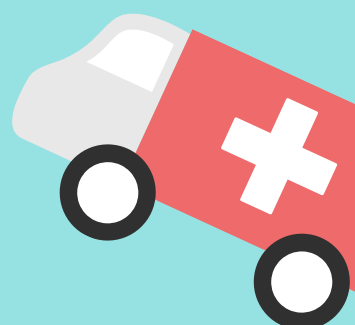
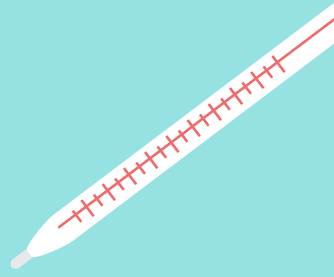
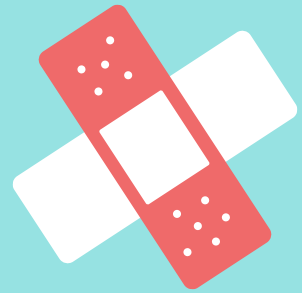
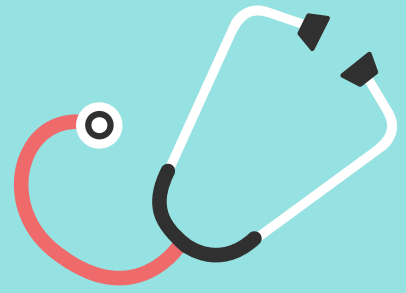


WEBSITE REDESIGN CHECKLIST



How healthy is your website? Is it time for a redesign so it's easier for your patients or clients can find you online? If you can check half of these or more, it's time to make some changes!



FLASH PLAYER

If your website requires flash player to show graphics or play videos, your site is not going to work for most people living in this century. Get rid of that crap!



MOBILE UN-FRIENDLY

More people than ever before are searching on their phones and mobile devices. If your site isn't mobile responsive, you're losing client potential.



NO EDITING CAPABILITIES

If you can't make basic changes to your website on your own, like editing an introductory paragraph or changing header text - you need to switch things up. A CMS platform like Wordpress or Squarespace makes edits easy!



NO CALL TO ACTIONS

If there aren't any calls to action on your website, how will the visitors to your site know what you want them to do? Schedule an appointment? Buy a product? Sit there and look pretty? Set up CTAs and no questions will be asked.



NO CONTACT FORMS

We all want what we want right away. We live in an Amazon Prime society now. So, there needs to be a way for your visitors to communicate with you right away... or at least feel like they can.



OUTDATED/INCORRECT INFO

If the majority of the copy on your website was written over a year ago, it's outdated and is likely incorrect. You need to be making regular content updates to stay relevant to your clients and Google.



HIGH BOUNCE RATE

If your bounce rate is over 75% it's a sign that your website isn't providing your visitors with enough value to keep them engaged. You need to look at what can be done to keep people on your page longer, which could mean a redesign is in your future.



TEXT AS IMAGES

SEO experts will tell you that this makes our skin CRAWL. Don't upload pictures of text on your website because that holds less SEO weight. Text based content helps tell Google what your site is about!