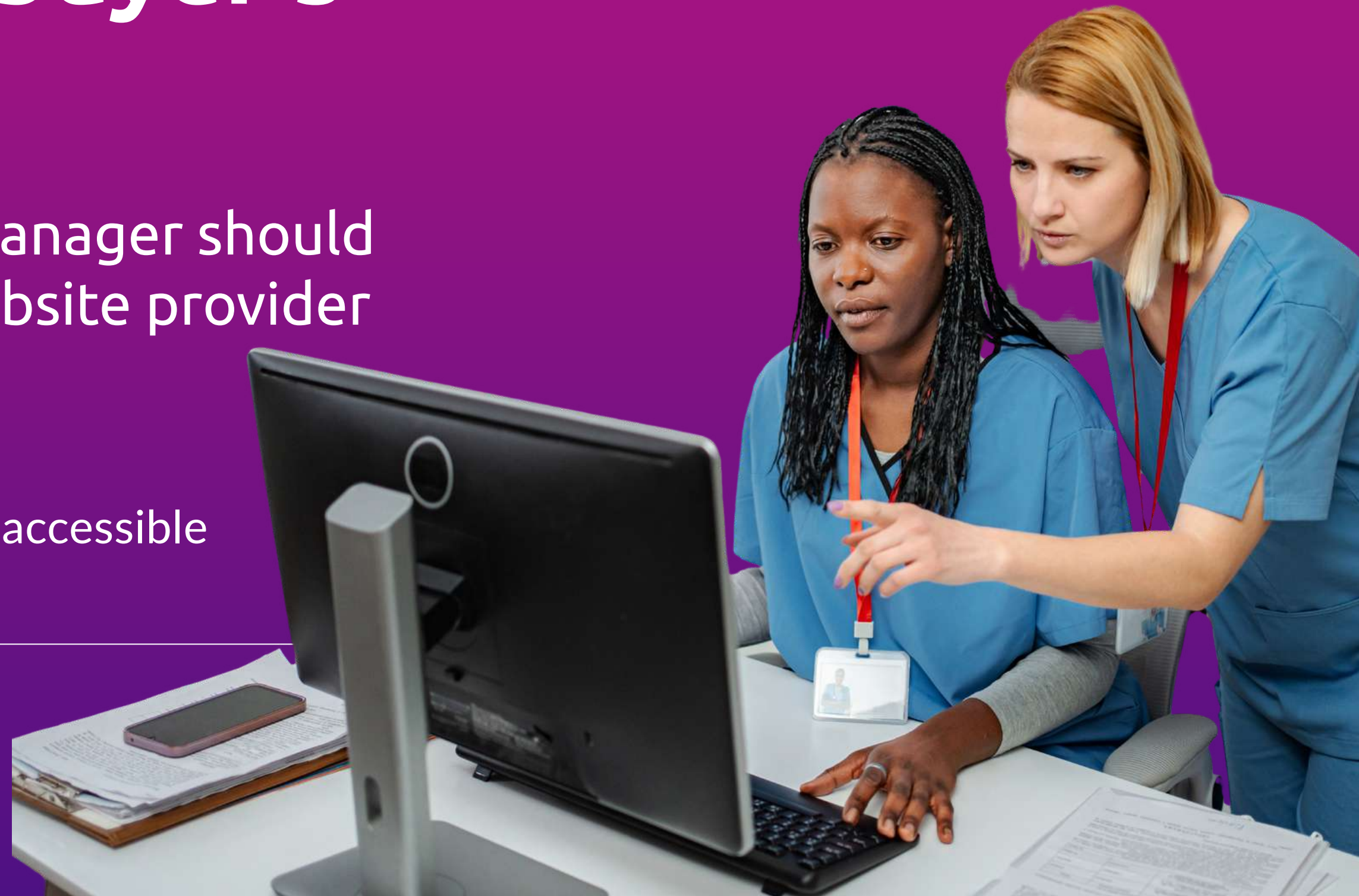


The GP website buyer's guide 2026

10 questions every Practice Manager should ask before choosing a new website provider

A practical guide to selecting a secure, accessible and future ready GP practice website.



Introduction

The landscape of NHS primary care continues to evolve.

Practice websites have become much more than an online noticeboard. They are now a key part of how patients access information, complete administrative requests, submit online consultations and find the right NHS service.

For many practices, the need to choose a new website provider has arrived unexpectedly. Whether your existing supplier has stopped trading, reduced support or your current website no longer meets NHS expectations, selecting a replacement can feel like a significant task. This guide is designed to help Practice Managers make an informed decision by asking the right questions before signing a new contract.



