

# Website optimisation checklist

Spring/Summer 2025

transcendental

# How many patients are you losing because of your website?

Your website should be more than just a digital brochure. It should be a patient-generating machine working 24/7 to attract and convert visitors into booked patients.

Yet, so many practices struggle with:



## Low traffic

Not enough potential patients finding them



## No conversions

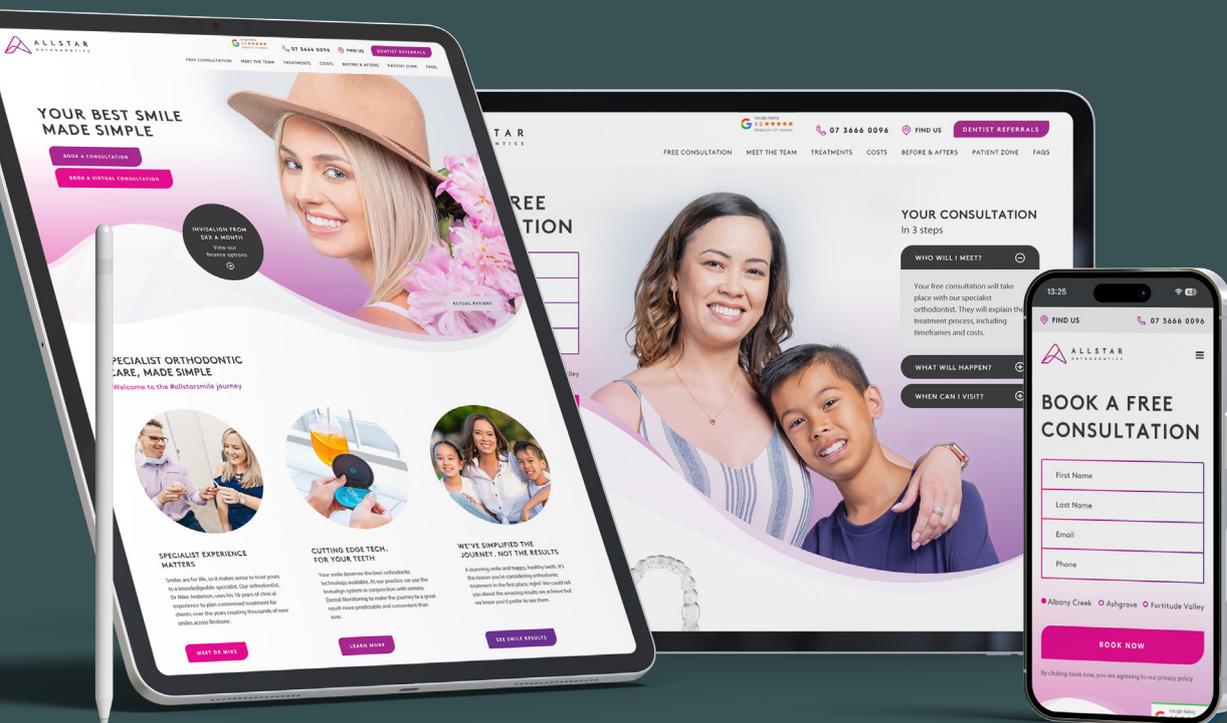
Visitors browse but don't end up booking



## Frustrating experience

Slow, outdated or hard to navigate

The good news? These issues are **fixable**.



# Turn your website into a patient-generating machine

Your website should do more than just look good. It should actively attract, engage, and convert visitors into booked patients.



## Attract the right patients

Those who are ready to book



## Make navigation effortless

Keep visitors engaged



## Optimise for SEO & speed

Rank higher and load faster



## Increase conversions

Turn enquiries into real bookings



## Give credibility markers

Reviews build trust instantly



## Guide patients seamlessly

Clear CTAs make booking easy

Is your website working hard enough for your practice?  
Let's find out.

Flip to the next page to begin your audit!

