

Your Monday Morning Checklist

Three things to do this week – no twelve-month roadmap required.

Small structural fixes, applied consistently, are what separate organizations that show up in AI Overviews from the ones still wondering where their traffic went. Here's exactly where to start.

01

☐ **REWRITE YOUR TOP TEN FAQ PAGES – ANSWER-FIRST**

- Lead with the direct, clinically reviewed answer in the very first sentence
- Move context, history, and nuance below the fold – don't delete it, just reorder it
- Attribute the answer to a named, credentialed provider immediately underneath

02

☐ **ADD FAQPAGE SCHEMA TO EVERY CLINICAL Q&A PAGE**

- Flags your Q&A content so AI systems can extract it directly
- Pair it with MedicalWebPage schema and a reviewedBy field naming the provider
- Use the copy-paste schema template included with this session

03

☐ **RUN THIS MONTH'S TOP QUESTIONS THROUGH THREE AI TOOLS**

- Perplexity, Gemini, and ChatGPT – the same question set every time
- Log who gets cited and how your organization is described
- Use the AI tracking log template included with this session to build a monthly habit

WAX HEALTHCARE MARKETING

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Questions about implementing this? Reach out anytime.

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