Healthcare Marketing Readiness Checklist

An 18-point, evidence-led self-review for doctors, clinics, hospitals and healthcare marketing teams. Use it for one service, location or priority at a time. An unchecked item is a question to verify, not a performance grade.

Service and provider information

- [ ] Priority services are described accurately and approved by the responsible team.
- [ ] Doctor, specialty and location information is consistent across important pages.
- [ ] Each promoted service has a clear next step appropriate to the actual care pathway.

Findability and discovery

- [ ] People can find relevant service and location pages through navigation and site search.
- [ ] The priority pages can be crawled and indexed, with no known critical technical blocks.
- [ ] Public business listings reflect real locations, contact details and offered services.

Website and mobile experience

- [ ] A mobile visitor can quickly identify the right service, provider and location.
- [ ] Important calls to action are clear, accessible and functional on a phone.
- [ ] Content answers practical questions without promising clinical outcomes.

Inquiry handling and capacity

- [ ] Calls, forms and approved booking routes reach the correct person or department.
- [ ] Staff know which inquiries the organization can serve and how to follow up.
- [ ] Current appointment capacity and service availability are reflected in promotion.

Measurement and marketing decisions

- [ ] The team distinguishes traffic, contact events, qualified inquiries and appointments.
- [ ] Any tracking or reporting method has been reviewed for privacy and consent needs.
- [ ] One next action has an owner, a baseline and a sensible evaluation date.

Trust, content and AI-assisted discovery

- [ ] Clinician qualifications, clinical claims and healthcare imagery have appropriate review.
- [ ] Important service facts are consistent across the website and trusted public profiles.
- [ ] Marketing staff use observed evidence rather than claiming guaranteed AI recommendations.

Turn the review into a decision

Choose the highest-impact issue supported by evidence. Confirm the owner and the next action; agree when you will verify the result.

Service, specialty and market:

Issue to investigate and evidence needed:

Owner, next action and review date:

Operational planning aid only. It does not certify clinical, privacy, advertising or legal compliance. Do not include patient data in this worksheet.