

Considering a Website Redesign?

Use this checklist to assess
your next step



Your Practice On  **ine**

Websites and Marketing for Healthcare Professionals

Redesign Checklist

Still not sure if you need a website redesign? Check these questions to determine if you are ready for a change! Afterwards, if you think you are ready, take the next step in planning your redesign [here](#)!

WEBSITE REDESIGN CHECKLIST:



Are you getting the results you want?

If not, your site design may be part of the problem. You need to determine if you need a complete overhaul, or if you can get the results you seek with just a few tweaks.



Has the purpose of your site changed?

It never hurts to re-evaluate the point of your site. Even if you are getting results, you need to ask if the results are what you really want your site to accomplish.



What isn't working?

Is your site navigation confusing? Is there too much content hidden? Are your products and services completely up to date?



Do you already have a strategy for a redesign?

Once you've answered the top three questions, you can begin to determine the best way to move forward. An iterative approach can help you use the information you've gathered from what works on your current site and plan accordingly, if your current site meets your visitors' needs.



Do you need to update your platform/framework to work on multiple screens?

Mobile has changed everything now that **40% of the web** is viewed on something other than a computer. With Google also penalizing sites that aren't mobile-friendly, responsive design is critical.



How have your business and marketing goals changed since the last website update?

Your website is only a part of your marketing strategy, and it's likely you change your marketing plans more frequently than you do your website. How can you make your site align with your goals?



Do you need a content strategy?

Every website needs a content strategy. Having great content on your site can help everything from customer retention to SEO. Even if your website is meant to be simple, you still need a content strategy to drive what your site will communicate, and how it will remain updated with new content over time.



What are your competitors doing in their sites?

You want your site to be distinctive. Is your design too similar to competitor's designs?



Do you need to update your third party tools?

If you use a third party tool, is it up to date? Does it work as well as it should, or is there a better option available now?



How is your SEO?

If your site hasn't been updated in a couple of years, you might be using some outdated SEO techniques. Consider getting a site evaluation, and incorporate the recommendations into your site design.

Notes:

Your Practice Online



Websites and Marketing for Healthcare Professionals

Marketing Your Practice Online

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