

SAMPLE REPORT

WEBSITE CHECK-UP • OVERLOOK

Fernbrook Family *Dentistry*

A good-looking website can still lose patients. Here's where this one does, and what to fix first.

BUSINESS

Family dental practice
Hickory, NC

REVIEWED

Home, Services, New Patients,
About, Contact

PREPARED BY

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Fernbrook Family Dentistry is a made-up practice, and its "current" website was built to look like a typical modern template site. The findings and numbers in this sample are examples, so you can see what a real Check-up covers and how it reads.

THE SHORT VERSION

Looks great, *quietly leaking*

This is a nice-looking website. The photos are bright, the colors are calm, and it feels like a modern practice. If you looked at it on your own computer, you'd probably think it was fine.

The problems are the parts you can't see. Three of your service pages are hidden from Google by a leftover setting. There's no way to book or call from the top of the page. Nothing tells you how many people found you, called, or filled out the form.

This site doesn't need a rebuild. Most of what's on the fix list is settings and small changes, in order on page 7.

Look and design

WORKING

Booking and calling

FIX FIRST

Behind the scenes

FIX FIRST

SEO basics

FIX FIRST

Phones

NEXT

Speed

NEXT

Trust and proof

NEXT

● Costing you patients ● Holding you back

● In good shape

1

Let Google see your services

Three service pages are set to "don't show in search." One setting brings them back.

2

Book or call from every screen

A "Request an appointment" button and tap-to-call number at the top of every page.

3

Count what's working

Track calls, form fills, and bookings so you know which months and pages bring patients in.

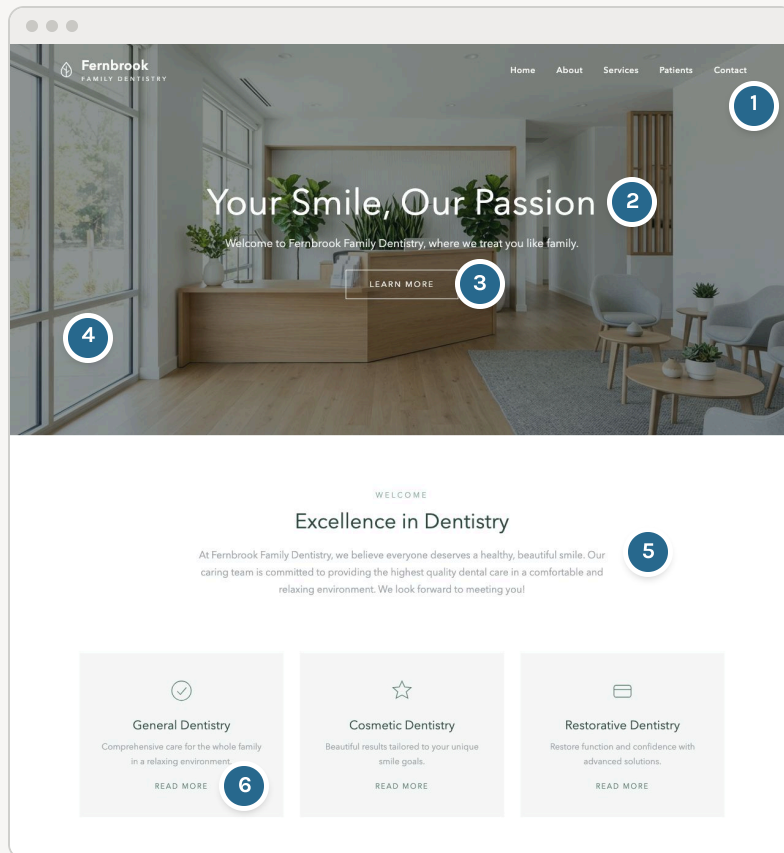
What's already working

- Clean, calm design that matches a family practice
- Real office photos instead of stock smiles
- The layout adjusts to phones and tablets
- Secure (https) and loads without errors
- Hours and address are in the footer
- Short, easy-to-follow menu

WHAT A PATIENT SEES

The homepage, *marked up*

I go through the site the way a new patient would. It looks good, but look for what's missing: there's no clear next step anywhere on this screen.



On a computer, 1280 pixels wide. Top of the homepage.

