

PREPARED FOR

Nova Dental Studio

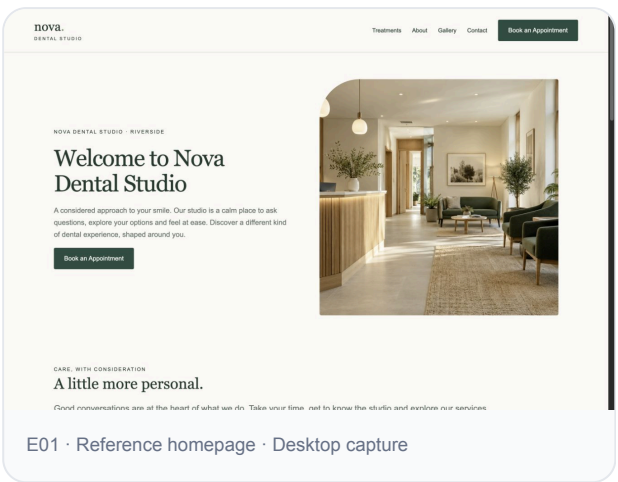
A clear path from first impression to first enquiry.

Complete Website Audit
novadental.example

18 findings

7 reviewed pages

18 proposed actions



PREPARED BY

Prooflin
Sample report editorial

PREPARED ON

11 October 2026

REPORT ID

NOVA-WEB-2026-01

ASSESSMENT COVERAGE

Technical · UI/UX · SEO
Content · Marketing

This sample uses the accompanying Nova Dental reference website, captured pages and authored report data. It demonstrates the report content and recommended work; it is not a live customer audit or an engine-generated result. Source and confidence notes remain part of the assessment.

Contents

01. Executive summary	3	06. Sitewide patterns	31
02. Scope & sources	4	07. Priorities & action plan	32
03. Assessment	5	08. Evidence gallery	40
04. Page-by-page review	6	09. Replacement copy	48
05. All 18 findings	13	10. Appendix & methodology	62

The next step should be as clear as the first impression.

Nova's strongest asset is a calm, consistent presentation. Its most useful improvement is to make the route into care easier to understand.

The seven reviewed pages establish a recognisable studio, a Riverside location and a service range. The site is visually restrained and the service directory creates a useful starting point. Visitors can find treatment information, a phone number and opening hours. Those foundations should survive the next iteration.

The main weakness is continuity: the homepage's opening message says little about the care available, its mobile booking action falls below the first screen, and Contact does not clearly distinguish an appointment request from a general enquiry. The four form fields then rely on placeholder text, making it harder to review an entry once typing begins.

Treatment-page improvements form the second workstream. Whitening duplicates the service-directory metadata and omits results context and aftercare information. Implants needs a cleaner heading outline and a verified explanation of the first visit. These gaps should be resolved through precise editorial work with the clinic, without adding unsupported treatment claims.

Preserve what works

- Consistent visual identity and clear page groupings.
- A descriptive homepage title naming the brand, service and place.
- Dedicated whitening and implants pages.
- Visible phone, email and opening hours on Contact.

Supported by E01–E07 and S01–S07. These are bounded observations, not a compliance or performance certification.

Concentrate the work

- Expose the mobile booking action and label the form.
- Clarify service and treatment-specific next steps.
- Make metadata and headings distinct and accurate.
- Supply verified clinical and professional context.

All actions remain proposed. No fixes, deployments or business improvements are marked complete.

01 / IMMEDIATE

Remove avoidable friction

F-05 and F-06: visible mobile action, persistent enquiry labels.

02 / WITHIN 7 DAYS

Make the offer specific

Resolve the six P2 actions, then clarify the Contact appointment route.

03 / WITHIN 30 DAYS

Complete and substantiate

Finish remaining content, image delivery, navigation and verified team details.

Confidence in observations is stronger than confidence in outcomes.

The fixture source and screenshots establish what is present. They do not establish booking conversion, ranking impact, real-user speed, clinical suitability or a live customer's response. Use the action plan as a reasoned sequence, then validate outcomes on the actual site.

Seven pages. One connected journey.

The example business is a family dental studio in Riverside. The review asks whether the site explains its services, supports an informed enquiry and presents its content clearly on desktop and mobile. The business goal is to help a visitor begin an appropriate appointment or treatment conversation.

Input basis
8-page reference inventory; 7 pages selected

Excluded
/privacy-policy — outside this content and conversion scope

Desktop observation
1366 × 900 CSS pixels

Mobile observation
390 × 844 CSS pixels

ID	LOGICAL URL PATH	PAGE ROLE	SELECTION
PG-01	/	Entry and orientation	Reviewed
PG-02	/services	Service discovery	Reviewed
PG-03	/services/teeth-whitening	Treatment consideration	Reviewed
PG-04	/services/dental-implants	Treatment consideration	Reviewed
PG-05	/about	Trust and familiarity	Reviewed
PG-06	/smile-gallery	Visual reassurance	Reviewed
PG-07	/contact	Enquiry and appointment intent	Reviewed
PG-08	/privacy-policy	Privacy information	Excluded

Every logical URL above belongs to `https://novadental.example`. The reserved example domain is a report identity. Captures were made from local reference files, not from a public clinic origin. The fixture and the complete inventory accompany this report.

Included evidence
Saved HTML and metadata; headings and visible copy; link destinations; image attributes and original file dimensions/sizes; desktop and mobile captures; page-by-page editorial review.

Outside this assessment
Authenticated areas, clinical suitability, a live booking provider, form delivery, payment, analytics, keyword positions, backlink data, performance testing, regulatory checks and full accessibility conformance.

Full-page captures supplement the fixed viewports for this sample. The PDF and HTML refer to the same frozen evidence. Capture files may exclude or scale browser scrollbar chrome. The viewport labels identify the browser size used; the saved images preserve what was captured.

Assessment, with its limits visible.

Website Quality Score

72/100

AVERAGE

Approved sample assessment
Not a measured performance score



The overall and category values are carried forward from the approved Nova Dental marketing sample. They express the sample's authored assessment. The frozen reference supplies no reproducible weighting calculation, so this report does not reverse-engineer one or claim that a Prooflin run recalculated these values.

The evidence supports the specific observations and recommendations below. It is not sufficient to independently reproduce the numeric score. Treat the values as orientation within this sample, while using the finding records and completion checks to direct the work.

- 90–100 · Excellent
- 75–89 · Good
- 60–74 · Average
- 40–59 · Weak
- 0–39 · Poor

AREA	ASSESSMENT BASIS	MATERIAL LIMIT
Technical · 81	Saved source signals, URL convention and gallery assets	No real-origin HTTPS, redirect or performance verification
UI/UX · 66	Captured layout, navigation orientation, CTA position and field labels	No live interaction study or comprehensive assistive-technology review
SEO · 70	Titles, descriptions, heading structure and image alternatives	No ranking, index-coverage or search-demand evidence
Content · 74	Offer clarity, treatment-page completeness and trust context	No verified clinical protocols or practitioner credentials
Marketing · 69	Visible proposition, CTA wording and enquiry continuity	No analytics or measured conversion outcome

Not Scored

PageSpeed/Lighthouse, real-user Core Web Vitals, rankings and traffic, conversion rate, security certification and accessibility conformance have no supporting assessment data here. They are **Not Scored**, never zero.

Scale labels follow Prooflin's documented assessment vocabulary. Score provenance: approved sample values; confidence in numerical reproduction: insufficient. Finding confidence describes the evidence for each observation, not a probability of future uplift.

A page-by-page reading of the site.

Each page has a specific job in the visitor journey. The notes below connect that job to the observed content, strengths and next changes.