Why this matters

- Your website is often a patient's first point of contact
- Poor accessibility can create barriers to care
- An outdated website can increase administrative workload
- Choosing the right provider supports long term NHS digital goals



Question 1

Does the website meet WCAG 2.2 AA accessibility standards?

Accessibility is no longer optional.

Your website should be usable by every patient, including those with visual impairments, hearing loss, cognitive disabilities and people using assistive technologies.

Ask

- ☐ Is the website independently tested?
.....
- ☐ Does it meet WCAG 2.2 AA?
.....
- ☐ Is accessibility maintained after content updates?
.....
- ☐ Can staff easily create accessible pages?
.....



Why this matters

An inaccessible website can prevent patients from accessing important information and increase pressure on reception teams.

Checklist

- ☐ WCAG 2.2 AA
- ☐ Accessibility statement
- ☐ Keyboard navigation
- ☐ Screen reader compatible
- ☐ Colour contrast compliant

Question 2

Does it follow NHS website guidance?

Patients expect a familiar NHS experience.

A modern GP website should support NHS content standards, clear navigation and simple patient journeys.

Ask:

- Does it follow NHS content guidance?
- Is important information easy to find?
- Can patients quickly access appointments, prescriptions and online services?



Why this matters

Good design reduces confusion and helps patients self serve where appropriate.

Checklist

- ☐ NHS style navigation
- ☐ Consistent patient journeys
- ☐ Mobile friendly
- ☐ Easy to update



Question 3

Is the content management system easy for practice staff to use?

Your website should save time, not create additional work.

Ask

- ☐ Can non technical staff edit pages?
- ☐ How quickly can emergency notices be published?
- ☐ Is training included?



Why this matters

If updating the website becomes difficult, information quickly becomes outdated.

Checklist

- ☐ Drag and drop editor
- ☐ Multiple staff accounts
- ☐ Permission levels
- ☐ Version history



Question 4

Does it integrate with your existing systems?

Your website should work alongside your wider digital services.

Consider integrations with:

- Online consultation platforms
- Appointment booking
- NHS Login
- NHS App
- Clinical systems
- Messaging services
- Patient forms



Ask

What integrations are included?

Si

Question 5

How secure is the platform?

Patients trust NHS organisations to protect their information.



Ask

- ☐ Where is data hosted?
.....
- ☐ Is the supplier Cyber Essentials Plus certified?
.....
- ☐ Is there regular penetration testing?
.....
- ☐ Are backups performed?
.....
- ☐ What happens during outages?



