EXTERNAL AUDIT (WHOLE SITE) · NOVEMBER 2026

Website audit: small dental practice



[client name hidden]

[domain hidden]

External audit of the whole site: consent and trust, the path to an appointment, performance, search, content

Anonymised real audit. Business names and identifying details are changed.

> *The out-of-hours emergency number may not be the practice's, and Google Analytics still gets every page view after a visitor clicks "Reject".*

PROFILE	VERSION
Local service business	1.0

Anonymized copy. Brand, domain, people, addresses, phone numbers, tracking IDs, prices and identifying figures are replaced with [... hidden] markers or rounded; site copy is paraphrased.

01 · EXECUTIVE SUMMARY

The out-of-hours emergency number may not be the practice's, and Google Analytics still gets every page view after a visitor clicks "Reject".

61	13	63%	30
overall score	findings	of 70 checks passed	pages crawled · 5 screen sizes



Critical **0** High **3** Medium **5** Low **5**

The emergency page tells registered patients to ring an out-of-hours number with a different area code from the practice's own. That number may not be the practice's. It appears on no other page and isn't a tap link, and a public web search found no owner for it. "Book Appointment" goes to a contact page with no form and no booking, so outside weekday office hours there is no way to ask for an appointment.

The cookie banner shows "Reject" on the first screen, but the button doesn't stop analytics. Google Analytics records a page view before the visitor makes a choice, and again on every page after "Reject". On a dental site a page address can reveal a health concern. The banner also says that using the site counts as consent.

A lot already works. The full price list is public, the phone number is a tap link in every header, and crawlers get every page quickly.

DO FIRST

F-01 The out-of-hours emergency number has a different area code from the practice's number and isn't a tap link

F-02 Clicking "Reject" doesn't stop tracking: Google Analytics still gets every page a visitor opens

F-03 "Book Appointment" leads to a page with no way to book or leave a request

1 Check the emergency number today

Confirm who answers it. Use the right number on the emergency page, the contact page and the footer, as a tap link.

2 Make "Reject" mean reject

Load Google Analytics only after consent, then rewrite the banner and the cookie list to match. Both are settings in the tag manager and the consent plugin.