PG-01 · /

Home

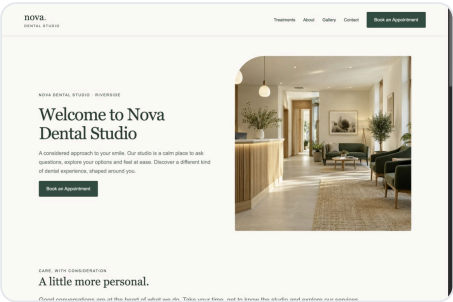
ENTRY AND ORIENTATION

Page job. Help a new visitor identify the service offer, location and a practical next step.

What works. A consistent cream-and-green identity, recognisable brand and descriptive existing title create a credible starting point. Service names, opening hours and contact links are available further down the page.

What needs attention. The opening message is generic and mobile booking begins below the first screen. The missing description and three unspecified image alternatives are smaller, concrete content issues.

Recommended sequence. Lead with service and place, expose the next action, then keep the visual atmosphere as support.



E01 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

1

H1 element

9

image elements

0

description characters

- F-01
- F-03
- F-05
- F-15
- F-16

Sources: [S01](#) and [E01](#). Suggested text: [C-01](#). Every recommendation remains proposed; no page-level numerical score has been invented.

Services

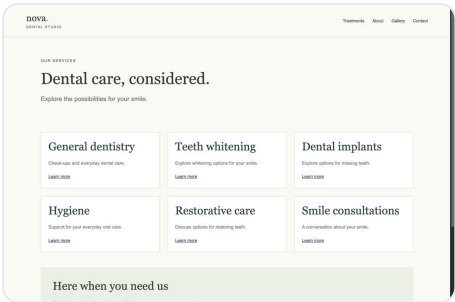
SERVICE DISCOVERY

Page job. Help a visitor choose between information about a treatment and contacting the studio.

What works. Six service cards form a clear catalogue. Whitening and implants have dedicated detail pages, and contact routes are present for the remaining entries.

What needs attention. Repeated Learn more labels hide the difference between an information page and an enquiry. Short card descriptions do little to guide the choice.

Recommended sequence. Make each card answer what it is about and where its link goes. Preserve the distinction between the catalogue and individual treatment pages.



E02 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

1

H1 element

0

image elements

105

description characters

F-02

F-04

F-08

F-16

Sources: [S02](#) and [E02](#). Suggested text: [C-02](#). Every recommendation remains proposed; no page-level numerical score has been invented.

Teeth whitening

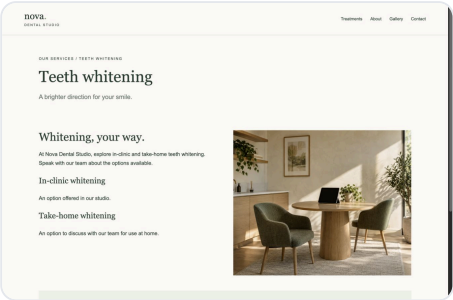
TREATMENT CONSIDERATION

Page job. Explain the two options named on the page and invite an informed enquiry.

What works. The visible H1 names the treatment. In-clinic and take-home options are separated with subheadings and a contact route exists.

What needs attention. The title and description duplicate the directory. The body does not address results context or aftercare, and its next action loses the treatment context.

Recommended sequence. Fix metadata and CTA clarity now; commission clinical answers before expanding the page’s promises.



E03 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

<div>1</div> <div>H1 element</div>	<div>1</div> <div>image elements</div>	<div>105</div> <div>description characters</div>
------------------------------------	--	--

- F-07
- F-08
- F-09
- F-16

Sources: S03 and E03. Suggested text: C-03. Every recommendation remains proposed; no page-level numerical score has been invented.

Dental implants

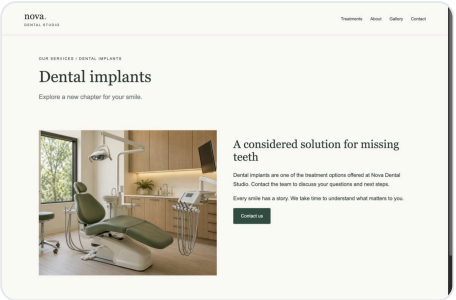
TREATMENT CONSIDERATION

Page job. Clarify the initial conversation before asking a visitor to commit to a next step.

What works. The main topic is explicit and an enquiry route is visible. The page avoids quoting unsupported success rates or fees.

What needs attention. A second H1 blurs the document outline. The first-visit process is absent. Canonical spelling needs a real-origin check before any consolidation change.

Recommended sequence. Use one clear outline and explain the verified first-contact process. Treat canonical consistency as a separate technical check.



E04 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

<div>2</div> <div>H1 elements</div>	<div>1</div> <div>image elements</div>	<div>97</div> <div>description characters</div>	
F-10	F-11	F-13	F-16

Sources: S04 and E04. Suggested text: C-04. Every recommendation remains proposed; no page-level numerical score has been invented.

About

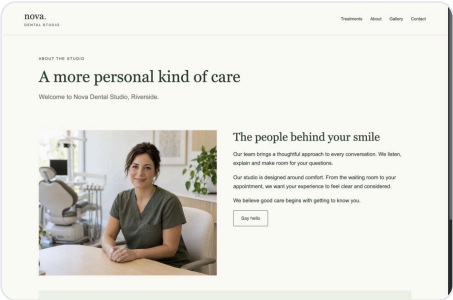
TRUST AND FAMILIARITY

Page job. Connect the studio’s approach with verifiable people and roles.

What works. The language is calm, coherent and consistent with the wider site. The studio contact link is easy to identify.

What needs attention. There are no named biographies or verified professional details. The representative image must not be mistaken for evidence of a real practitioner.

Recommended sequence. Retain the approachable tone, then add owner-approved professional context and consented photography.



E05 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

1

H1 element

1

image elements

78

description characters

- F-18
- F-16

Sources: [S05](#) and [E05](#). Suggested text: [C-05](#). Every recommendation remains proposed; no page-level numerical score has been invented.

Smile gallery

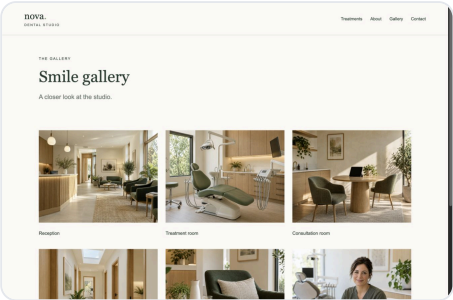
VISUAL REASSURANCE

Page job. Show what the studio environment looks like and help visitors continue.

What works. Six images have descriptive room captions and supplied alternatives. The three-column desktop composition is easy to scan.

What needs attention. Large originals are used for small cards. There is no contextual closing action. The Smile gallery label can suggest treatment results even though the page shows the studio environment.

Recommended sequence. Serve appropriately sized images, name the page honestly and add a relevant next step. The title alignment is included in the copy library without creating a nineteenth finding.



E06 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

<div>1</div> <div>H1 element</div>	<div>6</div> <div>image elements</div>	<div>39</div> <div>description characters</div>
------------------------------------	--	---

- F-12
- F-14
- F-16

Sources: [S06](#) and [E06](#). Suggested text: [C-06](#). Every recommendation remains proposed; no page-level numerical score has been invented.

Contact

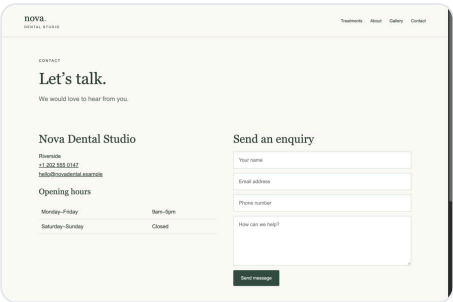
ENQUIRY AND APPOINTMENT INTENT

Page job. Make it clear how to ask a question or begin an appointment request.

