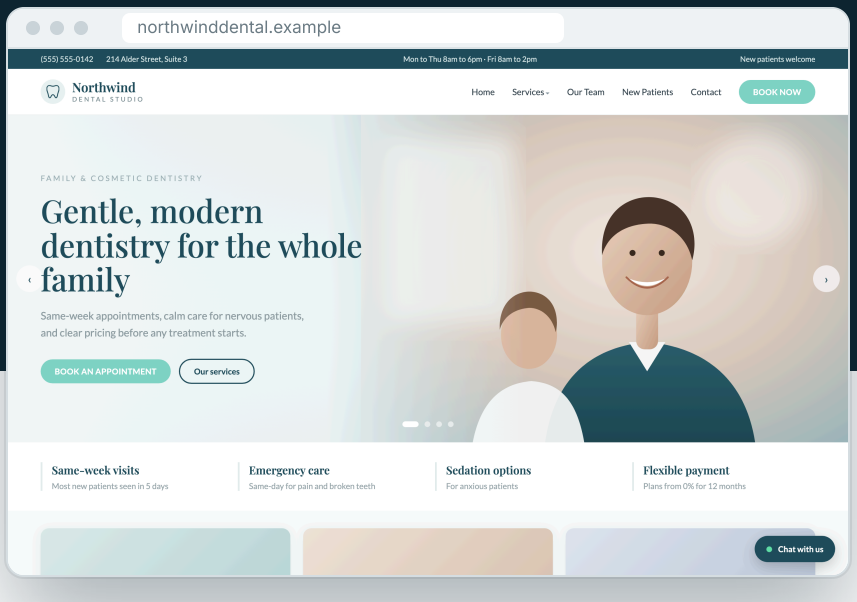
brightline digital

WEBSITE HEALTH REPORT

Northwind Dental Studio

northwinddental.example

Accessibility · Phone speed · AI search readiness · Fix plan





OVERALL SITE SCORE

57 out of 100

About 92 expected once the fix plan is done

PREPARED FOR

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Northwind Dental Studio

PREPARED BY

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TESTED

October 14 to 16, 2026
8 key pages, phone and desktop

REPORT DATE

October 19, 2026
Confidential to the client

01 COVER AND SUMMARY

Where your site stands

A plain-words view of how northwinddental.example works for patients today, and what it takes to fix it.



OVERALL SCORE

Your site looks professional and tells people what you do. Under the surface, three problems are costing you appointments.

It is slow on phones, where most new patients find you. Parts of it cannot be used without a mouse, including the appointment form. And AI assistants such as ChatGPT and Perplexity are blocked from reading it, so they rarely recommend you. All three are fixable in about three weeks.



Accessibility

Usable by keyboard and screen reader users

After fixes: 96



Phone speed

How fast key pages load on a phone

After fixes: 88



AI search readiness

Whether AI tools can read and quote you

After fixes: 90



Search basics

Titles, sitemap, mobile, security

After fixes: 94

The three things to fix first

1. **The appointment form.** Patients who use a screen reader cannot complete it, and its errors are shown only in red. Fix 1
2. **Phone speed on Home, Book and Contact.** The main content takes 5 to 6 seconds to appear. Google's target is 2.5 seconds. Fixes 4 and 5
3. **AI assistants are blocked.** Eight lines in one settings file stop ChatGPT, Claude, Perplexity and Gemini from reading your pages. Fix 6

What is already working

- ✓ Clean, modern design that matches the practice
- ✓ Phone number and "new patients welcome" on every page
- ✓ Secure (HTTPS) with a fast server: 0.4 second response
- ✓ Clear headings and a sitemap Google can read

