



# YOUR COMPLETE DIGITAL MARKETING CHECKLIST

Check off the things that you are doing.



**radiology marketing**  
SEO | PPC | Web design | Social

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## ● Is your website optimized for conversion (visitors to callers)?

- Do you have your Phone Number in the top right corner on every page?
- Are you using authentic images and/or videos?
- Are there Photos of the studio, photos of your technology and equipment, waiting room, photos of your support staff, etc.?
- Do you have multiple calls to action on every page?
- Do you have a web-based lead capture form?



## ● Is your website compliant with Google Best Practices?

- Is your website conversion optimized for mobile?

## ● Does your website have a Secure Socket Layer (SSL) certificate?

## ● Does your ultrasound studio rank on page one when customers type "city + baby ultrasound", "8 week ultrasound", "3D ultrasound near me" and other similar keywords?



## ● Is your website properly optimized for search?

- Are Title Tags on each page structured for Google's Best Practices?
- Do you have individual pages for each of your core services?
- Do your blog posts address the specific pregnancy ultrasound FAQ questions?



To schedule your Internet Marketing Strategy Session call our office at +01 904 490 0107  
or go to [radiology.marketing/schedule-strategy-meeting/](https://radiology.marketing/schedule-strategy-meeting/)

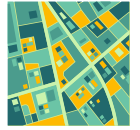


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## ● Have you optimized correctly for the Google Map Listings

- Do you know your Login for Google My Business (GMB) listing?
- Have you properly optimized your GMB listing?
- Are you on all the major online directories with a consistent company Name, Address & Phone Number (NAP)?
- Are you in all the vertical directories with consistent company NAP?



## ● Do you know your “Reputation Score”?

- Do you know how many online reviews you have?
- Do you have a proactive strategy for getting new online reviews every day?
- Are you regularly monitoring & responding to what people are saying about you online?



## ● Are you taking advantage of paid online marketing opportunities?

- Do you have a Google Ads Campaign? Is it delivering your desired ROI?

## ● Is your clinic active on Social Media?

- Do you have your business profiles set up on Facebook, Instagram, LinkedIn, and YouTube?
- Have you tested FB ads or boosts?
- Are you updating your social profiles on a regular basis?



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## ● Are you leveraging email Marketing?

- Are you sending out a monthly email newsletter?

## ● Do you have the proper tracking in place to gauge your ROI?

- Google Analytics & Insights
- Keyword Ranking Tracking
- Call Tracking



## ● Do you know your internal client conversion rate?

- How much traffic do you receive from each channel?
- How many clicks does it take to get a call?
- How many calls does it take to acquire a new client?
- Do you know your average customer lifetime value?
- Do you know your average client acquisition cost?



If you'd like to talk with us about how we can help you get your Internet Marketing right & maximize your lead flow online, call our office at +01 904 490 0107 or go to [radiology.marketing/schedule-strategy-meeting/](https://radiology.marketing/schedule-strategy-meeting/)