# Website checklist

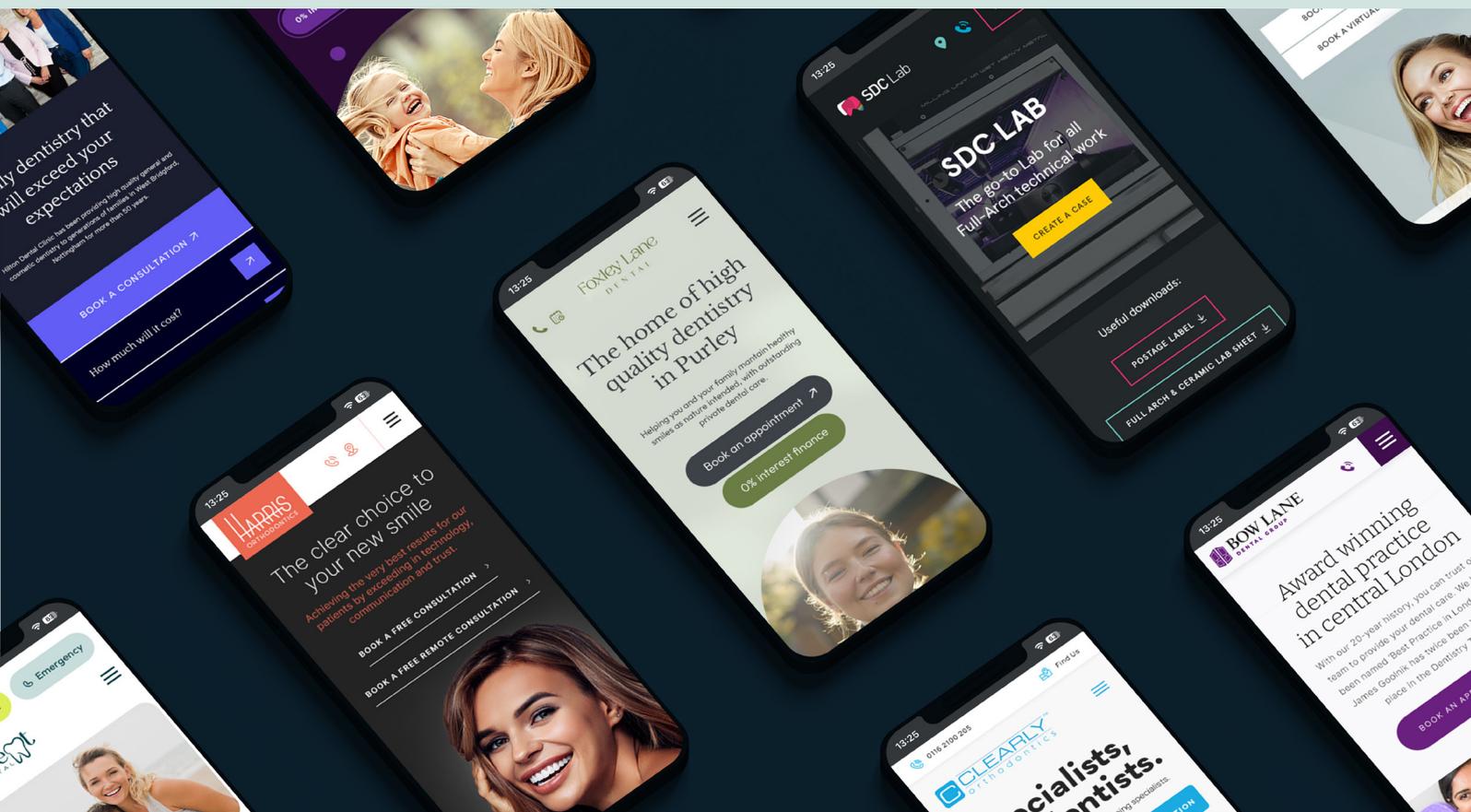
## First impressions & user experience (UX)

- Does your website load in under 3 seconds?
- Is your website mobile-friendly and responsive across all devices?
- Do you have clear, high-quality branding that builds trust?
- Are you optimising mobile navigation with a persistent footer bar featuring key CTAs like booking, calling, and finding your location to improve user experience and conversions?
- Can visitors book a consultation or an appointment in 2 clicks or less?