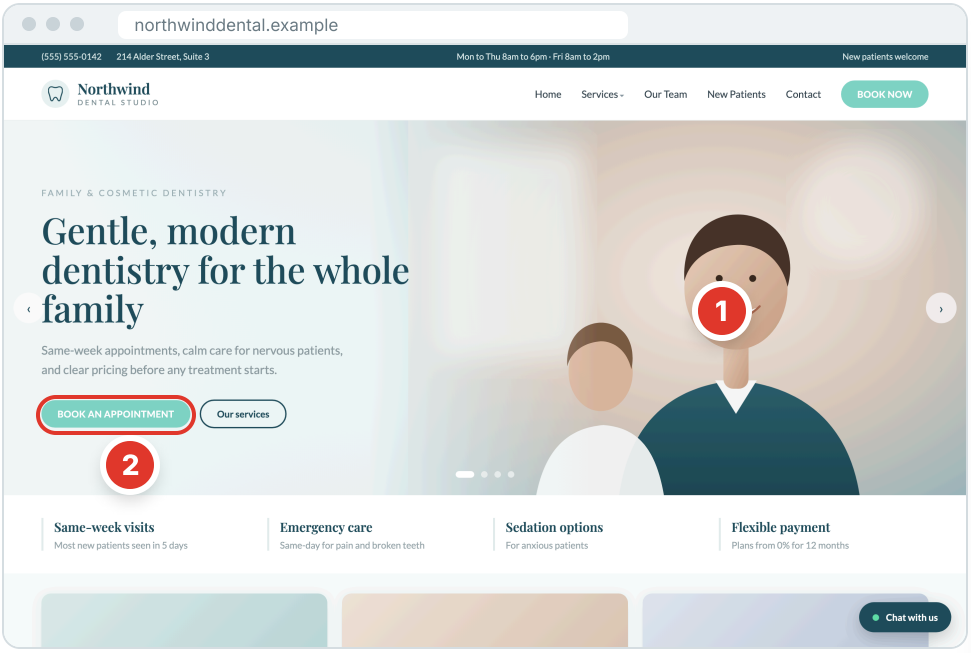
FIX PLAN	WORK	TIMELINE	FIXED PRICE
18 fixes	42 hours	About 3 weeks	$2,520

Every fix, its hours and its price are on page 9. Prices are fixed before work starts.

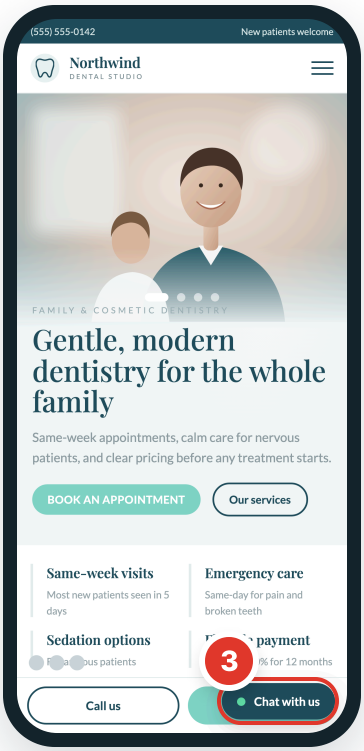
01 COVER AND SUMMARY

Your homepage, as patients see it

Captured October 14, 2026 on a 1440 pixel desktop screen and a 390 pixel phone. The numbers mark issues covered later in this report.



Desktop, 1440 by 900 pixels



Phone, 390 by 844 pixels

1 **The slider is the slowest part of the site** HIGH

Four large photos (2.4 MB together) must load before the page appears on a phone, and the slides move on their own with no pause button. One still, compressed photo fixes both.

Speed and accessibility · Fix 4

2 **The main button is hard to read** MEDIUM

White text on light teal has a contrast ratio of 1.7:1. WCAG asks for at least 4.5:1, so many visitors with low vision, or on a phone in sunlight, struggle to read “Book an appointment”.

Accessibility · Fix 9

3 **On phones, the chat button covers “Book online”** HIGH

The floating chat button sits on top of the booking button in the bottom bar, so taps open chat instead of booking. The chat code also loads before your page content.

