

# ■ Free Dental Website Launch Checklist

Launching a new dental website? Use this checklist to make sure everything is polished, patient-friendly, and ready to go live.

## 1. Design & Branding

✓ Mobile-responsive design
✓ Clinic logo, brand colors, and fonts applied consistently
✓ Professional photos of dentists, staff, and office
✓ Clear navigation menu (Home, About, Services, Contact, Blog)

## 2. Patient Experience

✓ Prominent 'Book Appointment' button
✓ Online forms for appointments & contact
✓ Google Maps location embedded
✓ Patient testimonials & reviews section

## 3. SEO & Visibility

✓ Unique meta titles & descriptions for each page
✓ Local keywords (e.g., 'Dentist near me') optimized
✓ Google Business Profile linked
✓ Schema markup for dental services

## 4. Performance & Security

✓ Fast loading speed (optimized images, caching enabled)
✓ SSL certificate installed (HTTPS)
✓ Backup system in place
✓ Security plugins/firewall activated

## 5. Compliance & Trust

✓ Privacy policy & terms of service pages
✓ HIPAA-compliant forms (if collecting patient data)
✓ Accessibility tested (WCAG compliance)

✓ Clear contact info (phone, email, address in header/footer)

■ *Tip: Review this checklist before launching your dental website to ensure a smooth, professional, and patient-friendly online presence.*