Your score

out of

5



# Website checklist

## Calls to action (CTAs)

- Do you have clear “**Book a consultation**”, “**Book an appointment**” or “**Book now**” buttons on every page?
- Is your contact info, such as telephone numbers and directions, **easily visible** in the header and footer?
- Do your CTAs **stand out visually** (contrasting colours, bold buttons)?
- Are your CTAs **action-driven**? (e.g. “book a consultation” instead of just “contact us”)?
- Do you have an **easy-to-use online booking system**?

Your score

out of

5

01224 641928 FIND US

ABERDEEN  
ORTHO DONTIC  
THE ART OF CONFIDENCE

BOOK A CONSULTATION

INVISALIGN

BRACES

ABOUT US

PATIENT INFORMATION

Making

# Website checklist

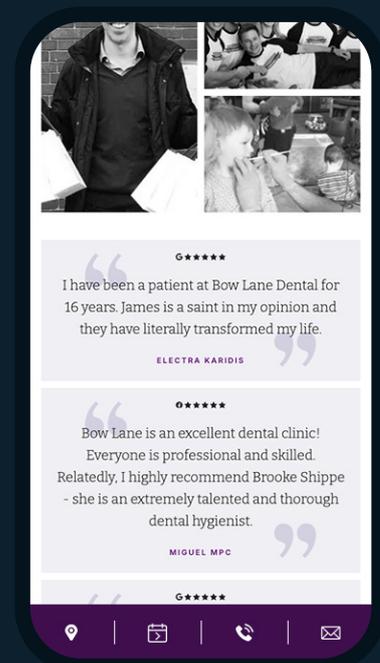
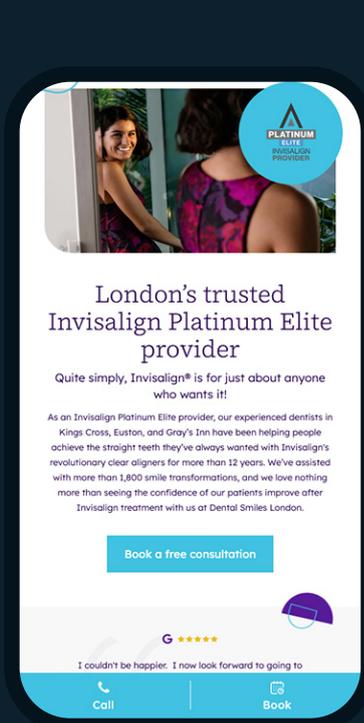
## Trust & social proof

- Do you have patient testimonials displayed on key pages?
- Are there Google and Facebook reviews embedded or linked?
- Do you feature before and after photos for high value treatments?
- Have you included certifications, accreditations and trust badges?
- Do you showcase team photos and bios to personalise the experience?

Your score

out of

5



# Website checklist

## Content & messaging

- Does your homepage clearly explain what you do and who you help?
- Is your copy patient-friendly, clear and engaging (no technical jargon)?
- Do you have service pages explaining key treatments and benefits?
- Are you addressing common patient concerns (e.g. nervous patients, pricing, pain)?
- Do you have an FAQ section to handle queries and objections upfront?

