GOJI GUIDE

Acupuncture practice website checklist

Walk through the site as someone ready to book, someone with a question, a booked first-time patient, and a returning patient. Check a box only when they can finish without guessing.

TAKE THE NEXT STEP

- [ ] The first screen offers the practice's real next step: book, request, or call
- [ ] The next-step label accurately says what will happen
- [ ] Services, visit length and fees are clear before the patient chooses

CONTACT

- [ ] My phone number is tap-to-call and easy to find
- [ ] Each contact option says what it is for and when to expect a reply
- [ ] Clinical details go through secure intake, not ordinary email or a contact form

GET DIRECTIONS

- [ ] Every physical location has its complete street address
- [ ] Every location has a directions link that opens a map app
- [ ] Parking, entrance, suite, transit and accessibility details are included where useful
- [ ] Each location's current hours are shown

PREPARE

- [ ] A first-time patient can see what happens, what to wear and how long it takes
- [ ] If online forms are in use, booked patients can find the right one without searching
- [ ] Payment, cancellation and superbill policies are explained before the visit

BUILD TRUST

- [ ] Every review, testimonial, credential and badge has a real, current source
- [ ] If reviews are featured, visitors can reach the original third-party profile
- [ ] If testimonials identify patients or their care, the practice has the required written authorization
- [ ] Practitioner credentials are specific, current and easy to verify
- [ ] FAQs answer real pre-booking questions instead of repeating marketing copy

QUALITY

- [ ] I completed all four actions on my phone this week
- [ ] There are no expired notices, old hours or coming-soon sections
- [ ] Treatment claims and testimonials follow my state and licensing-board rules

Guide and explanations

This checklist is practical guidance, not legal advice. Confirm the privacy, advertising, accessibility, and licensing requirements that apply to your practice.