DPC website checklist: what you need on day one

Tick these off before your direct primary care website goes live. Do the launch-day test on your phone.

DPC Websites
dpcwebsites.com

1 Homepage

- ☐ One plain sentence: what DPC is, where you are, who you see
- ☐ Your starting price, visible without hunting
- ☐ One "join" button, with the same words on every page

2 Pricing

- ☐ Prices in the page text, not only in an image or PDF
- ☐ Age bands, family pricing or cap, enrollment fee, yearly option
- ☐ What's included, and what costs extra (labs, medications, procedures)
- ☐ An HSA line if your plans fit: up to $150 a month for one person, $300 for more than one (2026 and 2027)
- ☐ The same prices everywhere; old pages with old prices removed

3 Joining

- ☐ "Join" goes to enrollment or a meet-and-greet booking, not a blank contact form
- ☐ Says whether you're accepting new members, or how to join the waitlist
- ☐ You've signed up on a phone yourself, through the confirmation email

4 About the doctor

- ☐ A real photo, training and board certification
- ☐ Why you started DPC, and what a visit is like
- ☐ Every clinician named anywhere on the site is on the About page

5 FAQ

- ☐ Do I still need health insurance? (an honest, short answer)
- ☐ What's included, what costs extra, and can I pay with my HSA?
- ☐ After-hours contact; labs, imaging and medications
- ☐ Medicare and Medicaid; contracts and how to cancel; employers
- ☐ No federal-penalty warning (gone since 2019; CA, MA, NJ, RI and DC have their own)
- ☐ A "last reviewed" date on answers that depend on rules

6 Contact

- ☐ Phone number as a tap-to-call link
- ☐ Address with a directions link, and your service area
- ☐ Your real hours
- ☐ An email at your practice's domain, the same everywhere
- ☐ "Call 911 in an emergency"

7 Google and privacy

- ☐ Google Business Profile claimed and verified (allow up to five business days)
- ☐ Hours, phone and website on Google match your site
- ☐ Website forms ask for contact details only, no health information
- ☐ No ad pixels on sign-up or patient pages
- ☐ A privacy policy page

8 Phone and speed

- ☐ Readable on a phone without zooming; buttons easy to tap
- ☐ Main content loads in about 2.5 seconds or less; photos resized

✓ Launch-day test (15 minutes, on your phone)

- ☐ Tap every button and menu link
- ☐ Send every form; confirm it reaches an inbox someone checks
- ☐ Search Google and Google Maps for your practice name
- ☐ Text yourself your homepage link; check the preview and spelling
- ☐ No "coming soon," old prices or last year's dates
- ☐ Sample content, placeholder pages and drafts removed
- ☐ The footer year is current

Want a second set of eyes? Get a free review of your DPC website at dpcwebsites.com/website-review.
The full guide, with sample wording and sources: dpcwebsites.com/articles/dpc-website-launch-checklist

Working Web Media, LLC
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