ICS Website – UI/UX Checklist

UX Enhancements

- Add blog search, category filter, tags, and categories for better discoverability.
- Include 'Related Articles' or 'Next Read' links in blog detail pages.
- Add table of content for blog detailed pages for easy navigation.
- Display 'Last Updated' date in addition to 'Published On' date.
- Add a top-positioned progress indicator for reading (scroll bar).
- Enable breadcrumb navigation across all pages.
- Add social share buttons on blogs, whitepapers, case studies, and pages.
- Add fixed 'Go to Top' button on bottom corner of the screen.

Service Page Features

- Include an interactive pricing calculator or RCM estimator.
- Add sticky CTA buttons such as 'Get a Quote' or 'Schedule Consultation' on scroll.

Lead Capture & Forms

- In all contact forms, add a dropdown: 'How did you hear about us?' with options like Google Search, Bing Search, Google Ads, Facebook, Facebook Ads, LinkedIn, LinkedIn Ads, Email, Others.
- Add a newsletter/blog/whitepaper subscription form in the footer.
- Embed a live chatbot and a simple contact form across all key pages.

Trust & Credibility

- Show testimonials and compliance badges (e.g., HIPAA) near CTAs or in the footer.
- Add a carousel slider of Google Reviews in the footer section.

Mobile UI Requirements

- Avoid sliders, heavy animations, or autoplay videos on mobile.
- Reduce hero section height for smaller screens to avoid white space.
- Ensure mobile menu supports tap-to-close functionality.

Performance Fixes (Mobile Score: 38)

- Convert all images to WebP or AVIF and enable lazy loading.
- Defer non-critical JavaScript such as chatbots, sliders, third-party scripts.

- Inline or preload above-the-fold CSS.
- Compress all assets using Gzip or Brotli.
- Enable server-side or CDN-based caching (Cloudflare, BunnyCDN, etc.).