What works. Phone, email and opening hours are visible; a four-field enquiry structure offers a straightforward starting point.

What needs attention. Placeholders provide no persistent field labels. Appointment intent is not exposed through a clearly labelled link, and there is no verified external scheduler.

Recommended sequence. Fix labels first, then distinguish general enquiries from the clinic’s confirmed appointment workflow.



E07 · Desktop, 1366 × 900 CSS px
[See desktop and mobile evidence](#)

1

H1 element

0

image elements

64

description characters

F-06

F-17

F-16

Sources: S07 and E07. Suggested text: C-07. Every recommendation remains proposed; no page-level numerical score has been invented.

All 18 findings, fully documented.

Severity describes the issue; priority describes the sequence. Impact and effort are qualitative assessments. Observed facts, interpretation and proposed work are kept separate.

F-01 / Marketing

P2

Medium severity

High confidence

The homepage introduction does not name the care on offer

Affected: /

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
High	Low	Content lead	Proposed

OBSERVED

The homepage H1 is “Welcome to Nova Dental Studio”. Its supporting paragraph describes a considered, calm experience but does not name a treatment. The first treatment names appear in the third main section, after the welcome and studio-positioning sections.

WHY IT MATTERS · INTERPRETATION

An arriving visitor can identify the brand and Riverside location, but has to continue reading to confirm whether the studio offers the care they need. This is a message-specificity gap. The calm visual identity is a strength worth keeping.

Evidence: [E01](#), [S01](#) · [Action A-01](#)

RECOMMENDED ACTION · PROPOSED

Lead with the existing family and cosmetic dentistry proposition; follow with a short sentence naming check-ups, whitening and implants. Retain the personal tone. Keep the booking action adjacent to this introduction. Use C-01 after the clinic confirms the service wording.

COMPLETION CHECK

At desktop and 390px, a reviewer should be able to identify the service category, location and next action from the opening content, without consulting a later section. Confirm every named service against the clinic’s approved list.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No visitor research, attention study or enquiry attribution was supplied. This finding does not quantify lost bookings.

Six service links repeat “Learn more”

Affected: /services

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	Designer / developer	Proposed

OBSERVED

The services page presents six cards, each ending in “Learn more”. The whitening and implants links open dedicated pages; the other four point to Contact. The destination purpose is not expressed in the link text.

WHY IT MATTERS · INTERPRETATION

The surrounding headings provide useful context, but the repeated labels are less informative when scanning or reviewing a list of links. The contact destinations also differ from the treatment-detail destinations, despite sharing the same label.

Evidence: E02, S02 · Action A-02

RECOMMENDED ACTION · PROPOSED

Use destination-specific link text: “Explore teeth whitening”, “Explore dental implants”, and “Ask about general dentistry”, “Ask about hygiene”, “Ask about restorative care” and “Request a smile consultation”. Preserve the existing destinations until corresponding service pages are approved.

COMPLETION CHECK

Read every link out of context, then follow it. The visible name should identify the treatment and whether it opens information or an enquiry. Confirm the accessible name matches the visible label.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: A complete screen-reader task evaluation was not run on the reference site; no accessibility-conformance verdict is made.

The homepage has no meta description

Affected: /

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	SEO editor	Proposed

OBSERVED

The homepage contains the title “Nova Dental Studio | Family Dentist in Riverside” but no meta element with name="description". All six other selected pages contain a description.

WHY IT MATTERS · INTERPRETATION

The page lacks an authored description summarising its offering. A useful description gives search systems another relevant summary source; it does not control which snippet is shown and is not a promise of ranking or click-through improvement.

Evidence: [S01](#) · [Action A-03](#)

RECOMMENDED ACTION · PROPOSED

Add the proposed homepage description in C-01 after confirming the service and location wording. Keep it aligned with visible page content. Do not add fees, clinical outcomes, ratings or availability claims absent from the site.

COMPLETION CHECK

Inspect the saved and delivered head: exactly one description must contain the approved text. Compare it with the visible offer. Review a later search appearance only when real search data becomes available.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No live search result, index coverage or Search Console record was reviewed. A missing description alone does not establish an indexing problem.

Service cards do not help visitors choose a next step

Affected: /services

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Moderate	Content lead	Proposed

OBSERVED

Six service cards use short generic descriptions, such as “Explore whitening options for your smile” and “Explore options for missing teeth”. There is no explanation of which questions the dedicated treatment pages answer or why four services lead to an enquiry.

WHY IT MATTERS · INTERPRETATION

The catalogue is easy to scan, but its information is too similar to support an informed next click. Adding a small amount of practical orientation can make the service directory more useful without turning it into medical advice.

Evidence: [E02](#), [S02](#) · [Action A-04](#)

RECOMMENDED ACTION · PROPOSED

Add one clear purpose and next-step sentence per card. Distinguish treatment information from an enquiry invitation. Use the six complete card rewrites in C-02; have a clinical reviewer approve any service-specific wording before publication.

COMPLETION CHECK

For each of the six cards, confirm that the text explains the destination and that the linked page fulfils that promise. Avoid unsupported claims about suitability, treatment duration or results.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: The sample contains no eligibility guidance or confirmed treatment protocols. These cannot be supplied by an audit writer.

The first mobile booking CTA sits below the first screen

Affected: /

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
High	Low	Designer / developer	Proposed

OBSERVED

At the 390 × 844 CSS-pixel viewport, the header’s desktop booking link is hidden. The first visible “Book an Appointment” link begins at approximately y=892, after the clinic image and welcome copy. It is below the first 844-pixel screen.

WHY IT MATTERS · INTERPRETATION

The site provides a booking route, but a ready-to-act mobile visitor must first scroll past the introduction. This is a directly observed placement issue; its effect on conversion has not been measured.

Evidence: [E01](#), [S01](#) · [Action A-05](#)

RECOMMENDED ACTION · PROPOSED

Place a clearly labelled booking action in the mobile opening region. A compact header action or a button immediately after the proposition is sufficient. Preserve readable copy, avoid overlaying content, and use an accessible touch target. Point it to a clinic-confirmed booking or appointment-request destination.

COMPLETION CHECK

At 390 × 844 and 320px wide, confirm the primary booking action is visible without scrolling, can receive keyboard focus, and opens the intended destination. Check that it does not obscure navigation or overlap the headline.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: The local appointment-request anchor is a reference destination. Availability, scheduling, form submission and a live booking-provider journey were not tested.

Enquiry fields rely on disappearing placeholder text

Affected: /contact

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
High	Low	Developer	Proposed

OBSERVED

The contact form has four fields: name, email, phone and message. Each has a placeholder but no visible label, associated label element or explicit accessible-name attribute. Once text is entered, the placeholder no longer supplies a persistent prompt.

WHY IT MATTERS · INTERPRETATION

Visitors have less context when checking or correcting their answers. Persistent, associated labels improve clarity, including for people using assistive technology. This bounded field-level finding is not a full accessibility audit.

Evidence: [E07](#), [S07](#) · [Action A-06](#)

RECOMMENDED ACTION · PROPOSED

Add visible labels with for/id associations: “Full name”, “Email address”, “Phone number” and “How can we help?”. Confirm which fields are actually required before adding required/optional cues. Use C-07 for the proposed labels and safe helper copy.

COMPLETION CHECK

Inspect the label-to-input association for all four controls. Enter values and confirm each label remains visible. Check the accessible names and keyboard order, then test the real form’s errors and submission when a delivery service is available.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: The reference form is intentionally local and does not transmit entries. Delivery, validation and success messages in a real service remain unverified.

