



# Does my website need a redesign?

## Quick Check

Marketing your practice has never been easier!

Yet many practice owners are still having websites out there which do not meet the needs of today's patients. At our company, we want you to successfully present your practice online. The success of a website is measured for us primarily by two key figures:

- Are you able to inspire new patients for your practice philosophy and services online?
- Can you successfully retain your existing patient base with the information and functions offered on your website?

For the non-expert, answering these questions is often not so easy. Websites that appear "good" at first glance usually are not good enough to stand up to the competition.

Over the years, we have accumulated a lot of knowledge and have compiled the most important success factors for you with our checklist.

The following 5 success factors distinguish a quality website

User Experience

Content

SEO

Design

Security

## User Experience

User Experience is the most neglected and overlooked element of websites for many businesses: Good web design does not mean a good user experience. It is largely determined by the combination of relevance and accessibility of the website functionality as well as the relevance and quality of the content presented.

- Does your website powerfully convey the philosophy of your practice?
- Do you offer truly valuable information to your website visitors?
- Do you have a clear call to action on each page?
- Is your website 100% responsive and optimised for mobile devices?
- Is it easy get to the contact form of your website?
- Is it possible to book a doctors appointment online without the need for other means of communication?
- Is your website easy to navigate? (Logical site map available?)
- Do you display written or video customer service and testimonial reviews?
- Is your website's design aesthetically appealing?
- Are you transparent regarding additional paid services?
- Are you avoiding annoying popups or ads?

## Design

The web design of many websites is often complex and distracts visitors from essential content with its details - this way a strong trigger effect cannot be achieved. To create a successful website, the design should be clean and elegant, but above all, it should be applied consistently.

- Do you have a modern logo? Is the logo prominently placed?
- Do you have images of your service?
- Is your critical content all "above the fold"? (meaning, can your visitor get the gist of your message without scrolling down)
- Do the colours used align with your brand?
- Does your website's design accommodate for easy reading? (Consider typeface, font-size color contrast between text and background, indication of hyperlinks, text structured in paragraphs)
- Are your images and graphics in high resolution and proper formats?
- Does your website contain elements designed to encourage repeat visits and virality? (i.e. newsletter, tell-a-friend feature, downloadable info brochures, forms, contests, etc.)
- Does your website work in multiple browsers and operating systems?

## Content

Often the website is seen as a business card - but this does not do justice to the medium and the expectations of the visitors. Only if your visitors feel sufficiently informed by the website can your practice convey credibility. The foundation of a website is content.

- Do you combine text, images, graphics, and video to tell a compelling story?
- Is the content timely and relevant? Is it updated?
- Is the content understandable to clients? Is the content organized logically & coherently?
- Does the content contain factual errors, typos, or grammatical errors?
- Is there a standardised style defined for your content that you adhere to consistently?
- Do images, video and audio meet the technical standards and demonstrate your professional self-aspiration?
- Do you use attractive photos that are real photos or stock photos that no one perceives are stock photos?
- Is your website's copy succinct but informative?
- Does the copywriting style suit the website's purpose and 'speak' to its target audience?
- Does the text emphasize features where appropriate to assist in skimming?
- Do you avoid using industry jargon?
- Have you integrated your social media accounts and content?
- Is it easy to share your content on social media with sharing icons?
- Do you have a FAQ or help page?

## Security

Website security is critical to maintain the trust of customers and to avoid potential legal and financial consequences that may arise from data breaches or cyber attacks. Especially for patient data you must make sure that it is processed and stored securely.

- Does your website have any obvious security flaws?
- How resilient are your website's forms to special characters?
- Do you use Captcha for all of your web forms?
- Are pages not meant to be accessed by the public password protected?
- If you store customer data online, is this database appropriately safeguarded against external access?
- Does your website have an active SSL certificate?
- Does your website comply with EU-GDPR? What about your website tools?
- Does your website comply with TMG?

Whether a website increases the success of your practice also depends significantly on its attractiveness for search engines. SEO measures are largely invisible to you, but they improve the findability of the website enormously.

- Have you researched the keywords you want your website to rank in Google for?
- Is your website content properly optimized for search engines? (Correct Title tags, subtitles, H-headings, reliable outbound links)
- Does the text written according SEO guidelines, such as using keywords, without sacrificing quality in other areas? Is the content broken down into SEO friendly chunks labeled with concise titles?
- Are your URLs optimized for search engines?
- Do your URLs incorporate target keywords?
- Do they use simplified link structures? e.g. [www.web.com/socialmedia/facebook](http://www.web.com/socialmedia/facebook) instead of [www.web.com/marketing/?type=socialmedia&networ=facebook](http://www.web.com/marketing/?type=socialmedia&networ=facebook))
- Have your images and graphics been compressed to the smallest size possible?
- Are 'alt' tags in place on all images?
- Do those alt tags incorporate your target keywords?
- Does every page of your website load quickly (< 5 sec.)? Especially for mobile users?
- Are all links (internal and external) valid and active?
- Are links labeled with anchor text that provide a clear indication of where they lead?
- Does your site link to authoritative sources?
- Is your website free from server-side errors?
- Is there a site map available?
- Is your website integrated with an Analytics solution?
- Do you have any high quality links back to your website?
- Have you listed your website on major local listings sites?



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