

The IV Therapy SEO Checklist

30 on-page, technical, local, content, and tracking items that move rankings for IV hydration clinics. Work through it, then book a call if you want it done for you.

On-page SEO (10 items)

- ☐ Title tag includes city name + primary service. Example: "IV Therapy & Hangover IV in Phoenix | [Clinic Name]"
- ☐ Meta description under 160 characters with a clear call to action.
- ☐ H1 tag on every page (exactly one) reflecting the page's primary intent.
- ☐ URL slugs are clean and keyword-rich: /iv-therapy-phoenix/ not /page-id-247/
- ☐ Schema markup: LocalBusiness + MedicalBusiness + Organization on the home page.
- ☐ Internal links from service pages to location pages and vice versa.
- ☐ Image alt text describes the image accurately, includes target keyword where genuinely relevant.
- ☐ No duplicate content across location pages. Each city page is unique.
- ☐ Mobile-first layout. 70%+ of IV searches happen on mobile.
- ☐ Page speed under 3 seconds for Largest Contentful Paint on mobile.

Technical SEO (5 items)

- ☐ XML sitemap submitted to Google Search Console + Bing Webmaster Tools.
- ☐ Robots.txt allows crawl of all pages you want indexed (and explicitly allows AI crawlers if you want LLM citations).
- ☐ HTTPS sitewide. No mixed content warnings.
- ☐ Canonical tags on every page (self-referential).
- ☐ 404 errors monitored and redirected within 30 days.

Local SEO (8 items)

- ☐ Google Business Profile 100% completed with photos updated bi-weekly.
- ☐ NAP (name, address, phone) consistent across all 40+ business citations.
- ☐ Reviews requested via SMS within 4 hours of every IV session.
- ☐ Reviews replied to within 48 hours, every time.

- ☐ Service categories set specifically ("Vitamin and Supplements Store", "Wellness Center").
- ☐ Service area accurate: walk-in clinic = address only, mobile = service zones.
- ☐ Booking integration via Reserve with Google where eligible.
- ☐ Local schema (LocalBusiness, Place) on every page with structured address data.

Content (4 items)

- ☐ Each location page is at minimum 600 words with content unique to that metro.
- ☐ Service pages explain each drip type with ingredients, benefits, and pricing transparency where possible.
- ☐ Blog content covering search intent: "IV therapy benefits", "how often should I do IV therapy", "NAD+ vs B12", etc.
- ☐ Internal linking matrix between blog content and service/location pages.

Tracking (3 items)

- ☐ GA4 installed and tracking booking conversions as separate events.
- ☐ Call tracking with dynamic number insertion per traffic source.
- ☐ CRM source-tagging on every inquiry so you can tie bookings back to channels.

How to actually work through this list

IV Therapy Marketing

2230 River Run Dr, San Diego, CA 92108

ivtherapy.marketing

(858) 264-3175