Saudi Healthcare Marketing Readiness Checklist

For Saudi clinic owners and healthcare marketing teams. Use this worksheet before approving SEO, website or advertising changes. Mark Ready / Needs attention / Not applicable; add an owner and evidence.

1. Services and market fit

[ ] List real clinics, service lines, cities and current appointment capacity.

[ ] Confirm the service and branch registry has been approved by operations.

[ ] Map genuine Arabic and English patient search terms to real services.

[ ] Confirm clinician credentials and clinical descriptions have been verified.

2. Search and local discovery

[ ] Check important service pages for crawlability and indexability.

[ ] Verify real client-owned Google Business Profile details and hours.

[ ] Confirm that each location page describes a genuine facility.

[ ] Review mobile Arabic reading direction and accessible contact links.

3. Advertising eligibility and claims

[ ] Classify each campaign as a service, regulated product or other offering.

[ ] Confirm relevant facility/service advertising rules with the provider.

[ ] Check SFDA approval requirements if advertising products under its supervision.

[ ] Verify Google Ads healthcare eligibility and any needed certification.

4. Patient privacy and communication

[ ] Review PDPL implications for forms, analytics and health-related information.

[ ] Avoid identifiable health details in advertising or standard analytics events.

[ ] Confirm consent and withdrawal controls for direct promotional messaging.

[ ] Test the clinic enquiry handoff without disclosing sensitive medical data.

5. Measurement and next actions

[ ] Define what counts as a qualified enquiry and completed booking.

[ ] Separate visibility, enquiry actions, bookings and actual clinical outcomes.

[ ] Record the first three fixes, their owners and evidence.

[ ] Set a practical review date without promising search results.

Top three actions and evidence

Priority	Owner and action	Evidence / review date
1		
2		
3		

Planning tool only. No assumption of legal certification, advertising eligibility, rankings, patient numbers or ROI. Confirm all clinical, privacy and advertising rules with the competent teams.