

THE ULTIMATE 9-POINT MARKETING CHECKLIST FOR OPTOMETRISTS (2026 EDITION)

Goal:

Attract more patients, fill your appointment book, and grow your practice revenue.

PHASE 1: FOUNDATION (MUST-HAVES)

OPTIMIZE YOUR DIGITAL FRONT DESK (WEBSITE)

1.

- **Speed Check:** Does your mobile site load in under 2.5 seconds? (Test with Google PageSpeed Insights).
- **Action:** Add a "Book Now" button (linked to real-time scheduling) above the fold on your homepage.
- **Emergency CTA:** Add a sticky button for mobile users: "Eye Emergency? Call Now."

CLAIM & POLISH YOUR GOOGLE BUSINESS PROFILE

2.

- **Verification:** Ensure you own your listing.
- **Categories:** Primary = "Optometrist". Secondary = "Optical Shop", "Eye Care Center", "Contact Lens Supplier".
- **Visuals:** Upload 5 high-quality photos (Clinic exterior, Exam room, Optical display, Team photo).

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SET UP AUTOMATED REPUTATION MANAGEMENT

3.

- **Timing:** Script your team to ask for reviews on "Dispense Day" (when patients pick up glasses).
- **Tech:** Set up an automated SMS/Email to go out 2 hours after dispense.
- **Response:** Reply to the last 3 reviews (positive or negative) to show activity.

PHASE 2: GROWTH (TRAFFIC & NEW PATIENTS)

PUBLISH AUTHORITY CONTENT (ANSWER QUESTIONS)

4.

- **Blog:** Write one article this month answering a specific patient question (e.g., "*Why are my eyes twitching?*").
- **Video:** Post one 30-second "Behind the Scenes" or "New Frame Arrival" video on Instagram/Facebook.

LAUNCH "EMERGENCY" GOOGLE ADS (PPC)

5.

- **Keywords:** Set up a small campaign targeting: "*Pink eye treatment*", "*Foreign object in eye*", "*Sudden blurry vision*".
- **Location:** Limit ads to a 5-10 mile radius around your clinic.

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ACTIVATE PATIENT RETENTION SYSTEMS

6. **Recall:** Automate email/SMS reminders for patients who haven't visited in 12 months.
- Birthday Promo:** Set up an automated birthday email offering a discount on a second pair of glasses/sunglasses.

PHASE 3: FUTURE-PROOFING (ADVANCED)

BUILD COMMUNITY ON SOCIAL MEDIA

7. **Consistency:** Post 2 times a week (1 Educational Tip + 1 Clinic Culture/Fun Post).
- Engagement:** Reply to every comment on your posts.

OPTIMIZE FOR AI SEARCH (GEO)

8. **FAQ Page:** Update your website's FAQ section with direct Q&A format (e.g., "Do you accept VSP insurance?" - Yes, we accept...).
- Credentials:** Ensure your "About Us" page clearly lists your medical credentials and local awards.

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TRACK YOUR NUMBERS (ROI)**9.**

- ☐ **Monthly Review:** Check how many new patients booked via:
 - Google Maps
 - Website
 - Referrals

- ☐ **Action:** Double down on the channel bringing the most patients.

Need Help Implementing This? We specialize in helping eye care clinics grow. If you want us to handle this checklist for you, book a free strategy call.

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