Healthcare E-E-A-T Optimization Checklist

Boost your healthcare website's visibility and trustworthiness.

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 to identify gaps.

- ■ Verify author attribution: Ensure every medical content piece has a real doctor's name, credentials, and photo.
- ■ Audit doctor profiles: Update and expand doctor bios with detailed education, experience, specializations, research, and patient care approach.
- ■ Review content accuracy: Check if medical information is current and references up-to-date treatments.
- ■ Identify outdated content: Flag articles referencing obsolete treatments or information.
- ■ Assess patient review visibility: Ensure patient reviews are prominently displayed on the website.
- ■ Evaluate mobile experience: Test website usability and loading speed on mobile devices.
- ■ Check for generic content: Identify and replace generic health tips with specific, valuable information.

2. Enhancing Experience Signals

Showcase real patient experiences to build trust.

- ■ Implement a system for genuine patient feedback collection.
- ■ Encourage patients to leave authentic reviews.
- ■ Create detailed case study pages featuring real treatment journeys (with patient permission).
- ■ Showcase patient success stories authentically.
- ■ Highlight positive patient interactions and outcomes.

3. Demonstrating Expertise

Clearly present your medical professionals' qualifications.

- ■ Rebuild doctor profiles with comprehensive details (education, certifications, experience, research, etc.).
- ■ Attribute all medical content to specific, qualified doctors.
- ■ Include doctor photos and credentials on all relevant content.
- ■ Highlight doctors' specializations and areas of focus.
- ■ Showcase any published research, papers, or speaking engagements.

4. Building Authoritativeness

Establish your practice as a leading local health resource.

- ■ Develop location-specific health content addressing regional concerns.
- ■ Create guides for local health issues (e.g., altitude sickness, seasonal allergies).
- ■ Address seasonal health concerns relevant to your geographic area.

- Position the practice as the go-to local authority for health information.
- Focus on providing specialized content that national sites cannot replicate.

5. Fostering Trustworthiness

Be transparent about your services and policies.

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

6. Technical & Mobile Optimization

Ensure a seamless user experience, especially on mobile.

- Prioritize mobile-first design and functionality.
- Optimize website loading speed for mobile users.
- Ensure intuitive navigation on all devices.
- Implement click-to-call buttons for easy contact.
- Optimize for voice search by targeting conversational queries.
- Integrate AI-assisted symptom checkers ethically to guide care.
- Optimize for telemedicine-related search terms.

7. Content Strategy & Execution

Create content that directly answers patient questions.

- Develop FAQ sections addressing common patient questions.
- Use tools to identify real questions people search for.
- Provide context and explain next steps in content answers.
- Include clear calls-to-action within content.
- Focus on mental health content if applicable, adhering to stricter E-E-A-T requirements.
- Develop content based on recorded doctor conversations or patient education materials.
- Establish a content review process involving legal and medical teams.

8. Measuring & Adapting

Track performance and stay ahead of trends.

- Monitor organic search traffic growth.
- Track improvements in local map pack visibility.
- Measure increases in phone calls from the website.
- Monitor online appointment booking rates.
- Analyze average session duration and user engagement.

- Track new patient acquisitions from organic search.
- Stay informed about emerging healthcare SEO trends (AI, telemedicine, mental health).

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

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