

Website Audit

Family GP practice, Perth WA

Prepared by Alexander Zhdanov · zhdanovsites.pages.dev

Summary

7 CRITICAL	12 IMPORTANT	5 POLISH
---------------	-----------------	-------------

The key finding. The practice already pays for online booking, but the website only shows a phone number. Most new patients choose a clinic on their phone, often after hours. If they cannot book in one tap, they book the next clinic on Google Maps. Until this is fixed, the website is not bringing in new patients.

How to read this report. Every finding has a colour:

CRITICAL losing patients right now, fix first

IMPORTANT gets in the way of choosing you, fix within a month

POLISH tidy-up and consistency

Yellow marks what to read even if you have only two minutes.

1. Booking and fees

CRITICAL Online booking is hidden

The clinic has an online booking page, and Google Maps links to it, but the website never mentions it. Every button opens a contact form instead.

What it costs you: patients who want to book at 9 pm book a competitor that confirms a time instantly.

How to fix it: a "Book online" button in the header of every page and in a sticky bar on phones.

CRITICAL No fees or bulk billing information

There is no information on standard, long or after-hours consultations, or who is bulk billed.

What it costs you: price is the second question every new patient asks. Reception answers it by phone many times a day.

How to fix it: a short, clear fees table with bulk billing rules.

IMPORTANT Hours differ between pages

The homepage shows 8 am to 6 pm; the contact page shows a lunch break.

What it costs you: patients arrive to a closed door, and Google shows the wrong hours.

How to fix it: one source of hours and a live "Open now" status in Perth time.

2. First impression on a phone

CRITICAL The first screen has no message and no button

A logo over a stock photo, then a menu. Nothing says who the clinic is for or how to book.

What it costs you: most visitors leave within seconds.

How to fix it: the clinic name, suburb, “taking new patients”, Book and Call buttons on the first screen.

CRITICAL Doctors without photos

Doctors are listed by name only, without photos, languages or interests.

What it costs you: *patients choose a person. Without faces they choose another clinic.*

How to fix it: a card for each GP: photo, languages, interests and a booking button.

IMPORTANT The homepage weighs 4.2 MB

Three uncompressed photos make up most of it.

What it costs you: *slow loading on mobile data and lower Google rankings.*

How to fix it: compress images to WebP and lazy-load below the fold.

3. Rules and trust

CRITICAL A testimonial breaks AHPRA advertising rules

One review on the homepage describes a symptom and a treatment result.

What it costs you: *a complaint to AHPRA and a fine risk for the practice.*

How to fix it: show only complete, non-clinical reviews and link to the Google rating.

IMPORTANT Trackers load before consent

Advertising trackers start before the visitor accepts cookies.

What it costs you: *a privacy risk and lost trust.*

How to fix it: load trackers only after consent, or remove those not in use.

POLISH American wording

“Office hours”, “physician”, “zip code”.

What it costs you: *the site feels like a template, not a local clinic.*

How to fix it: Australian English throughout.

4. Competitor comparison

Three clinics within 3 km that patients see next to yours on Google Maps (names removed).

	Your site	Clinic A	Clinic B	New site
Online booking on the site	No	Yes	Yes	Yes
Fees shown	No	Yes	No	Yes
Doctor photos and languages	No	Yes	Yes	Yes
Open now status	No	No	No	Yes
After-hours information	Yes	Yes	No	Yes
Fast on a phone	No	Yes	Yes	Yes

5. Action plan

Week one

- Book online button everywhere
- Fees table

- One set of opening hours

First month

- Doctor cards with photos
- AHPRA-safe reviews
- Faster pages and Australian English

Bottom line

Until the Critical items are fixed, the website works only for patients who already know the clinic. Together with the audit we show a new version of the site on a link, so you can open it on your phone and see the difference straight away.

This is a shortened sample: a full report usually has 25-40 findings with screenshots. The audit and new design are ready within 24 hours. Order at zhdanovsites.pages.dev