HCAB
Home Care Agency Blueprint
Building Successful Home Care Businesses

Website
Checklist

Essential Elements for Your Agency Website

Complete Checklist
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Recommended Pages

☐ **Service Areas** - Cities served

☐ **Testimonials** - Social proof

☐ **FAQ** - Common questions

☐ **Resources/Blog** - Helpful articles

☐ **Free Consultation** - Lead capture

Legal Pages (Required)

☐ **Privacy Policy** - How you handle visitor data

☐ **Terms of Service** - Website usage terms

☐ **Accessibility Statement** - ADA compliance notice

Page Priority Matrix

Page	Priority	Launch Requirement
Home	Critical	Must have before launch
Services	Critical	Must have before launch
Contact	Critical	Must have before launch
About Us	High	Should have before launch
Careers	High	Within first month
Testimonials	Medium	Add as you collect reviews
Blog	Medium	Within first 90 days

Content for Each Page

Knowing what content to include on each page is essential for converting visitors into clients. Here's exactly what you need.

Home Page Must-Haves

- [ ] Clear headline stating what you do
- [ ] Prominent clickable phone number
- [ ] Primary CTA button
- [ ] Brief services overview
- [ ] Trust badges (licensed, bonded)
- [ ] 1-2 testimonials
- [ ] Service area mention
- [ ] Professional photos

About Page Must-Haves

- [ ] Your story - why you started
- [ ] Mission and values
- [ ] Owner/leadership bios + photos
- [ ] Years in business/experience
- [ ] Credentials and certifications
- [ ] Community involvement

Services Page Must-Haves

- [ ] Each service with description
- [ ] Who each service is best for
- [ ] Benefits of each service type
- [ ] Hours available (24/7, hourly)
- [ ] CTA on each service section

Contact Page Must-Haves

- [ ] Phone number (prominent, clickable)
- [ ] Email address
- [ ] Physical address
- [ ] Contact form
- [ ] Business hours
- [ ] Google Maps embed

Common Services to List

Personal Care, Companion Care, Respite Care, Alzheimer's/Dementia Care, Post-Surgery Care, Hospice Support, Medication Reminders, Light Housekeeping, Meal Preparation, Transportation, 24-Hour Care

Careers Page Must-Haves

- ☐ Why work for your agency (benefits, culture)
- ☐ Current open positions
- ☐ Requirements (certifications, experience)
- ☐ Application form or link to apply
- ☐ Employee testimonials
- ☐ Training and growth opportunities

Content Writing Tip

Write at an 8th-grade reading level. Use short sentences and paragraphs. Focus on benefits, not features. Always include a clear call-to-action on every page.

SEO Basics Checklist

Search Engine Optimization (SEO) helps your website appear in Google when families search for home care services in your area.

On-Page SEO Essentials

- ☐ Unique title tag (under 60 chars)
- ☐ Meta description (under 160 chars)
- ☐ One H1 heading per page
- ☐ Organized heading structure
- ☐ Alt text on all images
- ☐ Internal links to other pages
- ☐ Mobile-friendly design
- ☐ Fast load speed (under 3 sec)

Local SEO Must-Dos

- ☐ City/region in page titles
- ☐ Address in footer of every page
- ☐ Create Google Business Profile
- ☐ Embed Google Map on contact
- ☐ Service area pages for each city
- ☐ Local keywords in content
- ☐ Get listed in local directories

Target Keywords for Home Care

Primary Keywords

Home care [city] | In-home care [city] | Senior care [city] | Home health aide [city] | Caregiver services [city]

Service Keywords

Personal care services | Companion care | Dementia care at home | 24-hour home care | Respite care services

SEO Takes Time

SEO results don't happen overnight. Expect 3-6 months before seeing significant organic traffic. Focus on creating helpful content and building Google Business Profile reviews in the meantime.

Mobile Optimization

Over 60% of home care searches happen on mobile devices. If your website doesn't work well on phones, you're losing potential clients.

