

Healthcare E-E-A-T Optimization Checklist

Actionable steps to improve your healthcare website's E-E-A-T for better search rankings.

Based on [E E A T Optimization Case Study 2025 Healthcare Win](#) by Casey's SEO

1. Foundational E-E-A-T Audit

Assess your current E-E-A-T signals across your website.

- Audit all medical content for author attribution (name, credentials, photo).
- Verify that author credentials are detailed and up-to-date.
- Check for generic stock photos and replace with authentic imagery.
- Ensure all medical information is current and references up-to-date treatments.
- Confirm patient reviews are visible and being actively managed.
- Assess the presence and quality of local health content.
- Review the 'About Us' or doctor profile pages for completeness.

2. Enhancing Experience

Showcase genuine patient experiences and build trust.

- Implement a system to encourage genuine patient feedback and reviews.
- Create detailed case study pages with patient permission.
- Feature authentic patient stories about treatment journeys.
- Display a significant number of patient reviews on the website.
- Ensure patient testimonials are prominently displayed.

3. Demonstrating Expertise

Highlight your medical professionals' qualifications and knowledge.

- Rebuild doctor profiles with detailed educational backgrounds and certifications.
- Include years of experience and specializations for each doctor.
- List published research, papers, or professional memberships.
- Showcase speaking engagements or teaching positions.
- Add each doctor's personal approach to patient care.
- Attribute all medical content directly to specific doctors with their credentials.

4. Building Authoritativeness

Establish your practice as a leading local health resource.

- Develop location-specific health content addressing regional concerns.
- Create guides on local health considerations (e.g., altitude, climate).
- Address seasonal health issues relevant to your geographic area.

- Position your practice as the go-to local health authority.
- Focus on providing personalized care that national sites cannot match.

5. Fostering Trustworthiness

Provide transparent and helpful information to build patient confidence.

- Add detailed information about treatment processes and patient expectations.
- Include pricing transparency where legally permissible.
- Clearly state accepted insurance plans and billing policies.
- Outline emergency procedures and after-hours care availability.
- Publish patient rights and privacy policies in plain language.
- Implement structured data markup for medical professionals and services.

6. Technical & Mobile Optimization

Ensure a seamless and accessible experience for all users, especially on mobile.

- Rebuild the website with a mobile-first approach.
- Prioritize fast loading times for all pages.
- Ensure intuitive navigation on mobile devices.
- Implement click-to-call buttons for easy contact.
- Optimize for voice search queries.
- Use structured data markup for healthcare organizations.

7. Content Strategy & Voice Search

Adapt content to answer user questions and leverage voice search trends.

- Create FAQ sections answering common patient questions.
- Provide context and next steps for answered questions.
- Include clear calls-to-action within content.
- Focus content on conversational voice search queries.
- Integrate AI-powered symptom checkers to guide care decisions.
- Develop content for telemedicine and virtual care searches.
- Ensure mental health content meets strict E-E-A-T requirements.

8. Overcoming Common Challenges

Address specific hurdles in healthcare SEO and content creation.

- Collaborate with legal teams to ensure regulatory compliance (HIPAA, FDA).
- Develop content guidelines that meet rules and SEO needs.
- Establish strict review processes for all medical content.
- Focus on local expertise to compete with large health sites.
- Develop efficient systems for doctor participation in content creation.
- Use recorded conversations and existing materials for content generation.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration – Casey's SEO

<https://caseysseo.com/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration/>

■ Attorney Review Management Ethical Strategies For Online Reputation – Casey's SEO

<https://caseysseo.com/attorney-review-management-ethical-strategies-for-online-reputation/>

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

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Prioritize E-E-A-T to build trust and dominate healthcare search results.