GOJI GUIDE

Does your messaging answer what patients are looking for?

Read your site as someone with a problem who has never heard of you. Check a box only when a stranger could find the answer without asking.

LEAD WITH THE PROBLEM

- [ ] My first screen names the problem people come with, in words they would use
- [ ] It says who I help and what happens at a visit, not just that I offer acupuncture

ANSWER THE QUIET QUESTIONS

- [ ] Will it help me? I describe what I do and what to expect without promising a result
- [ ] Is it safe? I show my license, my training and my use of sterile single-use needles, and say who should talk to their doctor first
- [ ] What will it cost? Fee per visit, a typical number of visits and my superbill or insurance policy are visible before booking
- [ ] Will you work with my doctor? I say I coordinate with a patient's other clinicians and what I need from them
- [ ] What happens first? I give the length of the first visit and of follow-ups

EARN THE RECOMMENDATION

- [ ] I make it easy for a happy patient to tell a friend, with a link or a simple introduction
- [ ] I ask for honest reviews without paying, discounting or otherwise rewarding them
- [ ] I have a one-page introduction for the clinicians who might refer patients to me
- [ ] Every credential I mention is current, accurately named and verifiable

STAY HONEST

- [ ] Nothing I publish promises a cure or a guaranteed result
- [ ] Any statement about evidence names its source or is left out
- [ ] Testimonials that describe a patient's care have the patient's written authorization

CHECK THE NUMBERS

- [ ] Every statistic I quote has a named source and a year
- [ ] I do not present national averages as promises about my own practice

Guide and explanations

This checklist is practical guidance, not legal advice. Confirm advertising, scope and referral rules with your licensing board and qualified advisors.