VETERINARY MARKETING · FREE RESOURCE

Local SEO & AI Visibility Checklist

Website & SEO Checklist for Veterinary Practices · Chapter 4 & Appendix D

Practice: _____

Date completed: _____

Work through each section in order. Check off each item as you complete it.

SECTION 1

Your Online Foundation (Digital Footprint Audit)

- ☐ Confirm your clinic name is spelled and formatted consistently across all online listings — start with Google Business Profile, Facebook, Apple Maps, Bing Places, and Yelp, then check any veterinary-specific directories (AAHA, VetStreet) and local directories (Nextdoor, Chamber of Commerce) that apply to your practice
- ☐ Verify your address is identical on Google, Facebook, Yelp, Apple Maps, and all the directories and listings noted above
- ☐ Confirm your phone number is the same everywhere — including your website header and footer (you'd be surprised how many businesses get a new number and, years later, still haven't updated every listing, directory, and website page!)
- ☐ Check that your website URL is correct and consistent across all listings
- ☐ Ensure your business hours are accurate on your website and Google Business Profile
- ☐ Search your clinic name and look for any duplicate or outdated listings — remove or correct them
- ☐ If you haven't already, claim your listing on Yelp, Apple Maps, Bing Places, and any veterinary-specific directories, and update them with pictures and other information
- ☐ Confirm your practice is listed on at least one veterinary-specific directory (e.g., AAHA, VetStreet)

Tip: Search "your clinic name + city" on Google and note every listing that appears. Each one is a chance to verify or correct.

SECTION 2

Your Google Business Profile

- ☐ Claim and verify your Google Business Profile if you haven't already
- ☐ Confirm business name, address, phone, website, and hours are accurate
- ☐ Select the correct primary category (e.g., "Veterinarian") and add relevant secondary categories
- ☐ Add all services your clinic offers — be specific (dentistry, spay/neuter, exotic care, cold laser, ultrasound, etc.)
- ☐ Upload at least ten photos: team members, exam rooms, lobby, exterior with signage, real patients with permission. If your profile already has many photos, add at least five new pictures
- ☐ Add a short, keyword-rich business description that includes your location and key services
- ☐ Enable messaging so clients can text you directly from your Google listing

- [ ] Set up Google Posts (called “Updates”) — post at least once per week (tips, seasonal reminders, team highlights)
- [ ] Review and respond to every Google review — positive and negative — within 48 hours
- [ ] Ensure your booking link is active and working if you offer online scheduling
- [ ] Add your clinic’s attributes (e.g., “identifies as women-led,” “wheelchair accessible,” “accepts new patients”)

Tip: Your Google Business Profile is often the first and only page a new client sees before deciding to call.

SECTION 3

Your Website Service Pages

- [ ] Confirm you have a dedicated service page for each major service you offer
- [ ] Each service page should include: what the service is, who it’s for, what to expect, and a clear “Book Now” call to action
- [ ] Use plain, client-friendly language — avoid medical jargon wherever possible
- [ ] Include the name of your city or region naturally within service page content
- [ ] Add species-specific pages if you treat multiple animal types (dogs, cats, exotics, equine, farm animals)
- [ ] Include real photos or video on each service page — no stock imagery
- [ ] Add three to five Frequently Asked Questions at the bottom of each service page
- [ ] Ensure every service page has a clear headline, a meta description, and a page title that includes the service name
- [ ] Link related service pages to each other (e.g., dental cleaning page links to anesthesia safety page)
- [ ] Confirm all service pages are mobile-friendly and load quickly on a phone
- [ ] Add schema markup (structured data) to your service pages — ask your web developer or marketing provider

Tip: Pet owners search for specifics — “rabbit vet near me,” “dog dental cleaning.” No page for it means no appearance in that search.

SECTION 4

AI Visibility & AI Search Optimization

- [ ] Review your homepage and service pages — is every page written in clear, plain, specific language?
- [ ] Confirm your clinic’s name, location, and specialty are clearly stated on every major page of your website
- [ ] Check that your Google reviews are recent — aim for at least two to four new reviews per month, consistently
- [ ] Ensure your website has an updated sitemap submitted to Google Search Console
- [ ] Confirm your website loads quickly and is fully mobile-responsive
- [ ] If you don’t have one, add an “About Us” page that clearly describes your clinic’s history, team, specialties, and location
- [ ] Include your city and region name naturally throughout your website content — not just in the footer

- [ ] Ask your web developer or marketing provider whether your site has been optimized for AI discovery — structured signals, discovery hub pages, and AI crawler tracking
- [ ] Review your presence on third-party sites that AI tools reference — Yelp, Healthgrades, Facebook, veterinary directories
- [ ] Confirm that your practice description is consistent across Google, Yelp, Facebook, and your website

Tip: The stronger your foundation in Sections 1–3, the more visible you become to AI search tools.

SECTION 5

Quick Wins You Can Do This Week

- [ ] Search your clinic name on Google and note every listing — correct any inconsistencies
- [ ] Upload three new photos to your Google Business Profile today
- [ ] Add or update your services list inside Google Business Profile
- [ ] Respond to any unanswered Google reviews
- [ ] Ask your front desk team: “What do callers ask most often?” Collect at least four of the most common questions and use them as FAQ material
- [ ] Write one new Google Post — called an “Update” — this week (a seasonal tip, a team highlight, or a service reminder)
- [ ] Check that your website homepage clearly states who you serve, where you are, and what makes you different
- [ ] Ask a team member to search “vet near me” on their phone and see where your practice appears

SCORE

How Did You Do?

Items checked (out of 48): _____

- **40 or more:** Excellent foundation — focus on AI visibility and content freshness
- **25 to 39:** Strong start — prioritize your Google Business Profile and service pages
- **Under 25:** Begin with Section 1 and work forward — every improvement compounds over time

My top three priorities from this checklist:

1. _____
2. _____
3. _____