

Name of Practice \_\_\_\_\_

Website URL \_\_\_\_\_

Phone Number \_\_\_\_\_



# ONLINE PRESENCE EVALUATION

A successful practice must have a steady stream of new patients. An online presence (website, social media, online reviews and business listings, etc.) is the new word of mouth that keeps this flow moving. Complete this evaluation to see where you can improve your ability to reach new patients.

## WEBSITE DESIGN

Websites are your first impression online and the first experience patients have with your practice. Imagine you're a new patient, load your practice website and answer these questions from their perspective. **Goal: 6 of 6**

Navigate through the most important pages; does anything feel frustrating to use?  Yes  No

Is a phone number, hours, and address visible on all pages?  Yes  No

Is there a page dedicated to first-time patients?  Yes  No

Is there a section for online patient education?  Yes  No

Is there a "patient portal" where patients can complete forms, confirm appointments, and pay bills?  Yes  No

Are there photos and/or videos welcoming patients to your practice, as well as introducing doctors and staff?  Yes  No

## WEBSITE FUNCTIONALITY

Make it easy for patients to contact you on a mobile device, navigate to your practice, and keep their personal information safe. **Goal: 3 of 3**

Is there a "clickable" phone number and "request appointment" link on the mobile version of your website?  Yes  No

Is there an easy-to-find map on the website?  Yes  No

Is your website secure? Do you see a closed  in the address bar, indicating your website is https secure?  Yes  No

## RESPONSIVE DESIGN

Your website must be usable on any screen size or device to avoid frustration or patients simply abandoning your website. **Goal: "Yes"**

Do you have a website that adapts to any device or screen size, like tablets and smartphones?  Yes  No

If you're not sure click below, type your website address into the form, and click "run test."

[Click Here](#)



# SEARCH ENGINE OPTIMIZATION (SEO)

SEO makes the difference between a website getting buried in search results or new patients finding it. Search for a term related to your practice (e.g. "family physician," or "general dentistry") in these search engines. Does your practice show up on the first page? **Goal: "Yes" for all search engines.**

Keyword / Phrase	Google		Bing	
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

# LOCAL PRESENCE - ONLINE LISTINGS AND REVIEWS

A website is your foundation, but many new patients find you outside of your website. Online reviews and listings let you extend your reach online. Answer these questions to make sure you're present where patients search most.

## Reviews

**Goal: Ratings 4+**

	Google	Healthgrades	Facebook
How many total reviews?			
What is the average rating?			

## Listings

**Goal: Listings 0% | Reviews 0%**

Check your directory listings across 60+ websites including Google, Facebook, and other sites patients use most, visit:

**[www.checkmylistings.com](http://www.checkmylistings.com)**

**Your Score: \_\_\_\_\_ Listings % \_\_\_\_\_ Reviews %**  
 (Inaccuracy) (Similar Businesses in Your Region Have Better Reviews)

