

WEBSITE CHECKLIST

ABOUT US

- Have a compelling welcoming "blurb" that tells your story -- what makes your different from all the rest?
- Include veterinarian photos and creative bios
- Include team member photos and bios
- Include any certifications and links to their sites (e.g. AAHA, Cat Friendly, Fear Free)
- Showcase YOUR pictures of YOUR team at work!

PRACTICE SERVICES

- Does each service have a clear and concise description?
- Include a representative photo for each service

CONVENIENCE OFFERINGS

Be sure to include pages for:

- Appointment booking or appointment request forms
- Online pet portal
- Online pharmacy
- Prescription refill request for local pickup
- App: including description and links for Android and iPhone

SOCIAL PROOF & TESTIMONIALS

- Include clickable social icons to regularly updated social media platforms
- Include clickable links to all review sites (e.g. Google, Yelp, Nextdoor) on a "testimonials" type page
- Include recent reviews or client testimonials to demonstrate social proof

CONFIRM YOUR WEBSITE DEVELOPER HAS:

- Created a responsive design (Mobile-Friendly)
- Has an SSL certificate
- Has ensured ADA Compliance
- Is implementing SEO best practices and regular monitoring/updating