

Web Content and Functionality Checklist

Health Care and Aging Services Providers and Associations

We hope you find this list of possible content and functionality helpful. Most health care and aging services websites will include only some of these elements. Part of planning your new or expanded website is considering which of these features will be a good fit given your website goals and the needs and preferences of the visitors who will find you on the Web.

	Definitely Include	Possibly Include	Add in the Future	Not Needed	Notes
<input type="checkbox"/> Home page <input type="checkbox"/> About us <ul style="list-style-type: none"> <input type="checkbox"/> History <input type="checkbox"/> Mission & vision <input type="checkbox"/> Leadership <input type="checkbox"/> Ownership & governance <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> Contact us <input type="checkbox"/> Find us map and driving instructions <input type="checkbox"/> What's new <input type="checkbox"/> Newsletter <input type="checkbox"/> Who's who / staff directory <input type="checkbox"/> Services <input type="checkbox"/> Facilities					

	Definitely Include	Possibly Include	Add in the Future	Not Needed	Notes
<input type="checkbox"/> Testimonials <input type="checkbox"/> Grass roots / advocacy <input type="checkbox"/> Media <input type="checkbox"/> Education <input type="checkbox"/> Volunteer opportunities <input type="checkbox"/> Employment opportunities <input type="checkbox"/> Members only pages <input type="checkbox"/> Community resource directory <input type="checkbox"/> Photo tour <input type="checkbox"/> Virtual tours <input type="checkbox"/> Coming events calendar <input type="checkbox"/> Unit floor plans <input type="checkbox"/> Menus <input type="checkbox"/> Blog <input type="checkbox"/> Discussion forum <input type="checkbox"/> Audio or video welcome message <input type="checkbox"/> Purchase opportunities / eCommerce <input type="checkbox"/> Site map <input type="checkbox"/> Font-size selector					

About IlluminAge Communication Partners -- IlluminAge (formerly Caresource Healthcare Communications) provides communication design, content and delivery for organizations dealing with complex issues. This includes supporting the aging services network in reaching and empowering older Americans, non-profits in communicating with their donors and clients, and associations in serving their members. See us online at www.illuminAge.com or call 800-448-5213 for more information.

Copyright © 2008, IlluminAge Communication Partners