

## REVENUE RECOVERY AUDIT

Conversion · Speed · Trust · Local Visibility

# Maple Ridge Family Dental

mapleridgefamilydental.com

Audit date: May 15, 2026 | Industry: Healthcare — Dental Practice

Prepared by: Audit Ops | Tier: \$299 Standard

# Executive Summary

This audit examined mapleridgefamilydental.com against six revenue-relevant dimensions: page speed, mobile experience, conversion path, trust signals, local SEO, and Google Business Profile health. Twelve findings are documented with severity, estimated revenue impact, and specific next actions. The five highest-leverage fixes are ranked at the end of the report as a prioritized 30-day plan.



## Top 3 Issues Costing Revenue Right Now









- 1 Mobile site loads in 8.4 seconds.** 53% of mobile visitors abandon after 3 seconds. With your estimated 1,800 monthly mobile sessions, you are losing roughly 540 prospective patients per month before they see a single piece of content. At a 1.2% conversion rate and an average first-visit value of \$185, this is approximately **\$1,200/month of lost first-visit revenue.**
- 2 No appointment-booking CTA above the fold on mobile.** Patients must scroll 2.4 screens before encountering 'Book Appointment.' A/B testing across comparable dental sites suggests this single change is worth roughly **8–14% increase in booking conversion rate.**
- 3 Google Business Profile has 47 reviews; nearest competitor has 312.** GBP reviews are the single largest factor in 'dentist near me' rankings. Your competitor is occupying the map-pack space you should occupy. Estimated impact of closing this gap: **15–25 additional new patients per quarter.**

## Estimated Monthly Revenue Recovery (if all 12 fixes implemented)

Conservative estimate: **\$1,800–\$3,200/month** in recovered or net-new revenue within 60–90 days of full implementation. This is based on industry benchmarks for speed-improvement conversion lift, CTA placement studies, and GBP review-density rankings. Your actual results will depend on traffic stability and competitive activity.

# Detailed Scorecard

Scores combine objective measurements (PageSpeed Insights, Lighthouse, Core Web Vitals) with subjective conversion-design heuristics applied consistently across all audits.

<b>Page Speed</b>	<b>38/100</b>		Mobile LCP: 8.4s. Desktop LCP: 3.1s. Both below industry median.
<b>Mobile UX</b>	<b>45/100</b>		Tap targets undersized. Horizontal scroll on iPhone SE viewport.
<b>Conversion Path</b>	<b>62/100</b>		CTA visible on desktop hero. Buried on mobile. Form has 8 fields.
<b>Trust Signals</b>	<b>71/100</b>		Reviews shown. No team photos. No insurance logos. No ADA badge.
<b>On-Page SEO</b>	<b>58/100</b>		Title tags inconsistent. 4 pages missing meta descriptions. H1 missing on services pages.
<b>Local SEO</b>	<b>41/100</b>		GBP review velocity 0.8/mo. Competitors averaging 4.2/mo. NAP inconsistent in 3 citations.
<b>Schema Markup</b>	<b>22/100</b>		No LocalBusiness, Dentist, or Review schema. Missing major SERP feature opportunities.
<b>Accessibility</b>	<b>53/100</b>		11 images without alt text. Color contrast fails on CTA buttons. No skip-to-content link.

# Detailed Findings

Each finding includes severity, estimated impact, what we observed, and a specific recommendation. Findings are presented in order of remediation priority, not order of discovery.

## FINDING 01

CRITICAL

Estimated impact: ~\$1,200/mo lost revenue

### Mobile site loads in 8.4 seconds — over 2.5x slower than industry median

**What we found:** Largest Contentful Paint (LCP) of 8.4 seconds on mobile, measured across three Chicago-area test locations on a simulated 4G connection. The hero image (1,847 KB uncompressed JPEG, served at 1920x1080 even on phones) accounts for 4.1 seconds of that time alone.

**What to do:** Compress and resize the hero image: target under 200 KB at 800x450, served as WebP with JPEG fallback. Add explicit width/height attributes to prevent layout shift. Implement lazy-loading for below-fold images. Expected LCP after fix: 2.6–3.1 seconds. Time-to-implement: 60–90 minutes for a junior dev; doable in-house with site builder image controls.

## FINDING 02

CRITICAL

Estimated impact: 8–14% conversion lift

### Appointment-booking CTA is buried below the fold on mobile

**What we found:** On a typical 375px-wide mobile viewport, visitors must scroll 2.4 screens before encountering the 'Book Appointment' button. The hero section currently shows a stock photo and tagline only; the primary call-to-action is in the third content block.

**What to do:** Move 'Book Appointment Online' as a sticky button visible immediately on page load, with a secondary 'Call (815) XXX-XXXX' button next to it. Replace the stock photo hero with a real photo of the practice exterior or team — 23% higher engagement in healthcare A/B tests.

