

The SEO & AEO Checklist

For wellness clinics who want to outrank their competitors



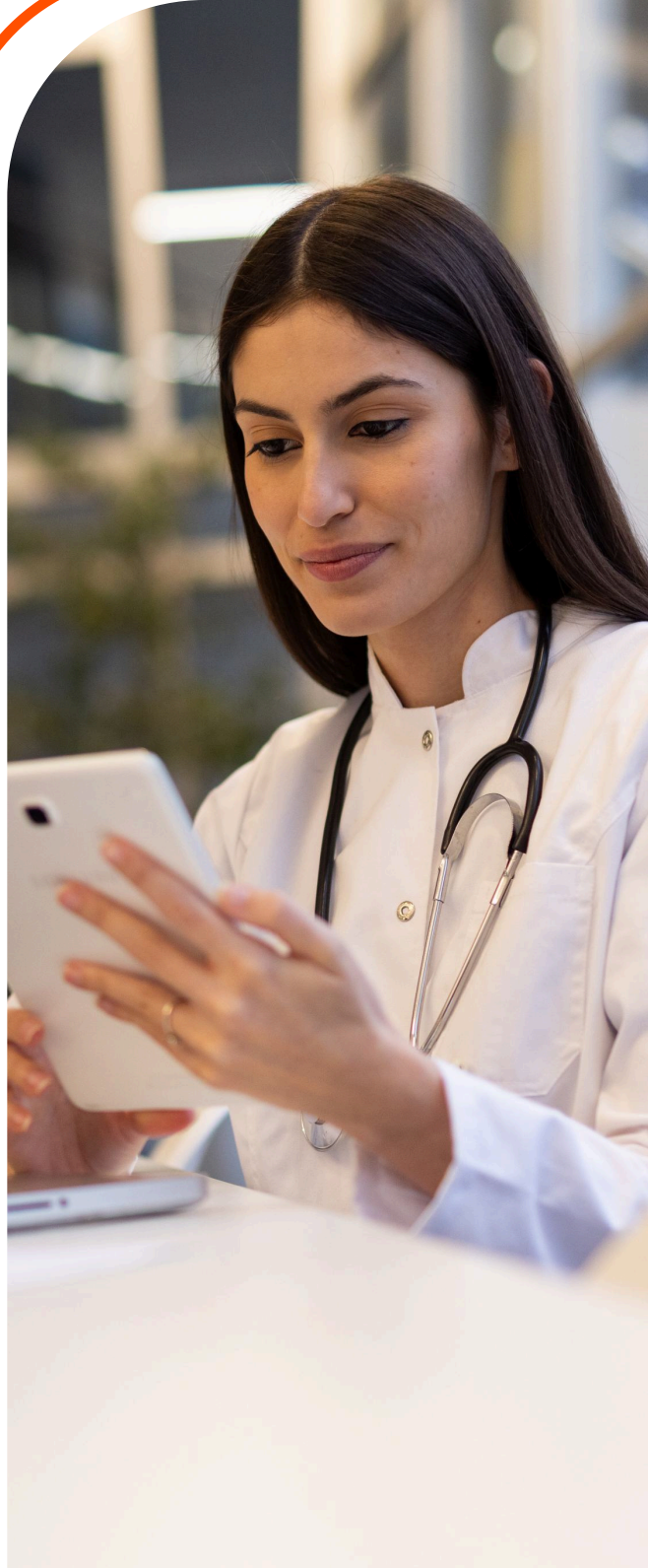
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Boost Your Ranking, Not Your Budget

Struggling to get found online or wasting money on ads that don't work? It's time to improve your search and answer results!

Instead of relying on ads, smart clinics focus on search engine optimization (SEO) to rank in search and answer engine optimizations (AEO) to appear in AI-powered answers like Google's AI Overview and ChatGPT. Optimizing for both helps attract more patients — without paying for every click.

Boost your online visibility by following these simple checklists. Guide more customers to your practice first through modern search.



Online Business Listings



Claim and optimize your business' profiles across all major listing sites, like Google Business Profile™, for 7x more clicks.



Use the exact same Name, Address, and Phone Number (NAP) across all listings. Choose the right business categories.



Keep your practice hours, website URLs, service photos, and other key details current across all platforms to boost trust.

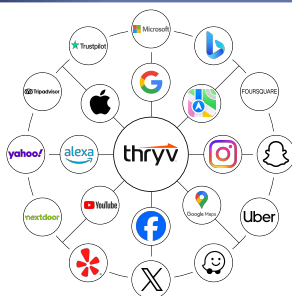


Clean up duplicate or outdated listings. Conflicting information weakens visibility.



Link your social media profiles to your local listings.

Top Online Listings



1

Keyword Research



Identify primary and secondary keywords relevant to your business services. Apply each core service term to its own page.



Analyze competitor keywords and search volume; then turn top keywords into questions prospects are likely to ask.



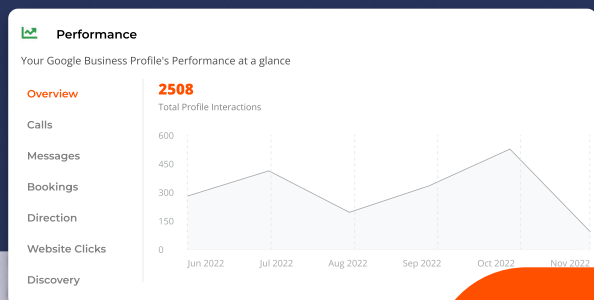
Incorporate long-tail keywords for more specific targeting (ex: 'Best med spa for preventative Botox' instead of simply 'Botox').



Use location-based keywords in your content and website (ex: 'Functional medicine doctor in [your city]').



Regularly perform SEO and AEO audits to update your strategy and increase your authority.



2

On-Page SEO & AEO



Optimize title tags and meta descriptions with targeted keywords.



Use header tags (H1, H2, H3) to structure your content. Keep paragraphs short and easy to scan.



Ensure URLs are clean, descriptive, and feature your main keywords.



Start with a clear answer before going deep. Include keywords where they sound natural. AI tools often pull short summaries first.



Format for AEO with simple lists, easy comparisons, and fresh content.



Implement an effective internal linking strategy that connects patient reviews, wellness blogs, and booking pages.



Add alt text that describes your images for accessibility and SEO.

3

Website Content



Develop high-quality, original, engaging content — the more specific, the better.



Regularly update your blog or news section for new, zero-click search trends.



Use images, videos, GIFs, and before-and-after photos to spark visual interest and build credibility.



Make sure your website is written and formatted to clearly answer FAQs.



Create landing pages for your niche services and outline the exact benefits.



Consistently feature customer reviews to improve your online trust signals.



Engage in guest posting, local partnerships, and industry forums.



Regularly share your wellness content on your social media platforms.



Integrate social sharing buttons across all of your content pages.



Experiment with A/B testing for key elements like CTAs and page layouts.

4

[Click here for more website, SEO, & AEO tips.](#)



**Too busy running
your wellness practice
to tackle modern search?
Thryv[®] can help.**

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