensive 360° patient experience, not just consults?

 **Interactivity** - Does your site clearly offer multiple different ways to contact and/or engage with your clinic (think - scheduling widget, email, chat, SMS text, contact form, social media, intro video, etc)?

 **Programming** - Does your site articulate step-by-step what your program looks like for patients?

 **Education** - Does your site feature easily-accessible educational resources for both existing and prospective patients?

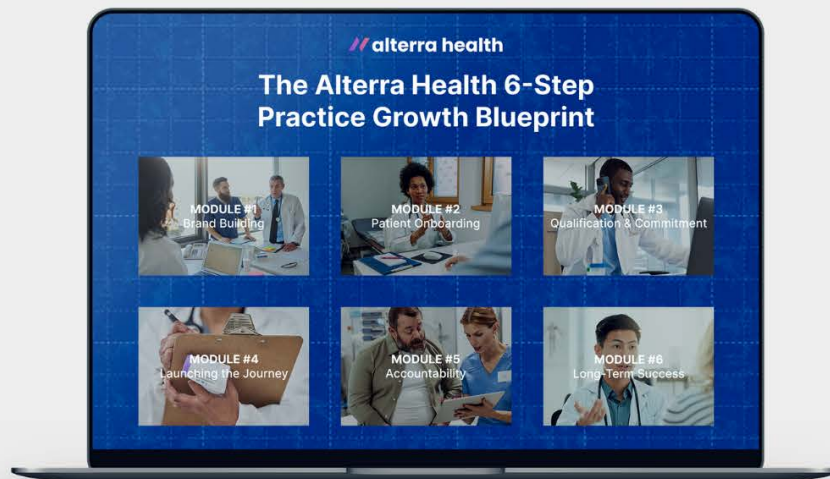
 **Expertise** - Are you as a provider posting content on your website that demonstrates your expertise, credibility, and focus on holistic patient care?

 **Human connection** - Does your site showcase your team in a way that conveys compassion and a human connection to prospective patients?



# Let's grow your practice together!

*Need a hand with this checklist?  
Schedule a free call with us!*



Scan the QR code to get started today!



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