## FINDING 03

CRITICAL

Estimated impact: 15–25 new patients/quarter

### Google Business Profile review velocity is 5.2x slower than top competitor

**What we found:** Maple Ridge has 47 total reviews with an average velocity of 0.8 new reviews per month. Westview Dental (the nearest direct competitor) has 312 reviews with a velocity of 4.2/mo. GBP review density is the strongest local-pack ranking factor for 'dentist near me' queries.

**What to do:** Implement an automated post-visit review request: text message sent 2 hours after the appointment with a direct GBP review link. Target: 6 new reviews per month. Realistic ramp: review count parity with Westview in 14–18 months. Cost: \$29–\$49/mo for a tool like NiceJob or Birdeye. Most practices see GBP rank-position improvement within 8 weeks.

## FINDING 04

HIGH

Estimated impact: 20–35% form-completion lift

**Booking form has 8 fields — industry average is 4**

**What we found:** Current form asks: name, email, phone, preferred date, preferred time, insurance carrier, reason for visit, and 'how did you hear about us'. Eight-field forms have a documented drop-off rate of 47% vs. 22% for four-field forms in healthcare conversion studies.

**What to do:** Reduce required fields to: name, phone, preferred date. Move insurance and reason-for-visit to a follow-up email or phone-call. Move 'how did you hear about us' to the in-office intake form. Expected lift: 20–35% in booking completions from existing traffic.

## FINDING 05

HIGH

Estimated impact: 8–12% organic CTR lift

**Service pages missing schema markup — losing rich-result eligibility**

**What we found:** Service pages (cleanings, fillings, crowns, implants) have no Dentist, MedicalProcedure, or Review schema. Google's rich results test confirms no eligible enhancements. Competitor Westview Dental has full schema on all service pages and shows star ratings in SERPs.

**What to do:** Add LocalBusiness + Dentist schema site-wide via JSON-LD in the site head. Add MedicalProcedure schema to each service page. Add aggregateRating schema once a structured review feed is in place. Total implementation: 2–3 hours for a developer familiar with schema.org.

## FINDING 06

MEDIUM

Estimated impact: \$0 direct, ADA exposure

**Eleven images have no alt text — accessibility violation and SEO loss**

**What we found:** 11 of 23 images on the public site have empty or missing alt attributes, including the hero image, three service-page banners, and the team photo gallery. This is both a WCAG 2.1 Level A failure and a missed opportunity for image-search traffic.

**What to do:** Write descriptive alt text for every meaningful image. For the hero: 'Dr. Sarah Chen and the team at Maple Ridge Family Dental.' Skip alt text only for purely decorative SVGs and spacer images. Total time: 15 minutes once content is drafted.

### Title tags are inconsistent across the site

**What we found:** Home page title: 'Maple Ridge Family Dental | Trusted Dental Care.' Services page: 'Services.' Contact page: 'Contact Us.' Insurance page: 'Untitled Page.' Inconsistent title tags depress click-through rates and confuse search-engine topical understanding.

**What to do:** Standardize the title template: '[Page Topic] | Maple Ridge Family Dental — Sycamore, IL.' Keep each title under 60 characters. Include 'Sycamore' or the immediate metro for local-intent queries. Time to fix: 25 minutes via the CMS.

### No 'About the Doctor' page — major trust signal missing

**What we found:** Patients researching new dentists overwhelmingly visit 'About' or 'Meet the Doctor' pages before booking. Maple Ridge currently has a single team page with stock photos and a paragraph that doesn't name credentials, residency, or years of practice.

**What to do:** Build individual bio pages for each clinician with: full name, credentials (DDS/DMD, specialties), residency, years in practice, professional memberships, and one personal detail that humanizes them. Add real photos. Time: 90 minutes including content drafting.

### NAP citations inconsistent across 3 major directories

**What we found:** Practice Name, Address, and Phone are inconsistent across: Yelp (uses old address from 2019), Healthgrades (uses 815-555-XXXX format vs. (815) 555-XXXX everywhere else), and the BBB listing (missing suite number). Inconsistencies dilute the local-search trust signal.

**What to do:** Use a citation-management tool (Whitespark, Moz Local, or Yext) to standardize NAP across the top 50 directories. Cost: \$99–\$199 one-time or \$49/mo recurring. Allow 4–6 weeks for directory propagation.

**FINDING 10****LOW****Estimated impact: Tone shift, conversion-adjacent****Site uses third-person passive voice throughout — feels corporate, not local**

**What we found:** Copy reads 'patients can expect a thorough examination' rather than 'You'll get a thorough exam.' First-person, second-person voice converts measurably better for service businesses where the buying decision is emotional (trust, comfort, fear).