Your score

out of

5

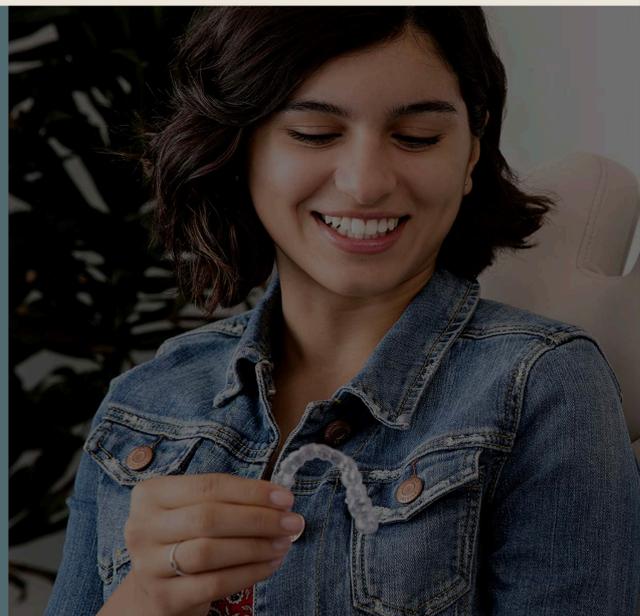
### Frequently asked questions about Invisalign at Oakwood Dental

How long does Invisalign treatment usually take?

Will I need to wear my aligners all day?

Are Invisalign aligners uncomfortable to wear?

What is the cost of Invisalign at Oakwood Dental?



# Website checklist

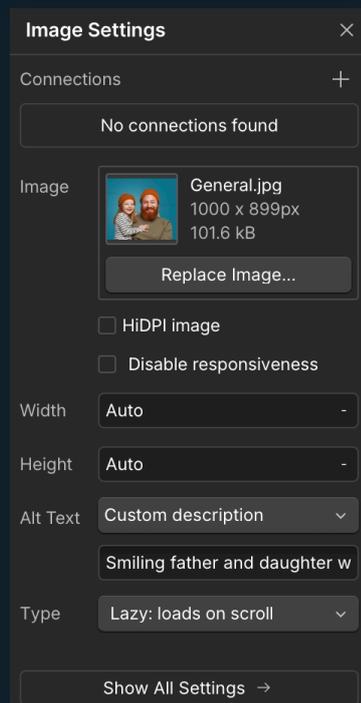
## SEO & visibility

- Does your website include relevant keywords (e.g., “private dentist in [your city]”)?
- Are your page titles & descriptions optimised for search engines?
- Do you have an SEO-friendly blog that answers common patient questions?
- Is your Google My Business profile linked to your website?
- Do you have alt text on images for accessibility & SEO benefits?