The whitening CTA does not state the intended enquiry

Affected: /services/teeth-whitening

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	Content lead	Proposed

OBSERVED

The whitening page closes with “Let’s talk about your smile”, “We would love to hear from you” and a “Get in touch” link. The link leads to the general Contact page without naming whitening.

WHY IT MATTERS · INTERPRETATION

The visitor has moved from a specific treatment to a generic action. A treatment-specific invitation can preserve context and make the next step clearer; this is a copy hypothesis, not evidence that visitors abandon the page.

Evidence: E03, S03 · Action A-07

RECOMMENDED ACTION · PROPOSED

Replace the closing label with “Ask about teeth whitening”. Add the sentence in C-03 explaining that the next step is an enquiry, subject to the clinic’s approval. If the real form supports a treatment field, use an ordinary preselection only after that behavior is implemented and verified.

COMPLETION CHECK

Follow the revised CTA and confirm the destination supports a whitening enquiry. Do not label it “Book treatment” if the destination only accepts a message or consultation request.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No form preselection or automated context handoff is present in the reference website. Those behaviors are proposals, not observed functionality.

Whitening reuses the services title and description

Affected: /services · /services/teeth-whitening

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	SEO editor	Proposed

OBSERVED

Both pages use the exact title “Our Services | Nova Dental Studio” and the description “Explore our dental services at Nova Dental Studio in Riverside. Find the treatment that is right for you.” The whitening page’s visible H1 is treatment-specific.

WHY IT MATTERS · INTERPRETATION

The shared metadata fails to express the distinction between a service directory and a whitening detail page. This can make their titles less useful when displayed in tabs or search interfaces. No duplicate-content penalty or ranking loss is inferred.

Evidence: S02, S03, E03 · Action A-08

RECOMMENDED ACTION · PROPOSED

Keep the service-directory title specific to its broader role. Give whitening its own title and description using C-02 and C-03. The immediate whitening description names only the options currently described; the richer variant is conditional on F-09.

COMPLETION CHECK

Compare both delivered heads. Titles and descriptions must be distinct, accurate and consistent with page content. Confirm that the title text and visible primary heading describe the same topic.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: Search engines may rewrite title links and snippets. The report does not predict their exact presentation.

Whitening copy omits results context and aftercare

Affected: /services/teeth-whitening

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Moderate	Clinical reviewer / content lead	Proposed

OBSERVED

The page names in-clinic and take-home whitening and gives one short sentence for each. It contains no explanation of variable results, aftercare or the questions a visitor should ask before proceeding.

WHY IT MATTERS · INTERPRETATION

A person comparing the two options may need more decision support than the page provides. The absence is observable; the correct clinical advice and the studio's actual process are outside the available evidence.

Evidence: [E03](#), [S03](#) · [Action A-09](#)

RECOMMENDED ACTION · PROPOSED

Commission clinician-approved answers for expected variability, suitability, what each option involves and aftercare. Do not publish durations, guarantees or instructions invented for this sample. Until those answers exist, use the honest enquiry-oriented bridge copy in C-03.

COMPLETION CHECK

A named clinical reviewer should approve the new answers, confirm that they reflect current services and add a review date. Only then may metadata promise results or aftercare information. Check that the page actually includes every topic named.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No treatment result, whitening duration, suitability rule or aftercare protocol was supplied. Clinical content requires owner verification.

The implants page has two top-level headings

Affected: /services/dental-implants

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	Developer	Proposed

OBSERVED

The implants page uses H1 for both “Dental implants” and “A considered solution for missing teeth”. The second heading introduces the supporting content block, rather than a second independent page.

WHY IT MATTERS · INTERPRETATION

The hierarchy does not clearly express one primary topic followed by a subsection. Multiple H1 elements are not, by themselves, proof of an SEO penalty; the useful correction is a clearer document outline.

Evidence: [E04](#), [S04](#) · [Action A-10](#)

RECOMMENDED ACTION · PROPOSED

Retain “Dental implants” as the H1. Change the supporting heading to H2 while preserving its visual treatment.

Review the remaining outline so headings describe sections in a logical order.

COMPLETION CHECK

Inspect the DOM outline: one page-level H1 and subordinate H2/H3 sections. Confirm the change does not alter the intended visual hierarchy or remove meaningful text.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No crawler interpretation or assistive-technology reading session was measured. The recommendation addresses structure, not a promised search benefit.

The implants page does not explain the first visit

Affected: /services/dental-implants

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
High	Moderate	Clinical reviewer / content lead	Proposed

OBSERVED

The page says implants are an available option and invites questions. It does not describe the initial consultation, who assesses suitability, how a proposed plan is discussed, the visit sequence or where aftercare information comes from.

WHY IT MATTERS · INTERPRETATION

The page asks for trust before explaining the next step. Visitors cannot distinguish an initial discussion from committing to treatment. The appropriate process details must come from the clinic, not an assumed standard pathway.

Evidence: E04, S04 · Action A-11

RECOMMENDED ACTION · PROPOSED

Add a “Your first conversation” section with the approved bridge copy in C-04. Ask the clinic to confirm the first-visit process, any fees, who the visitor meets, what to bring and how individual timelines and aftercare are discussed. Publish those facts only after review.

COMPLETION CHECK

Have the clinic sign off the first-visit description. A reviewer should be able to tell what an enquiry initiates, what is and is not booked, and where to ask about individual suitability without relying on inferred medical advice.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No number of visits, treatment duration, price, eligibility or clinical outcome is asserted.

The gallery ends without a contextual next action

Affected: /smile-gallery

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	Designer / content lead	Proposed

OBSERVED

The gallery contains six studio photographs and then the shared footer. A generic Contact link exists in navigation and the footer, but no enquiry action is placed in the gallery content.

WHY IT MATTERS · INTERPRETATION

A visitor who finishes this page must return to global navigation to continue. A short contextual action can connect interest in the studio to a practical next step. The photographs are environment imagery, not treatment-result evidence.

Evidence: [E06](#), [S06](#) · [Action A-12](#)

RECOMMENDED ACTION · PROPOSED

Add a small closing panel: “Want to know more about the studio?” with “Ask the studio a question”. Keep the existing gallery content and link to the confirmed contact route. Avoid captions that imply patient results or endorsements.

COMPLETION CHECK

After the last image, verify a descriptive action is available at desktop and mobile widths and leads to Contact. Confirm that no photo is relabelled as a patient outcome.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No engagement, scroll-depth or conversion data was supplied. This is a proposed navigation improvement.

The implants canonical uses a different slash convention

Affected: /services/dental-implants

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Low	Low	Developer / SEO editor	Proposed

OBSERVED

The selected logical URL is /services/dental-implants, while the source canonical declares https://novadental.example/services/dental-implants/. The supplied logical inventory uses the non-trailing-slash form.

WHY IT MATTERS · INTERPRETATION

These are different URL strings. The mismatch is a consistency item to investigate, not proof of duplicate indexing or a broken canonical. It may be legitimate if the deployed site resolves and consolidates the slash form intentionally.

Evidence: S04, S08 · Action A-13

RECOMMENDED ACTION · PROPOSED

Choose the preferred deployed form after inspecting actual responses. Align the canonical, internal links and sitemap with that decision. If the slash form is intentional, update the inventory; if not, correct the canonical. Do not add redirects blindly.

COMPLETION CHECK

On the real site, inspect both URL responses, redirects and the final self-canonical. Compare sitemap and internal links. Confirm consolidation using available search data only if that access is provided.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: Local directory serving has its own redirects and is not evidence of production URL behavior. No live origin, redirect chain or Google-selected canonical was tested.

Gallery assets are much larger than their displayed size

Affected: /smile-gallery

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Moderate	Developer / image editor	Proposed

OBSERVED

Six PNG photographs, each 1536 × 1024 pixels, are embedded directly without responsive image candidates. Their actual saved sizes range from 1.86 to 2.54 MB, totalling 13.59 MB (decimal). Each is displayed at 360 CSS pixels wide in the 1366px desktop view.

