

# Protect Your Practice from Potential Threats

Ryan Miller  
CEO | Etna Interactive



WWW.  
[REDACTED]  
.COM

## Control Your Domain Names

- Verify that you are listed as the owner, the “Registrant,” on the WHOIS record and that the registrant email is up to date
  - <https://www.networksolutions.com/whois/index-res.jsp>
  - In the event of private registry...find your registrar login credentials or ask your agency to provide a screen capture of the Registrant settings



## Own Your Site (Or Own That You Don't)

- Review your contract carefully to understand the elements of your site and those that you do not (watch out for words like “proprietary,” language about your agency owning the platform or technology, and exit penalties)
- When in doubt, request a backup of your site files





## Inventory & Assure the Integrity of Key Databases

- Prepare a list of critical databases (email subscribers, online inquiries, phone leads, your photo gallery, testimonials and review content, etc.) and understand how they are accessed and maintained



## Understand the Implications of an Exit

- Based on your contract, seek to understand what would happen at separation





## Access Your Analytics

- Maintain access to your site's Google Analytics and check them monthly
- Learn enough about the reporting to review visitor and source trends



## Monitor Your Marketing

- Periodically review marketing activities in each service line





## Ask for Backlink Checks 1-2 Times Annually

- Watch your backlink report for signs of negative SEO



## Ensure PPC Accounts Are Transferrable

- Select a marketing partner who will allow you to transfer PPC administration





## Protect Your Passwords

- Create user accounts for local and social sites under a central administrative account and control the password
- Empower staff to contribute on sub-accounts where possible



## Limit Social Access & Provide Privacy Training

- Implement formal policies on who is permitted to contribute to social media on behalf of the practice
- Ensure contributors understand patient privacy laws





## Don't Leave Staff to Their Own Devices

- Consider running social contributions and patient communications on practice hardware



## Adapt Employee Separation Checklists to the Internet Age

- Maintain a list of all systems accessed by each employee
- Charge your IT partners to lock employees out of key systems during your separation meeting



## For more information or a copy of this deck:

- Subscribe to our newsletter  
[www.etnainteractive.com/newsletter](http://www.etnainteractive.com/newsletter)
- Follow us on Facebook  
[www.facebook.com/etnainteractive](http://www.facebook.com/etnainteractive)
- Email Ryan  
[ryan@etnainteractive.com](mailto:ryan@etnainteractive.com)