Mobile Must-Haves

- ☐ Responsive design (auto-adjusts)
- ☐ Click-to-call phone number
- ☐ Large, tap-friendly buttons
- ☐ Readable text (16px minimum)
- ☐ Easy-to-use navigation menu
- ☐ Fast loading on mobile networks
- ☐ Mobile-friendly forms
- ☐ No horizontal scrolling

Test These on Your Phone

- ☐ Phone number dials when tapped
- ☐ Pages load in under 3 seconds
- ☐ Contact form submits properly
- ☐ Menu opens/closes smoothly
- ☐ Images display correctly
- ☐ Text is easy to read
- ☐ Google Maps gives directions

Free Mobile Testing Tool

Use Google's Mobile-Friendly Test at search.google.com/test/mobile-friendly to check if your site passes mobile usability standards. Fix any issues it identifies before launching.

The Thumb Test

Can a user navigate your entire website using just their thumb? If important buttons or links are hard to reach in the "thumb zone" at the bottom of the screen, consider repositioning them.

Contact Form Setup

Your contact form is your primary lead capture tool. A well-designed form increases submissions while gathering the information you need to follow up.

Required Fields

- ☐ Name (first and last)
- ☐ Phone number
- ☐ Email address
- ☐ Message/How can we help?

Optional But Helpful

- ☐ Relationship to care recipient
- ☐ Type of care needed (dropdown)
- ☐ When do you need care to start?
- ☐ Best time to call
- ☐ ZIP code (verify service area)

Technical Setup

- ☐ Submissions go to your email
- ☐ Spam protection (reCAPTCHA)
- ☐ SSL encryption for security
- ☐ Auto-reply email configured
- ☐ Test submission works
- ☐ Mobile-friendly form design

Do This

Keep forms short (5-7 fields max) │ Use clear field labels │ Add placeholder examples │ Show confirmation message │ Send auto-reply email

Avoid This

Asking for too much info │ Unnecessary required fields │ Hard-to-solve CAPTCHA │ No confirmation after submit │ Slow response time

Response Time Matters

50% of leads go with the first company to respond. Aim to call back within 5 minutes during business hours. Set up email/text notifications so you never miss a lead.

HIPAA Compliance for Websites

While basic marketing websites don't typically handle PHI, understanding HIPAA requirements helps you stay compliant as your agency grows.

HIPAA Applies If You:

Collect health information via forms | Have a client portal | Store care records online | Send PHI via website email | Online booking with health info

HIPAA May Not Apply If:

Simple contact form only | No health data collected | Marketing-only website | No client portals | Basic inquiry forms only

Security Essentials (All Sites)

- ☐ SSL certificate installed (https://)
- ☐ Contact forms encrypted in transit
- ☐ Strong admin passwords
- ☐ Regular security updates
- ☐ Backup system in place
- ☐ Privacy policy published

If You Handle PHI Online

- ☐ HIPAA-compliant hosting provider
- ☐ Business Associate Agreement (BAA)
- ☐ Encrypted data storage
- ☐ Access controls and audit logs
- ☐ HIPAA-compliant email system
- ☐ Staff training on PHI handling

HIPAA-Compliant Hosting Providers

If you need HIPAA compliance: AWS, Google Cloud, Microsoft Azure, and Liquid Web all offer BAAs. For WordPress, WP Engine offers HIPAA-compliant options. Expect higher costs ($50-200/month).

Don't Collect What You Don't Need

The simplest way to avoid HIPAA website issues: don't collect health information on your website. Keep forms simple (name, phone, email, message) and gather health details during your phone consultation instead.

SSL Certificate Setup

An SSL certificate encrypts data between your website and visitors. It's required for any website that collects information and is essential for trust and SEO.

