

Digital Presence Diagnostic

The 12 points I review before taking on a new client — so you know exactly where you stand before investing a single dollar in marketing.

Play Marketing

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1. Local search

If this fails, everything else gets harder — it's the first thing I check.

☐ Your Google Business Profile is claimed and verified

It's not enough for it to exist — it has to be under your control, not a previous agency's or no one's.

☐ Every location has its own listing, with no duplicates

Duplicate or "orphaned" listings confuse Google and your patients alike.

☐ Name, address and phone (NAP) are identical everywhere

Google, your website, your social channels, and directories — any inconsistency chips away at your listing's trust.

☐ You have the right primary category and relevant secondary categories

The wrong category hides you from the searches that actually matter.

WHAT THIS LOOKS LIKE IN PRACTICE

Google Business Profile	"Vista Dental Clinic"
Website	"Vista Dental"
Facebook	"Vista Dental — Family Dental Clinic"
Yelp listing	"Vista Dental Clinic - Downtown Office"

Four different names for the same business. Google can't confirm it's the same entity, so it splits your brand authority across four weak listings instead of concentrating it into one strong one.

2. Reputation and reviews

☐ You have a system (not just luck) for requesting reviews

Sporadic, organic reviews can't compete with a clinic that systematically asks after every appointment.

☐ You respond to your reviews — good and bad

One bad review with no response weighs more than ten good ones with no reply.

☐ No review breaks your industry's confidentiality rules

Especially in healthcare — there's an ethical way to manage this without exposing patient information.

3. Your website

☐ There's a clear way to contact you on every page

If someone has to search for how to reach you, you've already lost them.

☐ You know how many visitors actually contact you

Without this, you can't tell whether your site works or just exists.

☐ Your highest-value services or treatments have their own page

One generic page competes poorly against someone searching for something specific.

4. Social and content

☐ You post on a calendar, not whenever it occurs to you

Posting without a strategy eats time and doesn't build real authority.

☐ Every channel says the same thing about your brand

If each network sounds different, you don't have a brand — you have several loose voices.

How to read your score

10-12 checked — Your foundation is solid. What's next is refining: you're likely ready to invest in active visibility (content, paid ads) instead of repairing fundamentals.

6-9 checked — You have real pieces, but incomplete ones. This is where most businesses get stuck without knowing why — because on the surface everything "exists," it just isn't connected.

0-5 checked — There's foundational work pending before any other investment pays off. That's not a bad diagnosis — it's the most valuable information you can have right now.

3 mistakes I see most often in the Diagnostic

1. **Duplicate listings at multi-location businesses.** When a location moves or closes, the old listing is rarely deleted — Google keeps showing it, sometimes above the current one.
2. **A contact form as the only channel.** With no dedicated phone line or WhatsApp option, you lose anyone who'd rather solve something in 30 seconds than fill out a form and wait.
3. **Bilingual content that "sounds translated."** A bilingual reader notices immediately — and that's exactly the audience that matters most for a Latino business in North America.

Checked fewer than 9 of 12? That's exactly the signal that a free Diagnostic would save you time — I'll tell you in 15 minutes what's most urgent for your case, no generic quote involved.