PPC or SEO? Clinic readiness

Use one service line and one location at a time.

1 | Identify the decision

Medical service / appointment type: _____

Location / service area: _____

Clinic or department decision owner: _____

2 | What is limiting new appointments?

- [ ] Potential patients cannot find the service reliably
- [ ] The service page is unclear or incomplete
- [ ] Visitors contact the practice but few bookings are confirmed
- [ ] The clinic has unfilled appointments and can answer inquiries
- [ ] Ad policy or clinical-claim approval has not been checked

3 | Paid search readiness

- [ ] Service is eligible for advertising in the intended market
- [ ] Landing page accurately explains who, what, where and how to book
- [ ] Someone owns daily inquiry response and appointment capacity
- [ ] Meaningful conversion events and qualified-inquiry review are ready

4 | Organic search readiness

- [ ] Service pages are helpful, accurate and accessible on mobile
- [ ] Provider/location information is current and consistent
- [ ] Relevant pages can be crawled and have useful internal links
- [ ] An editorial owner can maintain the content over time

Choose an investment path

Complete with real operational information. Do not include patient data.

5 | Choose a starting emphasis

- [ ] PPC-led test (approved service, available slots, working inquiry route)
- [ ] SEO/site-readiness first (service information, trust or booking issues)
- [ ] Phased combination (eligible paid demand plus organic content work)
- [ ] Defer traffic spending until capacity, compliance or tracking improves

6 | Define the measurement language

Qualified inquiry means: _____

Confirmed booking means: _____

Attended appointment means: _____

Reporting period and channel owner: _____

7 | Review checkpoints (not performance promises)

Before launch

Approve medical claims, location, landing page, eligibility and privacy controls.

Early review

Check serving / indexing, inquiry quality, response, scheduling friction.

Later review

Compare qualified inquiries and attended visits; note uncertainty.

8 | Record the first action and owner

One action to approve first: _____

Responsible owner: _____

Next review date: _____

This worksheet does not estimate cost, lead time, ROI or patient outcomes.