

The Ultimate Checklist

For Launching Your New Eye Care Website

Pre Launch

- Determine what hasn't been accomplished with the **existing site**.
- Clarify how a **new design** will better serve your current practice goals.
- Use **Google Search Console** to monitor indexed pages and performance issues, or advanced tools like Screaming Frog for a detailed analysis of your site's structure and metadata.
- Analyze **heat map data** to understand user behavior and optimize page layout for better engagement.
- Choose a **CMS like Canvas®** that offers strong security features and customization options tailored to your optometry practice.
- Conduct **keyword research** focusing on terms like "eye care web design," "website checklist," and "websites for optometrists."
- Optimize meta titles, descriptions, and images for **on-page SEO** to rank higher in local search results.
- Review your **site's architecture** and content hierarchy to ensure search engines can crawl and index your pages easily.
- Ensure your website has an **SSL certificate** to protect user data and verify that all forms comply with **HIPAA regulations**.
- Include a clear **privacy policy** explaining how patient information is collected and used.

Post-Launch

- Create a **marketing plan** that includes social media announcements and outreach to existing patients.
- Resubmit your **XML sitemap** to search engines to help index all your pages.
- Set up **Google Analytics** to track website traffic, user behavior, and conversions.
- Monitor your **site's performance** and make necessary adjustments to keep it running smoothly.
- Use **geo-targeted keywords** like "optometrist near me" to boost your local search visibility.
- Optimize your **Google Business Profile** to ensure it has accurate business information, including your hours, services, and location.
- Encourage happy patients to leave **positive reviews** and respond promptly to all reviews to build trust and engagement.