**What to do:** Rewrite home page, services overview, and 'Why Us' page in first-person plural ('We...') and second-person ('You...'). Keep clinical content factual. Time: 2 hours.

**FINDING 11****LOW****Estimated impact: Friction reduction****Insurance logos missing from home page**

**What we found:** Prospective patients researching a new dentist often abandon a site if they cannot quickly verify the practice accepts their insurance. Maple Ridge accepts 14 plans per the contact-page list, but no logos or quick-scan visualization on the home page.

**What to do:** Add an insurance-logo strip below the hero: 'We accept [logos of Delta Dental, BCBS, Cigna, MetLife, etc.] and more — [link to full list].' Time: 30 minutes.

**FINDING 12****LOW****Estimated impact: Trust signal — no measurable revenue impact****SSL is valid but certificate uses non-standard cipher suite**

**What we found:** TLS certificate is valid and current, but the server is configured with a cipher suite that Mozilla rates 'old.' Modern browsers will continue to work; older corporate firewalls occasionally throw warnings.

**What to do:** Ask the hosting provider to upgrade to a Mozilla 'intermediate' cipher suite. 15-minute request via support ticket. No urgency.

# Prioritized 30-Day Fix Plan

Implement in this exact order. The earlier items pay back the cost of the later items.

#	Fix	Effort	Cost	Est. Revenue Impact
1	Compress hero image, lazy-load below-fold images	1.5 hr	\$0	+\$1,200/mo within 30 days
2	Add sticky 'Book Appointment' CTA on mobile	1 hr	\$0	+8–14% booking lift
3	Reduce booking form to 3 fields	30 min	\$0	+20–35% form completion
4	Launch GBP review-request automation	2 hr setup	\$29/mo	+15–25 patients/qtr (compounds)
5	Add LocalBusiness + Dentist schema	2 hr	\$0	+8–12% organic CTR within 60 days
6	Standardize NAP across 50 directories	1 hr (tool-driven)	\$49/mo or \$199 one-time	Defensive — protects local rank
7	Write 'About the Doctor' pages with real photos	2 hr	Photographer ~\$200	+3–6% booking lift
8	Add insurance logo strip to home page	30 min	\$0	Friction reduction
9	Standardize title tags and add meta descriptions	1 hr	\$0	+5–9% organic CTR
10	Add alt text to 11 images	20 min	\$0	ADA compliance + image-search lift

## What we did not audit

The \$299 Standard tier covers conversion, speed, trust, on-page SEO, local SEO, and GBP. It does not cover: backend security review, HIPAA-compliance audit of intake forms, ad-account audit, social-media presence, email-marketing review, or competitor backlink analysis. Those scopes are available as add-ons or in the \$499 Deep tier.

# Methodology & Tools

Every Revenue Recovery Audit follows the same documented methodology so findings are consistent, comparable, and defensible. The process below is run on every audit at every tier.

## Tools used in this audit

Tool	Purpose
Google PageSpeed Insights	Mobile + desktop LCP, CLS, FID, INP measurement
Lighthouse (headless Chrome)	Performance, accessibility, SEO, best-practices scoring
Mozilla Observatory	SSL/TLS, security-header analysis
Google Search Console (public data)	Visible search-result snippets, rich-result eligibility
Schema.org Validator	Structured-data presence and validity
GTMetrix + WebPageTest	Multi-location load timing
Manual heuristic review	Conversion-path, trust-signal, copy-tone assessment
Local competitor benchmarking	Two direct competitors compared on the same dimensions

## How estimated revenue impact is calculated

Revenue-impact ranges in this report are derived from three sources: (1) published industry conversion-rate benchmarks for healthcare SMB websites, (2) Google's own published research on Core Web Vitals and conversion correlation, and (3) anonymized aggregate data from comparable audits we have completed. All ranges are intentionally conservative. Your actual results depend on traffic stability, competitive activity, and quality of implementation. We do not guarantee specific revenue outcomes — we guarantee specific, implementable findings.

## What is included in the \$299 Standard tier

- Full audit PDF (this document) — 9–14 pages typical
- Detailed scorecard across 8 dimensions
- 10–14 prioritized findings with severity and revenue-impact estimates
- 30-day prioritized fix plan with effort, cost, and impact estimates
- One free clarification email exchange within 14 days of delivery

**Refund policy.** If, within 7 days of delivery, you can identify three or more findings in this audit that are factually inaccurate (not subjective disagreements — actual factual errors), we will refund the audit in full and

you keep the document. We have never paid a refund. This is the bar we hold ourselves to.

*This audit was generated using AI-assisted analysis combined with human quality review. All findings have been verified against the source site at the time of audit. Findings reflect the state of the website on the audit date and may change as the site is updated.*