With SSL (https://)

Padlock icon in browser | Data encrypted | Better Google rankings | Visitor trust increased | Form data protected

Without SSL (http://)

"Not Secure" warning | Data sent in plain text | Lower search rankings | Visitors leave site | Forms vulnerable

SSL Implementation Steps

☐ Obtain SSL certificate (most hosts include free)

☐ Install certificate on your hosting

☐ Force HTTPS redirect (all pages)

☐ Update internal links to https://

☐ Fix mixed content warnings

☐ Update Google Search Console

☐ Verify padlock appears on all pages

SSL Certificate Types

Type	Cost	Best For
Let's Encrypt (Free)	$0	Most small business websites
Domain Validated (DV)	$10-50/year	Standard business sites
Organization Validated (OV)	$50-200/year	Business verification shown
Extended Validation (EV)	$100-500/year	E-commerce, high trust needed

Free SSL is Fine

For most home care agency websites, a free Let's Encrypt SSL certificate is perfectly adequate. Most modern hosting providers include this automatically - just make sure it's activated.

Analytics Setup

Analytics tell you how visitors find and use your website. This data helps you understand what's working and where to improve.

Google Analytics Setup

1 **Create Google Analytics Account**
Go to analytics.google.com, sign in with Google, create a new property for your website.

2 **Get Your Tracking Code**
Copy the GA4 tracking code provided. It starts with "G-" followed by numbers.

3 **Install on Your Website**
Add the code to every page (header section). Most builders have a dedicated field.

4 **Verify Installation**
Use the Realtime report to confirm data is being collected when you visit your site.

Key Metrics to Track

- [ ] **Sessions** - Total visits to your website
- [ ] **Users** - Unique visitors
- [ ] **Pages per Session** - How engaged visitors are
- [ ] **Bounce Rate** - Visitors who leave immediately
- [ ] **Traffic Sources** - Where visitors come from
- [ ] **Top Pages** - Most visited content
- [ ] **Conversions** - Form submissions, calls

Additional Tools to Consider

Tool	Purpose	Cost
Google Search Console	Search performance, keywords	Free
Google Business Profile	Local search insights	Free
Hotjar	Heatmaps, user recordings	Free/Paid
CallRail	Phone call tracking	$45+/month

Set Up Goal Tracking

Configure "conversion events" in GA4 for form submissions and phone clicks. This lets you track how many website visitors become leads - the metric that matters most.

Legal Pages

Legal pages protect your business and inform visitors about their rights. Every professional website needs these pages.

Privacy Policy Must Include

- ☐ What information you collect
- ☐ How you use collected info
- ☐ How you protect information
- ☐ Cookie usage disclosure
- ☐ Third-party sharing practices
- ☐ User rights (access, deletion)
- ☐ Contact for privacy questions
- ☐ Last updated date

Terms of Service Should Cover

- ☐ Website usage rules
- ☐ Intellectual property rights
- ☐ Disclaimer of warranties
- ☐ Limitation of liability
- ☐ Governing law/jurisdiction
- ☐ Changes to terms notice

Accessibility Statement

- ☐ Commitment to accessibility
- ☐ Standards you follow (WCAG)
- ☐ Contact for issues

Free Policy Generators

Tools like TermsFeed, Termly, and FreePrivacyPolicy.com can generate basic legal pages. However, have an attorney review them to ensure they match your specific business practices.

California Privacy Rights (CCPA)

If you serve California residents, your privacy policy must include specific CCPA disclosures about data collection, sale, and deletion rights. This applies even if your agency isn't based in California.

Launch Checklist

Use this comprehensive checklist to ensure everything is ready before, during, and after your website launch.

