

WEBSITE 1 HOUR PLANNING WORKSHEET

	<u>Action Items to Complete</u>	<u>Who</u>	<u>Due Date</u>	<u>Current Status</u>
1	Assign one staff member to lead website vendors			
2	Verify or get practice phone number on top of homepage			
3	Verify or get phone to be click to call			
4	Discuss fixed position for phone number on all pages			
5	Place social links to upper boarder of page			
6	Verify your website is mobile enabled			
7	Visit your website weekly			
8	Visit your mobile site monthly			
9	Assign staff to follow you on all social platforms			
10	Staff to review, upload and update before/afters monthly			
11	Post monthly specials to website quarterly			
12	Post upcoming events to the site 4 weeks before events			
13	Verify or place a Contact Us form field above the fold on all pages			
14	Verify where the incoming email lead inquiries go, which email			
15	Implement a 15 minute response to email inquiries			
16	Test the email inquiry links and status monthly			
17	Review SEO and lead reports monthly			
18	Track expenses by marketing type in a spreadsheet			
19	Set up or verify your process to get patient review			
20	Set up or review your process to post reviews and link on all browsers			
21	Verify all your website links work correctly monthly			
22	Verify that emails to clients link to the correct service highlighted in the promotion			
23	Verify all services are on the site and current, quarterly			
24	Update physician photo to be current, 5 years or newer			
25	Create some short video blogs with Physician or Patient Consultant answering the commonly asked questions			
26	Create clear CALL TO ACTION on your website			
27	Review your SEO strategy			
28	Optimize Blogs and Vlogs with keywords and linking			
29	Review PPC results or look at PPC vendors packages			
30	Create a video content plan for your website			
31	Add a Yelp or other review links to your site if your reviews are good			
32	Mirror FB posts on Instagram			
33	Email your client database weekly -per your Annual Marketing Plan			
34	Create monthly value added promotions for the year			
	PROVEN SYSTEMS CREATE PROVEN RESULTS!			