Dermatology SEO Best Practices Checklist

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Quick wins
Get visibility fast with easy, high-impact updates.

- ☐ Complete & optimize your Google Business Profile
- ☐ Collect and respond to patient reviews
- ☐ Make key treatment and condition pages easy to find

Foundational improvements
Build trust and improve your website's experience for potential patients.

- ☐ Improve your site speed & mobile experience
- ☐ Use patient-friendly language
- ☐ Add your team's bios
- ☐ Add helpful visuals (before-and-after images + office photos)

Long-term strategies
Build authority and sustainable search visibility.

- ☐ Publish dermatologist-reviewed content
- ☐ Keep NAP consistent across directories
- ☐ Earn authoritative backlinks
- ☐ Refresh your website content regularly

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