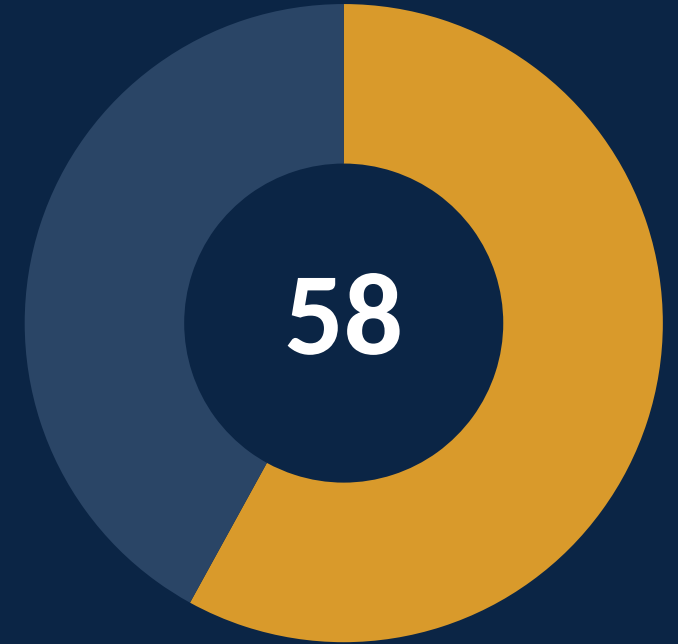


WEBSITE GROWTH AUDIT • PREPARED FOR

Prospect A Dental

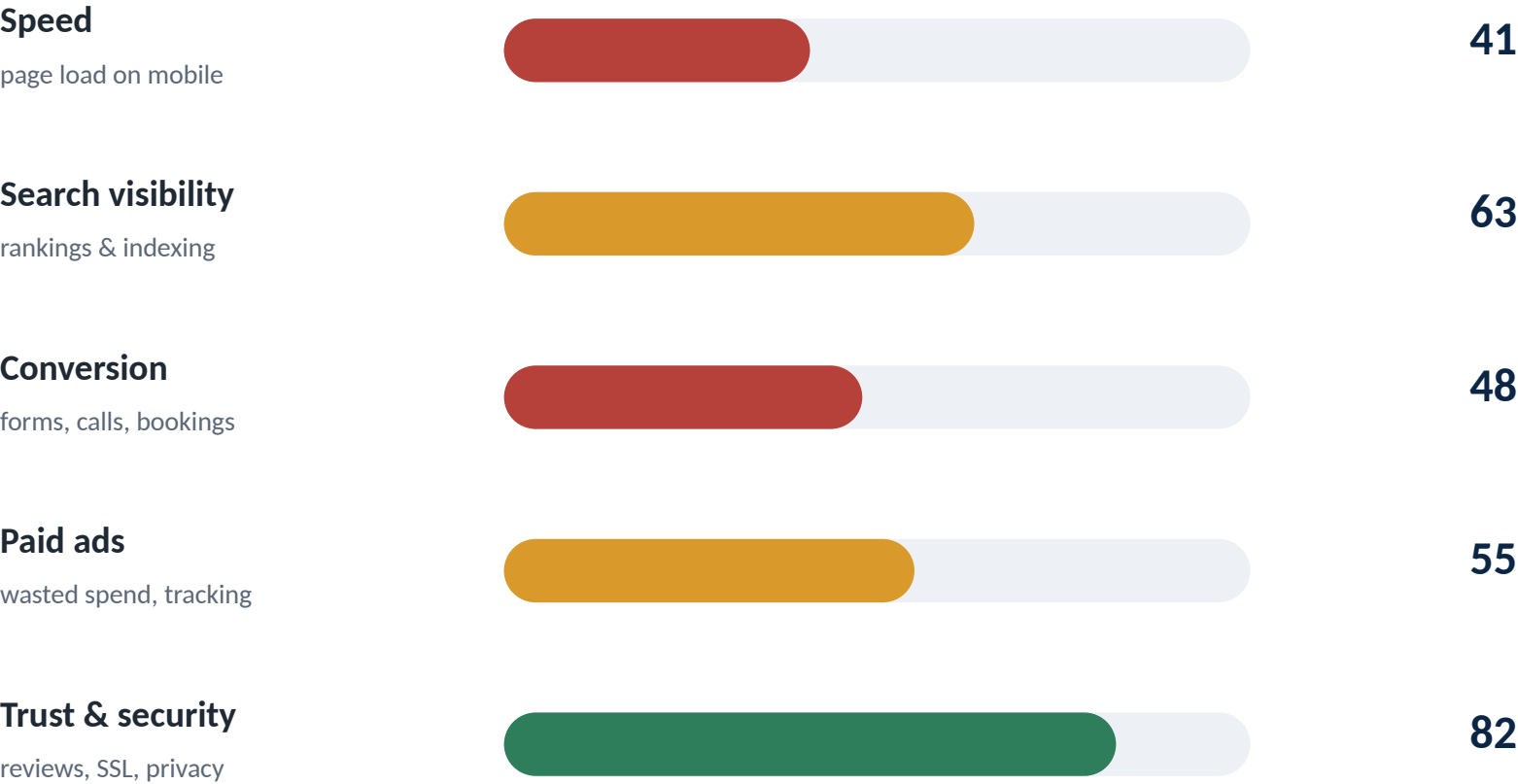
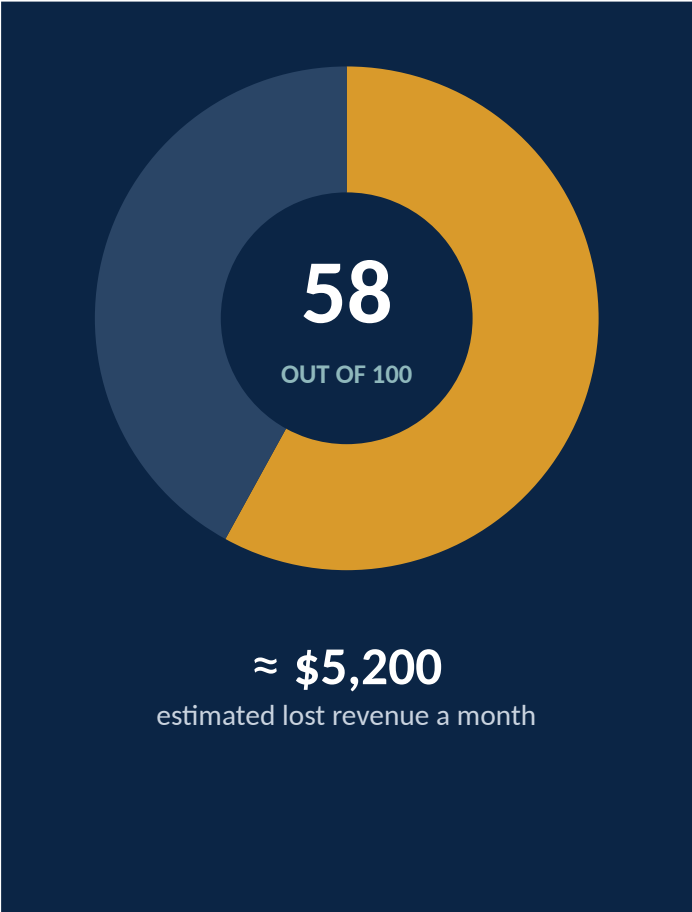
We found **17** issues costing an estimated **\$5,200** a month in lost enquiries. Here are the ones worth fixing first.

