



PRACTICEBUILDERS

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Web Evaluation Report

Prepared For:

Alert Focus

Contact – Gary Ames

www.test.alertfocus.com

| Design & Layout | Yes | Partial | No | Standard | Gained Points |
|---------------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Does the website have a clean and professional design? | | 1 | | 2 | 1 |
| Does the website have relevant images in the pages? | | 1 | | 2 | 1 |
| Does the website have a consistent font in all the pages? | 2 | | | 2 | 2 |
| Do all hyperlinks on the website work? | 2 | | | 2 | 2 |
| Does the website have shared and bookmark button? | | | 0 | 2 | 0 |
| Does the website have an HTML site map? | | | 0 | 1 | 0 |
| Does the homepage have an introductory video about the practice? | | | 0 | 2 | 0 |
| Does the website have Facebook, Twitter, Yelp or LinkedIn logos and links? | | | 0 | 1 | 0 |
| Does the website have e-brochures for visitors? | | | 0 | 1 | 0 |
| Does the website have Google +1 button to share recommendations with the world? | | | 0 | 1 | 0 |
| Does the website have JQuery or Flash? | 2 | | | 2 | 2 |
| Does the website include a privacy policy? | | | 0 | 1 | 0 |
| Score | | | | 19 | 8 |

| Navigation | Yes | Partial | No | Standard | Gained Points |
|--------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Is the website's homepage navigation intuitive and easy to follow? | 2 | | | 2 | 2 |
| Does the website have consistent internal navigation on secondary pages? | 2 | | | 2 | 2 |
| Does the website have footer links? | | | 0 | 1 | 0 |
| Does the navigation work with JavaScript off? | 2 | | | 2 | 2 |
| Does the website have internal site search tool on all pages? | 1 | | | 1 | 1 |
| Score | | | | 8 | 7 |

| Browser Compatibility & Loading | Yes | Partial | No | Standard | Gained Points |
|-------------------------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Does the website load quickly? | 2 | | | 2 | 2 |
| Does the website look and act the same in all browsers (IE, Firefox, Safari, Chrome etc)? | 2 | | | 2 | 2 |
| Does the website have a mobile version available? | | | 0 | 2 | 0 |
| Score | | | | 6 | 4 |

| Accessibility | Yes | Partial | No | Standard | Gained Points |
|------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Does the website have prominent "call-to-action" on all pages? | | | 0 | 2 | 0 |
| Is the contact information clearly displayed on the home page? | 2 | | | 2 | 2 |
| Is the contact information clearly displayed on secondary pages? | 2 | | | 2 | 2 |
| Score | | | | 6 | 4 |

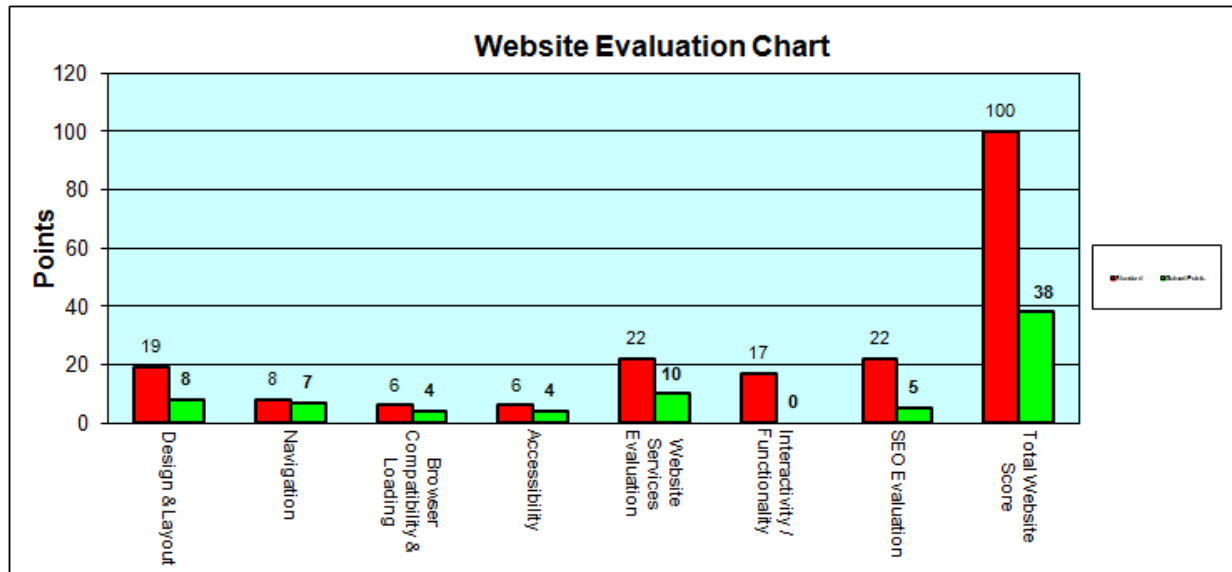
| Website Services Evaluation | Yes | Partial | No | Standard | Gained Points |
|---------------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Does the practice provide hours of operation? | 2 | | | 2 | 2 |
| Does the website have "patient satisfaction" form? | | | 0 | 2 | 0 |
| Does the website clearly convey the practice's specialty? | 2 | | | 2 | 2 |
| Does the website provide map and driving directions? | 2 | | | 2 | 2 |
| Does the website convey complete information about the doctors in the practice? | 2 | | | 2 | 2 |
| Does the website clear on "How to get in touch" for new visitors? | 2 | | | 2 | 2 |
| Does the website have "patient education" section? | | | 0 | 2 | 0 |

