

FREE AUDIT EXAMPLE

BUSINESS NAME: *This sample audit is for a fictional business, Willowbrook Dental Studio. It's intended to show the type of insights you'll receive in your real audit.*

LOCATION: EDMONTON, AB

SUBMISSION DATE: AUG 1, 2025

INTERNAL SNAPSHOT

What's working:

- You've clearly put care into how your brand comes across visually. The photography, logo, and overall design signal calm, modern professionalism. That first impression builds trust before a single word is read.

Where there's friction:

- From a messaging standpoint, it's not totally clear who this practice is for or what makes it different from any other dental clinic nearby. That lack of clarity could be creating hesitation, especially for new visitors landing cold.

WEBSITE WALKTHROUGH

1. **First Impression:** The homepage tagline is warm, but vague. Without context, it's hard to tell if you specialize in cosmetic work, family dentistry, or something else entirely. A clearer headline could help anchor expectations right away.
2. Navigation is clean, but the Services page is a bit flat. Without groupings or clear prioritization, it feels like a long list rather than a thoughtful offering.
3. There's no "New Patients" page or welcome section, which can make the site feel a bit closed off, especially for families or for people who tend to avoid the dentist due to nerves, past experiences, or general discomfort.

SOCIAL GLANCE

1. Took a look at @willowbrookdental Instagram (fictional)
2. **Bio:** It's functional, but pretty generic. There's room to speak more directly to your audience: Are you the right fit for families? Busy professionals? Adults who've been putting off care?
3. **Content:** You've got great visuals, but the captions don't always tell us much. A little storytelling could help show the thinking and care behind your work. Even one or two sentences per post about your team, process, or philosophy would go a long way in building trust.

MESSAGING & VOICE

- Website "About" Page has great tone! It feels personal, steady, and confident. But the rest of the site doesn't quite carry that same warmth. Most of the copy relies on general phrases like "we care about your smile" or "our patients come first." Those are fine, but they don't tell us anything specific about your approach.
- Your online branding is a space where small shifts could help a lot. When your voice is consistent and rooted in your actual strengths, people pick up on it without needing to be told.

CONCLUSION

There's a strong foundation here, visually, professionally, and operationally! What's missing is clarity: around your voice, your ideal patient, and how your digital presence can reflect the care people experience once they walk through your door.

This is a surface-level look at how your brand currently shows up online. If this sparked anything for you: questions, ideas, or a desire to go deeper, I'd love to talk more.