Speed and conversions · Fix 8

02 ACCESSIBILITY

Can every patient use your site?

We checked the site against WCAG 2.2 level AA, the standard most often cited in US accessibility complaints. We used automated tools and then tested by hand with a keyboard and two screen readers.



ACCESSIBILITY SCORE

30 of 47
WCAG 2.2 A and AA checks that apply to your site pass

17
checks fail, grouped into 10 issues you can see below

3 of 8
pages where a keyboard user cannot finish the main task

3 High | 4 Medium | 3 Low

Why it matters. More than 1 in 4 US adults lives with a disability, and many more patients are older, have tired eyes, or browse one-handed on a phone. When the form or menu fails them, they call a different practice. Ranked by impact, highest first.

1 The appointment form can’t be completed with a screen reader — HIGH

None of the six fields has a label, so a screen reader just says “edit text” six times. Mistakes are shown only as a red border, with no words to explain them.

Where Book, Contact, New Patients **Who it affects** Blind and low-vision patients, voice control users
WCAG 1.3.1, 3.3.1, 3.3.2, 4.1.2, 1.4.1 **Fix 1**

2 The Services menu only opens with a mouse — HIGH

Keyboard users can reach “Services” but the dropdown never opens, so the six service pages can’t be reached from the menu.

Where All 8 pages **Who it affects** Keyboard and switch users, many older patients **WCAG** 2.1.1, 2.4.3 **Fix 2**

3 Keyboard users can’t see where they are — HIGH

The focus outline has been switched off across the site, and the sticky header covers links as the page scrolls.

Where All 8 pages **Who it affects** Keyboard users, people with low vision **WCAG** 2.4.7, 2.4.11 **Fix 3**

4 Buttons and gray text are too faint to read — MEDIUM

White text on the light teal “Book” buttons has a contrast ratio of 1.7:1 (the minimum is 4.5:1). Gray body text is 2.7:1. Form borders are 1.6:1 (minimum 3:1).

Where All 8 pages **Who it affects** People with low vision, anyone outdoors on a phone **WCAG** 1.4.3, 1.4.11 **Fix 9**

02 ACCESSIBILITY

Remaining accessibility issues

5 The homepage slider moves on its own with no pause — MEDIUM

Four slides rotate every 5 seconds with no way to stop them. This distracts many readers and fails WCAG.

Where Home **Who it affects** People with attention or vestibular conditions **WCAG** 2.2.2 **Fix 4**

6 46 images have no text description — MEDIUM

Team photos, office photos and the before-and-after gallery are silent to screen readers. The logo link reads as “link, image”.

Where Home, Our Team, Cosmetic, Implants **Who it affects** Blind and low-vision patients **WCAG** 1.1.1 **Fix 10**

7 The welcome video has no captions — MEDIUM

The 3-minute “Meet Dr. Marsh” video relies on automatic captions that are switched off.

Where Our Team **Who it affects** Deaf and hard-of-hearing patients **WCAG** 1.2.2 **Fix 11**

8 No “skip to content” link or page regions — LOW

Screen reader and keyboard users must move through 14 menu items on every page before reaching the content.

Where All 8 pages **Who it affects** Screen reader and keyboard users **WCAG** 2.4.1 **Fix 14**

9 Some tap targets are too small on phones — LOW

Social icons are 18 pixels wide and footer links sit close together. WCAG 2.2 asks for at least 24 pixels.

Where All 8 pages (phone) **Who it affects** People with tremors or larger fingers **WCAG** 2.5.8 **Fix 15**

10 The page language isn’t set — LOW

Without it, screen readers may guess the language and read pages with the wrong voice.