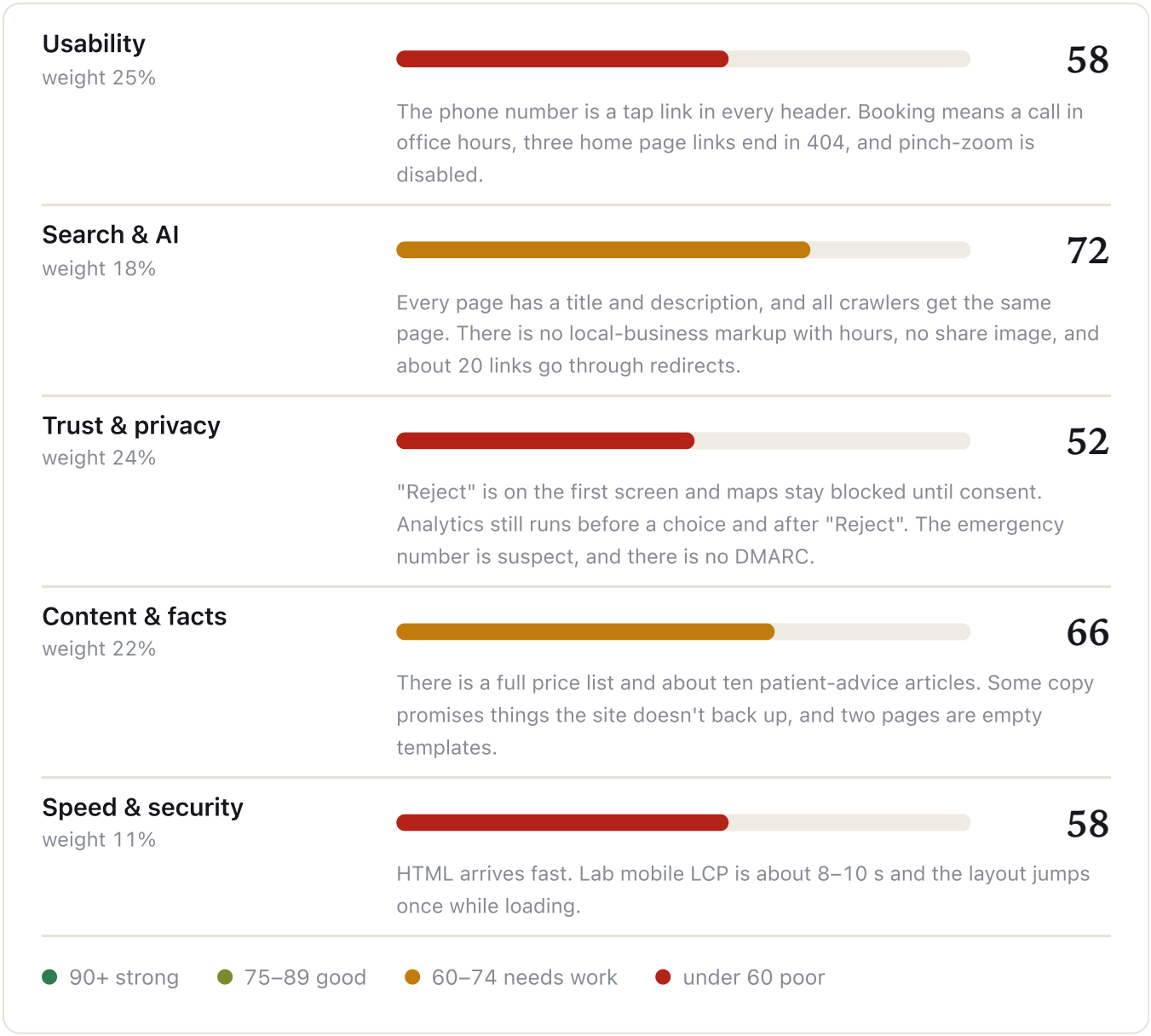
3 Give evening visitors a way in

Add a short appointment-request form or an online booking link to the contact page. Fix the three home page links that end in "page not found".

02 · SCORECARD

Where the site stands

Each area is scored 0–100 from the checks that apply to its pages; the overall score is the weighted mean.



Impact versus effort

Every finding placed by expected impact and effort to fix. Start top left. Numbers link to the findings.



04 · FINDINGS

What to fix, and why

Ordered by severity, then impact. Each finding states who notices it, the evidence, and the fix.

HIGH F–01 Trust & privacy

The out-of-hours emergency number has a different area code from the practice's number and isn't a tap link

The emergency page says registered patients can get emergency care outside opening hours and gives a phone number for it. That number has a different area code from the practice's own (in the header, footer, contact page and privacy notice). It appears on no other page, and it is plain text, not a tap link. A public web search found no owner for it.

WHY IT MATTERS

This is the page someone opens in pain on a Saturday. If the number belongs to another practice or an old out-of-hours service, the patient reaches the wrong place or nobody at all. It may be text left over from a template. On a phone the patient also has to copy the number by hand.

RECOMMENDED FIX

Ring the number and confirm who answers. If it's a real out-of-hours service, name it, say when to use it and make it a `tel:` link in international format. Show the same number on the contact page and in the footer. If it's a leftover, replace it with the practice's real arrangement.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●●	●○○○○	Medium	The emergency page; the home page links to it	Visitors	1

Emergency page, out-of-hours paragraph (paraphrased)

```
Registered patients with a dental emergency outside opening hours are told to call
[value hidden], shown in bold, not linked.
```

