

Website Scannability Toolkit

For Medical Practices

This toolkit helps you transform your medical practice website into a patient-friendly resource that works with how people actually read online. Use this step-by-step guide to audit your current site and make immediate improvements.

Part 1: 15-Point Scannability Audit

Use this checklist to evaluate each page of your website. Score each item as Yes (✓) or No (X).

Checkpoint	✓ or X
1. Phone number visible on every page without scrolling	<input type="checkbox"/>
2. "Book Appointment" button in the same location on every page	<input type="checkbox"/>
3. Phone numbers are clickable (click-to-call) on mobile	<input type="checkbox"/>
4. Clear, descriptive headers every 2-3 paragraphs	<input type="checkbox"/>
5. Headers use specific language (not vague phrases like "Our Approach")	<input type="checkbox"/>
6. Paragraphs are 3-4 sentences or less (shorter on mobile)	<input type="checkbox"/>
7. Lists use actual bullet points (not buried in sentences)	<input type="checkbox"/>
8. Important words/phrases are bold (used sparingly)	<input type="checkbox"/>
9. Medical jargon replaced with plain language (6th-8th grade level)	<input type="checkbox"/>
10. Homepage shows hours, location, and insurance info without scrolling	<input type="checkbox"/>
11. Main message is clear in 5 seconds (practice type, location, key benefit)	<input type="checkbox"/>
12. All buttons and links are thumb-friendly on mobile (at least 44 pixels)	<input type="checkbox"/>
13. Strong color contrast between text and background (passes WCAG standards)	<input type="checkbox"/>
14. Generous white space between sections (not cramped)	<input type="checkbox"/>
15. Most important info is in top-left area and at beginning of paragraphs	<input type="checkbox"/>

SCORING:

12-15 checks = Excellent

8-11 checks = Good, needs improvement

0-7 checks = Needs major overhaul

Part 2: Before & After Examples

See how simple changes transform hard-to-scan text into patient-friendly content.

Example 1: Homepage Hero Section

BEFORE (Not Scannable):

Welcome to Riverside Medical Associates. We are a comprehensive family medicine practice that has been proudly serving the greater Riverside community since 1998. Our team of board-certified physicians and nurse practitioners are dedicated to providing high-quality, compassionate care to patients of all ages. We offer a full range of primary care services and accept most major insurance plans. Please call our office to schedule an appointment.

Problems: No clear action, buried phone number, vague services, too much text

AFTER (Highly Scannable):

Family Medicine in Riverside – Accepting New Patients

 **(555) 123-4567 | Book Online →**

- ✓ Same-day sick visits
- ✓ Annual checkups & preventive care
- ✓ Chronic disease management
- ✓ Most insurance accepted

Serving Riverside since 1998

Improvements: Clear action upfront, scannable bullets, specific benefits, visual hierarchy

Example 2: Insurance Information

BEFORE (Not Scannable):

Insurance and Payment Options

Our practice participates with most major insurance carriers. We recommend that you contact your insurance company prior to your visit to verify coverage and understand your benefits. We accept Blue Cross Blue Shield, Aetna, UnitedHealthcare, Cigna, Medicare, and Medicaid. For patients without insurance, we offer self-pay options and payment plans may be available.

Problems: Insurance names buried in paragraph, action unclear, hard to scan

AFTER (Highly Scannable):

Do We Take Your Insurance?

We accept:

- Blue Cross Blue Shield
- Aetna
- UnitedHealthcare
- Cigna
- Medicare & Medicaid

Not listed? Call (555) 123-4567 to verify your plan.

No insurance? We offer self-pay rates and payment plans.

Improvements: Question-based header, clear list format, specific action for unlisted plans

Part 3: Mobile-Friendly Checklist

Over 60% of healthcare searches happen on mobile. Make sure your site works perfectly on phones.

Mobile Essential	✓ or X
Text is at least 16px (no tiny fonts)	<input type="checkbox"/>
Buttons/links are 44px tall minimum (easy to tap)	<input type="checkbox"/>
No horizontal scrolling required	<input type="checkbox"/>
Phone numbers are clickable links	<input type="checkbox"/>
Forms have large input fields (not tiny boxes)	<input type="checkbox"/>
Images load quickly (under 3 seconds)	<input type="checkbox"/>
Navigation menu is easy to open/close	<input type="checkbox"/>
Paragraphs are 2-3 sentences max on mobile	<input type="checkbox"/>
Contact info visible without menu navigation	<input type="checkbox"/>
Passes Google Mobile-Friendly Test	<input type="checkbox"/>

Part 4: Free Readability Tools

Use these free online tools to check and improve your website content:

1. Hemingway Editor

What it does:

- Checks reading grade level (aim for grade 6-8 for patient content)
- Highlights hard-to-read sentences
- Identifies passive voice and complex words
- Suggests simpler alternatives

How to use it:

1. Copy text from your website
2. Paste into Hemingway Editor
3. Review highlighted issues and edit accordingly
4. Aim for grade 6-8 readability for patient-facing pages

2. WebAIM Contrast Checker

What it does:

- Tests if text colors meet accessibility standards (WCAG)
- Ensures text is readable for people with low vision or color blindness
- Provides pass/fail ratings for different text sizes

How to use it:

1. Enter your background color (hex code)
2. Enter your text color (hex code)
3. Check if it passes WCAG AA standards (minimum)
4. Adjust colors if needed until you pass

3. Google Mobile-Friendly Test

What it does:

- Tests how your site performs on mobile devices
- Identifies mobile usability issues
- Shows a preview of how your site looks on phones
- Provides specific fixes for problems

How to use it:

1. Enter your website URL
2. Click "Test URL"
3. Review the results and fix any issues flagged
4. Re-test after making changes

4. Readable

What it does:

- Checks entire web pages for readability
- Provides multiple readability scores
- Tests sentence length and structure
- Offers detailed improvement suggestions

Part 5: Quick-Win Improvements

Start here for immediate impact. These changes take minimal time but make a big difference:

Week 1: Fix Your Homepage Hero

- Add phone number to top-right corner
- Create a big, obvious "Book Appointment" button
- Write a clear headline: [Specialty] in [Location] – [Key Benefit]
- List 3-4 main services as bullet points

Week 2: Make Contact Info Unmissable

- Add phone number to every page header
- Make phone numbers clickable on mobile
- Add hours and location to footer of every page
- Include a Google Maps embed on your Contact page

Week 3: Break Up Text Walls

- Add a header every 2-3 paragraphs
- Limit paragraphs to 3-4 sentences maximum
- Convert any list buried in a sentence to actual bullet points
- Add white space between sections

Week 4: Simplify Your Language

- Run your homepage through Hemingway Editor
- Replace medical jargon with plain language
- Shorten sentences over 20 words
- Change headers from vague to specific

Your 30-Day Action Plan

Week	Focus Area
1	Audit your homepage with the 15-point checklist. Make contact info visible and unmissable.
2	Break up text walls. Add headers, shorten paragraphs, create bullet lists.
3	Test mobile experience. Run Google Mobile-Friendly Test. Fix any issues.
4	Simplify language. Use Hemingway Editor on all pages. Aim for grade 6-8 reading level.

Remember: You don't need to fix everything at once.

Every improvement you make helps patients find the care they need faster.

Start small. Stay consistent. Watch your patient engagement grow.