BEDSIDE TO BUSINESS

The B2B mini

Website Audit

15 things to check before your dream client clicks away



A free website audit for healthcare entrepreneurs who want their online presence to look as profesisonal as their expertise and services they provide.

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EXCUSE ME, WE NEED TO TALK ABOUT YOUR WEBSITE.

Because your clients care about how you look online

You've spent YEARS building your skills, earning your credentials, doing the time, and turning your healthcare expertise into a business of your own. But your website? Maybe it was thrown together at 2 a.m. with a Canva logo, a template, and a whole lot of caffeine. Or, maybe you avoid sending people your website link because, deep down, you know it doesn't reflect the business you've worked SO HARD to create.

Here's the thing: You can be incredible at what you do and still have a website that drives clients away by not communicating your value. And potential clients who don't know you personally are relying on your website to decide whether you're the right person for them.

That's why I created this audit. We'll look at 15 things that can directly affect how professional, trustworthy, and easy to use your website feels. No judgment. No tech degree required. Just you, your website, and a little constructive criticism.

Here's How It Works:

1. Open your website on your phone AND desktop
2. Go through each of the 15 checkpoints
3. Give yourself 0, 1, or 2 points for each
4. Add up your score to see where you stand
5. Use your results to prioritize your next steps.

How to Score each Checkpoint:

- 0 points = not at all / missing
- 1 Point = somewhat / needs work
- 2 Points = yes / clearly achieved

Ready to see if your website passes the vibe check? Let's get into it.



Your Website Scorecard: Rate each checkpoint and get your results

The First Impression

Because first impressions don't get a redo

1. The 5-Second Test

Can someone tell what your business does, who you serve, and the value you offer within five seconds of landing on your homepage?

0 1 2

2. The Professional Polish Test

Do your colors, fonts, images, and overall design feel cohesive and intentional?

0 1 2

3. The Trust Test

Does your website clearly show who you are, your relevant qualifications, and why someone can feel confident working with you?

0 1 2

4. The Photo Test

Are your images high-quality, relevant, and consistent with the experience your business promises?

0 1 2

5. The Brand Recognition Test

Does your website look and sound like your specific business, rather than a generic template that could belong to anyone?

0 1 2

Your Website Scorecard: Rate each checkpoint and get your results

The Client Experience

Because a pretty website means nothing if nobody knows what to do with it

1. The Mobile Test

Can someone comfortably read, navigate, and use every part of your website on their phone?

0 1 2

2. The Navigation Test

Can visitors find your services, information, and contact or booking details without digging?

0 1 2

3. The Service Clarity Test

Do your service descriptions clearly explain what you offer, who it's for, and what someone can expect?

0 1 2

4. The Call-to-Action Test

Does each page make it obvious what someone should do next?

0 1 2

5. The Friction Test

Have you checked that your links, forms, and booking steps work and are easy to complete?

0 1 2

The Client Connection

Let's make sure the right people know their in the right place

1. The Dream Client Test

Can someone comfortably read, navigate, and use every part of your website on their phone?

0 1 2

2. The Personality Test

Does your website's wording and overall tone sound like you and match the experience clients can expect?

0 1 2

3. The Social Proof Test

Do you include genuine reviews, testimonials, or other appropriate evidence of your work where available?

0 1 2

4. The Easy-to-Find Test

Do your page titles and descriptions clearly explain your services and include relevant search terms?

0 1 2

5. The Final Gut-Check

If your ideal client found your website today, would you feel confident in sending them the link?

0 1 2

Your Results

0-16 Points : IT'S TIME FOR A GLOW-UP

Your business might be doing amazing things, but your website has several areas that could use some love. Start by improving your homepage clarity, navigation, and trust signals. You don't have to fix everything overnight.

17-24 Points : IT'S GOT POTENTIAL

Your website has some solid foundations, but there are opportunities to make it feel more polished, intentional, and user-friendly. Focus on the areas where you scored a zero or one. Small strategic improvements can make a meaningful difference in how visitors experience your business!

25-30 Points: IT'S GIVING PROFESSIONAL

Your website is checking many of the boxes, and you have the basics of a strong online presence! Keep refining your messaging, client experience, and brand consistency as your business evolves.

The Mini Action Plan

Ok, so now what?

You now know what's working, and what needs a little love. Now let's make a plan.

The 3 biggest things I want to improve about my website:

1. _____

2. _____

3. _____

One thing I can fix myself this week:

_____

One thing I might need professional help with:

_____

What I want potential clients to feel when they visit my website:

_____



YOUR BUSINESS DESERVES BETTER THAN "GOOD ENOUGH".

you didn't spend years earning your expertise, building your skills, and starting a business, just to have a website you're embarassed to share

And here's the thing: You can be really good at what you do and still struggle to show that online.

I get it. I'm a healthcare professional too. I know what it takes to build a career in healthcare, and I know how much courage it takes to step outside that career and create something of your own.

That's why I started Bedside to Business.

I help healthcare entrepreneurs turn their experience into professional, personality-filled brands and websites that they're actually excited to show off.

Because you've already built the business.
Now let's make it look the part.

-Rachel
Bedside to Business, RN founded branding and website design.

LET'S MAKE IT OFFICIAL

Meet The B2B Signature

Custom Branding & a custom 1-3 page Showit website

Perfect for healthcare entrepreneurs who've already built a business but are ready for their online presence to catch up. Let's create a brand and website that feel like you, reflect your expertise, and make it easier for potential clients to understand what you offer.