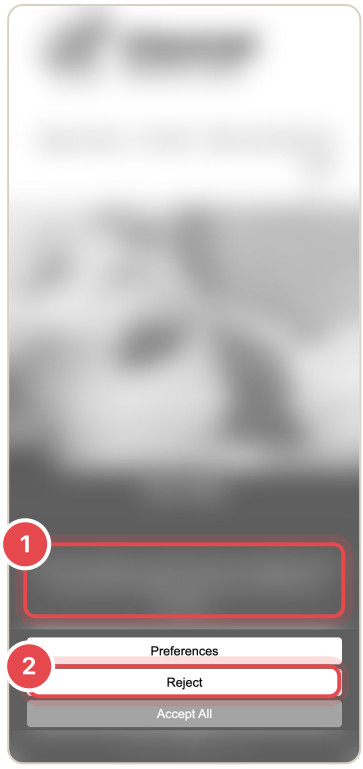
Every phone number on the site

```
Practice number: header and footer of every page, contact page, privacy notice; tap link
Emergency number (different area code): the emergency page only; no tap link
```

HIGH F–02 Trust & privacy

Clicking "Reject" doesn't stop tracking: Google Analytics still gets every page a visitor opens

Google receives the full address of every page a visitor opens, both before they touch the cookie banner and after they click "Reject". "Reject" stops the analytics cookies, but not the reports to Google.



Home page at 390 px before any choice. Everything except the three banner buttons is blurred; the banner text (paraphrased) says that using the site counts as consent.

1. Banner text: using the site counts as consent (F-07)
2. After this click, page views still go to Google Analytics

WHY IT MATTERS

On a dental site the page address is sensitive. A visit to an advice page about a specific condition tells Google what the visitor is worried about, along with their IP address and device. The EDPB's 2023 guidelines read the EU ePrivacy rule (Art. 5(3)) as requiring consent for sending such data from the visitor's device, even when no cookie is set. Where a page reveals a health concern, GDPR's stricter rules for health data can also apply.

RECOMMENDED FIX

In the tag manager, switch Google Analytics to "basic" consent mode, so its tag doesn't load at all until the visitor accepts statistics cookies. Then test three paths in a private window: no choice, "Reject", "Accept All". Repeat the test after every tag-manager change.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●●	●●○○○	High	All pages (about 30)	Compliance, Visitors	1

How the tracking runs

```
The tag manager loads Google Analytics in Consent Mode "advanced" (no cookies before
consent)
Before any choice: a page_view with the full page address is sent to Google
After "Reject": the next page sends another page_view the same way
"Accept All" sets the _ga cookies; "Reject" doesn't
So the banner controls cookies, not the requests to Google
```

Network log, home page at 390 px, clean profile, before any banner action

```
googletagmanager.com/gtm.js?id=[ID hidden]
googletagmanager.com/gtag/js?id=[ID hidden]
google-analytics.com/g/collect?…tid=[ID hidden]…dl=https://[domain hidden]/…en=page_view
Cookies before a choice: 0
```

Same profile: click "Reject" on the home page, then open the price page

```
Cookie after "Reject": the banner's own preference cookie only
Next page: google-analytics.com/g/collect?…dl=https://[domain hidden]/[price page]/…
en=page_view
Control, new profile with "Accept All": _ga and _ga_[ID hidden] set, analytics hits
continue
```

HIGH F-03 Usability

"Book Appointment" leads to a page with no way to book or leave a request

The home page's main button, "Book Appointment", opens the contact page. It shows the address, a phone number, an e-mail address and the opening hours (weekdays, office hours), but no form, no booking link and no promise of a reply time. The site has no form anywhere apart from search.

WHY IT MATTERS

Many people look for a dentist in the evening or at the weekend, when the phone isn't answered. A visitor who taps "Book Appointment" then has to remember to call the next working day, or send an e-mail with no idea when it will be answered. Some may book with the next practice in the search results instead.

