Medical SEO Proposal Review

Use the same questions for every proposal and compare deliverables before fees.

Scope and ownership

- [ ] Priority services, locations and included URLs
- [ ] Monthly content units, page rewrites and review workflow
- [ ] Technical implementation: included hours and named owner
- [ ] Business-profile work and eligibility/verification conditions
- [ ] Clinic/agency access to site, Search Console and analytics

Measurement and medical review

- [ ] Who approves clinical claims, profiles and health-related statements?
- [ ] Which inquiry actions are measurable and lawful?
- [ ] What records identify actual booking versus contact attempt?
- [ ] Reporting schedule, escalation route and decision checkpoint

Commercial terms

- [ ] Monthly fee and minimum term (USD)
- [ ] Separately quoted setup, development, tools and review (USD)
- [ ] Cancellation terms, licenses, content/data ownership

Six-Month Budget Planner

Write your actual contracted fees in USD; exclude any unapproved hypothetical charges.

Budget line	Quoted USD	Owner / notes
Monthly contracted SEO fee		
Six-month agency total (6 x monthly fee)		
One-time technical/development work		
External clinical/editorial review		
Tools, integrations, approved media		
Taxes, internal staff and other costs		
Total six-month planned cost		

How will the clinic judge progress?

Selected priority pages and local profiles:

Qualified inquiry definition and safe measurement approach:

Appointment verification owner, where permissible:

Review date, baseline, and known attribution limits:

Budget example only (not a quotation):

$1,750/month x 6 = $10,500 agency fees. Other approved costs are separate.

Do not equate search visits or form clicks with new patients or proven SEO ROI.