

Website Development Checklist for Fertility Clinics

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1. Planning & Strategy

- Define patient personas (couples, single parents, women 30–45, etc.)
- Research competitor fertility clinic websites for best practices
- Plan sitemap: Home → About Doctors → Fertility Treatments → Success Stories → Blog → Contact
- Ensure compliance with healthcare regulations (HIPAA, GDPR)
- Choose CMS (WordPress, Shopify, or custom medical platform)

2. Design & Branding

- Professional, modern design with calming colors
- Clear logo and consistent fertility-focused branding
- Easy navigation with sticky header and mega menu
- Accessibility (WCAG 2.1) for patients with disabilities
- Include high-quality images of doctors, lab facilities, and happy families

3. Content Structure

- Home page with strong hero section (success rate, patient CTA)
- Dedicated treatment pages (IVF, IUI, ICSI, Egg Freezing, etc.)
- About page showcasing doctors' expertise, credentials, certifications
- Success stories & patient testimonials (written + video)
- Blog section for fertility education, FAQs, and guides
- Contact page with map, directions, and phone number

4. Technical Development

- Responsive (mobile-first) layout
- Fast page speed (optimize images, lazy load)
- Secure hosting + SSL (HTTPS)

- HIPAA-compliant appointment forms and chat systems
- Schema Markup (MedicalClinic, LocalBusiness, FAQ)
- XML sitemap + robots.txt setup
- Integrate Google Analytics 4 & Google Tag Manager

5. Conversion Optimization

- Clear CTAs ('Book Consultation,' 'Schedule IVF Appointment')
- Online appointment booking system
- Click-to-call buttons for mobile visitors
- Chatbot or live chat integration
- Trust badges: HIPAA compliance, secure payments, certifications

6. Local SEO & Patient Engagement

- Embed Google Map for clinic location
- Display opening hours and emergency contact
- Showcase clinic reviews and ratings (Google, Healthgrades, Zocdoc)
- Add FAQ section with common fertility patient questions
- Newsletter signup for ongoing patient education

7. Post-Launch & Maintenance

- Test all forms and booking flows
- Backup system in place
- Ongoing site security monitoring
- Monthly technical audits
- Regular content updates (new treatments, blog posts, success stories)