RECOMMENDED FIX

Add a short request form to the contact page: name, phone, preferred days, new or existing patient, reason (optional). Say when you reply, e.g. "by the next working day". If the practice software has an online booking module, link to it instead. Until then, rename the button to "Call to book" and make it a `tel:` link on phones.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●●○	●●○○○	High	Home page (main button), /contact/ (every "Contact" link points there)	Visitors	1

Home page, main button

```
"Book Appointment" → /contact/ (no booking step in between)
```

/contact/ at 375 px, top to bottom (paraphrased)

```
Heading → practice name and [address hidden] → phone and e-mail → clinic hours, weekdays
only → map placeholder that asks for marketing cookies → reviews widget. No form, no
booking link, no reply-time promise.
Control: no page on the site has a form apart from site search.
```

MEDIUM F-04 Usability

Three home page links return 404; one treatment link opens a different treatment's page

Three links on the home page return "page not found". Two of them point to pages that exist under a slightly different address, and one points to a treatment the site has no page for. On the treatments overview, one link opens a different treatment's page.

WHY IT MATTERS

The broken links sit in the home page's main sections, where new patients look first. The mislabelled link sends someone who expects a routine procedure to a cosmetic page.

RECOMMENDED FIX

Point each link to the existing page. For the missing treatment, either remove the mention or add a page saying whether it is done in house or by referral. Add 301 redirects from the dead addresses to the real pages for anyone with an old bookmark.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	Home page (3 link targets), treatments overview (2 links)	Visitors, Search engines	1

Crawl of all internal links

```
3 link targets from the home page → 404 (one also linked from the treatments overview)
2 of the 3 have a live page at a slightly different address (200)
Treatments overview: one treatment's link points to another treatment's page
```

MEDIUM F-05 Usability

Pinch-zoom is disabled and the main buttons fail contrast

Pinch-zoom is disabled in the viewport tag on every page, so visitors can't zoom on a phone. The two main home page buttons ("Book Appointment" and the call button) and the banner's "Accept All" have white text on light blue at about 2:1; the minimum is 4.5:1. The slider dots are tiny tap targets and the slider arrows have no accessible name.

WHY IT MATTERS

Many dental patients are older and read price tables and opening hours by zooming. Blocking zoom and making the main call to action hard to read hurts exactly the people most likely to book.

RECOMMENDED FIX

Remove the zoom limits from the viewport tag (one theme setting). Darken the button blue until white text reaches 4.5:1. Remove the slider (see F-08), or give its arrows labels and make the dots at least 24 px.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	Viewport tag on every page; buttons on the home page and in the banner	Visitors	1

Page head, every page

```
Viewport tag sets a maximum scale and turns user scaling off
```

Lighthouse accessibility audits, home page

```
zoom blocked: fail · contrast: main buttons about 2:1, slider text under 3:1 · tap targets: slider dots far below 24 px · unnamed links: slider arrows · map iframe without a title
```

MEDIUM **F-06** Content & facts

Some copy promises things the rest of the site doesn't back up

The home page promises flexible hours that the listed hours (weekdays, office hours) don't show. It also mentions a treatment with no page (F-04). One treatment page names a specialist role that isn't on the team page.

WHY IT MATTERS

A patient who chose the practice for evening slots or for a specialist will find out on the phone, and an AI assistant that summarises the site will repeat the claim as fact.

RECOMMENDED FIX

Say what is true: the actual hours (and any evening or Saturday sessions, if they exist), who does each treatment (in house or by referral), and which treatments are offered. Keep one list of facts (hours, services, who does what) and check new copy against it.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●○○○○	High	Home page, one treatment page, the team page	Visitors, AI assistants	2

Claims compared with facts (paraphrased)

```
Home: flexible hours → header, footer, contact: weekdays, office hours only
Home: mentions a treatment → no page for it (404)
Treatment page: names a specialist role → team page: no one in that role
```

MEDIUM F-07 Trust & privacy

The banner and the policies describe a different setup from the one that runs

The banner says that by using the site you consent to cookies. The cookie policy files the Google Analytics cookies under "Essential", with no purpose or duration, and doesn't mention the reviews widget, which loads from its own host and fetches reviewer photos from Google before consent. The privacy notice was recently updated and covers patient records well, but says nothing about the website, analytics, or the right to complain to a data-protection authority.