WHY IT MATTERS · INTERPRETATION

The page references high-resolution source files for relatively small cards. Smaller, appropriately compressed derivatives could reduce transferred image bytes. These file measurements do not establish a load time, speed score or real-user experience.

Evidence: [E06](#), [S09](#) · [Action A-14](#)

RECOMMENDED ACTION · PROPOSED

Create web derivatives sized for the gallery’s real layouts and device-pixel ratios, starting around 720px for a 360px card at 2× density. Supply responsive candidates, choose an appropriate photographic format and check visual quality. Keep original images as source assets.

COMPLETION CHECK

Inspect the browser-selected resource at desktop and mobile sizes. Compare encoded byte sizes with the originals and check fine detail visually. Record bytes actually delivered; run a separate performance evaluation before making speed claims.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: Sizes are local reference-asset measurements, not a Prooflin performance test. Cache state, network latency, compression headers and total page-load transfer were not measured.

Three of nine homepage images omit an alt attribute

Affected: /

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Low	Low	Content editor / developer	Proposed

OBSERVED

The homepage has nine image elements. The consultation-room image in the whitening card, the corridor image in the implants card and the waiting-area detail omit alt attributes. The other six supply text alternatives.

WHY IT MATTERS · INTERPRETATION

An omitted attribute leaves the image purpose unspecified for nonvisual use. These three images may be decorative in context, so a useful fix is not necessarily more descriptive text. Their purpose should be decided deliberately.

Evidence: [S01](#), [E01](#) · [Action A-15](#)

RECOMMENDED ACTION · PROPOSED

For a purely atmospheric card image whose adjacent text provides all meaning, set alt="". If it communicates unique information, supply a concise contextual description. Do not put treatment keywords or claims into an unrelated room photograph.

COMPLETION CHECK

Review all nine images in context. Every img must have an intentional alt value; decorative images may be empty. Check that informative alternatives describe actual image content without repeating adjacent text unnecessarily.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: The sample does not establish a complete accessibility-compliance result. Missing alt is not being presented as a quantified SEO loss.

Navigation does not indicate the current page

Affected: / · /services · /services/teeth-whitening · /services/dental-implants · /about · /smile-gallery · /contact

IMPACT

Low

EFFORT

Low

SUGGESTED OWNER

Designer / developer

WORK STATUS

Proposed

OBSERVED

Across all seven selected pages, the four main navigation items use the same visual treatment. No item is marked with aria-current. Treatment detail pages also lack an active parent treatment indicator.

WHY IT MATTERS · INTERPRETATION

The page heading still identifies the destination, so this is a small orientation enhancement rather than a navigation failure. A consistent active treatment can help visitors understand where they are within the site.

Evidence: [E02](#), [E05](#), [S08](#) · [Action A-16](#)

RECOMMENDED ACTION · PROPOSED

Add a visible current-page style and an appropriate aria-current value to the exact active link. For treatment detail pages, show the Treatments section as the active parent without falsely declaring that its directory link is the current page.

COMPLETION CHECK

Visit all seven selected pages and check the highlighted item and semantic state. Confirm the design works with keyboard focus and does not rely only on a subtle colour difference.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No task-completion study was run. The proposed benefit is improved orientation, not a measured usability gain.

Contact has no clearly labelled booking entry

Affected: /contact

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Low	Content lead / developer	Proposed

OBSERVED

Contact lists a phone number, an enquiry form and an appointment-request information panel. It has no “Book an Appointment” link matching the homepage action. The homepage currently points to the appointment-request anchor on this page.

WHY IT MATTERS · INTERPRETATION

The most action-oriented page does not distinguish a general message from an appointment request. The right remedy depends on whether the clinic actually offers self-service scheduling or staff-confirmed requests.

Evidence: [E07](#), [S07](#) · [Action A-17](#)

RECOMMENDED ACTION · PROPOSED

Add a clear appointment entry that matches the real workflow. Use “Request an appointment” for a staff-confirmed enquiry; use “Book an appointment” only for a verified scheduling destination. Preserve phone and general enquiry alternatives.

COMPLETION CHECK

From Contact, confirm the next action’s label and destination accurately describe what happens. Test the real journey separately before promising online availability or instant confirmation.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: The reference site has no live scheduler. This reconciles the earlier marketing reference to an appointment-request route, without inventing an operational booking integration.

The About page does not identify team qualifications

Affected: /about

IMPACT	EFFORT	SUGGESTED OWNER	WORK STATUS
Medium	Moderate	Clinic owner / content lead	Proposed

OBSERVED

About describes listening, comfort and personal care, alongside a representative portrait. It provides no named team biographies, roles, verified qualifications or registration details.

WHY IT MATTERS · INTERPRETATION

The page communicates a consistent tone but offers little verifiable professional context. This is an opportunity to substantiate trust. The photograph is not evidence of any person’s identity, training or credentials.

Evidence: [E05](#), [S05](#) · [Action A-18](#)

RECOMMENDED ACTION · PROPOSED

Ask the clinic for approved names, roles, qualifications, jurisdiction-appropriate registration information and consented portraits. Add concise biographies only after verification. Use the safe interim wording in C-05; never assign invented credentials to the generated portrait.

COMPLETION CHECK

Check each published biography against owner-approved records and image consent. Confirm that any registration link leads to the correct public record and that review dates are recorded.

Confidence basis: Directly visible in the captured reference pages and corroborated by their saved source. The business effect remains a reasoned assessment, not a measured outcome.

Limit: No practitioner identity, licence, qualification or regulatory status was supplied or verified.

Fix the pattern, then check every affected page.

Cross-page connections explain dependencies; they do not add new findings or inflate the total.

An incomplete enquiry journey

Affected scope: / · /services/teeth-whitening · /smile-gallery · /contact

The page sequence changes language from a generic welcome to booking, general contact and enquiry. Align the labels with the real appointment process, while retaining a distinct route for general questions.

Consolidated response. One approved CTA vocabulary and one verified destination map. Then review the journey from the homepage, whitening and gallery into Contact.

F-01

F-05

F-06

F-07

F-12

F-17

Metadata and document clarity

Affected scope: / · /services · /services/teeth-whitening · /services/dental-implants

Missing or duplicated metadata and a second H1 are small source-level inconsistencies. Canonical spelling needs a real-origin check before it is called a defect.

Consolidated response. A reviewed metadata register, logical outline and consistent deployed URL policy. Do not combine these findings into an unsupported ranking-loss claim.

F-03

F-08

F-10

F-13

Information needed before a visit

Affected scope: /services · /services/teeth-whitening · /services/dental-implants · /about

The tone is coherent, but factual depth thins at the point where a visitor would ask about a specific service or practitioner.

Consolidated response. A clinic-approved editorial brief covering service choices, first-visit facts, clinical review and verified biographies. Separate copy editing from medical fact creation.

F-04

F-09

F-11

F-18

A shared presentation cleanup

Affected scope: All seven pages for navigation; /services for labels; /smile-gallery for image delivery; / for alternatives

The improvements are reusable patterns: descriptive links, deliberate alternatives, appropriate image resources and clear navigation state.

Consolidated response. Update shared components once, then inspect all affected pages. Do not duplicate the sitewide navigation finding into seven separate issues.

F-02

F-14

F-15

F-16

A practical sequence for the next 30 days.

One action per finding. No proprietary impact formula, projected uplift or completed-work claim is used.

P1

2

Immediate priority

P2

6

High priority

P3

7

Planned improvement

P4

3

Nice-to-have

P5 means Informational / Monitor. No P5 action is assigned in this sample. Missing data and passed observations are recorded separately, so the action count remains 18.

