

IntakeQ

Website Cheat Sheet

This is an extra resource to go along with the original article:
[Its time to refresh your healthcare website](#)

You've resolved that you want to take a good, hard look at your practice's website to enhance your web presence. Great! So what's next? Follow the quick cheat sheet below to make sure you're delivering the best website experience to your visitors.

Select Your Platform

Make a list of your site's needs (if you have an ecommerce component, then that will open up a whole other list of possibilities) and stack them up against the web platforms available. You'll also need to decide whether you want to build it yourself (just be sure to study up!) or hire an outside developer. Here are a few CMSs to consider:

- WordPress
- Drupal
- Squarespace
- Weebly
- Wix
- GoDaddy
- Webs
- Acquia

Pro tip: Having a mobile-friendly website is critical!

Design

Keep things clean! Here are a few elements to check off to make sure your website is visually pleasing:

- Uncluttered
- High-quality, relatable images
- Consistent and easy-to-read font

Navigation

Depending on the state of your existing site, it's likely that you'll need to cut down on the amount of pages within your website. Make it a point to:

1. Consolidate content where it makes sense
2. Create a natural path for visitors
 - a. In the header navigation bar
 - b. As you scroll down the homepage
 - c. In the footer navigation bar



3. Make online scheduling and digital forms a priority

Content

Here are a few questions to ask yourself as you audit your existing content:

- Is this information completely necessary?
- Is it easy to understand?
- If someone is skimming the page, do the main points stand out?
- Is the tone friendly and inviting?
- Is there an opportunity to use video or infographics to simplify messages or data?

Remember: When in doubt, cut it out!

SEO

Your website's search engine optimization is important if you want people who are searching for a practice or service to find you. Here are a few things to keep in mind:

- More copy does not equate to better SEO ranking.
- Searchable keywords are important to include, but don't go crazy.
- Copy/content must be valuable, original, and regularly updated.
- Try a blog!
- Educate yourself on SEO best practices or hire a specialist to help get you up and running.

Did you follow all of the above? If so, then you are well on your way to delivering a great experience for your website visitors—congrats!