

SEO CHECKLIST FOR MEDICAL AESTHETICS CLINICS

1

ON-PAGE OPTIMISATION

Keyword Research

Optimise content with relevant keywords

Create new & engaging content

2

LOCAL SEO

Google My Business setup & optimisation

Local citations

Local content (landing pages on website)

3

TECHNICAL SEO

Website speed optimisation

Mobile Optimisation

Local Schema Implementation

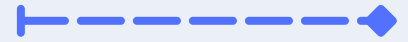
4

OFF-PAGE SEO

Backlinks

Press Release

Online Reputation with reviews, feedback, client comments



3 FREE SEO TOOLS

1

Keyword Research



Free SEO Tools / **KEYWORD GENERATOR**

ahrefs

Free Keyword Generator Tool: Find 100+ Keyword Ideas in Seconds

Generate hundreds of free keyword ideas for Google, Bing, YouTube, and Amazon, complete with monthly search volumes and Keyword Difficulty scores.

2

Website Traffic Checker



Free SEO Tools / **WEBSITE TRAFFIC CHECKER**

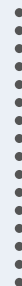
ahrefs

Website Traffic Checker: Estimate Any Site's Traffic

Dig into the traffic data for any website and find growth opportunities for yours. Try the free version of Ahrefs' traffic checker.

3

Competitor Backlink Checker



Free SEO Tools / **BACKLINK CHECKER**

ahrefs

Free Backlink Checker by Ahrefs: Check Backlinks to Any Site

With the world's biggest index of live backlinks (over 15 trillion), Ahrefs Backlink Checker will show you the most complete backlink profile for any website.