FINDING / PRIORITY	WORK ITEM	IMPACT	EFFORT
F-05 P1	The first mobile booking CTA sits below the first screen	High	Low
F-06 P1	Enquiry fields rely on disappearing placeholder text	High	Low
F-01 P2	The homepage introduction does not name the care on offer	High	Low
F-03 P2	The homepage has no meta description	Medium	Low
F-07 P2	The whitening CTA does not state the intended enquiry	Medium	Low
F-08 P2	Whitening reuses the services title and description	Medium	Low
F-10 P2	The implants page has two top-level headings	Medium	Low
F-11 P2	The implants page does not explain the first visit	High	Moderate
F-02 P3	Six service links repeat “Learn more”	Medium	Low
F-04 P3	Service cards do not help visitors choose a next step	Medium	Moderate
F-09 P3	Whitening copy omits results context and aftercare	Medium	Moderate
F-12 P3	The gallery ends without a contextual next action	Medium	Low

FINDING / PRIORITY	WORK ITEM	IMPACT	EFFORT
F-13 P3	The implants canonical uses a different slash convention	Low	Low
F-14 P3	Gallery assets are much larger than their displayed size	Medium	Moderate
F-17 P3	Contact has no clearly labelled booking entry	Medium	Low
F-15 P4	Three of nine homepage images omit an alt attribute	Low	Low
F-16 P4	Navigation does not indicate the current page	Low	Low
F-18 P4	The About page does not identify team qualifications	Medium	Moderate

Low effort: a focused copy, markup or link change. Moderate effort: coordinated content, image or verification work. These are planning categories, not time quotes. The time windows below are a proposed sequence and depend on staff availability and clinical/owner review.

Immediate · start with the two P1 actions

First remove the directly observed mobile placement and form-label barriers. Establish the real appointment destination before changing the label.

A-05 **P1** F-05 Proposed

The first mobile booking CTA sits below the first screen

Task. Place a clearly labelled booking action in the mobile opening region.

Owner: Designer / developer

Effort: Low

Dependency: Confirmed appointment destination

Done when. At 390 × 844 and 320px wide, confirm the primary booking action is visible without scrolling, can receive keyboard focus, and opens the intended destination. Check that it does not obscure navigation or overlap the headline.

A-06 **P1** F-06 Proposed

Enquiry fields rely on disappearing placeholder text

Task. Add visible labels with for/id associations: “Full name”, “Email address”, “Phone number” and “How can we help?”.

Owner: Developer

Effort: Low

Dependency: Clinic decision on required fields

Done when. Inspect the label-to-input association for all four controls. Enter values and confirm each label remains visible. Check the accessible names and keyboard order, then test the real form’s errors and submission when a delivery service is available.

Within 7 days · clarify and correct

Complete all six P2 items. Pull the low-effort P3 contact-route clarification into this window because it supports the P1 booking change. Clinical details may remain pending review; do not publish unsupported answers.

A-01 **P2** F-01 **Proposed**

The homepage introduction does not name the care on offer

Task. Lead with the existing family and cosmetic dentistry proposition; follow with a short sentence naming check-ups, whitening and implants.

Owner: Content lead

Effort: Low

Dependency: Clinic-approved service list

Done when. At desktop and 390px, a reviewer should be able to identify the service category, location and next action from the opening content, without consulting a later section. Confirm every named service against the clinic's approved list.

A-03 **P2** F-03 **Proposed**

The homepage has no meta description

Task. Add the proposed homepage description in C-01 after confirming the service and location wording.

Owner: SEO editor

Effort: Low

Dependency: C-01 and homepage content approval

Done when. Inspect the saved and delivered head: exactly one description must contain the approved text. Compare it with the visible offer. Review a later search appearance only when real search data becomes available.

A-07 **P2** F-07 **Proposed**

The whitening CTA does not state the intended enquiry

Task. Replace the closing label with "Ask about teeth whitening".

Owner: Content lead

Effort: Low

Dependency: F-06 form clarity

Done when. Follow the revised CTA and confirm the destination supports a whitening enquiry. Do not label it "Book treatment" if the destination only accepts a message or consultation request.

A-08 **P2** F-08 **Proposed**

Whitening reuses the services title and description

Task. Make the services and whitening titles and descriptions distinct using C-02 and C-03.

Owner: SEO editor

Effort: Low

Dependency: Approved C-02 / C-03 text

Done when. Compare both delivered heads. Titles and descriptions must be distinct, accurate and consistent with page content. Confirm that the title text and visible primary heading describe the same topic.

A-10 **P2** F-10 **Proposed**

The implants page has two top-level headings

Task. Retain “Dental implants” as the H1; change the supporting heading to H2 and review the remaining outline.

Owner: Developer

Effort: Low

Dependency: None

Done when. Inspect the DOM outline: one page-level H1 and subordinate H2/H3 sections. Confirm the change does not alter the intended visual hierarchy or remove meaningful text.

A-11 **P2** F-11 **Proposed**

The implants page does not explain the first visit

Task. Add a “Your first conversation” section with the approved bridge copy in C-04.

Owner: Clinical reviewer / content lead

Effort: Moderate

Dependency: Clinic’s actual consultation workflow

Done when. Have the clinic sign off the first-visit description. A reviewer should be able to tell what an enquiry initiates, what is and is not booked, and where to ask about individual suitability without relying on inferred medical advice.

A-17 **P3** F-17 **Proposed**

Contact has no clearly labelled booking entry

Task. Add a clear appointment entry that matches the real workflow.

Owner: Content lead / developer

Effort: Low

Dependency: Clinic-confirmed booking process

Done when. From Contact, confirm the next action’s label and destination accurately describe what happens. Test the real journey separately before promising online availability or instant confirmation.

Within 30 days · complete the supporting work

Finish the remaining P3 and P4 work, preserving the original report evidence. Recheck changed templates and collect real outcome evidence separately.

A-02 **P3** F-02 **Proposed**

Six service links repeat “Learn more”

Task. Use destination-specific link text: “Explore teeth whitening”, “Explore dental implants”, and “Ask about general dentistry”, “Ask about hygiene”, “Ask about restorative care” and “Request a smile consultation”.

Owner: Designer / developer

Effort: Low

Dependency: Final destination inventory

Done when. Read every link out of context, then follow it. The visible name should identify the treatment and whether it opens information or an enquiry. Confirm the accessible name matches the visible label.

A-04 **P3** F-04 **Proposed**

Service cards do not help visitors choose a next step

Task. Add one clear purpose and next-step sentence per card.

Owner: Content lead

Effort: Moderate

Dependency: F-02 destination decision

Done when. For each of the six cards, confirm that the text explains the destination and that the linked page fulfils that promise. Avoid unsupported claims about suitability, treatment duration or results.

A-09 **P3** F-09 **Proposed**

Whitening copy omits results context and aftercare

Task. Commission clinician-approved answers for expected variability, suitability, what each option involves and aftercare.

Owner: Clinical reviewer / content lead

Effort: Moderate

Dependency: Verified clinical answers

Done when. A named clinical reviewer should approve the new answers, confirm that they reflect current services and add a review date. Only then may metadata promise results or aftercare information. Check that the page actually includes every topic named.

A-12 **P3** F-12 **Proposed**

The gallery ends without a contextual next action

Task. Add a small closing panel: “Want to know more about the studio?” with “Ask the studio a question”.

Owner: Designer / content lead

Effort: Low

Dependency: F-06 and contact destination review

Done when. After the last image, verify a descriptive action is available at desktop and mobile widths and leads to Contact. Confirm that no photo is relabelled as a patient outcome.

A-13 **P3** F-13 **Proposed**

The implants canonical uses a different slash convention

Task. Inspect real-origin URL behavior, choose the preferred form, then align canonical, internal links and sitemap.

