Healthcare SEO: First 30 Days

DigiTaTop Agency | Practical project-planning worksheet

Use this document to establish a clear baseline, prioritize a real healthcare service, and record evidence. These tasks are not guarantees of rankings, appointments or financial returns.

Days 1-5: Define the business task

■ Select one real service and its available locations.

■ List who owns clinical accuracy, website changes and inquiry handling.

■ Record baseline non-brand queries and landing-page performance.

■ Check service availability and appointment capacity.

Evidence / URL: _____
Owner: _____ Due date: _____

Days 6-12: Check access and usability

■ Sample indexability, canonicals and redirects on core URLs.

■ Check website navigation, internal links and mobile contact routes.

■ Inspect location information and clinic operating hours.

■ Record findings with source URLs or screenshots.

Evidence / URL: _____
Owner: _____ Due date: _____

Days 13-20: Improve service clarity

■ Map one primary search intent to each main service page.

■ Update factual, approved service descriptions and internal links.

■ Review relevant medical assertions and sources.

■ Verify the location and service actually match.

Evidence / URL: _____
Owner: _____ Due date: _____

Days 21-30: Verify and prioritize

■ Test real contact paths without submitting sensitive patient data.

■ Define valid inquiry, booking and attended appointment metrics.

■ Record owners and retest dates for unresolved issues.

■ Choose the next highest-impact task based on evidence.

Evidence / URL: _____
Owner: _____ Due date: _____