Checklist

- ☐ UK hosting
- ☐ Encryption
- ☐ Security monitoring
- ☐ Business continuity

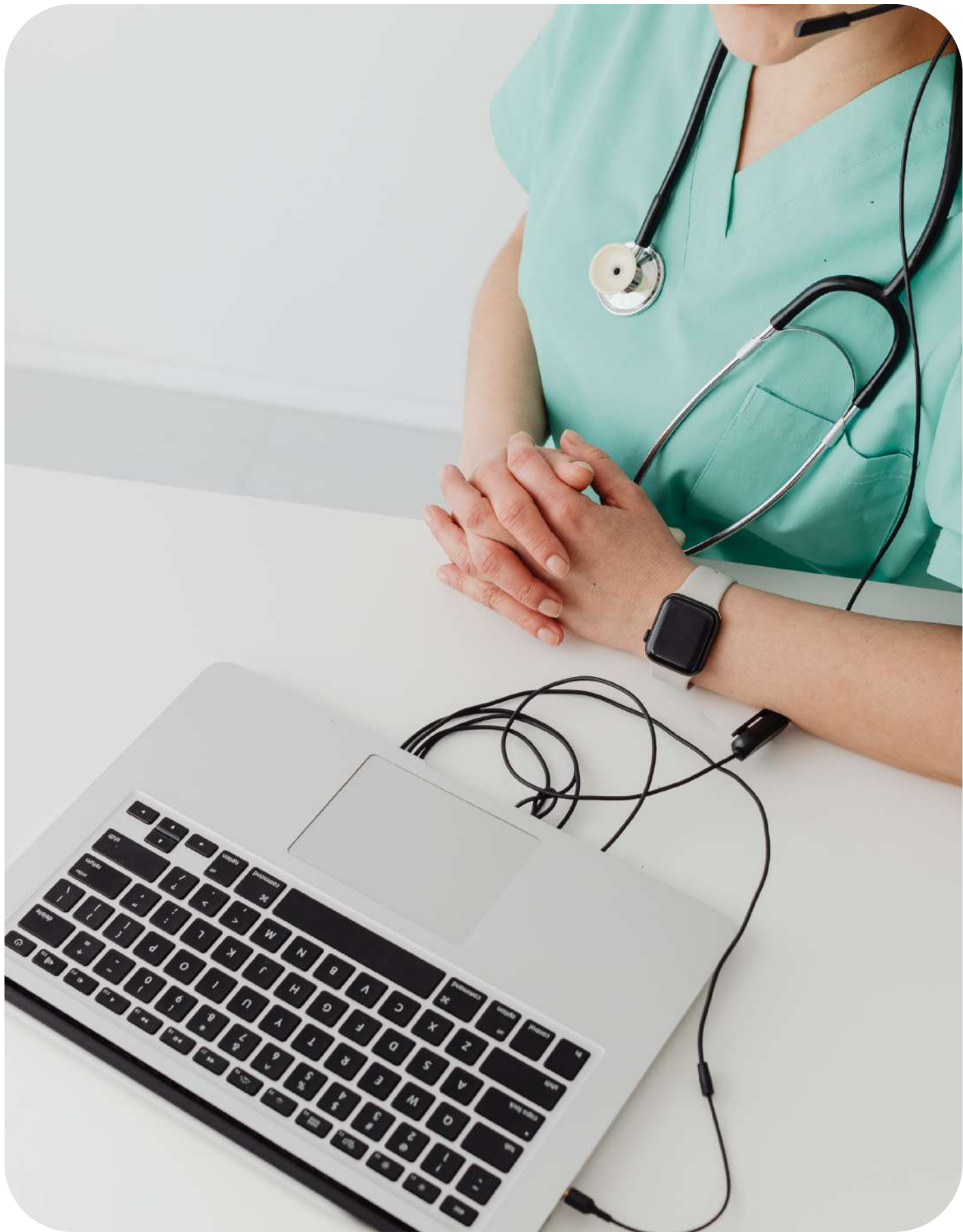
Question 6

What support is available?

Technology is only part of the service.

Ask

- ☐ Is support UK based?
- ☐ What are response times?
- ☐ Is telephone support available?
- ☐ Is onboarding included?
- ☐ Will you have an account manager?



Question 7

How straightforward is migration?

Changing providers should not become a major project.

Ask

- ☐ Will existing content be migrated?
.....
- ☐ Who manages redirects?
.....
- ☐ Is SEO protected?
.....
- ☐ Will downtime be minimised?
.....
- ☐ Can the supplier manage the whole transition?
.....

Question 8

What is included in the price?

The cheapest option isn't always the most cost effective.



Ask

- Are there setup costs?
- Are training costs included?
- Is hosting included?
- Are accessibility updates included?
- Are future enhancements chargeable?



Question 9

What training will staff receive?

The best website is one your team actually uses.



Ask

- ☐ Is live training provided?
.....
- ☐ Are guides available?
.....
- ☐ Can new staff be trained?
.....
- ☐ Is refresher training available?
.....

Question 10

Will the platform still meet your needs in 5 years?

Healthcare changes quickly.

Choose a supplier that continues to invest in its platform.

Ask

- ☐ How often are updates released?
.....
- ☐ Is the roadmap shared?
.....
- ☐ Will new NHS requirements be supported?
.....
- ☐ Can the website grow with your organisation?
.....



