

Website 1 Hour Planning Worksheet

Project Leader: _____

Date: _____

	Action Items to Complete	Staff Assigned	Due Date	Current Status
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 weekly			
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			
12	Post upcoming events to the site 4 weeks before events			
13	Place a call to action button for lead generation above the mobile and desktop fold			
14	Verify where the incoming email lead inquiries go, which email receives			
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 reviews			
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 all services are on the site and current, quarterly			
23	Update physician photo to be current, 5 years or newer			
24	Create some short video blogs with Physician or Patient Consultant			
25	Create clear CALL TO ACTION on your website			
26	Review your SEO strategy			
27	Optimize Blogs and Vlogs with keywords and linking			
28	Review PPC results or look at PPC vendors packages			
29	Create a video content plan for your website			
30	Add a Yelp or other review links to your site if your reviews are good			
31	Email your client database weekly -per your Annual Marketing Plan			
35	Additional Tasks:			
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	PROVEN SYSTEMS CREATE PROVEN RESULTS!			