



CHOOSE THE RIGHT PARTNER FOR YOUR HEALTHCARE WEBSITE PROJECT

Website vendor comparison tool

Use this checklist to simplify the process of evaluating your top choices based on know-how, experience, services, and other considerations.

Project goals

The vendor selection process starts with having a clear understanding of your needs and options. It is important to be specific when thinking about your project's priorities, and we also suggest to start figuring out how you will measure success.

VALUE, PRICING, AND DEPLOYMENT	TBH Creative	Vendor #1	Vendor #2
Project cost estimate	\$	\$	\$
Did they offer ideas and solutions during project estimating?			
Is it clear what work is covered by the project quote?			
Are all of your questions addressed?			
Is their project change process fair and agreeable?			
Are post-launch service options and fees clear?			
Which tasks will your team will be responsible for with this vendor? How many hours weekly will this require?			
Hourly rate/support option	\$	\$	\$
Project timeline	months	months	months
Are you clear on the milestones needed to meet the estimated timeline?			

APPROACH, CREDENTIALS, AND STRATEGY	TBH Creative	Vendor #1	Vendor #2
Experience			
How long has their company been in business?	years	years	years
Is their company located nearby?			
Reputation			
What do their past clients say about them?			
Does their company publish results from past projects and have a proven track record?			
Do you have a positive gut feeling about their company?			
Were you okay with what you saw when you Googled them?			
Healthcare website expertise			
Do they understand your goals?			
Do they ask the right questions?			
Do they have good listening skills?			
Did they ask about your ideal patients?			
Is their team experienced enough to handle your project?			
Planning			
Does their plan include research and strategy?			
Is their working style compatible with your team?			
Have they had success on split-work assignments?			
Did they ask about a post-launch marketing plan?			
Did they bring to your attention additional relevant services?			
Content management			
Is training provided on how to use the chosen CMS?			
Is documentation provided for the CMS?			
Are templates and size guidelines provided for images?			

Portfolios

View samples of each vendor’s work for a better idea of what to expect on your project.

EXAMPLES OF WORK	TBH Creative	Vendor #1	Vendor #2
Relevancy			
Does their portfolio of work include hospital or healthcare related examples?			
Are they familiar with HIPAA regulations?			
Have they done projects similar in size/scale to my project?			
Does their portfolio include projects with similar goals?			
Quality			
Are you impressed by their portfolio?			
Do they include results as part of their project write-ups ?			
Have they included client testimonials from real people at the companies they have worked with?			
Have they received awards for their design?			
Are the interior pages of project examples just as nice as the home page or other key pages?			
Does mobile design look good and work well throughout?			

Content

Just because a website looks great that doesn’t mean it will deliver if patients and providers can’t find what they need. Web content is a very important component to success.

NAVIGATION DESIGN	TBH Creative	Vendor #1	Vendor #2
Information architecture			
Do they have experience organizing content around target audience needs to make critical information easier to find?			

WEB PAGE CONTENT	TBH Creative	Vendor #1	Vendor #2
Writing and editing services			
Do they offer writing?			
Do they offer editing?			
Do they offer—and understand—SEO content writing?			
SEO services			
Do they have experience diagnosing SEO challenges?			
Do they provide technical SEO assistance?			
Do they provide link building strategy help?			

Development

Your project’s tech requirements should be a major consideration when evaluating vendors.

GENERAL TECHNICAL EXPERTISE	TBH Creative	Vendor #1	Vendor #2
Do they have experience building websites that include things that my website will need to do?			
Do they offer consultation services for tech decision-making?			
Do they make websites that look good/perform on any device?			
Do they have experience development custom applications for the healthcare industry and demonstrate knowledge of HIPAA compliance?			
Will they be able to handle our current and future integration needs?			
Is website accessibility part of their solution?			
Did they discuss HIPAA compliance with you?			
Are they going to include healthcare schema markup as part of their solution?			

FEATURES AND MODULES	TBH Creative	Vendor #1	Vendor #2
Request an appointment and intake forms			
Blogs			
Resource library			
Event management and registration			
Search			
Membership areas			
Physician and provider directories			
Personalization			
Photo galleries			
Microsites (foundations, physicians, etc.)			
Redirect planning			
E-commerce			
Patient star-rating integration			
Schemas			
Digital footprint (vitals, patient records, etc.)			

Additional support

You might find it's helpful to hire a web design agency with marketing experience that can offer a comprehensive, packaged solution. Here are some areas to evaluate.

MARKETING CERTIFICATIONS	TBH Creative	Vendor #1	Vendor #2
Google Analytics			
Google Ads			
Hubspot Inbound Marketing			

PAID ADVERTISING	TBH Creative	Vendor #1	Vendor #2
Keyword strategizing and research			
Paid ad set up and management			
Social media			
Social media set up, strategy, and content creation			
Social branding			
Ad management			
Email marketing			
Email template design and development			
Outbound and inbound email marketing strategy			
Email marketing content creation			
Digital marketing			
Asset creation (whitepapers, landing pages, guides, pillar pages, infographics)			
Video storytelling			
Reporting			
Target goals to earn new patients			
Google Analytics goal setting and reporting			
Marketing results dashboard set up			

About TBH Creative

Since 2004, TBH Creative has worked with healthcare providers and hospitals to build successful, HIPAA-compliant solutions that improve the patient experience.

Let's talk

Set up a free consultation →

<https://go.tbhcreative.com/strategy>