5.1 sec

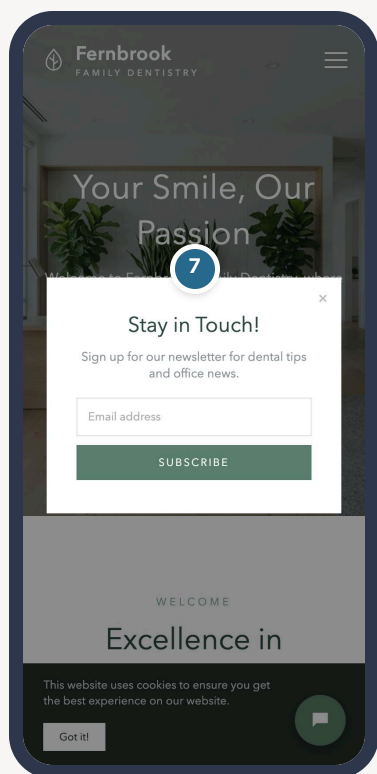
to load the homepage on a phone. The goal is under 3 seconds, and most of the wait is that one hero photo.

- 1 No phone number or booking button**
The menu has five links and none of them is "Book." The phone number only appears in the footer.
- 2 "Your Smile, Our Passion"**
Pretty, but it could be any dentist anywhere. It doesn't say family dentistry, Hickory, or new patients welcome.
- 3 "Learn More"**
The only button on the screen goes to the About page, not to booking.
- 4 A 2.6 MB hero photo**
The single biggest reason the page is slow on phones. It can be a tenth of the size and look the same.
- 5 Light gray text**
Hard to read for many people, and it fails accessibility contrast guidelines.
- 6 Three "Read More" links**
Generic links tell Google and screen readers nothing, and two of these pages are hidden from search (page 5).

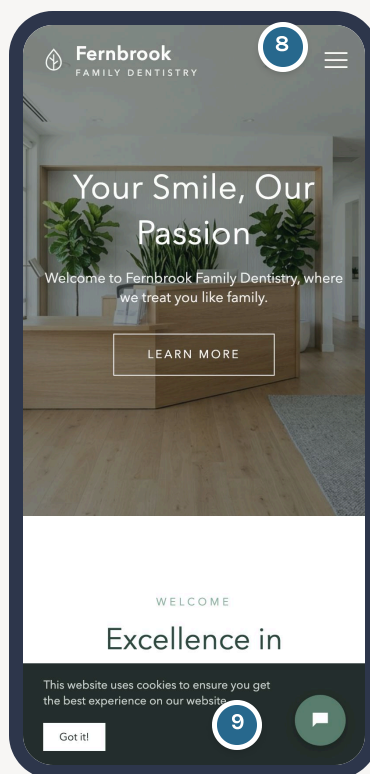
ON A PHONE

What patients see *first*

Most patients find a dentist on their phone. On a phone, the first thing they see is a sign-up box, and once it's closed there's still no way to call or book without opening the menu.



The moment the page opens.



After closing the pop-up.

7 A newsletter pop-up on arrival
It covers the page before a new patient knows anything about you, and Google ranks pages with pop-ups like this lower on phones.

8 Everything is behind the menu
The phone number, booking, and insurance info are all hidden behind three lines.

9 Cookie bar and chat bubble
Together they cover the bottom fifth of the screen, right where a "Call" button usually goes.

4 taps

That's what it takes to call this practice from a phone: close the pop-up, open the menu, tap Contact, then find the number. The goal is one tap from any page.

BEHIND THE SCENES

The parts *you can't see*

A site can look finished and still be missing the settings that help people find you and that tell you what's working. This is what I check under the hood.

CHECK	WHAT I FOUND	RESULT
Google can see your pages	Services, Cosmetic Dentistry, and Restorative Dentistry are set to "noindex," which tells Google not to show them. This is often left on by accident after a site is built.	PROBLEM
Page titles	The homepage title is just "Home," which is what shows in Google results and on browser tabs.	PROBLEM
Contact form	The form sends, but the thank-you page it points to is missing (error 404), and patients get no confirmation that you received it.	PROBLEM
Broken links	"New Patient Forms" in the footer opens a missing PDF. 3 other links go nowhere.	PROBLEM
Tracking	Google Analytics is installed, but calls, form fills, and portal clicks aren't counted, so there's no way to tell what brings patients in.	WATCH
Business details for Google	No structured business info (hours, address, "dentist") for Google to read. Adding it can help you show up in map results.	WATCH
Google Business Profile link	Your Google profile links to an old http:// address that redirects twice before it loads.	WATCH
Image descriptions	None of the 14 images has a description (alt text) for screen readers or Google.	WATCH
Sitemap	Lists "Sample Page" and "test-home," two leftover pages that are still public.	WATCH
Software updates	WordPress shows 9 plugin updates waiting, including one security fix.	WATCH
Security certificate	Valid, and every page loads securely.	GOOD

