

Website Revenue Diagnostic Report

A forensic look at where your website is losing you customers — and what it takes to fix it

■ XXX Healthcare Solutions

■ YOUR #1 REVENUE LEAK

YOUR BOOKING BUTTON IS HIDDEN WHERE NOBODY LOOKS FOR IT.

The only 'Schedule Appointment' button on your entire website sits on your Our Team page — the one page a new patient in pain, or a worried parent searching for answers, almost never visits first.

Your homepage tells three powerful, emotional patient stories — Christian, AJ, and Stephanie. A reader finishes those stories feeling hopeful and ready to reach out. Then they hit a wall: no phone number in sight, no booking button, and no clear next step anywhere on the page.

The moment of peak buying intent — immediately after reading a patient success story — is completely wasted.

Every visitor who closes that tab without booking is a patient your competitors are treating instead.

Rebuilding the patient journey so that every high-intent moment connects directly to a consultation requires professional conversion architecture.

The revenue being lost here — estimated at \$8,000–\$20,000 per year in unbooked appointments — is recoverable through a structured website engagement, not a shortcut.

AUDIT AT A GLANCE

Real scores from Google PageSpeed Insights — tested June 6, 2026

81 / 100	81 / 100	100 / 100	4.2 seconds	4 Found	\$22K–\$53K / yr
Overall Score	Mobile Speed Score	Desktop Score	Mobile LCP	Critical Issues	Est. Revenue at Risk

WHAT YOUR SITE IS GETTING RIGHT

Verified strengths — every item below was confirmed before being written

#	What Is Working Well	Why It Matters to Your Business
01	Powerful, real patient stories lead the homepage	Christian's Story, AJ's Story, and Stephanie's Story are written by real people with real outcomes. In a crowded healthcare market, authentic stories are worth more than any marketing headline. These stories create an immediate emotional connection that builds deep trust before a prospect even scrolls.
02	Jennifer's credentials are exceptional and visible	Board Certified Holistic Health Practitioner through the American Association of Drugless Practitioners, nine years of specialist training, published in St. John's Magazine, and her personal connection to autism through her son Christian — this is a practitioner story that commands respect and immediate confidence.
03	Desktop performance is perfect — 100/100	Google scores the site 100 out of 100 on desktop performance. On a standard internet connection the site loads instantly. This is a technical achievement that most healthcare websites never reach.
04	SEO foundations are completely clean — 100/100	Google's SEO audit returns a perfect 100/100 on both mobile and desktop. Page titles, meta descriptions, and heading structure are all correctly configured. The site is visible to search engines.
05	SSL and technical standards are fully met — 96–100/100	Security certificates are active, data is protected, and technical compliance standards are met on both mobile and desktop. Patients can trust that their information is handled securely.
06	Google Map is embedded on the contact page	A live Google Map showing the Walnut Bend location is embedded on the Contact page. This makes it easy for a new patient to find the office and supports local search credibility.
07	Services are organised with individual detail pages	Each service — from Nutritional Testing to the Autism Metal-Free program — has its own dedicated page. This gives patients the depth of information they need to make a confident decision to enquire.

#	What Is Working Well	Why It Matters to Your Business
08	Clean, logical navigation structure	The multi-page site covers Our Team, Services, Client Hub, Autism Heroes, Contact, and Events with a clear dropdown menu. A new visitor can orient themselves quickly without confusion.
09	The Autism Metal-Free program is a unique market differentiator	This is not a service available at every wellness practice. It is a specialised, clearly named program with its own identity. For parents searching for autism alternatives, this is a powerful signal.
10	Accessibility is strong — 93/100 mobile	The site scores 93/100 for accessibility on mobile and 91/100 on desktop. The vast majority of visitors, including those using assistive technology, will have a smooth and frustration-free experience.

