Put your practice website to the test

1
MOBILE OPTIMIZATION

View your practice website on your desktop/laptop computer, then on your mobile and/or tablet. Make notes on the different user experiences. Is everything accessible, do all links work, are all image displaying properly on the different screens?

If your website was built more than even just 5 years ago, chances are that it hasn't been mobile-optimized, which means that it's not designed to properly display and be interacted with on a smaller screen.

If your website isn't user-friendly on a mobile phone or tablet, then it's time for an update. Today, the majority of consumers use their mobile first to search.

NOTES:

2
CUSTOMERS' SHOES

Pretend you're a prospective client looking for a doctor. Does your site contain all of the necessary information? How about any extra details that can help prospective and current patients feel informed?
(Use the checklist below)

Necessary Info:
- ☐ Contact Info
- ☐ Hours
- ☐ Location
- ☐ Services
- ☐ Accepted Insurance
- ☐ Payment Policy
- ☐ Cancellation Policy

The Extras:
- ☐ Online Payment
- ☐ Online Appointment Scheduling
- ☐ Staff Bios
- ☐ Patient Testimonials
- ☐ Practice News
- ☐ Health Tips
- ☐ Links to Social Media Channels
  (if you have them)

NOTES:

3
STRENGTH/WEAKNESS

Compare your own site to a few other practice sites, both in your area and beyond. Perhaps it's a competitor down the street or a doctor whom who you admire. Visit their websites and make note of what you like and don't like, and how you can apply those ideas to your own site.

Sometimes we get our best ideas from the competition or our peers. Don't be afraid to look around online and be honest about what you can learn from their digital presence and adapt to your own.

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