Can patients find you — *and reach you?*

Tick what's true for your practice today. Anything unticked is a place you're losing patients.

WEBSITE

- ☐ Loads in under 3 seconds on a mid-range phone
- ☐ One page per condition or treatment you offer
- ☐ Each page opens with a 40–60 word plain answer
- ☐ Doctor qualifications and registration number visible
- ☐ Click-to-call and click-to-WhatsApp on every page
- ☐ Appointment button says "Request an appointment"
- ☐ No "best", "No. 1", "guaranteed" or testimonials

GOOGLE

- ☐ Business Profile claimed and verified in your name
- ☐ Specific primary category (e.g. "Dermatologist")
- ☐ Name, address, phone identical everywhere
- ☐ Hours correct, including holidays
- ☐ Real clinic photos; no before/after images
- ☐ Reviews requested without incentives; replies reveal nothing

AI READINESS

- ☐ Structured data (Physician / MedicalClinic) in page source
- ☐ robots.txt allows GPTBot, PerplexityBot, ClaudeBot, Google-Extended
- ☐ CDN/host "block AI bots" setting is off
- ☐ Mentioned on at least 3 trusted third-party sites
- ☐ 10 patient questions tested in ChatGPT, Perplexity, Gemini

WHATSAPP

- ☐ WhatsApp Business set up in the practice's name
- ☐ Greeting + away message with timings
- ☐ Quick replies: location, timings, fees, appointment
- ☐ Reminders only for patients who opted in
- ☐ No medical details collected in automated messages
- ☐ WhatsApp clicks tracked in Google Analytics
- ☐ Reply within working hours, every time