

CHECKLIST



QUESTIONS TO ANSWER BEFORE STARTING A NEW WEBSITE PROJECT

Preparing for a healthcare website redesign

No matter your reason for building a new website—*maybe you need an upgraded content management system? perhaps your company merged with another or you've rebranded? possibly your old website doesn't deliver results?*—every minute that you spend planning at the start will help you drive website success and stay ahead of the competition.

Use this checklist to start the planning of your new website.

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? Is any of your content okay as-is?

Do key pages include action steps? Are those action steps clear? YES NO

Is the information on your site organized in a way that makes sense? YES NO

Does your website answer your target audience's common questions? YES NO

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

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

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

How is your website's imagery? Are photos and illustrations on-brand? Any custom art?

What website analytic metrics do you currently monitor? What does this data tell you about the current 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, and what is their area of expertise?

How will approvals work?

Which option makes the most sense for your practice?

- Doing all—or most—of the project in-house
- Doing some work in-house and more 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 and/or components would you like to have **on** your new website?
Can you prioritize them or define as must-have vs. nice-to-have?

Who are your top three competitors? When you search Google, does anyone else appear?

What makes your practice different from your competition? What sets you apart?

AUDIENCE DEFINITION

Who do you want to reach?

Why are these your top targets?

How much do you know about them? Have you done market research on these groups?

What questions do patients or potential patients ask your scheduling team, patient intake staff, and billing/customer service representatives?

What feedback do you hear?

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

How do users find your site?

TECHNOLOGIES & THIRD-PARTY TOOLS

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

What CMS and other technologies are you using now?

Who hosts the website? Who has access?

As you audit your website's third-party tools and technologies, it doesn't hurt to look at the big picture and evaluate your other digital marketing assets and accounts, including:

Email software

Analytics tools

Video hosting

Marketing automation

Social media account management

Paid advertising

What other third-party tools are in place? For each, how well are they working? How complicated 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.

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

How much time can your team offer to the project?

How long will milestone approvals take within your team?

When do you want to start? What is the internal approval process?

BUDGET

What are other firms paying for sites similar to yours?

How will your website project show ROI?

How much did your last website project investment cost?

Who approves your final website project budget?

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.

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