Where All 8 pages **Who it affects** Screen reader users **WCAG** 3.1.1 **Fix 14**

What it is like today: booking a cleaning with VoiceOver on an iPhone

1. **Home page.** Hears “link, image” for the logo, then the phone number. Usable.
2. **Menu.** Hears 14 menu items before any content. There is no skip link.
3. **Book page.** Reaches “Request an appointment” using the bottom bar.
4. **Form.** Hears “edit text” six times with no field names. Could not tell which box is the phone number.
5. **Result.** Submitted with a mistake, heard nothing back. **The appointment was not requested.**

03 SPEED

How fast your pages load on a phone

Google measures three things, called Core Web Vitals, and uses them in search rankings. We tested each key page on a mid-range phone over a 4G connection.



PHONE SPEED SCORE

0 of 8 pages pass all three

LCP · LOADING

How long until the main content shows

Good: 2.5 s or less

Home: 5.8 s

INP · RESPONSE

How fast the page reacts to a tap

Good: 200 ms or less

Book: 520 ms

CLS · STABILITY

How much the page jumps while loading

Good: 0.10 or less

Contact: 0.27

PAGE	SCORE	LCP (LINE = 2.5 S)	INP	CLS	WHAT SLOWS IT DOWN	FIX
Home	38	5.8s	340 ms	0.21	Four slider photos (2.4 MB) load before anything shows. Three font families. Chat code loads first.	4, 8
Our Team	52	4.1s	210 ms	0.08	Team photos uploaded at 4,000 pixels wide and shrunk by the browser.	4
General Dentistry	55	3.6s	180 ms	0.12	Banner image has no set size, so the text jumps down as it loads.	4
Cosmetic Dentistry	49	4.4s	230 ms	0.09	The before-and-after gallery loads all 24 photos at once.	4
Dental Implants	51	4.0s	190 ms	0.14	A background video (6 MB) plays at the top; the layout shifts when it starts.	8
New Patients	57	3.4s	170 ms	0.05	Fonts and three PDF form previews load ahead of the page text.	8
Book	34	6.2s	520 ms	0.18	The online scheduler (1.1 MB of outside code) loads on arrival and blocks taps.	5
Contact	40	5.1s	260 ms	0.27	The map embed and the form push content around while loading.	5, 8

Good · Needs improvement · Poor

The pattern

Your server is fast (0.4 second response), so you do not need new hosting. The delay comes from oversized photos, the slider, and outside tools (scheduler, map, chat) loading before your own content. The homepage sends 4.8 MB to a phone; a good target is under 1.5 MB.

After fixes 4, 5 and 8

We expect all 8 pages to show their main content in under 2.5 seconds on a phone, the homepage to drop to about 1.2 MB, and the speed score to rise from 47 to about 88. About 10 hours of work.

04 AI SEARCH READINESS

Can AI tools read and recommend you?

More patients now ask ChatGPT, Perplexity, Gemini or Google's AI answers to suggest a dentist. These tools can only recommend sites they are allowed to read and can understand. We ran a 20-point check.



AI READINESS SCORE

7 of 20 checks pass

2 of 30

We asked ChatGPT, Perplexity and Google's AI Overviews ten questions a local patient might ask, such as "family dentist near Alder Street with same-week appointments". Northwind Dental Studio was named in **2 of the 30 answers**. Practices that AI tools can read fully are named far more often.

Crawler access — 1 of 5

✓	robots.txt present, open to Google and Bing	
✗	GPTBot (OpenAI, ChatGPT) allowed	Blocked
✗	ClaudeBot (Anthropic, Claude) allowed	Blocked
✗	PerplexityBot (Perplexity) allowed	Blocked
✗	Google-Extended (Gemini) allowed	Blocked

Structured data (schema) — 2 of 6

✓	WebSite schema	
✓	Breadcrumb schema	
✗	Dentist or LocalBusiness schema	Missing
✗	Address and opening hours in schema	Missing
✗	Organization with logo and profiles	Missing
✗	FAQ schema on service pages	Missing

The main blocker: eight lines in robots.txt

Your robots.txt file tells visiting tools what they may read. These lines, most likely added by a security plugin setting, turn away the four main AI crawlers. Google Search and Bing can still read you, but AI assistants cannot. Fix 6 changes this in about an hour.

