

TRANSFORMATION CHECKLIST

The Three Key Components

The following are the three components I will design for you to promote engagement.

1	Interactive & Strategic Website Design.	2	Engaging Explainer Video With A Clear Value Proposition And Call To Action.	3	An Instant Offer/Incentive To Sign Up Right Away (Lead Magnet).
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Elements Of Your Web Design

We will base most of your project on your current website. As a result, you may not have to submit new files or website copy/text required for design. However, please review this list to decide if there are additional features you would like to add to your new design to upgrade the user experience.

Website Pages	Website Features	Website Videos
<ul style="list-style-type: none"> • Landing /Home • Services • About/Doctors/Team • Terms/Policy • Qualification Test/Quiz • FAQs • Blog • Contact • Patient Portal • Volunteer/Career • Financing • Education: Procedure, Expectations, Aftercare • Services Breakdown: Types of Procedures • Other Pages Not Listed 	<ul style="list-style-type: none"> • Booking Link/Apt. Setter • Form Downloads • Press/Publications/Awards • Board of Directors • Sales/Discounts/Promos Programs or Memberships/Clubs • Live Chat • Other Features Not Listed 	<ul style="list-style-type: none"> • Explainer Video • About Us/Team/Doctors • Facilities Tour • Welcome/Instructional Pre-Consultation Video • Education/Instructional Procedure Video • Instructional Video for Pre-Op • Other Videos Not Listed