| | | | | | |
|-----------------------------------------------------------------------------|---|--|---|-----------|-----------|
| Does the website have "Testimonial" page? | | | 0 | 2 | 0 |
| Does the website display "insurance and payment information"? | | | 0 | 2 | 0 |
| Does the website have separate pages for each service? | 2 | | | 2 | 0 |
| Does the website provide content and call-to-action for physician referral? | | | 0 | 2 | 0 |
| Score | | | | 22 | 10 |

| Interactivity / Functionality | Yes | Partial | No | Standard | Gained Points |
|---------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Does the website provide a "request an appointment" web-form? | | | 0 | 2 | 0 |
| Are web forms working on the website? | | | 0 | 2 | 0 |
| Does the website provide a "prescription refill" web-form? | | | 0 | 2 | 0 |
| Does the website provide an email capture or signup for newsletter? | | | 0 | 2 | 0 |
| Does the website provide downloadable/printable "new patient" form? | | | 0 | 2 | 0 |
| Does the website allow patients to fill out a "Patient History" web-form? | | | 0 | 2 | 0 |
| Does the website have an "email to friend" feature? | | | 0 | 1 | 0 |
| Does the website offer a blog? | | | 0 | 2 | 0 |
| Does the website include any videos? | | | 0 | 2 | 0 |
| Score | | | | 17 | 0 |

| SEO Evaluation | Yes | Partial | No | Standard | Gained Points |
|-------------------------------------------------------------------------------------------------------------------------------------|------------|----------------|-----------|-----------------|----------------------|
| Is the home page optimized for SEO? | | 1 | | 2 | 1 |
| Are other sub-page optimized for their content? | | 1 | | 2 | 1 |
| Does the website have Google Page Rank? | | | 0 | 2 | 0 |
| Does the website have good Alexa ranking? | | | 0 | 2 | 0 |
| Is the website listed in Google Local Listings? | | | 0 | 2 | 0 |
| Does the website have incoming backlinks in Google? | | | 0 | 2 | 0 |
| Are relevant heading tags present on the pages of the website? | | 1 | | 2 | 1 |
| Is the website found on the first page under local search term: "Neurofeedback ADHD Bala Cynwyd" and "Sleep Disorders Bala Cynwyd"? | | | 0 | 2 | 0 |
| Does the domain name include keywords along with city/state where doctor operates? | | | 0 | 2 | 0 |
| Does the website have an XML sitemap? | | | 0 | 2 | 0 |
| Does the website have Google analytics set up? | 2 | | | 2 | 2 |
| Score | | | | 22 | 5 |

| | | | | | |
|----------------------------|--|--|--|------------|-----------|
| Total Website Score | | | | 100 | 38 |
|----------------------------|--|--|--|------------|-----------|



Summary:

Design and layout: appearance, look etc.

- The website does not have a clean and professional design.
- The website does not have relevant images in the pages.
- The website does not have shared and bookmark button.
- The website does not have an HTML site map.
- The homepage does not have an introductory video about the practice.
- The website does not have Facebook, Twitter, Yelp logo and link.
- The website does not have e-brochures for visitors.
- The website does not have Google +1 button to share recommendations with the world.
- The website does not include a privacy policy.

Navigation

- The website does not have footer links.

Browser Compatibility & Loading

- The website does not have a mobile version available.

Accessibility

- The website does not have prominent "call-to-action" on all pages.

Website Services Evaluation

- The website does not have "patient satisfaction" form.
- The website does not have "patient education" section.
- The website does not have "Testimonial" page.
- The website does not display "insurance and payment information".
- The website does not provide content and call-to-action for physician referral.

Versatility/Interactive: forms, accessible, email, etc.

- The website does not provide a "request an appointment" web-form.
- Web forms are not present on the website.
- The website does not provide a "prescription refill" web-form.
- The website does not provide an email capture or signup for newsletter.
- The website does not provide downloadable/printable "new patient" form.
- The website is not allow patients to fill out a "Patient History" web-form.
- The website does not have an "email to friend" feature.
- The website does not offer a blog.
- The website does not include any video.

Optimization: home page, subpages, ranking, etc.

- The home page is not well optimized for SEO.
- Other sub-page is not optimized for their content.
- The website does not have Google Page Rank.
- The website does not have a good Alexa ranking.
- The website is not listed in Google Local Listings.
- The website does not have incoming back link in Google.
- Relevant heading tags are missing on the pages of the website.
- The website is not found on the first page under local search term:"Neurofeedback ADHD Bala Cynwyd" and "Sleep Disorders Bala Cynwyd".
- The domain name does not include keywords along with city/state where doctor operates.
- The website does not have an XML sitemap.