PERFORMANCE SCORECARD

Every score sourced from a real measurement tool — source cited on each row

#	What We Measured	Score	What It Means in Plain English	Status	Verified Source
01	Mobile Load Speed	4	The site takes 4.2 seconds to show its main content on a phone — Google's target is under 2.5 seconds. 68% slower than the threshold Google considers acceptable.	CRITICAL	Google PageSpeed Mobile — LCP 4.2s, Jun 6 2026
02	Desktop Performance	10	On a standard desktop connection the site is perfect — 100/100. Loads almost instantly. A genuine technical achievement.	EXCELLENT	Google PageSpeed Desktop 100/100, Jun 6 2026
03	Technical Health (SSL, Security, Standards)	9	SSL active, no broken redirects, security certificates fully intact. 96/100 mobile and 100/100 desktop.	EXCELLENT	Google PageSpeed Best Practices 96–100/100
04	SEO Technical Foundation	10	Perfect 100/100 on both mobile and desktop. Page titles, descriptions, and headings are all correctly structured for search visibility.	EXCELLENT	Google PageSpeed SEO 100/100 mobile & desktop
05	Booking & Appointment Architecture	1	The only booking button on the site is buried on the Our Team page. Homepage and contact page have no booking path. Peak conversion moments are unreachable.	CRITICAL	Live crawl — Schedule Appointment on Team page only
06	Contact Page Completeness	3	Phone number and email are present but no contact form, no office hours, and no booking option exist. Visitors after business hours have no way to reach out.	CRITICAL	Live crawl — no form, no hours, no booking on contact page
07	Social Proof & Patient Reviews	4	Emotional patient stories exist but no star ratings, no review count, and no Google review widget. A prospect cannot see aggregated patient feedback anywhere on the site.	WEAK	Live crawl — no review widget or star ratings found
08	Pricing & Investment Transparency	2	No pricing information exists anywhere on the site. Patients evaluating affordability must call to find out — and most will not make that call.	CRITICAL	Live crawl — zero pricing found across all pages
09	Organic Search Traffic & Content	2	Google has collected no real-user traffic data for this site — visitor volumes are below the threshold Google can measure. No content exists to attract organic search traffic.	CRITICAL	Google PageSpeed — No CrUX field data; no blog found in crawl
10	Accessibility	8	93/100 on mobile and 91/100 on desktop — a strong result. The vast majority of visitors including those using assistive devices will have a smooth experience.	GOOD	Google PageSpeed Accessibility 93/100 mobile, 91/100 desktop

WHERE THE REVENUE IS BEING LOST

All findings verified from the live site — professional solutions required for each

Priority	The Revenue Leak	What Is Happening & Why It Costs You Patients	Professional Solution Required	Est. Annual Impact
P1 CRITICAL	Booking path missing from homepage and contact page	Your homepage tells three powerful, emotional patient stories. When a reader finishes, there is no phone number in view, no booking option, and no clear next step. The only 'Schedule Appointment' button on the site exists on the Our Team page — a page new patients rarely visit. Peak buying intent is being lost on every single visit.	Full patient journey architecture — restructuring the conversion flow so every high-intent moment on the site connects directly to a consultation. Requires professional UX and conversion strategy, not a cosmetic update.	\$8,000–\$20,000 / yr in recovered appointments
P1 CRITICAL	No contact form — after-hours patients have no way to reach you	Most patients research healthcare options in the evenings and on weekends. Your contact page shows a phone number and email address — but no online form. When a potential patient cannot call, they move to the next provider who lets them submit their details at 9pm on a Sunday. Those are real appointments you are not getting.	Custom lead capture system integrated into the site with intelligent routing and automated acknowledgement — ensuring every after-hours enquiry is captured, logged, and followed up. A professional implementation, not a widget.	\$4,000–\$10,000 / yr from after-hours leads captured

