

Healthcare E-E-A-T Optimization Checklist

Actionable steps to improve your healthcare website's E-E-A-T for 2025.

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 and identify areas for improvement.

- Audit all medical content for clear author attribution (name, credentials, photo).
- Remove or update medical content lacking proper author information.
- Identify and update outdated medical information or treatments.
- Assess the current state of patient reviews on your site.
- Evaluate the completeness of doctor profiles on your website.
- Check for generic stock photos and replace with authentic imagery.
- Review 'About Us' page for doctor credential clarity.

2. Enhancing Experience Signals

Showcase genuine patient experiences to build trust.

- Implement a system to encourage genuine patient feedback and reviews.
- Increase the number of visible patient reviews on your website.
- Create detailed case study pages with patient permission.
- Authentically showcase patient treatment journeys, including challenges and successes.
- Ensure patient testimonials are prominent and credible.

3. Strengthening Expertise Signals

Highlight your medical professionals' qualifications and knowledge.

- Rebuild doctor profiles with detailed educational background and certifications.
- Include years of experience and specializations in doctor profiles.
- Add information on published research, papers, or speaking engagements.
- List professional associations and memberships for doctors.
- Detail each doctor's personal approach to patient care.
- Attribute all medical content clearly to specific doctors with their credentials.

4. Building Authoritativeness

Position your practice as a leading local health resource.

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

- Focus on becoming the go-to local authority for health information.
- Publish content that demonstrates deep understanding of local health needs.

5. Improving Trustworthiness

Increase transparency about your practice and services.

- Add detailed information about treatment processes and patient expectations.
- Ensure pricing transparency where legally possible.
- Clearly list accepted insurance and billing policies.
- Provide information on emergency procedures and after-hours care.
- Explain patient rights and privacy policies in plain language.
- Use structured data markup for medical professionals and services.

6. Technical & Mobile Optimization

Ensure a seamless user experience, especially on mobile devices.

- Prioritize mobile-first design and development for your website.
- Optimize website loading times for faster performance.
- Implement intuitive navigation for mobile users.
- Ensure click-to-call buttons are readily accessible.
- Test and improve mobile usability across different devices.

7. Content Strategy for Voice & FAQs

Adapt content to answer user questions directly and conversationally.

- Optimize content for conversational voice search queries.
- Create FAQ sections answering common patient questions.
- Use tools to identify real questions patients are searching for.
- Provide context and explain next steps within FAQ answers.
- Include clear calls-to-action within content responses.
- Integrate AI symptom checkers to guide patients to appropriate care.

8. Addressing Common Challenges

Overcome obstacles related to compliance, competition, and doctor involvement.

- Collaborate with legal teams to ensure regulatory compliance in content.
- Develop strict review processes for all medical content.
- Focus on local expertise and personalized care to compete with large sites.
- Create a system for doctor content contribution that fits their schedule.
- Use recorded conversations or patient education talks as content sources.

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

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