

SAMPLE · MADE-UP BUSINESS

What your website is doing, and what it *isn't*

Maple Grove Skin Clinic

maplegroveskin.example

HEALTHCARE · SKIN CLINIC

6

findings, ranked by what they cost you

3

competitors compared with you

1

afternoon to fix the first five

BEFORE WE START

A note on this report

Thanks for sending your website. I went through maplegroveskin.example on a phone and a desktop, searched for the clinic the way a new patient would, compared it with the three clinics above you on Google, and checked your Google listing, every link and every form.

This isn't a sales document. Everything below was checked by hand, and it's in the order that matters. If you only read one page, read the last one: what I would do, in order.

Naikoo Suhaib

FIRST, WHAT'S WORKING

- ✓ **Patients love you.** 4.7 stars from 480 Google reviews, and you're in the top 3 on Google Maps for "dermatologist Riverside".
- ✓ **Your doctors are real people on the page.** Training, awards and photos for each provider. Most clinics show a stock photo.
- ✓ **Your laser treatment page is genuinely good.** It explains what it treats, the downtime and the science. It's the model for every other page.
- ✓ **Both offices are easy to find.** Full addresses and a map for each, on the website and on Google.

Patients already trust the clinic. The website hasn't caught up, and that's what the rest of this report is about.

YOUR COMPETITORS

How you compare

The three businesses that show up first when someone searches "dermatologist Riverside". In your report they're named.

	YOU	CLINIC A	CLINIC B	CLINIC C
Google rating	4.7 (480)	4.8 (1,200)	4.6 (310)	4.4 (150)
Position on Google Maps	#3	#1	#2	#5
Pages for conditions	1 shared page	18	12	6
Book from a phone	No	Yes	Yes	No
Design last updated	2016	2025	2024	2021

WHAT THEY DO BETTER

- Clinics A and B have a page for each common condition, so they show up for searches like "eczema treatment Riverside". You don't.
- Both let patients book from a phone in two taps.
- Their Google listings link to their websites and show the right hours.

WHERE YOU'RE ALREADY AHEAD

- Your rating is higher than the clinic in second place.
- Your provider bios are the most detailed of the four.
- Your laser treatment page is better than anything the others have on it.

THE FINDINGS

What's holding the site back

1

CONTENT

24 conditions share one page

Acne, eczema, psoriasis, hair loss and 20 more conditions sit on one page as a list, with about 25 words each where there are any. No condition has its own page, so when someone searches "eczema treatment Riverside", Google has nothing of yours to show.

WHY IT MATTERS Every condition is a search people make. One proper page per condition is how a clinic shows up for each of them.

PRIORITY: HIGH

EFFORT: A FEW WEEKS

2

DESIGN

The website looks older than the clinic

It was built on Wix in 2016 and it shows: small text on a phone, a footer that still says © 2016, and a News page whose last post is from 2017.

WHY IT MATTERS Patients compare clinics before they book. A dated website makes a top-rated clinic look like it isn't keeping up.

PRIORITY: MEDIUM

EFFORT: A PROJECT

3

ENQUIRIES

Booking takes too much effort

There's no Book button on a phone. The number in the header can't be tapped, and the contact page is a 10-field form asking for insurance and date of birth before anyone has spoken to you.

WHY IT MATTERS Every extra step loses people. A tappable number and a short request form, on every page, is enough.

PRIORITY: HIGH

EFFORT: AN AFTERNOON

4

GOOGLE

Your Google listing and website disagree

Your website says the main office opens at 9, Google says 8. The listing has Call and Book online but no Website button, and the homepage shows in Google as "HOME | maple-skin".

WHY IT MATTERS Most new patients find you on Google first. Wrong hours lose visits, and no website link loses the people who want to read before they book.

PRIORITY: HIGH

EFFORT: AN AFTERNOON

5

ERRORS

Menu links lead back to the homepage

About Us, Providers and Contact all open the homepage, and the two office links go to an unrelated website. The reviews on the homepage stopped updating six months ago.

WHY IT MATTERS These are the pages people check just before they call. Right now they're a dead end.

PRIORITY: MEDIUM

EFFORT: AN AFTERNOON

6

TRACKING

You can't see what's working

The site still runs the old Google Analytics code, which stopped collecting data in 2023. Search Console isn't set up, and nothing shows where people click or where they give up.

WHY IT MATTERS Set up Google Analytics 4, Search Console and Microsoft Clarity (free, and it shows where people click and scroll) before changing anything, so you can see what each fix does.

PRIORITY: MEDIUM

EFFORT: AN AFTERNOON

THE PLAN

What I would do, in order

FIRST

An afternoon's work

1. Fix the menu and office links
2. Make the opening hours match on the website and Google
3. Add the website to your Google listing and give the homepage a proper title
4. Make the phone number tappable and add a Book button on phones
5. Set up Google Analytics 4, Search Console and Microsoft Clarity

SECOND

The work that changes your search results

6. Give each condition its own page, starting with acne, eczema, psoriasis and skin checks
7. Reconnect the reviews on the homepage
8. Add structured data so Google and AI tools can read your offices, hours and treatments

THIRD

The bigger project

9. Move off the 2016 Wix design, with real photos of your providers and offices

WHAT HAPPENS NOW

The report is yours. Work through the list yourself, or ask me to do it for you, and start closing the gap on your competitors.

Either way, there's no follow-up sales call. If you have a question about anything here, just reply to the email.

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This is a sample. Maple Grove Skin Clinic is made up, and every finding is a real pattern from healthcare websites I have checked.