

# WEBSITE

## Checklist

### Does your website pass the test?

During Covid-19 lockdowns, the internet allowed us to remain connected to the world and communicate freely with family and friends. As a result, internet use has surged across all demographics and this phenomenon is likely to accelerate rather than decline. Now is the time to evaluate your online presence and the best place to start is with your Company website. To help you evaluate the effectiveness of your current website, **idResults** prepared this simple checklist.

Has your website been updated, revised, or changed within the last 2 years?	YES	NO
Website design and functionality has improved significantly in the last 2 to 3 years and if your site has not changed during this time then it may have already passed its use-by date. Worse still, it could be damaging the future of your Practice.		
Does your website make a striking first impression?	YES	NO
E.g., captures visitor attention, makes a positive and professional impression within 10 to 15 sec, inspires visitors to stay rather than move on, provides good reason for visitors to return etc.		
Does your website reflect the elements of contemporary design?	YES	NO
E.g., large striking images, background videos, effectively placed sliders and lightboxes, a clear call to action, vertical scrolling, visual effects/animations, and sophisticated topography etc.		
Does your website reduce the administrative burden of your Practice?	YES	NO
E.g., allow patients to make appointments, change appointments, pay for services, connect with their health insurance provider, obtain details on benefits offered by Medicare, gain access to practical treatment advice and specialist knowledge etc.		
Does your website set your Practice apart from the competition?	YES	NO
E.g., defines and reinforces your professional branding, reflects the culture, standards, and values of your Practice, draws attention to your key points of difference etc.		
Does your website make a positive contribution to the lives of Patients?	YES	NO
E.g., includes directional maps, provides public transport and parking advice, features online Forms that reduce waiting times, provides easy access to important information, keeps patients informed etc.		
Is your website legally compliant?	YES	NO
E.g., include cookie notifications, easy access to an up to date and legally compliant privacy policy, clearly defined terms and conditions that apply to transactions and bookings etc.		
Does your website appear in search results?	YES	NO
If your website appears or where it is listed with online searches depends on SEO (Search Engine Optimisation). It is a complex set of criteria used by search engines (like Google) to help internet users find what they are looking for quickly and easily. Without it, your website might rarely be seen.		

If you have answered No to any of these questions, then it is time to conduct a more serious review of your website. Like any asset your website must deliver a positive return on investment to be worthwhile. But a website is not just any asset. It has the power to deliver immediate results and benefits for years to come.

For an obligation free discussion about your website and your online presence  
 Call **idResults** on 0419 491 485, or  
 Email us at [info@idresults.com.au](mailto:info@idresults.com.au).