Your score

out of

5



# Website checklist

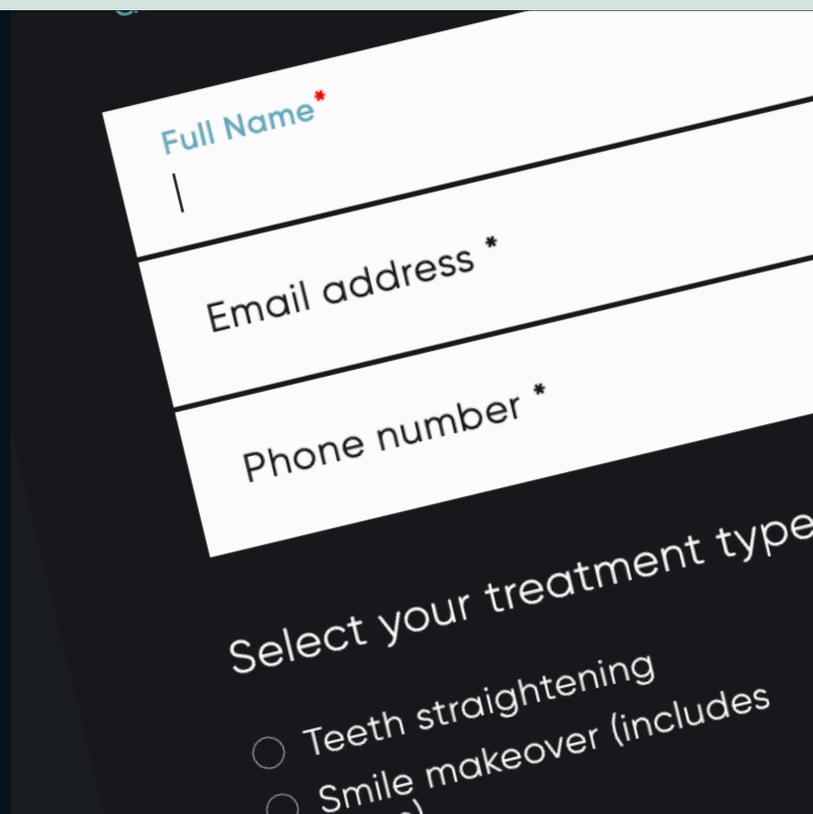
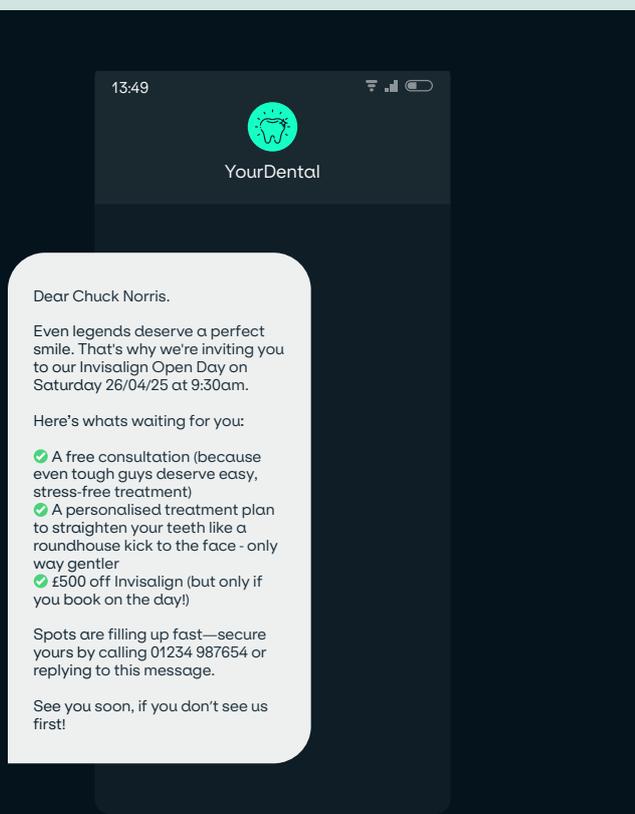
## Contact, lead capture & nurture

- Have you implemented **user interface (UI) best practices** to optimise your forms for ease of use and higher conversions (e.g. floating labels, clear error messages, automatic focus on the first field, and minimal required fields)?
- Do you offer **multiple ways to contact you** (phone, online form, chat)?
- Do you have a **lead magnet** (e.g. free guide, consultation offer) to **capture inquiries**?
- Are you using **chatbots or live chat** for instant engagement?
- Are you using **automations with nurture sequences** in place to encourage leads towards conversion?

