

# Professional Healthcare SEO Checklist

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

Pillar	Best Practice	Compliance/ Notes
<u>Local SEO</u>	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.
<u>Technical SEO</u>	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.



# Professional Healthcare SEO Checklist

Pillar	Best Practice	Compliance/ Notes
<u>Content Strategy</u>	Design to meet WCAG 2.2 AA standards; combine AI monitoring with manual audits.	Quarterly accessibility reviews.
	Optimize doctor bios with educational background, specialties, structured data markup.	Refresh credentials and awards regularly.
<u>Authority Building</u>	Launch targeted location pages and community-focused blogs.	Incorporate geo-modified service keywords naturally.
	Earn backlinks from trusted .edu, .gov, and healthcare-specific domains.	Focus on editorial links, not link farms.
<u>Performance Tracking</u>	Implement patient review management across Google, Healthgrades, Zocdoc, Vitals.	Maintain HIPAA-safe practices in review requests.
	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.



# Professional Healthcare SEO Solutions

Healthcare SEO demands trust, compliance and patient-focused precision.

At Digital Silk, we develop search strategies that enhance visibility, support patient acquisition and meet the strict standards of the healthcare industry.

## Our services include:

- **LOCAL & TECHNICAL SEO**
- **HIPAA-COMPLIANT CONTENT STRATEGY**
- **AUTHORITY BUILDING (BACKLINKS & REVIEWS)**
- **SEO PERFORMANCE DASHBOARDS**
- **COMPETITIVE BENCHMARKING & AUDITS**

Looking to grow your digital presence the right way? Let's build a compliant, results-driven SEO strategy.

[www.digitalsilk.com](http://www.digitalsilk.com)  
(800) 206-9413