WHY IT MATTERS

Under GDPR, consent has to be a clear action; "by using the site" doesn't count. A visitor or regulator who compares the cookie list with the browser sees analytics described as essential. GDPR Art. 13 also requires the privacy notice to name the purposes of website processing and the right to complain.

RECOMMENDED FIX

Change the banner text to a plain choice, for example "We'd like to use analytics cookies to see which pages help patients. Accept or reject?". Move the analytics cookies to a "Statistics" category with purpose and duration, and add the reviews widget and Google Fonts. Add a short "This website" section to the privacy notice: analytics, the reviews widget, maps, legal basis, retention, and the right to complain to the data-protection authority.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●○○○	High	Banner on every page, cookie policy, privacy notice	Compliance	2

Cookie policy, structure (paraphrased)

```
Essential: the banner's preference cookie, WordPress comment cookies, and the Google
Analytics cookies (no description, no duration)
Marketing: Google Maps
Not listed: reviews widget host, Google Fonts
```

Privacy notice, keyword check

```
"analytics": 0, "website": 0, "complain": 0, "supervisory": 0
Patient-record sections present: what is collected, why, who receives it, retention,
access rights
```

MEDIUM F-08 Speed & security

On a mid-range phone the home page shows its main content after about 8 s, and the layout jumps

Lighthouse (mobile, 3 runs) puts LCP at about 8–10 s and CLS high, at about 0.4. The largest element is the first slide of the hero slider, a background image the browser finds late. A few seconds in, the header re-flows and pushes the whole page down. The analytics scripts are the largest downloads, and the photos aren't served in WebP or AVIF.

WHY IT MATTERS

Most visitors arrive on a phone, often from a map search. Eight seconds of a half-built page is long enough for some to go back and tap the next practice, and the jump makes people tap the wrong thing. Google uses these same measures as a ranking signal.

RECOMMENDED FIX

Replace the slider with one static image in an `<img>` tag with `fetchpriority="high"`, served as WebP at phone width. Give the header a fixed height so it can't re-flow. Turn on the theme's caching and image conversion, and load analytics only after consent (F-02), which also takes the biggest script out of the first load.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●●○○	●●●○○	Medium	Home page; the header jump affects every template	Visitors, Search engines	2

Lighthouse, mobile, home page, 3 runs

```
LCP about 8–10 s · CLS about 0.4 in 2 of 3 runs · blocking time low · page weight around 1.5 MB
LCP element: first slide of the hero slider (CSS background image)
Control, own throttled runs at 390 px: same picture
```

Layout-shift source

```
A few seconds into the load, the header row re-flows and moves everything below it
```

LOW F-09 Content & facts

"About" and "Patient Info" are empty template pages in the sitemap

The "About" and "Patient Info" pages have no text of their own: only a search box and empty "Recent Posts" and "Recent Comments" widgets. No page links to them; the menu items with the same names are `#` placeholders that open sub-menus. Both are listed in the sitemap.

WHY IT MATTERS

Search engines index thin pages and sometimes show them for the practice's name. Someone who lands there sees a blank blog template and may think the site is abandoned.

RECOMMENDED FIX

Either remove both from the sitemap and set them to `noindex`, or turn them into real hub pages: "About" linking to the team and facilities, and "Patient Info" linking to the advice articles, first-visit and cancellation pages.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●○○○	●○○○○	High	2 pages	Search engines, Visitors	2

Crawl: content and inlinks

```
"About": header and footer only, 0 inlinks, in sitemap
"Patient Info": header and footer only, 0 inlinks, in sitemap
Control: the team page and the first-visit page have full content and are linked from every page
```

LOW F-10 Trust & privacy

The domain has no DMARC record

SPF exists and covers the mail provider through the host's include chain, but there is no DMARC record.

WHY IT MATTERS

Without DMARC, anyone can send e-mail that appears to come from the practice, for example a fake "pay your outstanding balance" message to patients. Large mailbox providers also trust mail from domains without DMARC less, so real replies to patients are more likely to land in spam.

