

Website Checklist

Basics

- 1. Visually appealing design that aligns with your brand
- 2. Simple and intuitive navigation bar
- 3. Clear call-to-action
- 4. Location(s) is easy to find
- 5. Contact information easy to find
- 6. Services offered are easy to locate
- 7. Images are clear
- 8. Use of video when appropriate (IE: tour of the office)
- 9. Clear and concise content that is helpful to the user
- 10. Website loads within 3 seconds
- 11. Website is designed for mobile as it is the most used device

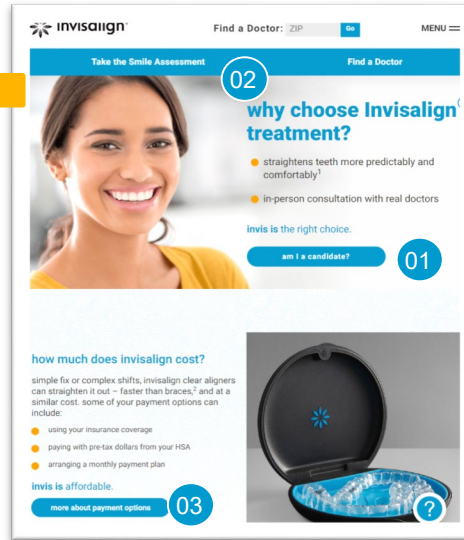
Accessibility

- Font is easy to read
- Strong color contrast (fonts against backgrounds and images)

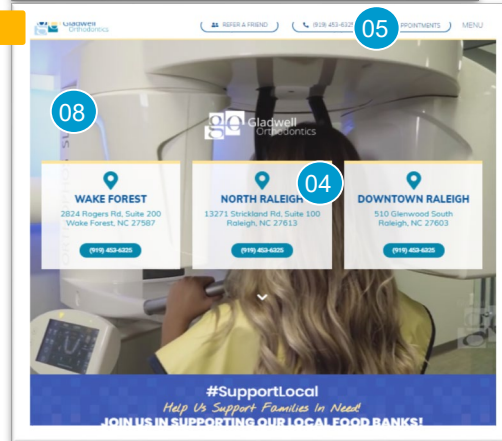
Website trends of 2020

- Large bold headlines
- Subtle use of animations where appropriate
- Use of illustration or icons
- Minimalistic design
- Uses lots of white space
- Chat bar or chat pop-up to make appointments or ask questions

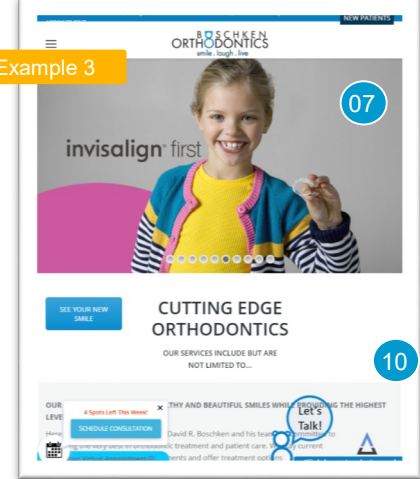
Example 1



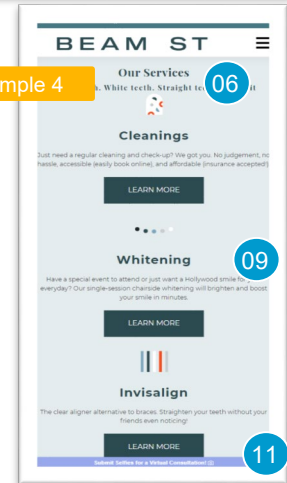
Example 2



Example 3



Example 4



[Invisalign](#)

[Gladwell Orthodontics](#)

[Boschken Orthodontics](#)

[Beam Street](#)

Invisalign Page Checklist

Basics

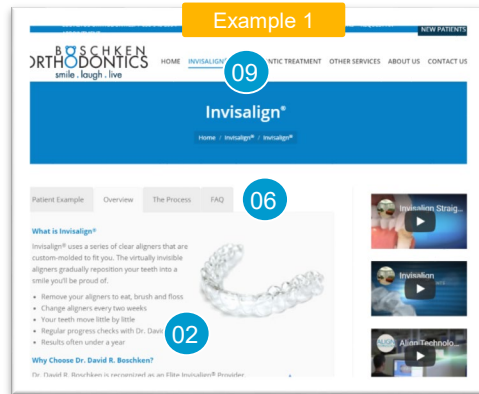
1. Include your Invisalign Provider Status
2. Explain what Invisalign treatment is and what the difference is from other teeth straightening methods
3. Explain how Invisalign treatment works and how long it usually takes
4. Use Imagery and videos including before and after and product shots
5. Explain what cost for treatment may look like and show examples of possible outcomes and payment options offered
6. Include an FAQ section
7. Include a Call-to-action where applicable such as your book a consultation, call us, chat now and/or contact us
8. Include links to Invisalign.com where appropriate
9. Ensure it can be accessed via the navigation

Accessibility

1. Refer to best practices

Website trends of 2020

1. Large bold headlines
2. Subtle use of animations where appropriate
3. Use of illustration or icons
4. Minimalistic design
5. Uses lots of white space
6. Chat bar to make appointments or ask questions



Example 2



Gladwell Orthodontics Boschen Orthodontics Klooster Family Dentistry

Example 3

