



Checklist

10 Questions to ask when shopping for a practice website company

1. How long has the website provider been in business?
2. Does the website company have a thorough understanding of your industry and specialize in websites and online marketing for medical practices?
3. Does the website provider offer additional online marketing services, such as reputation management, social media or search marketing, or will you have to seek multiple vendors?
4. What patient education materials (libraries, videos, etc.) can be incorporated into your website, and are they from a credible, authoritative source?
5. Does the website company offer website design exclusivity, ensuring your design choice is unique to your practice within a defined radius of your office?
6. Will the website company host your website at a secure and reliable data center?
7. What type of customer service and website assistance is available, and is it free of charge?
8. What options for making changes to your website are available, and can you quickly and easily edit the site on your own?
9. Does the website company offer a true mobile website solution that works seamlessly with market leading smartphones and tablets?
10. Will you have access to new patient tracking and website analytics for measuring appointment requests and website traffic across days, weeks and months?