TODAY

```
User-agent: GPTBot
Disallow: /
User-agent: ClaudeBot
Disallow: /
User-agent: PerplexityBot
Disallow: /
User-agent: Google-Extended
Disallow: /
```

AFTER FIX 6

```
User-agent: GPTBot
Allow: /
User-agent: ClaudeBot
Allow: /
User-agent: PerplexityBot
Allow: /
User-agent: Google-Extended
Allow: /
```

04 AI SEARCH READINESS

Does your site answer what patients ask?

Content AI tools can read — 3 of 5

- ✓ XML sitemap submitted
- ✓ Name, address, phone match everywhere
- ✓ Clear headings on service pages
- ✗ Offers and holiday hours in text — Images
- ✗ llms.txt file — Missing

Answers to buyer questions — 1 of 4

- ✓ “Can I be seen today for a broken tooth?”
- ✗ “Do you take my insurance?” — Not answered
- ✗ “What does it cost?” (price ranges) — Your call
- ✗ “Who are the dentists?” (credentials) — Names only

The questions patients ask before they book

“Do you take my insurance?”	NOT ANSWERED	The site says “call us”. AI tools skip practices that do not list plans. Fix 12 adds an insurance and payment page.
“Can I be seen today?”	ANSWERED	“Same-day for pain and broken teeth” is on the homepage in plain text. Good.
“What does whitening cost?”	YOUR DECISION	Many practices publish a “from” price. Tell us if you want price ranges added.
“Who are the dentists?”	NAMES ONLY	Short bios with degrees and years in practice help AI tools trust you. We need these details from your team.

Search basics: 82 out of 100

- ✓ Secure (HTTPS) on every page
- ✓ Works on phones, sitemap in Google Search Console
- ✗ 2 pages share the same title (Cosmetic and Implants)
- ✗ 5 of 8 pages have no description for Google results

Fix 17 handles both in about an hour.

What is llms.txt?

A short text file at northwinddental.example/llms.txt that lists your services, hours, location and key pages in plain words. It is a new, simple way to help AI tools understand a site quickly. It takes about an hour to write and publish (fix 16).

After the fix plan we expect **18 of 20 checks** to pass, an AI readiness score of about **90**. The last two (price ranges and dentist bios) need your input.

05 THE FIX PLAN

Every fix, in priority order

Prices are fixed before work starts. If a fix takes longer, the price stays the same.