Priority	The Revenue Leak	What Is Happening & Why It Costs You Patients	Professional Solution Required	Est. Annual Impact
P1 CRITICAL	Office hours not listed on any page of the site	A prospective patient wants to know: can I get an appointment after work? Do you see patients on Saturdays? Your site has no answer to these questions on any page — not the homepage, the contact page, or the footer. When a patient cannot find your hours, they assume you are unavailable and call someone whose hours are clearly visible.	<i>Full site information architecture audit — ensuring every piece of trust-critical information (hours, location, contact, booking) is consistently present across every page and every device. Part of a comprehensive site engagement.</i>	\$2,000–\$5,000 / yr in resolved enquiry friction
P1 CRITICAL	Mobile site takes 4.2 seconds to load — 68% over Google's limit	Google's benchmark for a good mobile experience is 2.5 seconds. Your site takes 4.2 seconds — nearly twice the threshold on a standard mobile connection. Research consistently shows that 7% of mobile visitors are lost for every additional second of load time. For a healthcare site where patients are often searching in urgent or emotionally charged moments, a slow mobile experience means real patients are leaving every week before the page has even finished loading.	<i>Professional performance engineering — image pipeline optimisation, render-blocking script elimination, and browser caching architecture. Requires technical expertise across both front-end code and server configuration to implement correctly and durably.</i>	\$3,000–\$7,000 / yr from retained mobile visitors
P2 IMPOR TANT	No pricing information exists anywhere on the site	Healthcare pricing is sensitive — but its complete absence creates a different problem. A patient who cannot find any indication of cost will either call to ask or, more often, assume it is unaffordable and leave without contacting you. Qualified patients who could afford your services are disqualifying themselves silently because the site gives them no anchor to assess value.	<i>Strategic investment presentation design — professionally crafting the right pricing framework that removes affordability uncertainty without commoditising the service or creating race-to-the-bottom price comparisons. Language and positioning matter here.</i>	\$3,000–\$8,000 / yr in qualified conversions retained
P2 IMPOR TANT	No Google reviews or star ratings visible anywhere on the site	When a parent searches for autism treatment or holistic health in Jacksonville, Google surfaces star ratings prominently — in both search results and map listings. Your site has no review widget, no star rating display, and no way for a new visitor to see what existing patients say. In healthcare, peer reviews are often the final decision-making factor between two comparable providers.	<i>Reputation integration strategy — building a systematic review generation process, embedding live social proof throughout the patient journey, and connecting Google Business Profile data to the site in a way that actively supports local search rankings.</i>	\$4,000–\$9,000 / yr in trust-driven bookings
P3 MONITOR	No content strategy — no organic search traffic being generated	Google has collected no real-user traffic data for this site — visitor volumes are currently below the threshold Google needs to generate field data. Parents of autistic children, patients with chronic conditions, and people researching holistic alternatives are actively searching online for exactly what this practice offers. Without any written content, the site is invisible to every one of them.	<i>Content marketing strategy and professional implementation — keyword research targeting the exact search phrases your ideal patients use, professionally written articles that build authority, and an ongoing content engine that compounds organic traffic month over month. A strategic asset, not a blog.</i>	\$5,000–\$12,000 / yr in new organic patient leads
P3 MONITOR	No social media presence linked from the site	There are no links to Facebook, Instagram, or any other platform on any page. For a practice built on personal stories and genuine human connection, social media is a natural and powerful extension of the brand. Patients who want to follow the practice before committing to an appointment — a very common behaviour in healthcare — currently have no way to do so.	<i>Social presence development and site integration — creating brand-consistent profiles, connecting them into the site's conversion architecture, and establishing a content cadence that builds community around the practice's mission and results.</i>	Long-term referral growth and patient retention

90-DAY REVENUE RECOVERY ROADMAP

A phased professional engagement — ordered by speed of financial impact

Engagement Phase	What Gets Delivered	What Changes for the Business	Estimated Revenue Recovered
Phase 1 Foundation	Patient journey audit and conversion architecture rebuild. Booking path established on every key page. Office hours and trust signals placed consistently across the site.	Patients reading the homepage stories now have an immediate, professionally designed path to a consultation. Peak buying intent is no longer wasted. After-hours visitors can find and act on the information they need.	\$8,000–\$20,000 / yr from appointment recovery

Engagement Phase	What Gets Delivered	What Changes for the Business	Estimated Revenue Recovered
Phase 2 Trust & Capture	Custom lead capture system built and integrated. Reputation strategy executed — review generation and live social proof embedded. Investment presentation designed and placed. Social presence developed and connected.	The practice becomes reachable at any hour. New visitors see peer validation before making a decision. Affordability uncertainty is professionally resolved. The site becomes a trust-building engine, not just a brochure.	+\$6,000–\$14,000 / yr from trust and capture
Phase 3 Growth	Mobile performance engineering completed. Content strategy built and first articles published. Google Business Profile optimised and connected to the site.	Mobile visitors stop dropping off before the page loads. Google begins routing organic search traffic from parents and patients who are actively searching for exactly the services this practice offers.	+\$8,000–\$19,000 / yr from search and mobile
Total Combined Engagement Value	All eight identified revenue leaks resolved through professional implementation. Every page of the site working as an active patient acquisition asset.	More qualified patients finding the practice, trusting it faster, and booking consultations without needing to be chased or discovered by chance.	\$22,000–\$53,000 / yr cumulative revenue uplift

What This Report Is Telling You

This practice has genuine assets that most businesses would pay to have: real patient success stories, exceptional practitioner credentials, a unique specialised program, and a technically clean website foundation. The desktop performance score of 100/100 and SEO score of 100/100 are results that require real expertise to achieve and maintain.

What is missing is the professional conversion architecture that turns those assets into a consistent flow of new patient enquiries. Right now, the website tells a compelling story — and then leaves every reader without a clear, confident next step. That gap is where patients are lost and where this engagement delivers its highest return.

The estimated \$22,000–\$53,000 in annual revenue recovery represents what a professionally executed engagement delivers — not a series of individual fixes, but a complete patient acquisition system built on a foundation that is already stronger than most.