

SAMPLE REPORT - EXAMPLE DATA

Digital Health Report

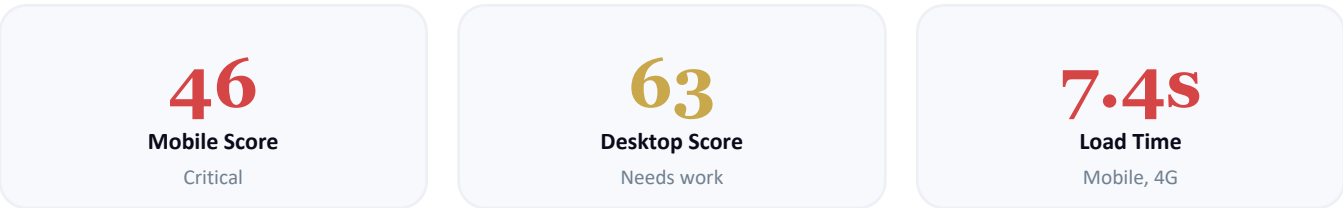
Sunrise Family Dental - Austin, TX

Prepared by Klinsmann | getappointmentsnow.com | May 2026

THE BOTTOM LINE

Right now, people in your area are searching for a dentist on their phones and leaving your website before they ever call. This report shows where that is happening, how we measured it, and what to fix first.

WEBSITE SPEED



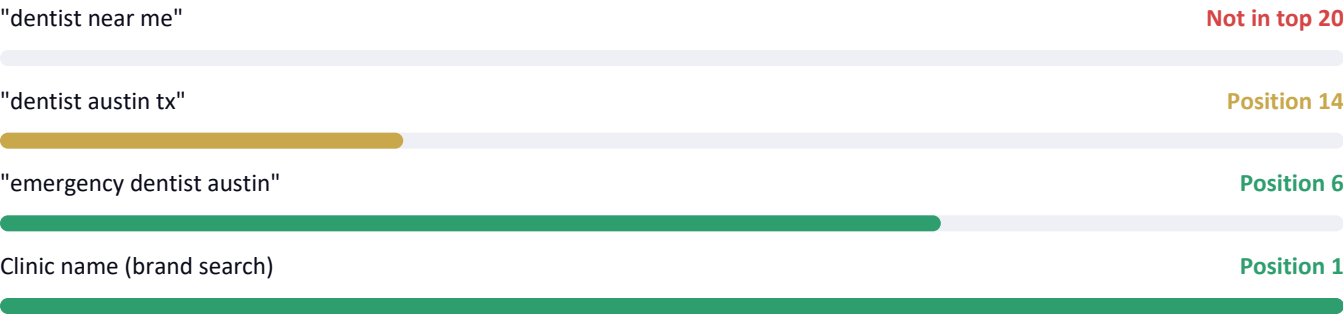
What this means in plain English

Your site takes 7.4 seconds to become usable on a phone. Google found that 53% of mobile visits are abandoned when a page takes longer than 3 seconds to load. Your visitors are waiting well past that before they see a single word about your practice.

Source: Think with Google, mobile page speed research. Scores measured with Google PageSpeed Insights.

GOOGLE VISIBILITY

Where the clinic appears when a patient searches from inside the city. Anything past position 10 is the second page, which almost nobody opens.



ONLINE REVIEWS



Your rating of 4.2 is solid. Volume is the problem: practices near you average around 112 reviews against your 38, so you look smaller and less established than you are. Only 11% of reviews have an owner reply, and unanswered negative reviews are the ones patients read first.

DIGITAL PRESENCE

- ✓ Google Business Profile claimed and active
- ✓ Booking form present on the website
- ✗ Business hours out of date on Google (still shows 2024 holiday hours)
- ✗ No tracking installed, so ad spend cannot be measured
- ✗ No ads running while competitors advertise on the same searches
- ✗ Last social media post: 7 months ago

ESTIMATED MONTHLY IMPACT

How this number is calculated	
Monthly visitors (Google Analytics)	820
Lost to slow load, at the 53% abandonment rate	-435
Remaining visitors	385
Booking rate for this site	2.1%
Requests recovered if load time drops under 3s	~9 / month
About 9 additional appointment requests per month.	

What each request is worth depends on your own case acceptance rate and average treatment value, which only you know. Multiply those 9 requests by your numbers and you have the figure that matters. We deliberately do not invent a dollar amount for you.

WHAT WE WOULD FIX FIRST

In this order, because each step makes the next one worth more. Paying for ads before the site is fast just sends traffic to a page people abandon.

1 Website speed

Biggest impact and the fastest to fix. Compress images and remove unused scripts so the page opens before visitors give up.

2 Google Business Profile

Free, takes an afternoon, and it is what patients see before they ever reach your website.

3 Review generation

A simple post-visit request, plus replying to the ones you already have. Volume and responsiveness are what is missing, not quality.

4 Tracking, then ads

Install measurement before spending. Advertising without tracking is guessing at which half of the budget worked.

HOW WE MEASURE THIS

Every number in this report comes from a tool you can check yourself. Nothing here is an opinion.

- **Google PageSpeed Insights** - speed scores and load time
- **Manual search from your city** - ranking positions
- **Google Business Profile** - rating, review count and owner replies
- **Public page source** - tracking and booking form checks

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