

2025 Healthcare Marketing Checklist

If you're like most healthcare teams, marketing is a constant juggling act. We built this checklist to help you quickly spot what's working — and what needs work — without a 20-page audit.

- ✅ Use it to self-assess
- ✅ Flag gaps or opportunities
- ✅ Spark a bigger conversation with your team (or with us)

1 Website & Local Presence

- ☐ Mobile-optimized, fast-loading website with smooth navigation and quick contact access
- ☐ Google Business Profile is fully updated with accurate hours, services, and recent photos
- ☐ Clear "Book an Appointment" button or form is visible above the fold on all major pages
- ☐ Social links and branded content are visible and consistent across your entire website

2 Search & Visibility

- ☐ SEO basics like titles, meta descriptions, headers, and keywords are properly configured
- ☐ Actively requesting and responding to reviews on Google, Healthgrades, and Yelp regularly
- ☐ Your practice appears for "[specialty] + [location]" when searched on Google and maps

3 Marketing & Content

- ☐ A monthly marketing calendar outlines blogs, newsletters, and social media post topics
- ☐ Consistent visual branding used across all content, profiles, posts, and printed materials
- ☐ An organized email list of patients and leads, segmented for targeted messaging

4 Strategy & Tracking

- ☐ Google Analytics, Meta Pixel, and other tracking tools are fully installed and functional
- ☐ You know which channels (search, social, email) drive the most new patient bookings
- ☐ The entire patient journey is mapped clearly from ad or post click to booked appointment

Not sure where to start?

Let's walk through it together:

Book a free strategy call by emailing info@trymondo.com or by calling (720) 239-2299

