Website Evaluation Checklist

Your story

      USP, brand, who are you and why choose you?

      Does your story convince the prospect patient to choose your practice?

Images and white space

      Do your images align with your brand and message?

      Do you have adequate white space, i.e. not too much text?

Easy to navigate

      Categories and dropdowns?

      Do you have a page for every service you offer or groups of services?

      Do you have a page dedicated to each of your core services?

      Clear links to all pages?

Your core services

      Dedicated landing page for each core service?

      Do you remove barriers of pain, anxiety, and doubt from the start?

      Do you explain why you offer the service and why it's the best choice?

      Do you use videos that show how each of your core services work?

Page load speed

      Do your pages load in less than 2 seconds?

      On mobile? On desktop? On tablet?

      You may want to discuss it with your digital agency.

Mobile optimized

    Ask your digital agency if you don't know.

    What does it look like on your cell phone?

      How does it perform on your cell phone?

Contact information

    Business name, address, phone number, email address

    Is this information on every page?

Appointment scheduling

    Do you provide a way for visitors to schedule an appointment online? Easy button?

    On each page?

Videos

    Do you have visually appealing and informative videos?

Social proof

    Patient testimonials - real people, real stories?

    Patient reviews?

Before/After photos

    Do you have photos for each of your core services?

Contact form and contact information

    Easy to find?

Call to action

    Are you clear with what you want the visitors to do, i.e. to call you?

    Do you provide an incentive to take action, i.e. a discount coupon?

    Is the CTA housed on an easy to find button & on every page?

Lead magnet(s)

Do you have at least one lead magnet?

Does it provide a helpful and relevant resource that your ideal client would want, i.e. free ebook, etc?

On what page(s) do you house your lead magnets and are they relevant to that page?

Blogs

Do you use blogs as a platform to showcase your knowledge and explain about conditions or treatments in detail in a more persuasive manner?

Social Media links

Does your website have clickable social media icons?

SEO basics

Do you have a Google my Business listing?

Review your Google my Business listing for name, address, phone number, email address, business hours, website link, photos, reviews, directions, appointment link, Q&A's If you don't know, ask your digital agency about keywords, title tags, meta descriptions, URL's, links, NAP, NAP+W