

# WEBSITE CHECKLIST

## FUNCTIONALITY

- Is your website responsive?
- 3-5 call out buttons (no more, no less)
- SSL/Secure (https)

## PATIENT FRIENDLY EXPERIENCE

- Absence of auto-play music
- Online health history forms
- Patient login portal
- Online bill pay

## DESIGN

- Design is up to date, warm, friendly and family oriented
- Pictures spread across entire screen, no empty space on either side
- Photos of real patients or realistic stock photos similar to your demographic
- Branding consistent across all pages, including Social media

## CONTENT

- Contact information is prominent & clickable (phone & address) and clearly visible on all pages
- Meet the Doctor page
  - Color photograph; updated photo (within the last 3 years; the more recent, the better)
  - Family/community photos; outside of the office in the real world
- Meet the Doctor Video/Welcome message from the Doctor
- Warm, caring sentiments towards patient care followed by education & credentials
- Office Tour
  - Photographs of the office inside and outside
  - Office tour video (Google 360 video a plus!)

FOR SUPPORT WITH ANY OF THESE QUESTIONS EMAIL:

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