



QUESTIONS TO ANSWER BEFORE STARTING A NEW WEBSITE PROJECT

# Healthcare website redesign preparation checklist

**tbh creative**



# Table of contents

No matter your reason for building a new website—maybe you want to make updates easier? perhaps you merged with another organization? possibly your old site doesn't deliver results?—every minute that you spend planning upfront helps. Use this checklist to get one step closer to building a new website that drives long-term marketing success and helps you stay ahead of the curve.

<b>Purpose and goals</b> .....	<b>3</b>
<b>Current site audit</b> .....	<b>4</b>
<b>Team and responsibilities</b> .....	<b>5</b>
<b>Competition</b> .....	<b>6</b>
<b>Audience definition</b> .....	<b>7</b>
<b>Technologies and third-party tools</b> .....	<b>8</b>
<b>Timeline</b> .....	<b>9</b>
<b>Budget</b> .....	<b>10</b>

# Purpose and goals

Why are you doing this website redesign project?

What do you hope to (or need to) achieve at the end of the project?

How will a website support your organization's objectives?

# Current site audit

Which information do you need to create or update? What's okay as-is?

Do the key pages on your site include clear action steps?  Yes  No

Is the info on your site organized in a way that makes sense?  Yes  No

Does your site answer your customers' common questions?  Yes  No

What results do you monitor on your current website? (e.g., patient leads, rank)

When did your current site launch? What updates have you made since then?

How do you feel about how it looks and functions? What works? What doesn't?

How is its imagery? Are photos and illustrations on-brand? Any custom art?

What metrics do you monitor? What does this data tell you about your site?

What did you like—or not like—about your last website project experience?

# Team and responsibilities

Who will be the project owner? \_\_\_\_\_

Who will be part of the website project team?

What value does each person bring to the project? What is their area of expertise?

How will approvals work?

Which options make the most sense for your company?

- Doing all—or most—of the project in-house
- Doing part in-house and technical work with a partner (partial customization)
- Hiring expert outside help for a comprehensive solution

# Competition

**What websites stand out or provide inspiration for your new site (and why)?**

**Which features or components would you like to have on your new site? Can you prioritize the list or classify as must-have vs. nice-to-have?**

**Who are your top competitors? When you search Google, who appears?**

**What makes your company different from the competition? What sets you apart?**

# Audience definition

**Who do you want to reach?**

**Why are these your top audience targets?**

**How much do you know about them? What market research have you done?**

**What questions do patients and prospects ask scheduling, intake, and billing, etc.?**

**What feedback do you hear?**

**Why does each audience visit your website? What are they looking for? What do they want to do?**

**How do users find your website?**

# Technologies and third-party tools

**Who created your current website? What are they doing for your site today?**

**What CMS and other technologies are you using now?**

**Who hosts your website? Who has access?**

**As you audit your website's third-party tools and technologies, also evaluate your other digital marketing assets and accounts, including:**

- |   |  |
|---|--|
| <input type="checkbox"/> Analytics tools      | <input type="checkbox"/> Paid advertising      |
| <input type="checkbox"/> Email marketing      | <input type="checkbox"/> Social media accounts |
| <input type="checkbox"/> Marketing automation | <input type="checkbox"/> Video hosting         |

**What other third-party tools are in place? For each, how well are they working?  
How complicates are they to modify/change/update?**



# Timeline

Setting a ballpark, desired completion date is a good place to start a conversation about your project timeline and desired website launch date. Some project timelines are more strict than others.

Many factors can influence how long it takes to complete your project, including when your website partner is available, how much new content you need to create, and even how much time you'll need to accommodate your team's internal review process during each step.

**When do you want to start?**

**Is there a concrete deadline?** (e.g., launch, merger, event, etc.)

**How long will milestone approvals take your team?**

**How much time can your team offer to the project?**

**What is the internal final approval process?**

# Budget

How much did your last website project cost? \_\_\_\_\_

What are other firms paying for similar sites? \_\_\_\_\_

How will your website project show ROI?

To accommodate your website budget, do you need to:

- Spread out payments?
- Start at a later date?

Who approves the final budget for this project?

**tbh creative** is a full-service agency specializing in **web design, marketing, branding, and advertising** solutions.

Are you connecting with right people, with the right message, at the right time, via the right channel? "Gut feelings" and generic work aren't enough to drive results. Real success requires curiosity and a customized plan of action.

That's why, since 2004, our team has started each new project by listening, asking questions, and doing our homework. We transform all of that research into insights then blend those findings with business objectives, fresh ideas, and the latest technologies to create results-driven solutions our clients and their customers love.

The competition is too fierce to settle for investments without payoffs. It's time to expect more from your partner. How can TBH Creative help you get ahead?

Schedule  
a Call

**Think we're a good fit?**

**Let's talk.**

**(317) 572-8050**

**[tbhcreative.com/start](http://tbhcreative.com/start)**