Clinic Website Assessment

Use this assessment to help evaluate how your clinic's website informs the patient experience. Imagine you are a patient as you navigate to and browse your clinic website. Check off the characteristics that apply to your clinic. Consider using the Patient Experience Improvement Plan to address the characteristics that don't apply.

Search Results

☐ An online search of the clinic's name yields accurate information, including the clinic's address, phone number, hours of operation, and website.

Website (General Assessment)

Use any device and browser to assess the website characteristics listed below.

Function

☐ The site menu/navigation bar makes sense.
☐ All links on the site are active.

Design

☐ The website design is aesthetically appealing.
☐ The colors on the site are related to the service site's logo.

Content

☐ The text contains no spelling or grammar errors.
☐ There is adequate information about the services available.
☐ The site uses language that patients understand and are familiar with.
☐ The site uses language that is inviting and judgment-free.
☐ The website makes a convincing case for why patients should go there.
☐ At least one picture of the facility is shown on the website.
☐ The site provides information that services are available regardless of insurance status and patients may be eligible for no-cost services.
☐ All educational materials made available to patients (e.g., on the agency's website, through a patient portal, or through other electronic means) have gone through the agency's informational and educational (I&E) materials review process.

Contact Information

☐ The clinic's hours are listed and accurate.
☐ The directions to the facility are clearly explained.
☐ There are clear instructions for how patients can make an appointment on the website.
☐ Patients can make an appointment directly on the website.

Website (Device-specific Assessments)

Assess how the website appears and functions on specific devices. Before you begin each assessment, make sure that you have a strong internet connection.

Test #1: Laptop/desktop

BROWSER

- ☐ Google Chrome
- ☐ Internet Explorer
- ☐ Mozilla Firefox
- ☐ Safari
- ☐ Other (specify):

FUNCTION

- ☐ The site loads quickly and properly.
- ☐ If the clinic's site is embedded in a larger website, it is clear how to navigate to the clinic's webpage.

DESIGN

- ☐ The fonts are easily readable.
- ☐ The most important text on each page can be read without having to scroll.

CONTACT INFORMATION

- ☐ It is easy to find the facility's phone number.
- ☐ It is easy to find the facility's email address.
- ☐ It is easy to find the facility's address.

Test #2: Mobile Phone

BROWSER

- ☐ Google Chrome
- ☐ Internet Explorer
- ☐ Mozilla Firefox
- ☐ Safari
- ☐ Other (specify):

FUNCTION

- ☐ The site loads quickly and properly.
- ☐ If the clinic's site is embedded in a larger website, it is clear how to navigate to the clinic's webpage.

DESIGN

- ☐ The fonts are easily readable.

CONTACT INFORMATION

- ☐ It is easy to find the facility's phone number.
- ☐ It is easy to find the facility's email address.
- ☐ It is easy to find the facility's address.

Test #3: Tablet

BROWSER

- ☐ Google Chrome
- ☐ Internet Explorer
- ☐ Mozilla Firefox
- ☐ Safari
- ☐ Other (specify):

FUNCTION

- ☐ The site loads quickly and properly.
- ☐ If the clinic's site is embedded in a larger website, it is clear how to navigate to the clinic's webpage.

DESIGN

- ☐ The fonts are easily readable.
- ☐ The most important text on each page can be read without having to scroll.

CONTACT INFORMATION

- ☐ It is easy to find the facility's phone number.
- ☐ It is easy to find the facility's email address.
- ☐ It is easy to find the facility's address.

Notes

Use this space to provide details for any of the characteristics listed above. Note if there are discrepancies in accessibility across devices and browsers. If you notice other ways in which your clinic's online presence could be improved, note them here, too.