

Clinic Content Audit Checklist

Quintcontent · Premium Video Systems & Social Media Growth

01. Brand Presence

- Homepage video communicates the practice story in under 60 seconds.
- Clinic photography feels current, bright, and consistent across platforms.
- Google Business profile has updated imagery and recent “inside the clinic” shots.

02. Authority Signals

- At least five testimonial videos are embedded on the website or landing page.
- Before/after visuals exist for each core treatment or service line.
- Thought-leadership content (webinars, podcasts, or expert reels) is published monthly.

03. Social Velocity

- Short-form videos are posted at least 3x per week across Instagram, TikTok, and YouTube Shorts.
- Content pillars include education, transformation stories, and offers/calls to action.
- Stories are used to drive same-day bookings or highlight appointments in progress.

04. Patient Journey Automation

- FAQ videos exist for the top 5 objections (pricing, downtime, results, safety, process).
- Consult follow-up emails include a personalized recap video or video business card.
- New patient onboarding includes a “what to expect” sequence with visuals from the clinic.

05. Analytics & Optimization

- Lead capture forms pipe directly into a CRM with source tracking.
- Paid campaigns have dedicated video creative for awareness, consideration, and conversion.
- Monthly content reviews track engagement, bookings, and revenue influenced by media.

Next Steps

- Book a Quintcontent strategy call to review your audit.
- Receive a production roadmap tailored to your clinic within 24 hours.
- Launch a 90-day video system that keeps patients educated and ready to book.

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