For Contact A • prospect-a.example • Oct 2026



OVERALL SCORE OUT OF 100

Where Prospect A Dental is losing enquiries



Biggest leak: Mobile pages take 6.8 seconds to load

Mobile pages take 6.8 seconds to load

1

What we found

Your home and booking pages take 6.8 s to load on a typical 4G phone. Most visitors are on mobile.

2

Why it costs you

About half of mobile visitors leave before the page appears: roughly 19 lost bookings a month.

3

The fix

Compress the hero images, defer the chat widget and enable caching. About two days of work.

ESTIMATED COST TO YOU

\$1,900 / month

based on the traffic and conversion figures in the audit

Evidence image

drop a screenshot from the audit here
(right-click > Change Picture, or delete this box)

Five fixes, ranked by what they cost Prospect A Dental

#	Finding	Impact	Effort	Est. cost / month
1	Mobile pages take 6.8 s to load	High	Low	\$1,900
2	Booking form has 11 fields; 64% abandon it	High	Medium	\$1,400
3	Not ranking for “emergency dentist” in your area	Medium	Medium	\$900
4	\$620 a month of ad spend goes to searches outside your area	Medium	Low	\$620
5	No reviews shown on the booking page	Low	Low	\$380

Total estimated: **\$5,200** a month. Full detail for all 17 issues is in the 24-page report.

A 30-day plan to win back \$5,200 a month

WEEK 1

Fix mobile speed: images, caching, chat widget. Target under 2.5 s.

WEEKS 2-3

Cut the booking form to 4 fields and add click-to-call on every page.

WEEK 4

Tighten ad targeting to a 10 km radius and add an “emergency dentist” page.

Expected result

Around 30 more booking requests a month, and roughly \$600 a month less wasted ad spend.

NEXT STEP

Want the full 24-page audit for Prospect A Dental?

Book a 15-minute call. We'll walk through the top three fixes, and you keep the report either way.

Book a call → example.com/call

Your name · Sample Studio
you@example.com

QR code

paste your booking-link QR here

Scan to book