Website Review Checklist

Maximize the effectiveness of your website by addressing these key elements.

Practice Essentials

- [ ] **Service Offering:** Does the homepage present a compelling outline of services and key benefits to pet owners?
- [ ] **Appointment Booking:** Is there a prominent, user-friendly digital appointment booking feature for your clients?
- [ ] **Contact Information:** Are the practice's name, address, phone number, and operating hours easily accessible?

Building Trust

- [ ] **Credentials & Testimonials:** Are certifications, testimonials, and pet owner stories featured to establish credibility?
- [ ] **Authority Presence:** Does your website display media mentions, awards, or professional affiliations your clinic has?
- [ ] **Engagement Tools:** Are there effective CTAs, educational blogs, and videos to educate and call visitors to action?

Local Visibility & Access

- [ ] **Map and Local SEO:** Is there a clear map and has the website been optimized for local search engine queries?
- [ ] **Mobile Friendliness:** Does the website perform well on smartphones and tablets?
- [ ] **Accessibility Options:** Are there features like text resizing, voice command navigation, and high contrast for vision-impaired users?

Online Presence & Security

- [ ] **SEO Elements & Social Media:** Does the site have SEO-optimized meta-content and active social media links?
- [ ] **Secure Browsing:** Is HTTPS in place to ensure user data security and trustworthiness?
- [ ] **Privacy Policy & Compliance:** Does the website clearly outline its privacy policy and comply with healthcare privacy laws?

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