#	FIX	AREA	PRIORITY	HOURS	PRICE
WEEK 1: HIGH IMPACT				21 H	$1,260
1	**Make the appointment form work for everyone** Field labels, clear error messages, and alerts a screen reader can speak.	Accessibility	HIGH	4 h	$240
2	**Make the Services menu work with a keyboard** The menu opens and closes with Tab, Enter and Escape.	Accessibility	HIGH	3 h	$180
3	**Show a clear focus outline on every page** A visible ring on the selected link; the header no longer hides it.	Accessibility	HIGH	2 h	$120
4	**Replace the slider and shrink every image** One compressed hero photo, resized images, lazy loading below the fold.	Speed	HIGH	4 h	$240
5	**Load the scheduler and map only when needed** The booking tool and map load when tapped, not on arrival.	Speed	HIGH	3 h	$180
6	**Let AI assistants read the site** Update robots.txt so ChatGPT, Claude, Perplexity and Gemini can read you.	AI search	HIGH	1 h	$60
7	**Add dental practice schema** Machine-readable address, hours, services and FAQs.	AI search	HIGH	4 h	$240
WEEK 2: MEDIUM IMPACT				15 H	$900
8	**Trim fonts and scripts, move the chat button** One font family, chat loads last, Implants video becomes a still image.	Speed	MEDIUM	3 h	$180
9	**Fix faint colors on buttons, text and fields** Darker teal buttons and gray text that pass WCAG contrast ratios.	Accessibility	MEDIUM	2 h	$120
10	**Describe 46 images for screen readers** Short text descriptions for team, office and before-and-after photos.	Accessibility	MEDIUM	2 h	$120
11	**Caption the “Meet Dr. Marsh” video** Edited captions for the 3-minute welcome video on Our Team.	Accessibility	MEDIUM	1 h	$60
12	**Add an insurance and payment page, plus FAQs** The plans you accept, and short FAQ blocks on three service pages.	AI search	MEDIUM	6 h	$360
13	**Put offers and holiday hours in real text** The new-patient offer and holiday hours are images, so tools can’t read them.	AI search	MEDIUM	1 h	$60
WEEK 3: LOW IMPACT AND RETEST				6 H	$360
14	**Add a skip link, page regions and language** Jump past the menu, and pages read in the right voice.	Accessibility	LOW	1 h	$60
15	**Enlarge small tap targets on phones** Social icons and footer links grow to at least 24 by 24 pixels.	Accessibility	LOW	1 h	$60
16	**Publish an llms.txt file** A short, plain guide to your site that AI tools read first.	AI search	LOW	1 h	$60
17	**Unique titles and descriptions on all 8 pages** Fixes 2 duplicate titles and 5 missing descriptions in Google results.	Search basics	LOW	1 h	$60
18	**Retest, before-and-after report, statement** We retest every page, send a new report, and add an accessibility statement.	All areas	LOW	2 h	$120
Total for all 18 fixes · about 3 weeks from approval				42 h	$2,520

06 HOW WE MEASURED

Tools, pages and method

So you can see exactly how each number in this report was produced, and repeat the checks later.

Lighthouse 12

Google's testing tool. Mobile mode, simulated mid-range phone on a 4G connection. Three runs per page; we report the middle result.

Speed, search basics

axe-core 4.10

Automated accessibility rules run on every page in Chrome. Automated tools catch only some problems, which is why we also test by hand.

Accessibility

Keyboard pass

Every page used with Tab, Shift+Tab, Enter, Space and Escape only, in Chrome on macOS. We checked menus, forms, focus and order.

Accessibility

Screen reader passes

VoiceOver with Safari on iPhone, and NVDA with Chrome on Windows 11. We completed the booking task and read each page from top to bottom.

Accessibility

Tap testing (INP)

Your site has too little Chrome traffic for Google's real-user report, so we timed taps on the menu, buttons and forms in Chrome with phone-speed throttling.

Speed

AI readiness checks

robots.txt review, Schema.org validator and Google Rich Results Test, llms.txt check, and 10 local questions asked in ChatGPT, Perplexity and Google AI Overviews.

AI search readiness

Pages tested

Home	/
Our Team	/our-team/
General Dentistry	/services/general-dentistry/
Cosmetic Dentistry	/services/cosmetic-dentistry/
Dental Implants	/services/dental-implants/
New Patients	/new-patients/
Book	/book/
Contact	/contact/

Test dates: October 14 to 16, 2026. Each page tested on phone (390 px) and desktop (1440 px).

How the scores work

Accessibility, 64
Share of the 47 WCAG 2.2 A and AA checks that apply to your site that pass: 30 of 47.

Phone speed, 47
Average Lighthouse mobile performance score of the 8 pages.

AI search readiness, 35
Our 20-point checklist: 7 of 20 pass.

Search basics, 82
Average Lighthouse SEO score of the 8 pages.

Overall, 57
The four scores averaged, each counting equally.

Good to know. This report covers 8 key pages, not every page of the site. Scores are a snapshot from the test dates and will move as content and plugins change. It is not legal advice. After the fix plan, we retest the same pages with the same tools so you can compare before and after.

brightline digital

Questions about this report? Jordan Reyes, Brightline Digital · jordan@brightline.example · (555) 555-0187