Fernhollow Dental Co.

https://fernhollowdental.example · Website Scan · 14 September 2026

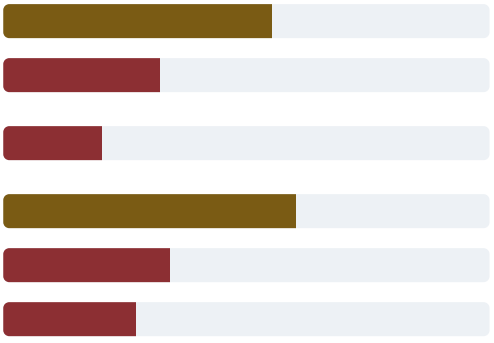
GRADE **F**

OVERALL **38**/100

This site is costing the business customers. 7 issues found, and 3 of the tools that capture and follow up leads are not running at all.

We looked at 6 pages of this website on 14 September 2026. Everything below was found on the live site. Nothing is guessed.

1. Scores



SEO	**55**	Missing the basics search engines read
Trust	**32**	No social proof a stranger can check
Conversion	**20**	No way to enquire without picking up the phone
Accessibility	**60**	Images carry no text for screen readers
UX	**34**	Asks too much of the visitor
Performance	**27**	Slow enough to lose people

2. The Google listing

What someone searching for this business finds before they ever reach the website.

✓	Listed business name	Fernhollow Dental Co.
✓	Address	4821 Desert Bloom Lane, Scottsdale, AZ 85251
✓	Phone on the listing	(480) 555-0142
✓	Website on the listing	https://fernhollowdental.example
✓	Category	Dentist
✓	Opening hours published	All seven days
✗	Star rating	4.1 from 47 reviews

DAY	HOURS AS GOOGLE SHOWS THEM
Monday	8:00 AM–5:00 PM
Tuesday	8:00 AM–5:00 PM
Wednesday	8:00 AM–5:00 PM

DAY	HOURS AS GOOGLE SHOWS THEM
Thursday	8:00 AM–5:00 PM
Friday	8:00 AM–2:00 PM
Saturday	Closed
Sunday	Closed

3. What customers actually say

The 20 most recent of 47 Google reviews were read. The business replied to 8 of those — 40%.



✕	Average rating	4.1 out of 5
✕	Reviews answered, of those read	8 of 20 (40%)
✕	Negative reviews left unanswered	2 of 4

A reply is public, and it is read by everyone who reads the complaint afterwards. It is the cheapest reputation work available.

The complaints, in their own words

★★☆☆☆ Leon V.

Called three times to ask about a billing charge and never got a call back. The treatment itself was fine, but nobody follows up.

No reply from the business

★☆☆☆☆ Beth C.

Waited 50 minutes past my appointment time with no explanation, then was rushed through the exam. Left a review a month ago and never heard back.

No reply from the business

What the happy customers praise

★★★★★ Monica R.

Booked a same-day appointment after I cracked a molar over the weekend. The dentist explained the treatment plan clearly before doing any work, and the front desk followed up the next day.

The business replied

★★★★★ Priya S.

Cleanings here are quick and the hygienist is gentle. I've been coming for two years and never had a surprise on the bill.

The business replied

4. Where the problems are



5. What is costing you customers

Mobile PageSpeed performance score: 27. CRITICAL

Mobile PageSpeed score of 27 out of 100. The main content took 5.8 seconds to appear.

On the homepage

No contact form was found. HIGH

No contact form was found on any page; a phone call is the only way to reach the practice online.

On /contact/

Images are missing alt text HIGH

34 of 51 images across the site have no alt text.

On 6 pages, including the homepage and /about-us/

Page is missing a <title> tag. HIGH

The Patient Forms page has no <title> tag, so search engines and browser tabs show a blank or generic label.

On /patient-forms/

Page is missing a meta description. MEDIUM

4 of the 6 pages crawled have no meta description tag.

On 4 pages, including the homepage and /about-us/

No testimonial or review content was detected. LOW

No customer testimonials, case studies or review snippets appear anywhere on the site, even though the Google listing carries 47 reviews.

On the homepage

No online booking/scheduling link was found. LOW

No booking widget, calendar link or "Book now" button was found anywhere on the site.

On the homepage

6. What the website publishes

Read off the pages themselves. These are the details a customer finds, and the details every directory listing should match.

✓	Street address on the site	4821 Desert Bloom Lane, Scottsdale, AZ 85251
✓	Phone number on the site	(480) 555-0142
✓	Email address on the site	info@fernhollowdental.example
✗	An enquiry form	None found

7. Page by page

PAGE	TITLE TAG	META DESCRIPTION	H1S	IMAGES MISSING ALT	SCHEMA
the homepage	Present	Missing	1	10 of 14	Yes
/about-us/	Present	Missing	1	6 of 9	None
/services/	Present	Present	1	8 of 12	None
/services/invisalign/	Present	Missing	1	4 of 6	None
/contact/	Present	Present	1	3 of 5	None
/patient-forms/	Missing	Missing	1	3 of 5	None

Every finding above belongs to one of these pages and is named with it. A page should carry exactly one H1; with none, or with several, a search engine has to guess what the page is about.

8. Search engine readiness

✓	Page title	Fernhollow Dental Co. | General & Family Dentist in Scottsdale, AZ
✗	Meta description	Missing
✓	H1 heading	Quality Dental Care for the Whole Family
✓	Canonical URL	Present
✗	Open Graph (link previews)	Missing
✗	Twitter cards	Missing
✓	Structured data	Present
✓	robots.txt	Present
✓	Sitemap	Present
✓	Secure (HTTPS)	Present
✓	Language declared	en

9. Speed, as Google measures it

MEASURE	MOBILE	DESKTOP	WHAT IT MEANS
PageSpeed score	27	71	Google's own overall rating out of 100
Largest content painted	5.8s	2.1s	When the main content appears. Under 2.5s passes
Layout shift	0.180	0.050	How much the page moves while loading. Under 0.1 passes
Accessibility	68	74	How usable the page is with a screen reader

10. What this site is built on

Platform	Squarespace
Hosting / CDN	Squarespace
Marketing tools running	Google Analytics

11. What is working, and what is missing

Already working

- Secure HTTPS connection on every page
- Clear phone number in the header and footer
- Fast page load on desktop (71/100)
- Structured data marks this as a local dental business

Not running at all

- Live chat
- Call tracking
- Email capture pop-up

12. Where to start

#	ACTION	EFFORT	WHY IT IS WORTH DOING
1	Improve mobile loading speed	A week	Most local searches happen on a phone, and slow pages are abandoned
2	Put a working enquiry form on the contact page	A day	Every visitor who will not phone is currently lost
3	Write alt text for the images that have none	Half a day	Opens image search, and it is what screen readers read aloud
4	Add a title tag to every page	An hour	Without one, Google invents the text of the search listing
5	Write a meta description for every page	Half a day	It is the sentence under the link in search results
6	Put customer reviews on the website	Half a day	Proof from other customers is what converts a cold visitor
7	No online booking/scheduling link was found.	—	

Ordered worst first. The top of this list is where the same effort buys the most.

13. What happens next

We found 7 issues on this site. They are ordered worst first, and that is the order we would fix them in.

A full audit goes further: every finding with its evidence, a ninety-day plan, and what each fix is worth.

Findings taken from an inspection of the live website. 6 pages reviewed.

youragency.example · hello@youragency.example · (555) 555-0100 · youragency.example/book-a-call