



Digital Marketing Checklist for Healthcare Organisations

Build trust. Increase patient enquiries. Grow responsibly.

Whether you run a private clinic, GP service, or an NHS-linked organisation, your digital presence plays a critical role in attracting patients and building credibility.

Healthcare digital marketing requires specialist attention to detail, from patient confidentiality to responsible messaging and clear service communication. This checklist is designed to help healthcare organisations improve visibility, strengthen trust and generate high-quality enquiries.

Use it to:

- ✓ Ensure your online presence reflects clinical professionalism
 - ✓ Attract the right patients or healthcare customers
 - ✓ Strengthen visibility while supporting compliance and governance processes
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1. Your Website

Your digital front door, trust starts here.

- Is your website secure (HTTPS), fast-loading and mobile-friendly?
- Are patient confidentiality statements and privacy policies clearly visible?
- Do you have dedicated pages for each treatment or service?
- Are clinician credentials, accreditations or affiliations clearly displayed?
- Is there a clear call to action (e.g., book an appointment, request a callback, download a guide)?
- Does your website reflect the standards expected of a professional healthcare provider?

A specialist healthcare digital marketing agency will always prioritise clarity, reassurance and ease of navigation.

2. SEO (Search Engine Optimisation)

Be visible when patients search for care.

- Are you targeting relevant healthcare keywords (e.g., “private GP near me” or “physiotherapy clinic UK”)?
- Are your titles, meta descriptions and headers aligned with patient search intent?
- Are you publishing helpful, medically accurate content that answers common questions?
- Is your content structured to demonstrate expertise and authority (E-E-A-T principles)?
- Are you monitoring performance using tools like Google Search Console and analytics?

Effective healthcare digital marketing ensures patients find your services at the moment they need them most.

3. Local SEO & Google Business Profile

Appear in local search when care is needed urgently.

- Have you claimed and verified your Google Business Profile?
- Is it fully completed with services, opening hours, contact details and imagery?
- Are you actively collecting patient reviews ethically and appropriately?
- Do you respond professionally to reviews and enquiries?
- Are your name, address and phone number consistent across all directories?

For many providers, local visibility is the primary driver of patient enquiries.

4. Paid Ads (Google Ads & Paid Social)

Reach high-intent patients quickly.

- Are you targeting specific treatments or services rather than broad healthcare terms?
- Do your ads lead to high-converting, service-specific landing pages?
- Are you using location targeting to focus on your service area?
- Are you tracking enquiries, calls and appointment bookings from each campaign?

Are campaigns reviewed regularly to ensure budget efficiency?

A specialist digital marketing agency for healthcare ensures paid campaigns are precise, ethical and ROI-focused.

5. Social Media & Online Authority

Build credibility beyond your website.

Are you active on platforms relevant to your audience (e.g., LinkedIn, Facebook)?

Are you sharing informative, patient-focused content?

Are your clinicians or experts contributing thought leadership where appropriate?

Do your profiles clearly link back to your website and services?

Are comments and enquiries handled professionally and promptly?

In digital marketing and healthcare, reputation management is just as important as visibility.

Bonus: Strategy, Governance & Performance Tracking

Maintain control while growing responsibly.

Have you defined measurable goals (e.g., “increase consultation bookings by 20%”)?

Are you tracking conversions (form submissions, calls, bookings) by channel?

Are performance reports reviewed monthly?

Are marketing materials reviewed internally for regulatory and clinical accuracy?

Do you have a clear long-term healthcare digital marketing strategy in place?

A professional healthcare digital marketing company will align growth with governance, not compromise it.

Score Yourself

- 0–15 ticks → Start with the foundations: website clarity, patient trust and visibility
- 16–30 ticks → Good progress — now refine targeting, track ROI, and strengthen authority
- 31–45 ticks → Strong digital presence. Continue optimising and protecting your reputation.

Want Expert Help Reviewing Your Score?

Book a free consultation with a specialist healthcare digital marketing agency that understands the complexity of digital marketing in healthcare.

We'll review your checklist, identify growth opportunities and show you how to increase patient enquiries without compromising professionalism.

 [Book a Free Consultation](#)