

Practice Website Checklist

Components: a great medical practice website should include the following:

- About Us—a description of the practice
- Services—a list of the services your practice offers
- Physician directory—a list of physicians in the practice with biographies photos, specialty, and services provided
- Location and directions—easy-to-follow directions for getting to the practice with maps and a picture of the office building
- Educational content—education for all conditions people in the practice treat
- Testimonials—positive comments from existing patients on the home page
- Contact us—include all phone numbers and e-mail addresses a patient might need

Design and Performance

- Use professional quality images
- Optimize website for viewing on both desktop computers and mobile devices
- Have a clean, modern, and easy to navigate website design
- Ensure website is search-engine optimized (SEO)
- Make sure website works with all primary browsers
- Confirm that all pages load quickly
- Remove any broken weblinks or images
- Secure the site with an SSL certificate

Visit www.SmartBusinessGreatMedicine.com to learn more about What Physicians Need to Know About Websites!