Pre-Launch Checklist (1-2 Weeks Before)

Content & Design

- ☐ All pages written and proofread
- ☐ Images optimized and properly sized
- ☐ Contact information accurate
- ☐ Logo displays correctly
- ☐ Colors and fonts consistent
- ☐ No placeholder text

Technical

- ☐ SSL certificate active
- ☐ All links working (no broken links)
- ☐ Forms tested and working
- ☐ Mobile responsive on all devices
- ☐ Page speed optimized
- ☐ 404 error page created

SEO & Analytics

- ☐ Title tags on all pages
- ☐ Meta descriptions written
- ☐ Google Analytics installed
- ☐ Google Search Console set up
- ☐ Sitemap created

Launch Day Checklist

Go-Live Tasks

- ☐ Remove "Coming Soon" or maintenance mode
- ☐ Verify DNS settings pointing to hosting
- ☐ Test all forms one more time
- ☐ Submit sitemap to Google Search Console
- ☐ Set up Google Business Profile
- ☐ Announce launch on social media
- ☐ Update email signatures with website URL
- ☐ Update business cards/marketing materials

Post-Launch Checklist (First 30 Days)

Week 1

- ☐ Monitor for any errors or issues
- ☐ Check analytics for traffic data
- ☐ Respond to form submissions quickly
- ☐ Fix any issues visitors report

Weeks 2-4

- ☐ Submit to local directories
- ☐ Set up Google Alerts for business name
- ☐ Begin collecting reviews
- ☐ Plan your first blog post
- ☐ Set up regular backup schedule
- ☐ Schedule monthly analytics review

Don't Wait for Perfection

Your website doesn't need to be perfect to launch. Get the essentials right, launch, then improve over time. A good website live today beats a perfect website that never launches.

Website Vendor Comparison

Choosing between building your own website or hiring a professional is a critical decision. Here's an honest comparison.

Option 1: DIY Website Builders

Platform	Monthly	Ease	Best For
Wix	$16-45	Very Easy	Complete beginners
Squarespace	$16-49	Easy	Beautiful templates
WordPress.com	$4-45	Moderate	Flexibility + blogging
Weebly	$6-26	Very Easy	Simple sites, budget

Option 2: Professional Web Designers

Type	Cost Range	Timeline	Best For
Freelancer	$500-3,000	2-6 weeks	Budget-conscious
Small Agency	$2,000-10,000	4-8 weeks	Quality + support
Home Care Specialist	$1,500-5,000	2-4 weeks	Industry expertise
Full-Service Agency	$10,000+	8-12 weeks	Custom everything

DIY vs. Professional Comparison

Factor	DIY Builder	Professional
Upfront Cost	$0-200	$500-10,000+
Monthly Cost	$16-50	$0-100
Time Investment	20-40+ hours	5-10 hours (input)
Design Quality	Template-based	Custom/Premium
SEO Setup	Basic (you do it)	Professional
Ongoing Updates	You handle	Often included

Questions to Ask Web Designers

- [ ] Have you built websites for home care agencies before?
- [ ] Can I see examples of your work?
- [ ] What's included in the price?
- [ ] Who owns the website when complete?
- [ ] What are the ongoing costs?
- [ ] How do I make updates after launch?
- [ ] Is SEO setup included?
- [ ] What's your revision policy?

Our Recommendation

If you're just starting out and budget is tight, Squarespace or Wix can work well. Once generating revenue, consider a professional redesign with a home care industry specialist who understands your market.

You're Ready to Launch!

You now have everything you need to build or evaluate a professional website for your home care agency. Your website is often the first impression families have - make it count.

Quick-Start Action Plan

1 **Choose Your Domain**
Register a professional domain name that includes your city or region for local SEO.

2 **Select Your Platform**
Decide between DIY (Squarespace, Wix) or hiring a professional based on budget and timeline.

3 **Create Core Content**
Write your Home, About, Services, Contact, and Careers pages using this guide.

4 **Set Up Technical Elements**
Enable SSL, install analytics, configure forms, and add legal pages.

5 **Launch and Promote**
Go live, set up Google Business Profile, and start building your online presence.

Remember

Your website is a living asset that grows with your business. Start with the essentials, launch confidently, and improve over time. The best website is one that's live and working for you!

Home Care Agency Blueprint

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This checklist is for informational purposes. Consult with professionals for legal, technical, and compliance matters specific to your situation.