

MAKING SMART CHOICES

about a healthcare website redesign

Considering a redesign for your healthcare website? These two checklists can help you decide whether it's the right time to move forward and provide insights on what to look for in a redesign partner.

Signs that it's time for a new website

- The website is outdated.**
"Outdated" can be subjective (it just looks old) as well as objective (it doesn't have modern features or functionality, like mobile friendliness or fast load times).
- Your competitors are doing it better.**
Being outdone by the competition might mean their site simply looks better. It could also mean that their site offers a more modern and intuitive user experience. Either way, you may need a redesign to catch up.
- You aren't getting the results you need.**
Falling traffic, low engagement or a lack of conversions can all be signs of a website that isn't performing well.
- People complain about the site.**
If the people who use the site are complaining about things like a lack of features or trouble finding information, a redesign may be in order.
- It's difficult to make updates.**
Do you have to go through IT or your agency to make updates? Or do you have a content management system (CMS) that is difficult to use? A redesign could be the solution.
- The site doesn't support your marketing goals.**
A great website can be the centerpiece of all your digital marketing efforts. If you can't easily integrate with other tools (like provider star ratings) or build landing pages to support campaigns, it might be time for a new website.
- The website doesn't reflect your brand.**
If your website doesn't match your current brand guidelines, it's time for an update. It may also be time to redesign if the site is so old that it doesn't positively reflect your brand.



Interested in learning more about a website redesign?

Coffey works exclusively in healthcare and understands the unique needs of organizations like yours.

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What should come with a new website?

When comparing estimates for a new website, make sure that the following items are accounted for:

Customization to your brand and community.

The design of a new website should be customized to you, not adapted from a template.

A mobile-first approach.

Most redesigns will include a mobile component but, too often, mobile is an afterthought. Make sure the new design is built with mobile as a leading consideration.

Accessibility.

Healthcare websites need to meet the accessibility requirements set by Section 508 of the Rehabilitation Act. Make sure any agency you're considering is aware of what this means.

An intuitive CMS.

Your new website should be built on a CMS that is easy to use.

A plan for content.

The content plan should include a site map and a list of any pages that need to be added, edited or removed to align with that site map.

Technical search engine optimization (SEO).

This includes things like schema markup and a redirect map, as well as optimization for speed and mobile devices.

Security and privacy protections.

Make sure your agency can clearly communicate how they will help protect users' information and comply with regulations like HIPAA.

The ability to integrate with your campaigns and marketing tools.

Your website should be the center of your digital marketing efforts, not a silo. Make sure the new site will be able to connect with third-party tools and support your ongoing needs.

Options for measuring performance.

Not long ago, measuring the performance of your website meant using tools like Google Analytics and tracking pixels. Today, a healthcare website needs to be built with a privacy-first approach to data. There's no one-size-fits all approach to this. But make sure to consider all the options before choosing a redesign partner.

Training and ongoing support.

When looking at potential redesign partners, consider how they'll onboard your team, how you'll be billed for support questions each month and what happens if you bring on new team members who need training after the initial onboarding.