

A Private Practice SEO CHECKLIST

A Private Practice Beginner's Guide to Search Engine Optimization

• On-Page Optimization •

URL

- URL has at least one keyword in it
- URL is easy to decipher and remember

KEYWORDS

- Competitors' keywords compiled
- Competitors' keywords tested in search engines
- Keywords are relevant to the content on your website

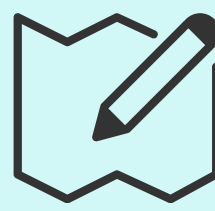


TITLE TAGS

- Title tags are under 70 characters
- Title tags are listed in order of importance from most to least
- Title tags are | separated with pipes |
- Title tags are relevant to your private practice

FRESH CONTENT

- Content is at least 250 words (but 450 is better)
- At least one keyword dropped within first 100-150 words
- Keywords spread throughout body of text
- One image with relevant image title including within text
- Internal pages are linked within text



• Off-Page Optimization •

CLIENT INTERACTION

- Social media platforms set up for your private practice
- Review sites (Yelp, Google+) set up for your private practice
- Self-reminder set to reach out to clients at least once a month



TOOLS

- Google Analytics account created and implemented on your website
- Google Trends account created and keywords tested