Digital Presence Assessment Framework
for Orthodontic Practices

1. Website Performance (Score 0-20)

Speed and Performance (0-5)

☐ Page load time under 3 seconds
☐ Mobile responsiveness
☐ Image optimization
☐ Browser compatibility
☐ Core Web Vitals scores

User Experience (0-5)

☐ Clear navigation structure
☐ Prominent contact information
☐ Easy-to-find booking system
☐ Accessible on all devices
☐ Clear calls-to-action

Content Quality (0-5)

☐ Treatment information up-to-date
☐ Before/after gallery
☐ Team profiles current
☐ Blog or resources section
☐ FAQs comprehensive

Technical SEO (0-5)

☐ Meta descriptions optimized
☐ Schema markup implemented
☐ XML sitemap
☐ Robots.txt configured
☐ SSL certificate active

2. Social Media Presence (Score 0-20)

Platform Optimization (0-5)

☐ Complete profiles on all platforms
☐ Consistent branding
☐ Regular posting schedule
☐ Business information accurate
☐ Links to website/booking

Content Strategy (0-5)

☐ Mix of content types
☐ Engagement with followers
☐ Use of platform-specific features
☐ Video content presence
☐ Patient testimonials

Community Engagement (0-5)

☐ Response time to comments
☐ Review management
☐ Community interaction
☐ Local hashtag usage
☐ Patient feature strategy

Growth Metrics (0-5)

☐ Follower growth rate
☐ Engagement rates
☐ Reach metrics
☐ Click-through rates
☐ Conversion tracking

3. Patient Communication Systems (Score 0-20)

Appointment Management (0-5)

☐ Online booking system
☐ Automated reminders
☐ Cancellation management
☐ Follow-up system
☐ Integration with PMS

Digital Communication (0-5)

☐ Email marketing system
☐ SMS capability
☐ Patient portal
☐ Virtual consultation option
☐ Chat system

Patient Experience (0-5)

- ☐ Treatment tracking apps
- ☐ Digital forms
- ☐ Payment portal
- ☐ Education resources
- ☐ Feedback system

Analytics and Tracking (0-5)

- ☐ Patient communication metrics
- ☐ Response rates
- ☐ Satisfaction scores
- ☐ Conversion tracking
- ☐ ROI measurement

4. Online Reputation Management (Score 0-20)

Review Presence (0-5)

- ☐ Google Business Profile
- ☐ Healthcare platforms
- ☐ Social media reviews
- ☐ Industry directories
- ☐ Local business sites

Review Management (0-5)

- ☐ Response protocol
- ☐ Review generation system
- ☐ Monitoring system
- ☐ Crisis management plan
- ☐ Staff training

Brand Consistency (0-5)

- ☐ Consistent NAP information
- ☐ Brand voice guidelines
- ☐ Visual brand consistency
- ☐ Content guidelines
- ☐ Team alignment

Competitive Position (0-5)

- ☐ Local search ranking
- ☐ Share of voice
- ☐ Competitive analysis
- ☐ Market positioning
- ☐ Unique value proposition

5. Digital Advertising Effectiveness (Score 0-20)

Campaign Strategy (0-5)

- ☐ Clear objectives
- ☐ Target audience definition
- ☐ Budget allocation
- ☐ Platform selection
- ☐ Message consistency

Ad Performance (0-5)

- ☐ Click-through rates
- ☐ Conversion rates
- ☐ Cost per lead
- ☐ Return on ad spend
- ☐ Quality score

Landing Pages (0-5)

- ☐ Conversion optimization
- ☐ Mobile optimization
- ☐ Loading speed
- ☐ Clear CTAs
- ☐ Form optimization

Tracking and Analytics (0-5)

- ☐ Conversion tracking
- ☐ Attribution modeling
- ☐ A/B testing
- ☐ ROI measurement
- ☐ Performance reporting

Scoring Guide:
90-100: Industry Leading
80-89: Strong Performance
70-79: Good Foundation
60-69: Needs Improvement
Below 60: Immediate Attention Required

Action Planning:
Score your practice in each category
Identify areas below 3/5
Prioritize based on:
• Impact on patient acquisition
• Resource requirements
• Implementation timeline

Create 30-60-90 day improvement plan
Set specific KPIs for each improvement area