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Healthcare Website Checklist

For clinics, dental offices and therapy practices: review your site or compare agencies.

First screen

- [ ] States who you treat, where, and how to book
- [ ] Phone and booking button visible without scrolling
- [ ] Opening hours and location are easy to find

Trust

- [ ] Real photos of the practice and team
- [ ] Qualifications and memberships shown
- [ ] Reviews shown, where permitted
- [ ] Fees or what to expect explained
- [ ] Dates and holiday hours up to date

Booking and forms

- [ ] Booking or contact form on every service page
- [ ] Forms ask only what is needed
- [ ] No sensitive details requested in general forms
- [ ] Confirmation message or email sent
- [ ] Messaging or chat has clear hours

Privacy

- [ ] Site uses HTTPS everywhere
- [ ] Privacy policy explains data use
- [ ] Cookie consent for analytics and ads
- [ ] Form data is sent and stored securely
- [ ] Reviewed by a legal or compliance adviser

Accessibility

- [ ] Readable font sizes and good contrast
- [ ] Alt text on meaningful images
- [ ] Forms have clear labels and errors
- [ ] Works with keyboard only
- [ ] Headings follow a logical order

Speed and mobile

- [ ] Loads quickly on a mobile connection
- [ ] Layout works on small screens
- [ ] Images compressed
- [ ] Few plugins and scripts

Local search

- [ ] Google Business Profile claimed and current
- [ ] Name, address and phone match everywhere
- [ ] Service pages mention your area
- [ ] Structured data for practice and hours
- [ ] Reviews answered

Agency questions

- [ ] Examples of healthcare sites built
- [ ] How privacy and forms are handled
- [ ] Who owns the site after launch
- [ ] Support and maintenance terms
- [ ] Timeline and price in writing

Privacy and advertising rules differ by country (for example GDPR in the EU and HIPAA in the United States). This checklist is general information. Ask a qualified adviser about your obligations. To discuss a healthcare website, contact hello@cobanner.com.