

Healthcare Website Redesign Brief + Audit Worksheet

A practical planning document for teams who want to fix clarity, trust, mobile friction, and conversion paths before mockups start.

What this PDF is for

Use this before hiring an agency, briefing a designer, or asking marketing to “make the website look better.” It helps you decide whether you need repair or redesign, what to fix first, and how to stop the project from becoming politics in a nicer color palette.

How to use it

1) Fill this in with the people who actually live with patient questions and broken workflows: operations, front desk, marketing, and clinical leadership. 2) Be specific. “Needs to feel more modern” is not useful. “Patients cannot tell whether we treat X on mobile without scrolling past fluff” is useful. 3) Finish this before the first design review.

Prepared by unnus.com

1. Repair or redesign?

Do not assume the answer is “full redesign.” Sometimes the right move is a focused repair. Use this page to force honesty before scope starts inflating.

Question	Current reality / evidence
Can a first-time visitor understand who we help, what we do, and what to do next in under 5 seconds?	
Do our key service pages help people decide, not just read?	
Does the site feel calm and usable on mobile in real-world moments?	
Do provider and team pages create real trust?	
Does the next step feel light, specific, and safe?	
Does the site reflect the business we are today, not the one we were 3 years ago?	
Is confusion isolated to a few pages, or spread across the structure?	

Decision rule: If the problems are structural across homepage clarity, service pathways, mobile behavior, proof, and conversion flow, stop calling it a refresh. It is redesign territory.

2. Homepage clarity worksheet

The homepage is not there to say everything. It is there to orient the right person fast and move them to the next sensible step.

Prompt	Fill this in
Who is the homepage mainly for?	
What problem or need should they recognize immediately?	
What must the hero section clarify in one glance?	
Which 3 service paths deserve the most attention?	
What proof should appear before the first CTA?	
What is the safest, lowest-friction next step for a first visit?	

Homepage warning signs: broad claims, too many equal-weight messages, navigation clutter, generic proof, and a CTA that asks for commitment before the page earns trust.

3. Service-page decision support

Good service pages answer the private questions people carry before they contact you.

Each priority service page should answer	Notes / gaps
Who is this for?	
What symptoms, situations, or use cases bring someone here?	

Each priority service page should answer	Notes / gaps
How urgent is this?	
What happens first if they reach out?	
What proof reduces hesitation here?	
What CTA matches this page best?	

If your service pages mostly explain procedures and technology but do not reduce uncertainty, you are educating without helping people choose.

4. Trust and human-proof audit

In healthcare, people do not only judge information. They judge the humans behind it.

Audit item	What needs improvement?
Provider photos feel current, human, and consistent	
Bios sound like people, not institutional oatmeal	
Credentials are visible but not the only trust signal	
Testimonials / reviews / outcomes are relevant and believable	
The site shows process clarity, not just promises	
Specialized expertise is visible where it matters	

If the doctors, providers, or team feel anonymous, the practice starts feeling anonymous too.

5. Mobile friction audit

Review the site on an actual phone, not a conference-room laptop pretending to care about mobile.

Check on mobile	Observed issue / page
Hero section is readable without pinch-zooming	
Sticky UI does not crowd the screen	
Tap targets are easy for anxious thumbs	
Important proof appears before fatigue sets in	
Forms feel survivable on a phone	
Page length matches the visitor's patience	

Mobile is where a lot of healthcare trust gets won or lost. Treat it like a primary environment, not a secondary format.

6. Conversion path worksheet

Map the next step the way a worried person feels it, not the way the business wishes it worked.

Question	Answer
What is the first conversion step we ask for on each key page?	
Where are we asking for too much too early?	
What information would make the next step feel safer?	
Where do we need softer conversion options?	
What are the top 3 points of hesitation before contact?	

Heavier forms and vaguer CTAs do not make leads better. They usually just make fewer people continue.

7. Project guardrails before design starts

These guardrails prevent the redesign from turning into a nicer-looking version of the same confusion.

Guardrail	Your decision
What the site should never become	
What the site must make easier	
Which services / pathways get priority	
What content can be removed instead of carried forward	
What proof must become more visible	
What internal stakeholder opinions are non-decision noise	

8. Brief for agency, designer, or internal team

If you hand off work without this level of specificity, the redesign will drift toward taste instead of strategy.

Brief field	Fill this in before kickoff
Why we are redesigning now	
Who the website needs to serve first	
Highest-priority services or conversion paths	
Questions and fears the site must answer better	
What must improve on mobile	
What proof the site needs more of	
What success should look like 90 days after launch	

9. Launch metrics that matter

Do not end the project with “looks better.” Decide the scoreboard before launch.

Metric	Target / owner
Improvement in key service-page engagement	
Improvement in mobile conversion completion rate	
Reduction in confused or low-intent inquiries	
Improvement in contact intent quality	
Internal confidence sending traffic to the site	

If the site looks cleaner but the pathway is still vague, the redesign only polished the confusion.

Need a sharper outside eye before you commit budget? unnus.com can help you decide whether the site needs patching, restructuring, or real surgery.