LOCAL CONTENT FOR DENTISTS

# The Walk-In Test checklist

Four checks to run on every post before you publish. If a post fails one, fix it first. Written for a dentist, works for any local business.

1

## Check 1: Name the town

"Chipped a tooth in [Town]? Here's what to do before you call." Say the town in the first sentence, out loud.

2

## Check 2: Name one patient problem

Pick one problem per video: chipped tooth, sensitive teeth, a kid who hates the dentist. Never list five.

3

## Check 3: Show your face

Film on your phone, face in frame from the first second. Say: "I'm Dr. [Name], and I see patients right here in [Town]."

4

## Check 4: Give one next step

"If this is you, book a cleaning or a consult. The link is in my bio." One action only.

5

## The final test

Ask: could a neighbor watch this and walk in this week? If not, rewrite the first line.

**How to use it:** Run all four checks before you hit post. Fifty local views that pass beat fifty thousand that don't.