

Health Tourism Digital Marketing Checklist

15 actionable items for international patient acquisition — from multilingual SEO to funnel measurement.

Multilingual SEO Architecture

- 01 hreflang tags implemented per market (UK, DE, UAE, US separately)
- 02 Content transcreated for each market — not translated word-for-word
- 03 Keyword intent mapped per language (clinical vs aesthetic intent differs by market)

Google Ads Geo + Language Layering

- 01 Per-market campaign separation (one campaign per country, never combined)
- 02 Landing-page language matches ad-group language at 100% (no English ad → Turkish page)
- 03 Conversion tracking segmented by source market with separate CPA dashboards

Trust Signals

- 01 JCI or ISO accreditation surfaced above the fold on every patient-facing page
- 02 Doctor credentials displayed in patient's primary language (degrees, board memberships)
- 03 Reviews from market-specific platforms (Trustpilot UK, Google reviews EU, RealSelf US/aesthetic)

WhatsApp SLA + Funnel Setup

- 01 Under-2-hour response SLA defined and tracked during business hours per market timezone
- 02 Inbound language-routing automated (UK message → English-speaking team member)
- 03 End-to-end CRM logging (every WhatsApp thread linked to patient record + source channel)

Patient Funnel Measurement

- 01 GA4 + UTM hygiene — every paid touchpoint tagged with source/medium/campaign
- 02 Cross-channel attribution model documented and reviewed monthly
- 03 Weekly CPA-by-market dashboard reviewed at clinic leadership level

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