Website launch checklist

Work through this once before the site goes live and again after any redesign. Every line is something I check on my own sites; the lesson at /learn/marketing/therapy-website-essentials explains why each one is there.

Pages

- [ ] Home: who you are, who you help, where you are, how to reach you, all visible on a phone without scrolling
- [ ] About: license type and number, training, a current photo of your face
- [ ] Services and specialties: specific conditions and modalities, not a generic list
- [ ] Fees and insurance: your rate, sliding scale if any, plans you are in network with
- [ ] Contact: phone, email, and a short form
- [ ] Privacy policy: written for this site, describing what it actually collects

Accessibility

- [ ] Every image has descriptive alt text, not a filename
- [ ] Every link, button, and form field can be reached and used from the keyboard alone
- [ ] Text has enough contrast against its background to read in daylight on a phone
- [ ] Any video is captioned and any audio has a transcript on the page
- [ ] Headings are real headings (H1, H2, H3), not bold paragraphs
- [ ] Link text says where the link goes, never "click here"

Privacy

- [ ] The privacy policy is linked from the footer of every page
- [ ] The contact form asks for a name and a way to reach the person, and says clinical details are not needed
- [ ] Any analytics or ad-pixel script has been reviewed against the HHS online tracking bulletin with whoever advises the practice on HIPAA

Domain and hosting

- [ ] Domain auto-renew is on and the card on file is current
- [ ] The domain is registered to an email address you will still read in five years
- [ ] The site loads over HTTPS on every page
- [ ] The host keeps backups and you know how to restore one

Phone check

- [ ] Opened on a real phone, not a desktop preview
- [ ] The phone number is a tap-to-call link
- [ ] The form can be completed with one thumb
- [ ] Nothing depends on hovering
- [ ] Text is readable without zooming

Listings match

- [ ] Name, address, and phone number on the site match every directory listing character for character
- [ ] The insurance list on the site matches the insurance list on every profile
- [ ] A calendar reminder exists to reread the fees page every six months

This is my own launch routine and what the W3C and HHS pages linked in the lesson say, not legal or HIPAA compliance advice; whoever advises your practice on privacy gets the final word.