

PLASTIC SURGERY VIDEO CHECKLIST

Research—Google Analytics/SEO/Keyword Research/Lead Conversions

Identified 10 Most Viewed Pages: _____

Identified Poor Lead Conversion Pages: _____

Identified Top Search Phrases That Need Improvement: _____

Key Services/Procedure Pages (that need video content support)

List 10 Most Important Treatment/Procedure Pages:

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

6) _____ 7) _____ 8) _____ 9) _____ 10) _____

Types Of Videos

Home Page Video: _____ About Our Team: _____ About Our Surgeon: _____

Service Pages: _____ What To Expect: _____ Video Blogs: _____

Other Videos: _____

Planning and Scheduling Your Shoot

Finalized Number and List Of All Video Topics/Talking Points/Questions: _____

Identified The Date and Times For Your Video Shoot: _____

Identified Video Shoot Location(s) (consultation room, surgical suite, etc.): _____

Contacted And Secured Commitments From Patients and Team Members: _____

Preparation For Shoot (2-3 days prior)

Confirm Patients, Staff, Surgeon Have Reviewed and Planned Responses: _____

Conform What Type of Attire You Want and What Colors/Patterns To Avoid: _____

Confirm Production Needs With Videographer (Lighting, Sound Recording): _____

Day Of Shoot

Confirm/Control Background: _____

(Avoid Clutter, Windows, Background Movement)

Check Lighting/Shadows: _____

Check Audio/Recording: _____

Refreshments For Patients: _____