

# Website Review Checklist

How does your practice stack up?



Easy to follow directions and map to the practice

Office hours listed

Practice phone number displayed prominently on EACH page

Non-clinical close-up photo of the providing dentist(s)

Mission statement including clinical philosophy of the practice

Photos or virtual tour of the practice facility – include both interior and exterior

Photos that represent the current and/or targeted patient population

Patient testimonials that highlight differentiators for practice

A limited number of 'before' treatment photos, focusing more on 'after' photos

Limited clinical information and dental terminology

Video available on site

Welcome statement to new patients

Statement welcoming referrals

New patient dental/medical/ registration forms

Post-op instructions

Patient reviews or links to reviews

Online appointment scheduling

Online patient account access

Social Media links

Search Engine results in the top third of a results page

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**How'd you do?** \_\_\_/20 Grade= \_\_\_%