

Website Evaluation Checklist

First Steps –

- Does your website load quickly?
- Does your homepage have a good balance of text and images?
- Is your font style and size easy to read?
- Does your site work on all browsers (Firefox, Chrome, Safari, Internet Explorer)?

Your Brand –

- Is your logo in prominent place on your website?
- Is it clear to your visitors your dental practice's purpose?
- Is all of the important information at the top half of your website? (i.e. Contact information, search box, hours)
- Is your contact information on the top half of your website?
- Do visitors know what **“you do”** as soon as they land on your website?

Navigation –

- Is your main navigation bar easy to spot and consistent throughout the site?
- Does the back button take them back to the previous page?
- Do you have a reasonable amount of buttons and links?
- Is your company logo linked to your home page? (When someone clicks on your logo, does it take them back to your homepage?)
- Are visitors able to search your site for information via a search box?

Your Website Content –

- Is the text on your website broken up with white space?
- Do you have headings on new pages that are clear and descriptive?
- Is the important content on the top half of each page of your website?
- Is the information you are providing relevant to your visitors/patients?
- Is the style, design, and color consistent throughout the site?
- Are you using bolded words (emphasis) sparingly?

- Are ads and pop-ups unobtrusive?
- Is the content the primary focus of the website and not overshadowed by advertising?
- Is the content of your website on the reading level of a 10th grader?
- Is the content updated on a regular basis?
- Are your URL's meaningful and user friendly?
- Is your phone number on every page of the website in case they have a question?
- Do you have a contact page?
- Is your email address on your contact page?

If you have more than 8 things missing from the checklist, call us for a free 15-minute consultation:

[1-800-275-2350](tel:1-800-275-2350) | www.ezdentalpracticemarketing.com