WHAT IT MEANS

Area by area

Booking and calling

FIX FIRST

0

"Book" buttons on the homepage

WHAT I FOUND

- Every button says "Learn More," "Read More," or "About Us"
- The online booking link is labeled "Patient Portal" in the footer
- The phone number is plain text, not tap-to-call

WHY IT MATTERS

New patients are comparing two or three practices. The one that makes the next step obvious usually gets the call.

THE FIX

A "Request an appointment" button in the header and hero, tap-to-call on phones, and booking linked by name, not hidden as a portal.

SEO basics

FIX FIRST

3 pages

hidden from Google by a leftover setting

WHAT I FOUND

The pages that describe your services are the ones Google can't show. The homepage title says "Home," and none of the pages has a written description.

WHY IT MATTERS

Someone searching "dental crowns Hickory" can't find a page that isn't allowed in search, no matter how good it is.

THE FIX

Turn off "noindex" on those pages, write titles and descriptions for each one, and resubmit the sitemap. These are one-time settings, not ongoing SEO work.

Trust and messaging

NEXT

4.9 ★

on Google with 120+ reviews; one unnamed quote on the site

WHAT I FOUND

- Headlines are general ("Excellence in Dentistry") instead of specific
- Accepted insurance isn't listed anywhere
- Same-day emergency visits are only mentioned on the About page

WHY IT MATTERS

"Do they take my insurance?" and "Can they see me soon?" are the two questions new patients ask first.

THE FIX

Show real Google reviews, list accepted insurance on the homepage and New Patients page, and give emergency visits their own spot.

YOUR FIX LIST

What to do, *in order*

Ordered by what will make the biggest difference for the least effort. You or your current web person can work through it, or I can quote it.

FIX	EFFORT	WHO CAN DO IT
FIX FIRST · COSTING YOU PATIENTS		
1 Turn off "noindex" on the three service pages One setting per page; brings them back into Google	Quick	Your web person
2 Add a "Request an appointment" button and tap-to-call to the header Makes the next step obvious on every page	Moderate	Your web person
3 Remove the newsletter pop-up, or show it only after someone scrolls	Quick	Your web person
4 Fix the form's thank-you page and send patients a confirmation email	Quick	Your web person
5 Fix the New Patient Forms link and the 3 other broken links	Quick	Your web person
NEXT · HOLDING YOU BACK		
6 Set up tracking for calls, form fills, and bookings	Moderate	Your web person
7 Write page titles and descriptions; add image descriptions	Quick	You or your web person
8 List accepted insurance and same-day emergency visits on the homepage	Quick	You
9 Show recent Google reviews instead of one unnamed quote	Moderate	Your web person
10 Shrink the hero photo and darken the gray body text	Quick	Your web person
WHEN YOU CAN		
11 Run the 9 plugin updates (after a backup)	Quick	Your web person
12 Delete "Sample Page" and "test-home"; add business details for Google	Quick	Your web person
13 Update the website link on your Google Business Profile to https://	Quick	You

WHAT HAPPENS NEXT

Your next step is *up to you*

My honest take: you don't need a new website. You have a good-looking site with a handful of settings and small changes standing between it and more booked appointments.

Fix it yourself

The list is written so you or your current web person can work through it. No strings attached.

Have me fix it

Everything on this list can be quoted as one flat price before any work starts.

Keep it running

A care plan handles updates, backups, and small changes going forward, so the site stays in shape.

\$350

Credited toward a new website

If you ever decide on a new site within 60 days of your Check-up, the full Check-up fee comes off the project price.

On our walkthrough call

1. We go through this report together, top to bottom
2. I show you each problem live on your site, on a phone and a computer
3. You ask anything, and we agree on what to tackle first

Back Valley

— CREATIVE —

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