

# Practice website and Search Engine Optimisation (SEO) checklist

website domain name selection

registration/hosting selection

Determine your website purpose or purposes:

- attracting new patients
- attracting new referrers
- providing information to referring doctors
- providing information to patients
- educational information for new staff (policies, information about how the doctor treats certain conditions, whether the doctor treats certain conditions)
- reducing number of questions that practice admin staff are asked by prospective patients
- providing links to resources that the practitioner discusses during consultations

Determine how interactive you wish your online services to be – do you wish to interact with prospective or actual patients via email, Facebook and Twitter? Will the communication be one way or two way?

Decide who will build your website. This person will usually determine which Content Management System (CMS) your website uses. There are pros and cons (abilities, portability, security, ability to modify) to which CMS is used, so choose wisely.

Content – determine tone, key messages, consider a template for text-based content.

Content – start with website basics:

- about us page
- staff biographies
- contact details
- add others as suitable for your area, such as Frequently Asked Questions (FAQ), registration forms.

Content – determine appropriate and accessible sources for:

- text
- images
- photos (note need for attribution, copyright issues, medical board guidelines)
- video

Select your content creators:

- In-house or outsource
- Doctor vs admin staff
- Expert vs novice
- Dedicated role vs dabbling.

Consider what modules will be included in the website (e.g. Facebook feed, Twitter feed, social media sharing).

Develop a privacy policy for the website.

Schedule times for review and updating of the website content, security, aims.

Read and implement relevant points in the AHPRA advertising guidelines.

Put in place website security, updates to CMS and firewall, regular back-ups.

Search Engine Optimisation (SEO) maximisation.

increase inbound links from other websites and social media

Set up to track metrics (e.g. Google Analytics, Facebook Insights).

Decide on spending (e.g. Google pay for clicks, Facebook post promotions).

Decide whether to list your fees online, including cost of consult, specific procedures.