The Medical Practice Website Checklist

An effective website will vary based on your practice area, demographic and business model, but this checklist will make sure you cover the fundamentals needed to attract new patients. We've created this checklist for medical practices with one to ten doctors, including family practices, surgeons, dermatologists, chiropractors and dentists.

Website Design Checklist

☐ **High quality content and photography**
A website is only as good as its content. Faded, generic or tacky images will reduce the quality of your website, no matter how good the design is. Invest in good writing and photographs.

☐ **Consultation form or other first step**
Make sure the first step to becoming a patient is clear, attractive and ever present on your website. For most practices, this will be an initial consultation form or a request for more information.

☐ **Credibility factors**
Demonstrate trust and credibility to your potential patients through industry logos, accreditations and a solid resume of education and achievements.

☐ **Client testimonials and photos**
Third party recommendations will help build trust. Even better are before and after photos if those are relevant to your services.

☐ **FAQ**
Clearly spell out what to expect during a visit as well as all payment and general office policies. The goal is to reduce the concerns and fears that might cause patients to NOT visit your office.

☐ **Contact information**
Be thorough in describing your location(s) with a map, address, parking instructions, phone number and appointment hours. Make sure this page is easy to find.

Bonus: Include whatever paperwork a new patient can fill out in advance of a visit.

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There are a number of techniques that can make your website pages rank higher for your target search terms in Google, but make sure you don't miss these fundamentals.

Website Search Engine Optimization (SEO) Checklist

☐ **Search bait related to your practice**
Make sure you have a content-rich page for each of your common treatments, ailments, procedures and products. This will show the search engines that your website is a good fit for these search terms.

☐ **Use targeted keywords in all page titles**
Avoid the common mistake of putting the practice name as the title of every page. Place your target keywords first, then your practice name on your home page. Ex: "Boca Raton Dermatology - Dr. John Smith." Use more specific words for deeper pages like "Boca Raton Botox Doctor."

☐ **Use text content, not images**
Make sure all content that you want indexed by the search engines is HTML text, not images. This includes your address and office name.

☐ **Include your address and main keywords on every page**
Your footer should include your address (helps with location-based searches) and a few keywords (don't overdo it) to show the search engines what you specialize in.

☐ **Add a welcome video**
Video has proven to have a dramatic impact on search rankings. Plus, there is no better way to give a web visitor a warm and professional introduction to your practice and staff. Make sure to title your video with keywords and post it on video websites like YouTube in addition to your website.

Remember, good search engine optimization is more about your web presence than your website. Build quality links to your websites, and online references and testimonials to increase your rankings.

Juicy Results Designs and Markets Websites for Medical Practices.

Juicy Results has created a special Internet marketing package for medical practices. Details are online at http://www.juicyresults.com/md.

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