RECOMMENDED FIX

Publish `v=DMARC1; p=none; rua=mailto:…` and read the reports for two to four weeks, then move to `p=quarantine`. The host's control panel usually has a DMARC field.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●○○○	●○○○○	High	Mail domain	Visitors	3

DNS

```
SPF: present, covers the mail provider
DMARC (_dmarc.[domain hidden]): none
```

LOW F–11 Search & AI

Search and share previews miss the practice's basic facts

The structured data is only generic site markup, with no `Dentist` (or `LocalBusiness`) node giving the address, phone, opening hours or price range. No page has an `og:image`, so links shared in messaging apps show no picture.

WHY IT MATTERS

Search engines and AI assistants answer "is the dentist open now?" from markup and listings. Without hours in the markup, they rely on third-party data that may be out of date. A link to the practice shared in a family group chat looks bare next to competitors with a photo.

RECOMMENDED FIX

Add one `Dentist` node on the home page with `@id`, name, address, `telephone`, `openingHoursSpecification` (matching the visible hours), `priceRange` and `sameAs` (maps listing). Set a default share image of the practice front or team, 1200 × 630 px, in the SEO plugin.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●●○○○	●●○○○	High	All pages	Search engines, AI assistants	3

Structured data and share tags

```
JSON-LD: only generic site markup (website, page, organisation)
Missing: Dentist / LocalBusiness, address, telephone, opening hours
og:title and og:description present; og:image missing on every page
```

LOW F–12 Search & AI

About 20 internal links go through a redirect; some pages have more than one H1

Menu, footer and button links leave out the trailing slash, so each click goes through a 301 to the real address. The home page and the children's page each have more than one H1, one of them empty.

WHY IT MATTERS

Each redirect adds a round trip on a slow phone connection and wastes a little crawl effort. Several H1s blur what a page is about for search engines and screen readers.

RECOMMENDED FIX

Update the menu, footer and button links to the final URLs with the trailing slash. Keep one H1 per page and turn the others into H2s.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
●○○○○	●○○○○	High	Menu and footer on every page; home page; the children's page	Search engines	3

Crawl: internal links that redirect

```
/contact → 301 → /contact/
… about 20 targets in all, linked from most pages
Pages with more than one H1: home page, the children's page
```

LOW F–13 Usability

Small mobile glitches: a stray space in the phone link, a price table wider than the screen

The header phone link has a stray space at the start of the number and no international prefix; the number also wraps over two lines at 390 px. On a 320 px screen the price tables are slightly wider than the screen, so the price page scrolls sideways.

WHY IT MATTERS

Most phones strip the space and dial anyway, but some apps and desktop softphones don't, and a visitor abroad can't dial a number without the country code. The wrapped number and the sideways scroll make the site look unfinished on small phones.

RECOMMENDED FIX

Use `tel:+[country code][number]` without spaces in every link and keep the local format on screen. Let the header number wrap as one unit (`white-space: nowrap`). Give the price tables `width: 100%` and allow long cells to wrap.

IMPACT	EFFORT	CONFIDENCE	AFFECTS	SEEN BY	WAVE
▬▭▭▭▭	▬▭▭▭▭	Medium	Header on every page, the price page	Visitors	1

Header phone link (every page)

```
tap link with a stray space before the number, no country code
```

Layout check at 320, 375, 768, 1280, 1440 px (home, contact, emergency and price pages)

```
Price page at 320 px: price tables overflow by a few pixels
All other page and width combinations: no overflow
```

Assets to protect

Keep these intact when making the fixes.

A few dozen prices

A full public price list

Most small practices hide prices. Here a patient can see the cost of a check-up, a hygiene visit or a crown before calling, in several groups. A separate page explains the cancellation policy.

Every page

Phone and hours in every header

The practice number is a tap link at the top of every page, next to the opening hours, so the main way to book is always one tap away.

3 equal buttons

"Reject" on the first screen, maps blocked until consent

The banner gives "Reject" the same weight as "Accept All", and the embedded map waits for marketing consent.

