



# PRACTICE WEBSITE CHECKLIST



DigitalPractice

# About Us



## **We are Experts in Web Design & Digital Marketing for Irish Practices.**

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DigitalPractice was founded by experienced website and marketing experts and Muireann Fitzmaurice and Karl O'Brien with the goal of helping practice owners take advantage of digital tools to drive more clients and more business.

We do this primarily through sales-focused website design, social media services and marketing strategy assistance.

# Introduction

Welcome! Thank you downloading our website checklist! Based on years of experience of developing sales focused websites for businesses of all types, the Practice Website Checklist is here to ensure that your website not only looks great but actually drives business results for your practice.

As digital marketing and website design experts, we're familiar with the numerous tools and techniques that come together to create an excellent website. There's so much more detail that what we've provided today, but this is a great starting point for any website project to ensure your brand new website is doing its job.

## **With this checklist in hand, you'll understand:**

- How to ensure that your website design stays true to your brand.
- How to make sure that your content is fresh and up to date.
- How to increase results with the right questions to do with sales and promotion.
- Give you greater insight into the more technical aspects of a website such as functionality and lead acquisition.
- Give you the right questions to effectively evaluate your results.

Well, that's all from us! We hope that this checklist benefits you and helps you further improve your website!

*Muireann Fitzmaurice*

Muireann Fitzmaurice

# Website Checklist

## Design

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**Your website design needs to be representative of YOU and your practice.**

- Does the look and feel match my brand? Is the site neat and aesthetically appealing to the consumer's eye?
- Will it appeal to my target audience? For example, if your specialty is sports injury then that should be obvious on your website.
- Is the colour scheme and typography consistent? Visuals are very important to the human eye and brain because that's what we remember the most after visiting a website.

## Functionality

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**You need to ensure that your website is easily accessible and user friendly.**

- Is it quick to load? The recommended page load time is two seconds, anything longer will discourage/bore your customer.
- Is it easy to navigate? No more than three levels deep (think three clicks or less!)
- What is the experience like on mobile? Don't risk losing 40% or more of your traffic and sales by not being mobile ready!

# Website Checklist

## Sales

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**Your website should encourage visitors to become potential customers.**

- Are my areas of expertise clearly promoted? It's important for your potential clients to see you as an expert in your field
- in order to trust you and trust your judgement.  
Do I have really strong testimonials? Remember: Social proof is everything.
- Do I have video testimonials? Video testimonials allow your prospects to hear an unscripted and honest opinion and increases your credibility as a brand.
- Do I have a clear call to action on each page? A good CTA tells your visitors what to do next, provides direction and drive the outcomes you want.

## Lead Acquisition

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**One of the main aims of your website should be to generate leads.**

- Am I getting visitors email addresses? Have multiple signup options throughout the site's content gently guiding them to join your list.
- Am I linking to my social media channels? Make sure they are easy to find and clearly displayed on all your pages.

# Website Checklist

## Content

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**Don't forget that the quality of your content represents the quality of your brand.**

- Is my content really interesting? Your content needs to be engaging and valuable in order to not only attract potential clients but to keep them interested.
- Do I update my website regularly with good content? Updating your website with regular good content can turn potential prospects into clients.
- Am I using keywords in my blogs and page names? Make sure there is natural use of keywords throughout your content such as in the heading and the body copy.

## Promotion

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**Promotion means brand awareness which means more potential prospects.**

- Do I promote my site on all of my marketing materials? Encourage your clients to visit your website by offering an incentive such as a valuable lead magnet, coupons, discounts etc.
- Do I send my customers to my website? Whether that be from your social media sites or from blog posts, all of them should direct your clients and potential clients to visit your website.

# Website Checklist

## Evaluation

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**Evaluating your website regularly is the key to identifying areas of improvement.**

- Do I track how many visitors I get to my site? There are many free content analytics tools that you can use such as Google Analytics, Bitly and Piwik.
- Do I know how they spend time on my site? Heat maps are an effective way of tracking how much time visitors spend your site and what specific section they spend the most time on. Some of the best free heatmap tools are Smartlook, MouseStats and HotJar.



## Book a FREE Consultation Call with us today!

In an initial chat, we can learn more about your practice, provide some actionable tips to succeed online and highlight how we could help.

Find out how we can help you today by booking a call with us!

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