Website Comparison Scorecard



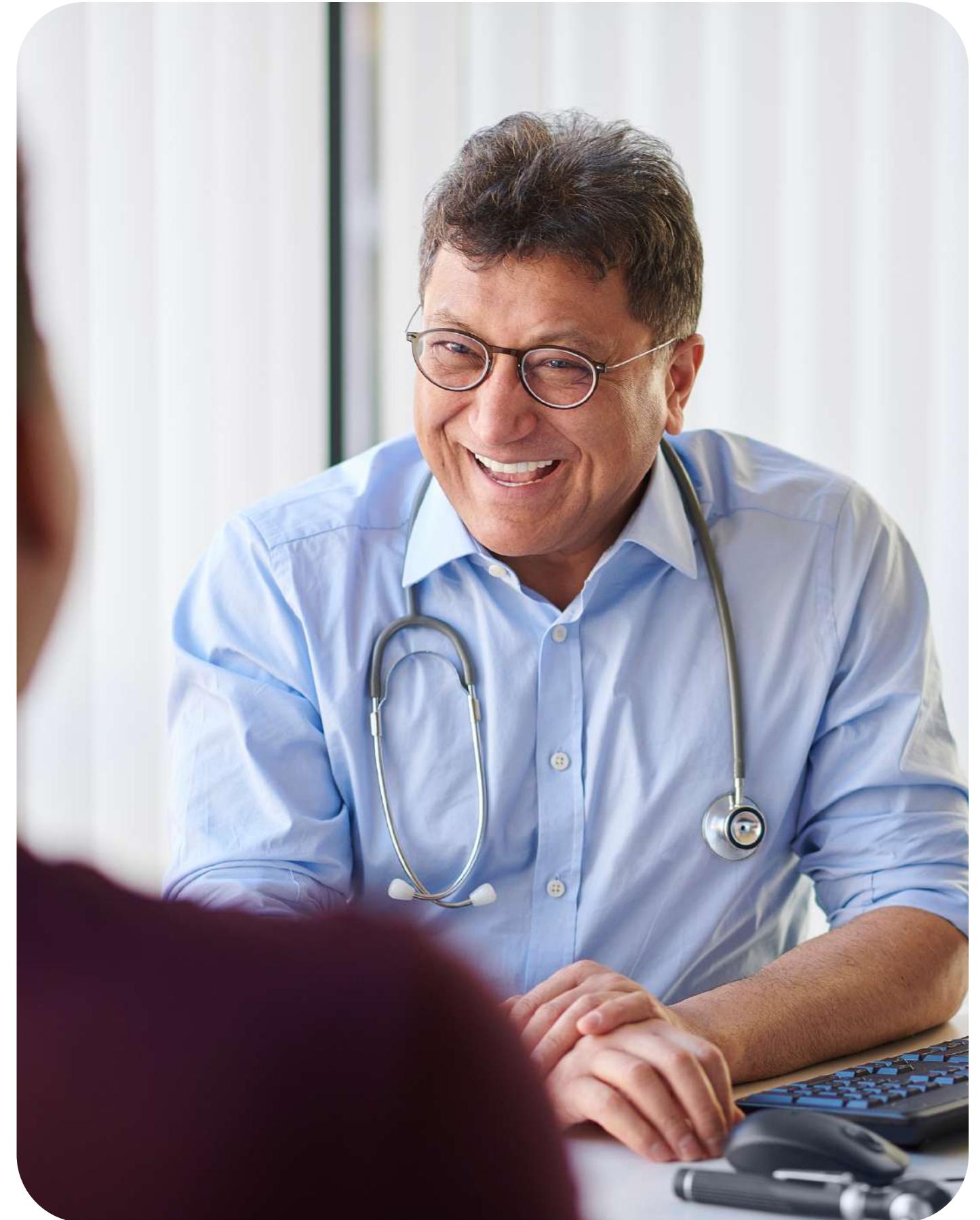
Question	Provider A	Provider B	Provider C
WCAG 2.2 AA			
NHS Guidance			
Content Management			
Integrations			
Security			
Support			
Migration			
Costs			
Training			
Future-proofing			

Final thoughts

Choosing a GP website provider is about much more than selecting a new design.

The right platform should help your practice improve accessibility, support patients more effectively, reduce administrative workload and remain aligned with changing NHS requirements for years to come.

By asking these 10 questions before making a decision, you'll be in a much stronger position to choose a provider that supports both your practice team and your patients.

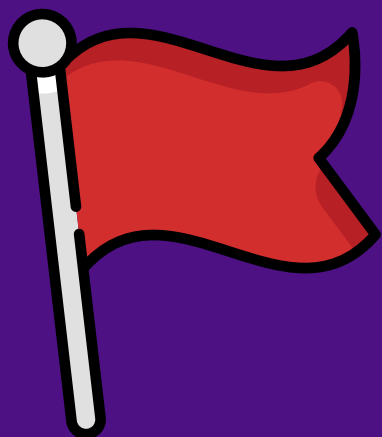


Bonus section

"Red flags to watch out for"

This is where you can gently differentiate Silicon Practice without naming competitors. Cover warning signs such as:

- No evidence of WCAG 2.2 AA compliance
- No clear migration process
- Limited NHS experience
- No ongoing product development
- Hidden costs for training or support
- Generic websites not designed specifically for general practice
- Reliance on third parties for support
- Limited integrations with NHS digital services





[CONTACT US](#)

Need some advice?

Choosing a new website provider is an important decision. Whether you're replacing an existing provider, improving accessibility or exploring your options, our team is here to help.

We're happy to answer your questions, offer practical advice and guide you through a smooth, low disruption website transition.



[Learn more about us](#)



[Start a conversation with our team](#)