Your score

out of

5



# Website checklist

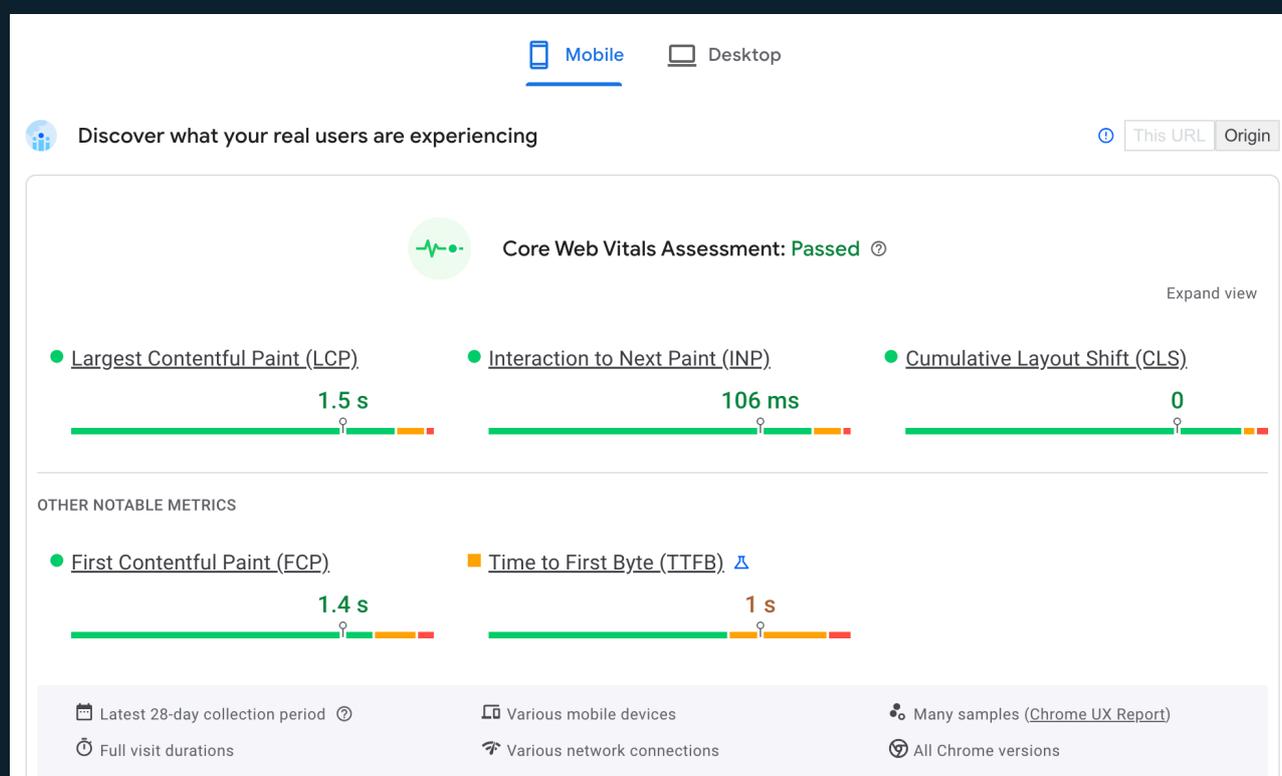
## Performance & security

- Is your website secure (SSL certificate installed - HTTPS)?
- Have you tested your site speed using **Google PageSpeed Insights**?
- Have you used a platform such as Semrush to **check site health** (e.g. there no broken links, duplicate content or 404 error pages)?
- Are you using Google Analytics to **track and action insights** to improve performance?
- Is your site **regularly updated** with fresh content and maintenance?

Your score

out of

5



# Score your website

## 0-10

Your website needs some serious surgery, likely costing you patients and revenue.

## 11-20

Some strong points, but still missing key elements. A few major tweaks could turn things around.

## 21-30

Your website appears to be in good shape, but small tweaks could significantly boost conversions!

## 31-35

Your website should be a high-converting machine! If not, get in touch and let's figure out what's going on.

Not happy with your score?

Let's fix that.

Book your free 1:1 website breakthrough audit to uncover what's working, what's broken, and how to turn your website into a patient-generating powerhouse.

[Book now ↗](#)

# We're Transcend Dental, and we do things differently

Your practice is unique.

Your marketing should be too.

We don't do cookie-cutter strategies, or one-size-fits-all solutions.

We help dental and orthodontic practices grow with **tailored marketing and smart automation** - attracting high-value patients, scaling without burnout, and building a business that lasts.

With experience across **300+ practices worldwide**, we've worked behind the scenes on some of the most successful dental marketing campaigns - crafting high-converting websites, powerful branding, and strategies that actually drive results.

Now, we bring that expertise directly to you.

Struggling with patient flow?

Wasting money on ineffective marketing?

Stuck at one location and ready to scale?

We'll help you focus on what works and build a strategy that makes **growth feel effortless**.

# How can we help grow your practice?

## Branding & positioning

A strong brand doesn't just look good - it builds trust, credibility & patient loyalty. Whether you need a full brand identity or just a refresh, we help you stand out in a competitive market.

