

Your Online Checklist for Healthcare Marketing

The experts at PracticeBeat, the all-in-one practice growth platform, have put together an essential checklist to increase your authority both on and off of your website, to help you become a digital leader in the healthcare industry.

- **Make Your Website HIPAA Compliant**
 - ◆ Do you still have emails listed on your website?
 - ◆ Have you ensured that your patient's data is protected through all online communications?
- **Encrypt Sensitive Information**
 - ◆ Is patient information encrypted during transit?
 - ◆ Is patient information encrypted at rest, when it is being stored?
- **Control Who Has Access to Patient Data**
 - ◆ Do you require your medical professionals to login with secure credentials?
 - ◆ Do you have an automatic log-off feature?
 - ◆ Do you keep track of who logs in and when?
- **Make the Best Use of PPC Strategies**
 - ◆ Are you tracking your conversions correctly?
 - ◆ Are you targeting quality keywords relevant to your location and demographic?
 - ◆ Are you monitoring your budget and optimizing your ads for the best ROI?
- **Be Aware of PPC Policies**
 - ◆ Are you up-to-date on Google standard best practices for running advertisements?
 - ◆ Are you up-to-date on Google's policies regarding speculative and experimental medicine?
- **Conversion Rate Optimization**
 - ◆ Are you using a combined approach of PPC and organic SEO strategies to help you to rank highly in search and improve conversion rates?
 - ◆ Is your website user-friendly and up-to-date with accurate information?
- **Use Schema Markup for SEO**
 - ◆ Have you added specified code (schema markup) to give search engines specific instructions on interpreting your content?
- **Use The Platform That Does Each Step For You**
 - ◆ Are you taking advantage of the PracticeBeat experts that will optimize your practice's healthcare marketing strategies for you?

Healthcare is a competitive space when it comes to online marketing. By following this comprehensive checklist of strategies, you'll have everything you need to succeed in growing your practice. Reach out to the experts at PracticeBeat to see how we can transform your practice in the digital healthcare marketing space.