

The Healthcare Provider's Checklist for a Patient-Friendly Website

10 Must-Haves for Clinic Websites | A Free Resource from Tatak Mo

/ 10
YOUR SCORE
Fill in after audit

HOW TO USE: ■ Not yet done ✓ Completed ✗ Not applicable

Use this checklist to audit your clinic website. Tick each item you have covered, note what needs work, and prioritise your next steps.

01

Mobile-First Design That Actually Works

Site displays correctly on smartphones — thumb-friendly nav, tappable contact info, visible booking button without scrolling.

QUICK TIP

Pull out your phone right now and visit your own website. Would a first-time patient know what to do next?

03

Clear, Visible Contact Information

Phone, address, and clinic hours visible within seconds — in the header, footer, contact page, and embedded Google Maps.

QUICK TIP

Make phone numbers clickable (tel: links). Include WhatsApp if you use it for patient messages.

05

Doctor / Practitioner Profiles That Build Trust

Real photos, credentials, specialisation, years of experience, languages spoken, and a short personal statement for every provider.

QUICK TIP

Avoid stock photos. Authentic images of your actual team convert far better.

02

Fast Load Speed (Under 3 Seconds)

53% of mobile users abandon sites that take more than 3 seconds to load. Compress images, update your theme, minimise plugins.

QUICK TIP

Run a free speed test at GTmetrix.com or Google PageSpeed Insights.

04

Online Appointment Booking or Inquiry Form

Patients who cannot book after hours often do not book at all. Add a form or widget with minimal fields and instant confirmation.

QUICK TIP

Keep forms to 3 fields max: name, contact number, preferred date.

06

Patient Education Content

Blog articles, FAQs, or videos that answer real patient questions build authority advertising cannot buy — and drives organic search.

QUICK TIP

Even 1 new educational article per month compounds significantly over a year.

08

Google Business Profile That Matches Your Website

Operating hours, address, contact numbers, and service descriptions must be identical across your website and Google Business Profile.

QUICK TIP

Inconsistencies confuse patients and hurt your local search ranking.

10

SSL Security & Privacy Policy

Every clinic website collecting patient data needs an SSL certificate and a clear Privacy Policy. In the Philippines, this falls under the Data Privacy Act of 2012.

QUICK TIP

Display your privacy policy link in the footer. It is a trust signal and a legal requirement.

07

Visible Patient Reviews & Testimonials

Embed Google reviews directly on your site. Video testimonials are even more effective. Make it easy for satisfied patients to leave new ones.

QUICK TIP

Do not let social proof live only on Google or Facebook — bring it onto your website.

09

Plain-Language Service Descriptions

Describe what you offer in language patients use, not clinical jargon. Include what to expect, duration, and how to book for each service.

QUICK TIP

Lead with the patient benefit, then include the clinical term for SEO.

Your Score

Count your ticks — each item = 1 point

0-3

Urgent action needed

4-6

Solid start, gaps remain

7-9

Strong — refine and grow

10

Patient-ready website!

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Companion to the blog post: *The Healthcare Provider's Checklist for a Patient-Friendly Website* — tatakmo.com