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Website Checklist

What is the purpose of your web site?

Informational, promote service, promote products, provide downloadable Information, sell service, sell products or other:

Home Page:

Name of business as you would like it on your website.

Domain name you want or you have.

Logo: do you have one, if not do you want one?

Add a small **paragraph describing your business**, what you do, the services you provide, how many offices you have. (This could already be on one of your brochures).

About Us Page:

If you want a separate page, please add.

Contact:

Email contact

Addresses, phone and fax numbers.

Office hours

Contact us form: anything you want to add beside: name, tel., E-mail, comments, Submit.

Directions:

Please give directions, parking information and public transportation if applicable.

Products or Services you offer

Please give a name and description of each service or product with picture if applicable.

Payment Options:

What kind of payment do you accept?

Would you accept Paypal? if yes do you have an account, what is your paypal email address? Visit www.paypal.com for a new account.

Would you like a page of "Frequently Asked Questions"?

If yes please include text

Would you like a "Testimonials" page?

Please include testimonials.

Pictures

Gather all the pictures you want on your website with a description of each picture.

E-mail addresses:

Your site includes email addresses that could be redirected to your e-mail address. They can have an auto responder.

List any e-mail@yoursite.com you would like set up

examples: info@yoursite.com

support@yoursite.com

yourname@yoursite.com

Please mention if you need another kind of form?

For example:

A survey form, a feedback form, a support form

Please include the questions you would like in the form. (Could be answers: yes or no, or multiple choices.)

If you were using a search engine, what words or phrases would you use to find your site?

Please add any other subject you would like on your website.

About the design:

1. List at least 2-3 of your online competitors.
2. What do you like about your competitors websites?
3. List a few general websites that you like.
4. Is there a particular color scheme that your company requires?
5. What will your target audience use your website for: will they look to get information? Purchase a product? Inquire about more services?

Add on for Medical Practice:

Add a small paragraph describing your practice, what you do, the services you provide, how many offices you have. (This could already be on one of your brochures).

Specialties:

Provide a listing of specialties you provide, including special treatments and new procedures. Do you want a full description of the conditions you treat or just a link to the description.

Online Forms:

Patients can access office forms online such as New Patient Forms, Insurance Forms, Pre-Treatment Forms and Post-Op Forms. Please have copies of all the forms you would like to include.

Patient Services:

These pages introduce the viewer to your office staff, hours of operation, facility, special equipment, billing procedures, insurance affiliations, hospital affiliations, scheduling policies, etc. What is your policy about?

1. Appointments
2. First time patient (how early should they arrive? what do they need)?
3. Prescriptions and refills
4. Emergencies and hospitalization

5. Your Hospitals affiliation
6. Billing and Co-payments, what kind of payment do you accept.
7. Insurance information: Do you file the claim with the insurance?
Which insurance do you accept or do not accept?
8. FAQ: make a list of frequently asked questions and answers.
9. Patient Education Resource:
Would you like to add links for your patients to get information on various subjects?
10. Office Physician Schedules
11. Surgery Physician Schedule

Email the completed file to alisa@alisawebs.com

Thank you for considering alisawebs.com
I will do my best to get you online.
Alisa Lofgren