HEALTHCARE SEO AUDIT

30 checks · 6 areas · evidence first

Quick-start for a clinic

- Choose five representative URLs: homepage, two services, one location/contact page and one provider profile if relevant.
- Start with actual booking and patient-routing issues, then check indexing, clinical accuracy, local information and measurement.
- Mark each row Pass, Fail, N/A or Not tested. Retain redacted proof, assign an owner, and schedule a retest.
- Priority P0 = urgent patient/trust/indexing issue; P1 = substantive improvement; P2 = iterative optimization.
- A checklist is not a Google ranking score, a medical review, or evidence of successful patient acquisition.

Audit owner and reference

Organization / branch: _____

Audit period: _____

Site / Search Console property: _____

Primary contact: _____

Retest meeting date: _____

Suggested evidence sources

- GSC indexed and live URL Inspection; website crawl and source HTML
- Approved clinic service-location matrix and public provider credentials
- Google Business Profile Manager, site location/contact pages
- Controlled mobile appointment tests and aggregate, privacy-safe inquiry counts

Crawl & index

The five checks below are part of the same 30-point clinic SEO audit

Can patients and search engines reach the right medical pages?

T01 Key service pages are accessible

Verify: GSC URL Inspection (indexed report and live test); HTTP response

Pass: Intended pages return content, are not blocked, and are eligible for indexing; record indexed and live status

P0 · SEO / developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

T02 Robots, noindex and canonical agree

Verify: Source HTML; response headers; robots.txt; GSC Google-selected canonical

Pass: Important canonical pages do not accidentally carry noindex or conflicting canonical instructions

P0 · Technical SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

T03 XML sitemap reflects intended pages

Verify: Sitemap index; individual XML sitemaps; GSC Sitemaps report

Pass: Important canonical 200-status URLs appear; redirects, noindex and errors are excluded where practical

P1 · SEO / developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

T04 Internal links and redirects work

Verify: Crawl key templates and all clinic service pages; inspect 3xx chains and 4xx

Pass: No important navigation or contextual link ends in a broken page or avoidable chain

P1 · SEO / developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

T05 Google can render critical page content

Verify: GSC URL Inspection > Test live URL > View tested page; compare rendered DOM

Pass: Services, locations, CTA labels and page copy are visible without essential blocked scripts

P1 · Developer / SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____

Service intent & on-page

The five checks below are part of the same 30-point clinic SEO audit

Do service pages reflect real patient needs, and can visitors navigate them?

S06 Each priority service answers one distinct search task

Verify: Service-page inventory; title, H1 and page body; Search Console landing queries

Pass: Each important medical service has a useful, differentiated canonical page

P1 · SEO / clinic lead

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

S07 Service pages explain real care decisions

Verify: Priority service pages; clinic-approved service and process descriptions

Pass: Pages accurately cover who the service is for, how contact works, and real availability without medical overclaims

P1 · Clinical content owner

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

S08 Locations and service availability match reality

Verify: Service-location matrix; clinic operations; site location pages

Pass: Only services genuinely available at each location are presented as available there

P1 · Clinic operations

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

S09 Titles and headings describe the page

Verify: Inspect <title>, visible headings, descriptions and rendered snippets

Pass: Clear, unique title and main heading aligned with search intent; no misleading promise

P2 · SEO / editor

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

S10 Patients can navigate related topics

Verify: Service hub, doctor profiles, specialties, clinic pages; crawl inlinks

Pass: Contextual links to relevant services, locations and contact routes work without keyword stuffing

P1 · SEO / content

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____

Clinical credibility

The five checks below are part of the same 30-point clinic SEO audit

Is health-related content accurate, trustworthy, permissioned and appropriately cautious?

