The Locum Agency Website Checklist

Print this and tick off what your site already has.

- [ ] 1. A homepage that splits visitors into "For Physicians" and "For Facilities" in the first screen.
- [ ] 2. A physician page listing the specialties you cover.
- [ ] 3. A plain-English walkthrough of your credentialing process.
- [ ] 4. A job board with open assignments filterable by specialty and location.
- [ ] 5. An "apply" path that doesn't require a phone call.
- [ ] 6. Your advisor model explained (who the physician talks to, and how often).
- [ ] 7. A facility page with your speed and compliance promises.
- [ ] 8. One named point of contact for facilities.
- [ ] 9. Online scheduling for both audiences.
- [ ] 10. Team profiles with real photos and bios.
- [ ] 11. An FAQ for each audience.
- [ ] 12. At least one real testimonial, attributed honestly (Falcon's comes from an emergency medicine physician).

8 to 10: you're in good shape.

5 to 7: you're probably missing answers buyers want.

Under 5: AI tools have very little to quote.