

## HOMEPAGE CHECKLIST

- All text throughout the page uses clean and readable typography.
- Short page titles are used to condense the main navigation menu.
- All background images are high quality and do not distract from the text.
- All logos are high quality and are not blurry or pixelated.
- All images are high quality and are not blurry or pixelated.
- A vibrant CTA (call to action) button is included in your main navigation menu.
- Contact information such as the practice phone number are used in the top bar.
- Main header text includes your practice's unique value proposition.
- An area of focus is dedicated to a series of unique practice differentiators.
- An area of focus is dedicated to introducing the doctor (including a photo).
- Introduction area includes a button that directs the user to an "About Us" page.
- A CTA area is created to direct the user to take action such as contacting the office.
- All practice contact information is included in the footer.
- Homepage is responsive and can be easily viewed on a tablet or mobile device.

## WOULD YOU LIKE AN HONEST ASSESSMENT OF YOUR WEBSITE?

Call or text Big Buzz CEO Wendy Phillips at 303-284-4414  
or send her an email at [wendy@bigbuzzinc.com](mailto:wendy@bigbuzzinc.com).

It can't hurt to look, but it can hurt big time to ignore the  
needs of today's patients.