HTML in well under 1 s

Fast server, open to every crawler

Search engines and AI crawlers (about ten user agents tested) get the same page with status 200, and robots.txt blocks only the admin area and search results.

About ten advice articles

Useful patient information

The advice articles answer common patient questions, and every page has its own title and description.

Three waves

1 Quick fixes for patients and consent

1–2 weeks

"Reject" stops analytics, the emergency number is confirmed, evening visitors can request an appointment, and no home page link ends in 404

F-01 The out-of-hours emergency number has a different area code from the practice's number and isn't a tap link

F-02 Clicking "Reject" doesn't stop tracking: Google Analytics still gets every page a visitor opens

F-03 "Book Appointment" leads to a page with no way to book or leave a request

F-04 Three home page links return 404; one treatment link opens a different treatment's page

F-05 Pinch-zoom is disabled and the main buttons fail contrast

F-13 Small mobile glitches: a stray space in the phone link, a price table wider than the screen

2 Honest copy and a faster first screen

1–2 months

Banner, policies and copy match what the practice and the site actually do; mobile LCP under 4 s with no layout jump

F-06 Some copy promises things the rest of the site doesn't back up

F-07 The banner and the policies describe a different setup from the one that runs

F-08 On a mid-range phone the home page shows its main content after about 8 s, and the layout jumps

F-09 "About" and "Patient Info" are empty template pages in the sitemap

3 Search and housekeeping

one quarter

Hours in the markup, share images, DMARC enforced, clean internal links

F-10 The domain has no DMARC record

F-11 Search and share previews miss the practice's basic facts

F-12 About 20 internal links go through a redirect; some pages have more than one H1

07 · METHOD AND LIMITS

How this was measured

External, read-only audit, November 2026, one day (CET). Nothing was submitted, purchased or logged into.

- Text: crawl of all sitemap pages (about 30) and every internal link, about 1 req/s; visible text, headings, titles, descriptions and Open Graph tags; JSON-LD compared with visible facts.
- Legal: banner text, cookie policy and privacy notice compared with the network log.
- Performance and delivery: Lighthouse locally (mobile, 3 runs); own throttled runs at 390 px; HTTP headers and timings; DNS (MX, SPF, DMARC); crawler access with about ten user agents.
- Browser: headless Chrome with a clean profile; network and cookie log before a choice, after "Reject" (and on the next page) and after "Accept All"; screenshots at 390 and 1440 px; layout overflow at 320–1440 px on 4 templates.

WOULD IDEALLY USE	USED INSTEAD	CONFIDENCE	NOTE
Who answers the emergency number	Comparison with every number on the site and a public web search	Medium	This audit places no calls, so the number's owner is unconfirmed (F-01).
How a request by phone or e-mail is handled	What the site shows	Low	No calls, e-mails, forms or bookings were made; reply times were not tested.
Field Core Web Vitals (CrUX)	Local Lighthouse, 3 runs, and own throttled runs	Medium	PageSpeed Insights was not available during the audit; lab figures simulate a mid-range phone on slow 4G.
Hours and details on the maps listing	The site and its reviews widget only	Low	The listing was not compared with the site; check that its hours match the header.
Analytics, Search Console and booking data	External checks only	Medium	Without owner access, the audit can't say how many visitors reach the contact page or leave it.

What we double-checked

- The team page failed once in the crawl (connection closed). Fetched again, it returned 200 and is complete. Not a finding.

- The first scripted "Reject" click did nothing, because the banner lives in a shadow DOM. After fixing the script, "Reject" works for cookies (only the preference cookie is set); F-02 is about requests, not cookies.
- The JSON-LD check flagged the page dates as different from the visible dates. The visible dates belong to the reviews widget. Not a finding.
- The menu icon showed as a letter in the 375 px tool screenshots; a real 390 px render shows the icon. It was a capture artefact. Not a finding.
- SPF first looked like it didn't cover the mail provider. Expanded, the host's SPF includes it. Only the missing DMARC is reported (F-10).
- Lighthouse runs varied (one run showed no layout shift and a slower LCP). The range is reported, and own throttled runs agree.