

DIGITAL MARKETING CHECKLIST

DECLUTTER WEBSITE

- Update team bios & photos
- Remove past events
- Add virtual events
- Delete outdated content
- Organize menu

CONTENT REVIEW

- Read homepage & review
- Update "Meet the Doctor" page
- Highlight new testimonials
- Ensure information is up to date, including recent protocol changes

SEO

- Choose target keywords
- Assess title tag, including location
- Make sure homepage text is at least 300 characters, and relates to your target keywords

EMAIL LIST

- Add subscribers
- Prepare reactivation emails
- Create Facebook contest & email list
- Talk to your Digital Marketing Specialist about your email marketing strategy

GOOGLE MY BUSINESS

- Update hours & location info
- Turn on Messaging
- Ask for & respond to Reviews
- Upload current photos
- Use Posts to promote offers or content

SOCIAL MEDIA

- Claim your practice name everywhere
- Choose one platform to focus on
- Engage with your followers
- Plan your content in advance
- Automate with Buffer or Hootsuite

NOTES