M11 Clinician names and credentials are verified

Verify: About and provider profiles; licensing or professional registry where applicable

Pass: Published roles, qualifications and practice locations are approved and current

P0 · Clinic owner

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

M12 Medical information has accountable sources

Verify: Medical information pages; linked reputable sources and update records

Pass: Key clinical statements are supported and reviewed appropriately for their medical risk

P0 · Clinical content owner

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

M13 Benefits, limitations and choices are balanced

Verify: Treatment/service descriptions, FAQ and policy/claim copy

Pass: No categorical cure, zero-risk or guaranteed-outcome assertions without substantiation

P0 · Clinic owner / compliance

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

M14 Testimonials and outcome material are legitimate

Verify: Reviews, claims, photos, authorizations and jurisdictional policies

Pass: Published testimonials or before/after content are authentic, permissioned and locally compliant

P0 · Clinic compliance

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

M15 Sensitive patient information is protected

Verify: Visible case content, image/media records, analytics policies

Pass: No unnecessary identifiable patient records, conditions or private data appear in SEO assets or logs

P0 · Privacy lead

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____

Local visibility

The five checks below are part of the same 30-point clinic SEO audit

Can people find the right real clinic or practitioner location?

L16 Google Business Profiles represent real locations

Verify: GBP manager; physical clinic locations; official eligibility guidelines

Pass: No duplicate or virtual-office profiles; categories and names reflect reality

P0 · Local SEO / owner

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

L17 Location details are current and consistent

Verify: GBP, site footer, contact/location pages and operational hours

Pass: Phone, address, opening hours and appointment availability match approved records

P1 · Operations / local SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

L18 Profile links land on the right location

Verify: Each GBP website/booking URL; mobile click tests

Pass: Users reach the specific location or applicable service, not an unrelated branch

P1 · Local SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

L19 Doctor and department profiles follow eligibility

Verify: Profiles for physicians, departments and organization; GBP rules

Pass: Practitioner/department profiles exist only where eligible and correctly represented

P1 · Owner / local SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

L20 Location pages contain genuine differences

Verify: Compare all location URLs, service matrix and personnel details

Pass: Pages show real address, team, services and directions; not city-name substitutions

P1 · Content / clinic lead

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____

UX & appointment path

The five checks below are part of the same 30-point clinic SEO audit

Can a patient act on what they find, comfortably and reliably?

U21 Mobile contact actions work

Verify: 360–390px phone and desktop live test; keyboard navigation

Pass: Call, request appointment and directions controls can be used without obstacles

P0 · UX / developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

U22 Forms, calls and booking routes are tested

Verify: Submit test form; verify phone/email handoff; booking confirmation

Pass: A test inquiry reaches the intended queue without collecting unnecessary medical details

P0 · Operations / developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

U23 Core Web Vitals and page stability are reviewed

Verify: GSC Core Web Vitals; PageSpeed Insights field data where available

Pass: Investigate poor LCP/INP/CLS field experience; avoid treating lab scores as rank guarantees

P2 · Developer

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

U24 Content is accessible and understandable

Verify: Mobile reading test, headings, captions, alt text, contrast and forms

Pass: Important content is readable and controls have usable labels and focus behavior

P2 · UX / editor

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

U25 Practical booking details are findable

Verify: Service/FAQ/contact pages; ask reception for recurring questions

Pass: Accurate appointment route, location, hours and insurance/payment caveats appear where useful

P1 · Operations / content

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____

Measurement & action

The five checks below are part of the same 30-point clinic SEO audit

Can the practice separate visibility from worthwhile appointment outcomes?

A26 Search Console establishes a baseline

Verify: GSC Performance by page/query; indexing; fixed 8–12 week baseline where appropriate

Pass: Save query and page exports, non-brand groupings, country/device and comparison dates

P1 · SEO / analyst

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

A27 Contact events are lawful and deduplicated

Verify: GA4/GTM/CRM with consent controls; test phone, form and booking events

Pass: Only relevant events fire, no duplicated conversions and sensitive health data are excluded

P0 · Analytics / privacy lead

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

A28 Inquiries are separated from patients

Verify: CRM/reception summary; anonymized weekly funnel by service

Pass: Track inquiries, qualified contacts, booked and attended appointments as distinct stages

P1 · Operations / analyst

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

A29 Performance is segmented sensibly

Verify: GSC pages/queries and CRM by service, location and period

Pass: Compare like-for-like services, branches, brand/non-brand and reporting windows

P1 · SEO / analyst

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

A30 Findings have owners and retest dates

Verify: Audit register and weekly issue meeting

Pass: Every confirmed issue logs evidence, severity, owner, fix, date and retest outcome

P1 · Clinic lead / SEO

Status: [ ] Pass [ ] Fail [ ] N/A [ ] Not tested

Evidence/issue notes: _____

Issue owner / target fix date / retest: _____