



CHOOSE THE RIGHT PARTNER FOR YOUR WEBSITE PROJECT

Healthcare website vendor comparison tool

An evaluation resource from TBH Creative



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

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Project goals

The vendor selection process starts with having a clear understanding of your needs and setting expectations. Be specific when thinking about your project's parameters and realistic figuring out how you plan to measure success.

Value, pricing, and deployment

	TBH Creative	Vendor #1	Vendor #2
Project cost estimate	\$	\$	\$
<i>Did they provide solutions during project estimating?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Does the proposal make it clear what you're getting?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Are all of your questions addressed?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Is their project change process fair?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Are post-launch maintenance processes and fees clear?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Which tasks will your team will be responsible for with this vendor? How many hours will this work require?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Hourly rate/support option	\$	\$	\$
Project timeline	months	months	months
<i>Does the timeline specify milestones and deliverables?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Experience and reputation

Start with some basic and very important assessment criteria—experience, what others are saying, general rapport, and good ideas/questions/listening.

Approach, strategy, and credentials

TBH Creative

Vendor #1

Vendor #2

Experience

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*How long has their company been
in business?*

years

years

years

Is their company located nearby?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Reputation

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Do their clients rate them positively
on third party sites?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Does their company publish results
from past projects?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Do you have a positive gut feeling
about their company?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

*Were you okay with what you saw
when you Googled them?*

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

	TBH Creative	Vendor #1	Vendor #2
Healthcare website expertise	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they understand your goals?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they ask the right questions?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they have good listening skills?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Is their team experienced enough to handle your project?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Approach	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Does their plan include research and strategy?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Is their working style compatible with your team?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Did they ask about a post-launch marketing plan?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Did they bring to your attention additional relevant services?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Portfolios

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

Examples of work	TBH Creative	Vendor #1	Vendor #2
Relevancy	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Does their portfolio include hospital or healthcare-related examples?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Have they done projects similar in size/scale to my project?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Does their portfolio include projects with similar goals?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Quality	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Is their portfolio impressive?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they include results as part of their project write-ups?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Have they included client testimonials from real people at the companies they have worked with?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Have they received web design awards?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Are the interior pages of project examples just as nice as the home page or other key pages?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Does mobile design look good and work well throughout?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

TBH Creative

Vendor #1

Vendor #2

Favorite samples

*List the website URLs (with notes)
that stood out to you from each
vendor.*

Content

Just because a healthcare 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

Site architecture

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they have experience organizing content around target audience needs to make critical information easier to find?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Web page content

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they offer web copywriting?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they offer page editing?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they offer—and understand—SEO content writing?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

SEO services

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they have experience diagnosing SEO challenges?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they provide technical SEO assistance?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

Do they provide link building help?

☐ Yes ☐ No

☐ Yes ☐ No

☐ Yes ☐ No

	TBH Creative	Vendor #1	Vendor #2
Content management	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Is training provided on how to use the chosen CMS?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Is documentation and training provided for using the CMS?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Are templates and size guidelines provided for images?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Development

Your healthcare website redesign project's tech requirements should be a major consideration when evaluating vendors.

Expertise	TBH Creative	Vendor #1	Vendor #2
Technical experience	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they have experience building websites that include things that my website will need to do?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they offer consultation for technical decision-making?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Do they have experience developing custom applications for the healthcare industry and demonstrate knowledge of HIPAA compliance?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Will they be able to handle our current and future integration needs?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Is website accessibility part of their solution?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Did they discuss HIPAA compliance with you?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Are they going to include healthcare schema markup as part of their solution?</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

	TBH Creative	Vendor #1	Vendor #2
Features and modules			
<i>Request an appointment and patient intake forms</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Blog and news feeds</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Resource library</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Event management and registration</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Search</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Physician/provider directories with robust bio page options</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Microsites (foundations, physicians, sister systems, etc.)</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>E-commerce</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Patient star-rating integration</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Other (multi-language solutions, photo galleries, social media integration, SEO tools, redirect module control, etc.)</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Additional support

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

Marketing	TBH Creative	Vendor #1	Vendor #2
Marketing certifications	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Google Analytics and reporting</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Google Ads and paid advertising</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Marketing	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Digital marketing strategy</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Brand strategy and graphic design</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Asset creation (whitepapers, landing pages, infographics, patient stories)</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Building digital footprint (vitals, patient records, etc.)</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Social media strategy</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Email marketing</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Blog writing and pillar page creation</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Keyword analysis and SEO planning</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Technical SEO and link building</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
<i>Video storytelling</i>	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

The best partner for you

The comparison items above should provide clarity in your partner selection and identify any areas where you may need to ask follow up questions. Use the space below for notes about which partner is best for your project (and why) plus any other key points.

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

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