Owner: Developer / SEO editor

Effort: Low

Dependency: Real-origin response evidence

Done when. On the real site, inspect both URL responses, redirects and the final self-canonical. Compare sitemap and internal links. Confirm consolidation using available search data only if that access is provided.

A-14 **P3** F-14 **Proposed**

Gallery assets are much larger than their displayed size

Task. Create web derivatives sized for the gallery's real layouts and device-pixel ratios, starting around 720px for a 360px card at 2× density.

Owner: Developer / image editor

Effort: Moderate

Dependency: Final gallery layout and image-quality review

Done when. Inspect the browser-selected resource at desktop and mobile sizes. Compare encoded byte sizes with the originals and check fine detail visually. Record bytes actually delivered; run a separate performance evaluation before making speed claims.

A-15 **P4** F-15 **Proposed**

Three of nine homepage images omit an alt attribute

Task. Give each homepage image an intentional alt value: empty for decorative use, descriptive for unique information.

Owner: Content editor / developer

Effort: Low

Dependency: Image-purpose decision

Done when. Review all nine images in context. Every img must have an intentional alt value; decorative images may be empty. Check that informative alternatives describe actual image content without repeating adjacent text unnecessarily.

A-16 **P4** F-16 **Proposed**

Navigation does not indicate the current page

Task. Add a visible current-page style and an appropriate aria-current value to the exact active link.

Owner: Designer / developer

Effort: Low

Dependency: Shared navigation convention

Done when. Visit all seven selected pages and check the highlighted item and semantic state. Confirm the design works with keyboard focus and does not rely only on a subtle colour difference.

The About page does not identify team qualifications

Task. Ask the clinic for approved names, roles, qualifications, jurisdiction-appropriate registration information and consented portraits.

Owner: Clinic owner / content lead

Effort: Moderate

Dependency: Verified staff records and image permissions

Done when. Check each published biography against owner-approved records and image consent. Confirm that any registration link leads to the correct public record and that review dates are recorded.

Evidence you can inspect.

Every screenshot is tied to a saved page. Generated photography appears inside the website; it is never presented as captured audit evidence on its own.

These are actual captures of the accompanying reference pages. Desktop and mobile views are paired below. Unannotated full-page originals are included in the package; enlargement controls open the displayed evidence without altering it.

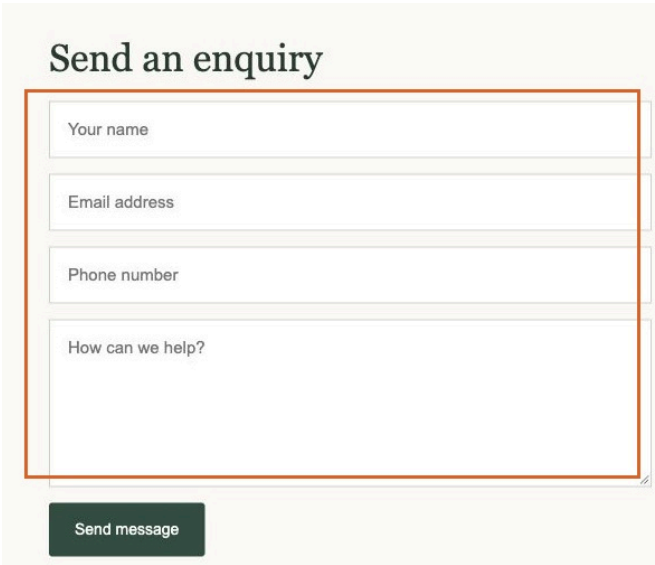


E01-A / F-05

The booking action falls just beyond the opening screen.

The orange line marks the end of the 844 CSS-pixel viewport. The button starts around y=892. The line and outline are annotations on the captured page; the original is preserved.

[Open the unannotated full page](#)



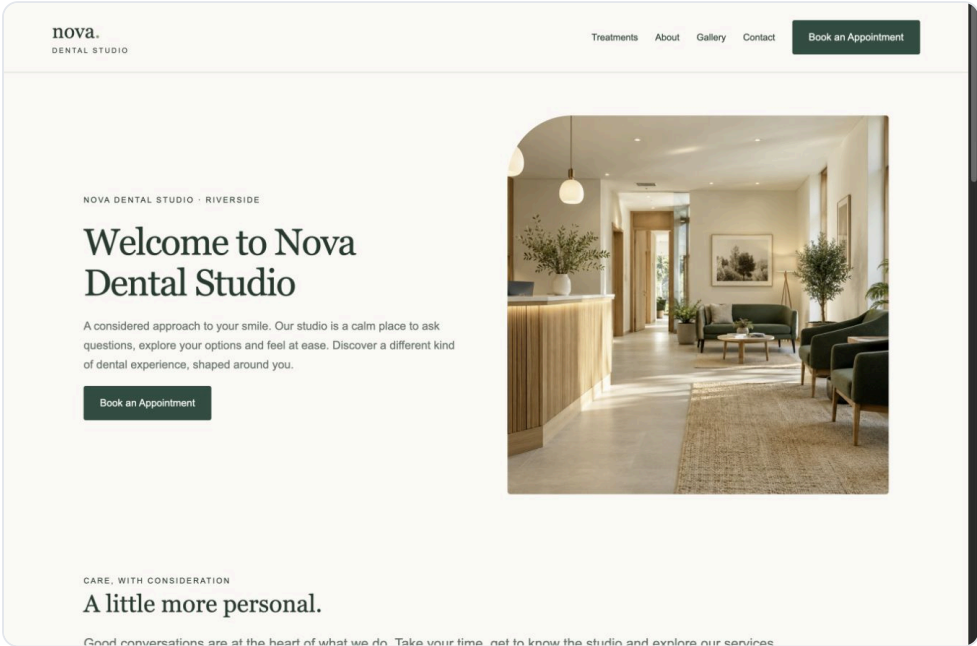
E07-A / F-06

Labels should remain after typing begins.

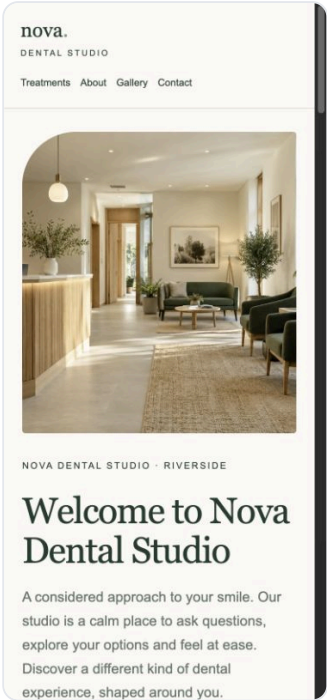
The four placeholders are visible in the capture. The corresponding source confirms zero associated label elements. The recommended label copy appears in C-07.

E07-A · Contact form crop; outline added. The source contains no labels for these fields.

