Healthcare SEO timeline: evidence worksheet

DigiTaTop Agency | 15 review tasks

Record actual deployment separately from approval and contract dates. Review windows organize work; they do not predict rankings or appointments. Keep patient information out of these records.

P0: material urgent failure. P1: substantive investigation or planned work. P2: lower-impact review. Set priority from actual findings.

Audit scope / service / market: _____

1. Technical access

Days 1-30 | Check indexing, canonical and response of priority service URLs

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

2. Technical access

Days 31-60 | Re-test critical fixes and review page indexing

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

3. Technical access

Days 61-90 | Investigate unresolved exclusions and redirects

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

4. Clinical service content

Days 1-30 | Verify services, clinicians and patient queries

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

5. Clinical service content

Days 31-60 | Improve two or three priority service pages

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

6. Clinical service content

Days 61-90 | Review query relevance and update pages responsibly

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

7. Local discovery

Days 1-30 | Confirm eligible profile details and location accuracy

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

8. Local discovery

Days 31-60 | Improve verified profile and web location consistency

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

9. Local discovery

Days 61-90 | Review appropriate local engagement

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

10. Patient inquiry journey

Days 1-30 | Test calls, forms, booking on mobile

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

11. Patient inquiry journey

Days 31-60 | Fix friction and missed handoffs

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

12. Patient inquiry journey

Days 61-90 | Recheck qualified enquiry definitions

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

13. Measurement

Days 1-30 | Record non-brand query/page baseline and data permissions

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

14. Measurement

Days 31-60 | Annotate changes; compare like-for-like data

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

15. Measurement

Days 61-90 | Summarize evidence, limitations and next decisions

Owner: _____ Priority: _____ Status: _____

Due date: _____ Actual deployment date: _____

Evidence / reporting period: _____

Next decision: _____

Retest / review date: _____ Result: _____

Review decisions

Undelivered work: resolve the approval or deployment dependency before waiting for search effects.

Confirmed critical exclusion or broken contact route: investigate now.

Small or immature samples: validate measurement and collect more evidence.

Persistent mismatch in comparable mature data: reassess intent, usefulness, competition and capacity.

Six months: review completed work, indexed priority pages, relevant queries and inquiry quality.

Twelve months: compare comparable prior-year periods where available and assess durable service-level value.

Neither six nor twelve months is a promised performance milestone.