## Website design & optimisation

Your website should work for you 24/7. We create high-converting, patient-focused websites designed to drive more inquiries and bookings - while keeping your brand at the forefront.

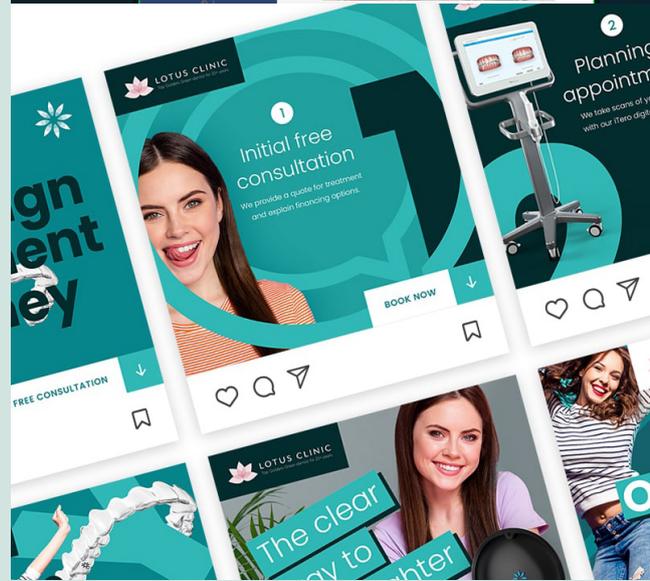
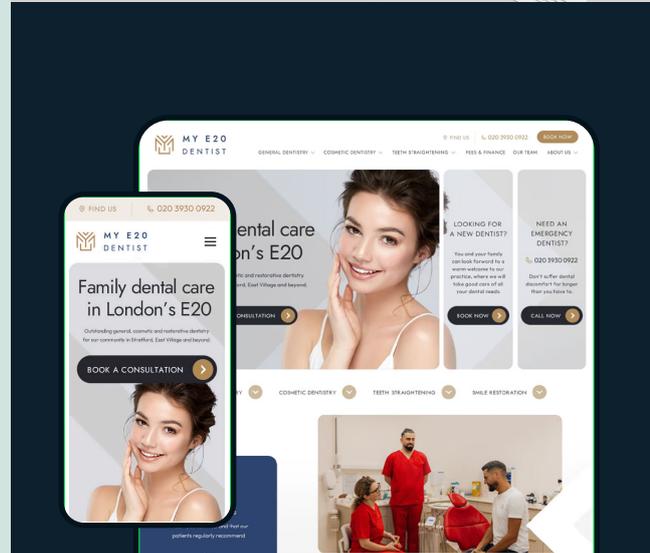
## Patient acquisition & funnels

Attracting the right patients means more revenue with less stress. We build lead generation systems & automated follow-ups to convert website visitors into loyal patients.

## Marketing strategy & execution

Struggling with inconsistent patient flow? Our proven marketing frameworks help you generate steady, predictable growth without throwing money at ineffective ads.

Website optimisation checklist



# Tailoring our approach to your practice's needs

We understand that every practice is different. Whether you need a fully managed marketing solution, expert guidance, or the tools to do it yourself.

That's why we offer three tailored ways to work with us.

**Done for you (DFY)** - A fully managed marketing service, including branding, website development, lead generation, and automation. We handle everything while you focus on running your practice.

**Done with you (DWY)** - 1:1 coaching, group training, and consulting to help you and your team implement a proven marketing formula with expert guidance.

**Do it yourself (DIY)** - Access courses, templates, and resources that empower you to handle your own marketing with confidence and clarity.

Not sure which option is right for you?

We'll help you find the perfect fit - because every practice is unique.

# Thanks for reading!

We hope this checklist has given you valuable insights to optimise your website and attract more patients.

If you're ready to take your practice's marketing to the next level, we're here to help.

## Want expert support?

Get in touch with us today to see how we can help you grow with a proven marketing strategy that delivers, time and time again.

[Book free 1:1 website breakthrough call ↗](#)



[Chat to us on WhatsApp ↗](#)

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