

Is your website built and designed to convert prospects into new, life-long patients? Use this checklist to audit the desktop and mobile version of your website. Then, use any unchecked boxes as action items to make your website conversion-driven.

Pair this audit with our [Website SEO Audit Checklist](#) for an overall analysis of your website.

OVERALL WEBSITE FEATURES

- 1. Your website has a favicon. A favicon is a small square icon in the URL tab that conveys legitimacy and credibility for prospective patients
- 2. Your website loads in 3 seconds or less. Use Think with Google or Pingdom.com to check your site loadspeed.
- 3. Your practice logo is high-resolution and is located at the top of every page of the website.
- 4. Website color scheme is between 1-3 colors (ideally 2), including an accent color.
- 5. The accent color is used for call-to-action (CTA) buttons (Schedule Online, Contact Us) to direct the user's eye to the action. This color, which is typically brighter, is used to focus the visitor's eye and motivate them to act.
- 6. The practice address, email, and phone number are listed at the top of the home page and footer.
- 7. The practice address, email and phone number are "clickable" so patients just need to click to call, email, or get directions.
- 8. The practice social media icons are listed on the header or footer of the website and are clickable links to those channels.
- 9. The homepage hero image is a static block with a unique photo and text about the practice.
- 10. The main navigation includes 4-5 well-organized tabs and 1 eye-catching CTA button.
- 11. There is a sticky header on desktop, tablet, and mobile versions of the website. A sticky header freezes the navigation bar so it follows the page as the viewer scrolls down.
- 12. There is an individual web page for each service/procedure and there are services overview pages for each category (Cosmetic, Restorative, etc.)
- 13. Personal photos of the dentist(s), office, and team are used throughout the site. Websites with personal, unique imagery have higher conversion rates than websites that rely heavily or solely on stock photography.
- 14. Your credentials and association affiliations are added to the home page on the website or on the "Meet the Dentist" page.
- 15. The website footer (the bottom of the website) is a simple layout with CTAs, links, and a link to Google Maps.
- 16. Your website does not have videos running in the background because they slow down the site.
- 17. Your website does include videos that are embedded from your practice YouTube page.

INSIDE WEBSITE PAGES

- 18.** Visible, clickable calls-to-action (Schedule Online, Call) are located "above the fold" on every inside page. Above the fold is the area of the website you can see without having to scroll down the screen.
- 19.** There is a dedicated Reviews page with live streaming reviews and a CTA to leave a review on key sites, including Google, Facebook and HealthGrades. Adding live streaming patient reviews will have the greatest impact on your brand credibility and conversion rates.
- 20.** There is an FAQ page to answer the most commonly asked questions about the practice.
- 21.** The About Us/Meet the Team pages are personalized with bios and photos of the doctor and team to convey the practice culture. Team pages are one of the most visited pages on dental practice websites.
- 22.** The Contact page has all contact information and includes hours and an embedded Google Map/Directions link.
- 23.** If available, before and after images are listed on the website to demonstrate your expertise.
- 24.** One personal, high-resolution image is on almost every page to convey the practice culture and break-up the text.

WEBSITE CONTENT

- 25.** Your website makes good use of white space/negative space so that the eye is drawn to CTAs and clickable items.
- 26.** Content on the website is unique to the practice. This means that the content is not duplicated or copied from another website. Check to see if your site has duplicate content by adding a practice services page URL to Copyscape.com.
- 27.** The content layout includes bolded titles, bullet points, and section breaks so the reader can easily skim the page highlights. These elements are strategically used to direct the user where you want him/her to go on the page.
- 28.** Content is written in a question and answer format with common questions asked during a mobile search.

WEBSITE CONVERSION OPPORTUNITIES

Modernizing the patient experience with immediate opportunities for your new and current patient to convert will enhance the patient experience and increase revenue.

- 29.** You have links to online scheduling, patient portals, patient forms, and online bill pay. Research supports that prospective patients are now looking for these modern amenities on sites prior to calling to schedule a new patient appointment.
- 30.** You have live chat on our website to answer questions from prospective current patients and to encourage scheduling.
- 31.** You have online fillable patient forms so patients can complete and submit their medical history prior to their appointment.

WEBSITE CONVERSION OPPORTUNITIES CONTINUED

- 32.** You offer online bill-pay with a bill-pay link on your website header and financial page.
- 33.** You offer online scheduling so patients can schedule hygiene appointments without calling the office.
- 34.** You offer an in-office Patient Membership Plan to help patients afford their dental care and convert fee-for-service patients.

NEED HELP MAKING YOUR WEBSITE CONVERSION-FOCUSED?

Whiteboard Marketing specializes in digital marketing for general dentists, periodontists, endodontists, orthodontists, prosthodontists, and other dental specialists. And, we want you to think of the Whiteboard Marketing team as your off-site marketing department.

Contact us today for a complimentary website audit and conversion strategy at info@whiteboard-mktg.com or [614-562-1912](tel:614-562-1912).



WMM



5950 Venture Drive, Dublin, OH 43017
614-665-6151
info@whiteboard-mktg.com
whiteboard-mktg.com

