

# Free SEO Checklist for Fertility Clinics

Powered by SEO Hives

## 1. Website Foundations

- Secure SSL Certificate (HTTPS)
- Fast loading speed (Target <2.5s)
- Mobile-first design
- Clear site structure (Homepage → Services → Blog → Contact)
- Local landing pages (e.g., 'IVF Clinic in [City]')
- HIPAA-compliant forms & privacy policy

## 2. Keyword Research

- Research patient-focused terms (e.g., 'IVF treatment near me')
- Use long-tail keywords like 'affordable fertility treatment in [City]'
- Map keywords to intent (informational vs transactional)
- Track competitor keywords using SEMrush, Ahrefs, or Ubersuggest

## 3. On-Page SEO

- Optimize title tags and meta descriptions
- Use H1 for main topic, H2/H3 for treatments
- Internal linking between services, blogs, FAQs
- Optimize images (filenames + alt-text)
- Add FAQ schema with patient-focused questions

## 4. Content Marketing

- Create a blog strategy (e.g., IVF guides, treatment costs)
- Add educational videos (explaining IVF, lab tours)
- Highlight patient reviews and testimonials
- Publish FAQs on sensitive topics (cost, risks, success rates)
- Include strong CTAs (Book Consultation, Free Assessment)

## 5. Local SEO

- Claim & optimize Google Business Profile
- Ensure NAP consistency across the web
- Add services & treatments to GBP categories
- Collect & respond to patient reviews
- Add photos of clinic, doctors, staff
- Build citations (Healthgrades, Zocdoc, Yelp)

## 6. Technical SEO

- Submit XML sitemap to Google Search Console
- Fix crawl errors (404s, redirects)
- Add structured data (LocalBusiness, MedicalClinic, FAQ, Review)
- Ensure important pages are indexable
- Optimize Core Web Vitals (LCP, CLS, INP)

## 7. Off-Page SEO

- Build backlinks from health blogs & directories
- Partner with mommy bloggers & influencers
- Guest post on healthcare sites
- Sponsor community events for PR links

## 8. Tracking & Analytics

- Connect Google Analytics 4 (GA4)
- Set up conversion tracking (forms, calls, appointments)
- Monitor Google Search Console data
- Track local rankings (BrightLocal, Whitespark)
- Review monthly SEO performance reports

## 9. Patient-Centric Optimization

- Highlight success rates transparently
- Showcase doctor expertise & certifications
- Add testimonials & video reviews

- Make booking process easy (chatbot, instant booking)
- Use empathetic, patient-first language