Home



Desktop · 1366 × 900 CSS px



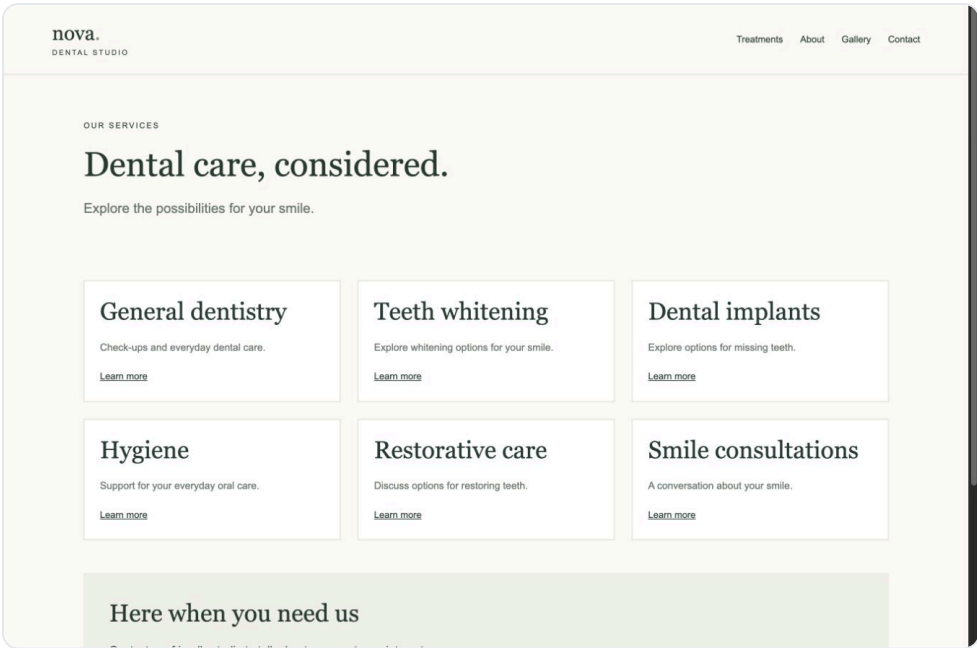
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S01](#)

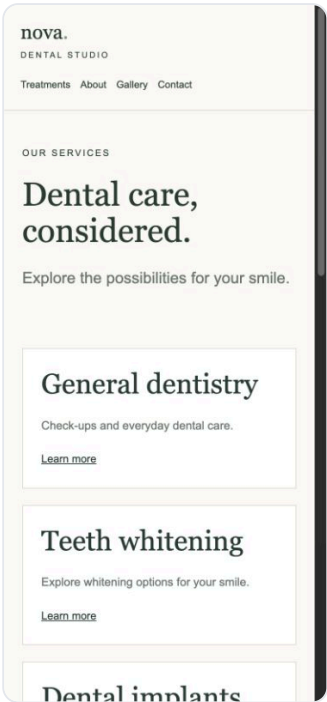
- F-01
- F-03
- F-05
- F-15
- F-16

The opening message is generic and mobile booking begins below the first screen. The missing description and three unspecified image alternatives are smaller, concrete content issues.

Services



Desktop · 1366 × 900 CSS px



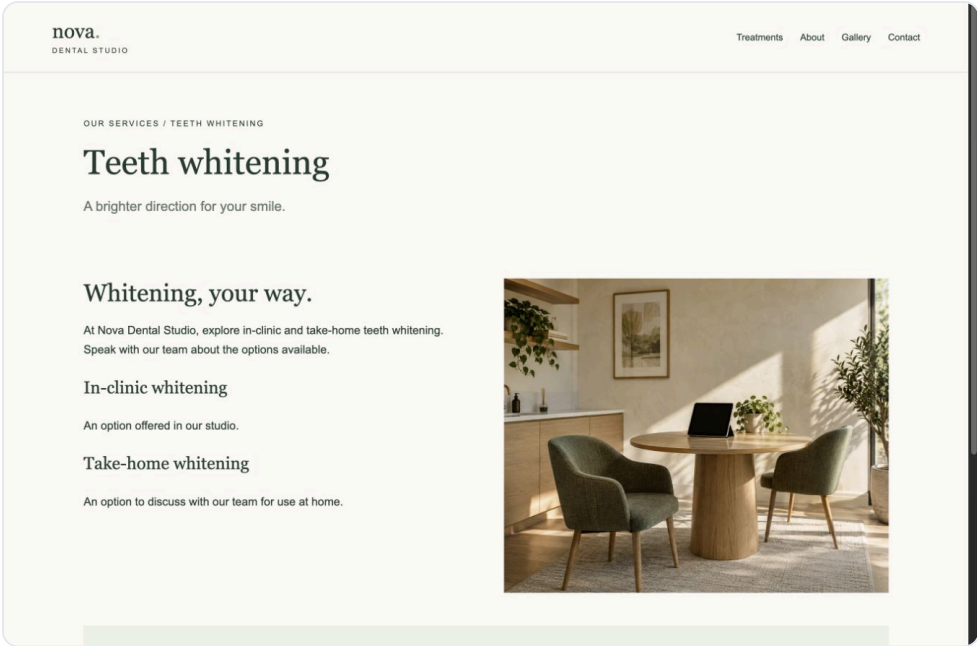
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S02](#)

- F-02
- F-04
- F-08
- F-16

Repeated Learn more labels hide the difference between an information page and an enquiry. Short card descriptions do little to guide the choice.

Teeth whitening



Desktop · 1366 × 900 CSS px



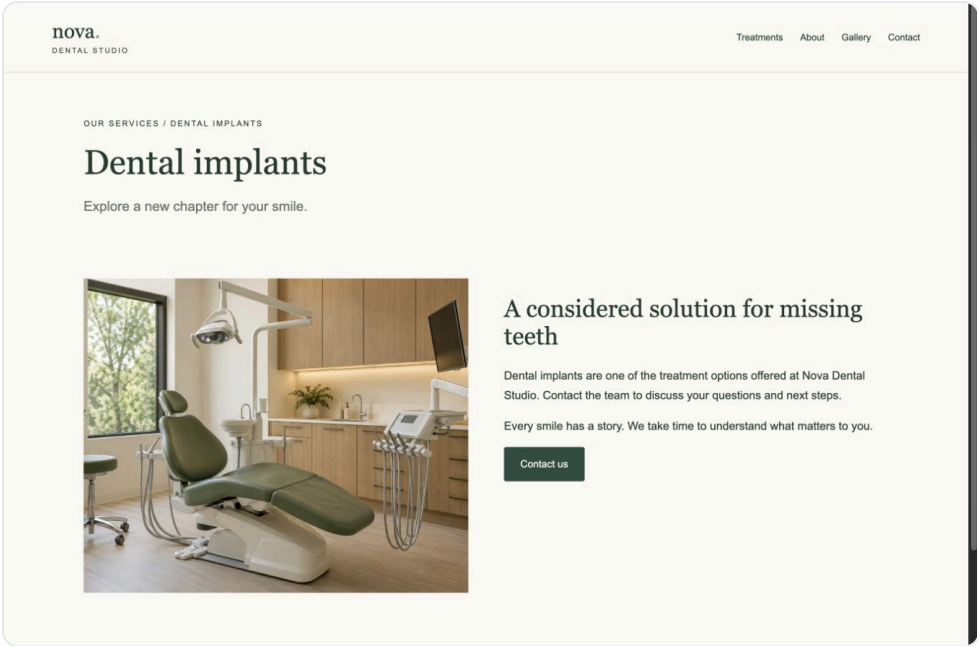
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S03](#)

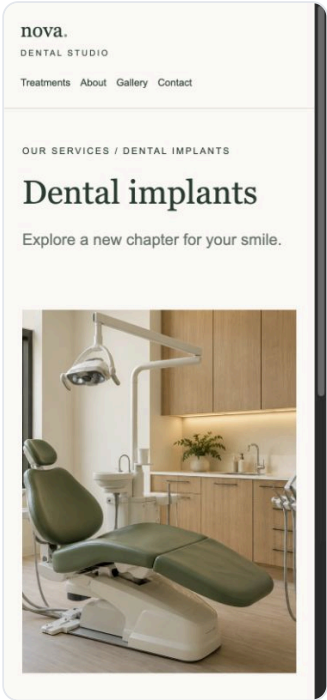
- F-07
- F-08
- F-09
- F-16

The title and description duplicate the directory. The body does not address results context or aftercare, and its next action loses the treatment context.

Dental implants



Desktop · 1366 × 900 CSS px



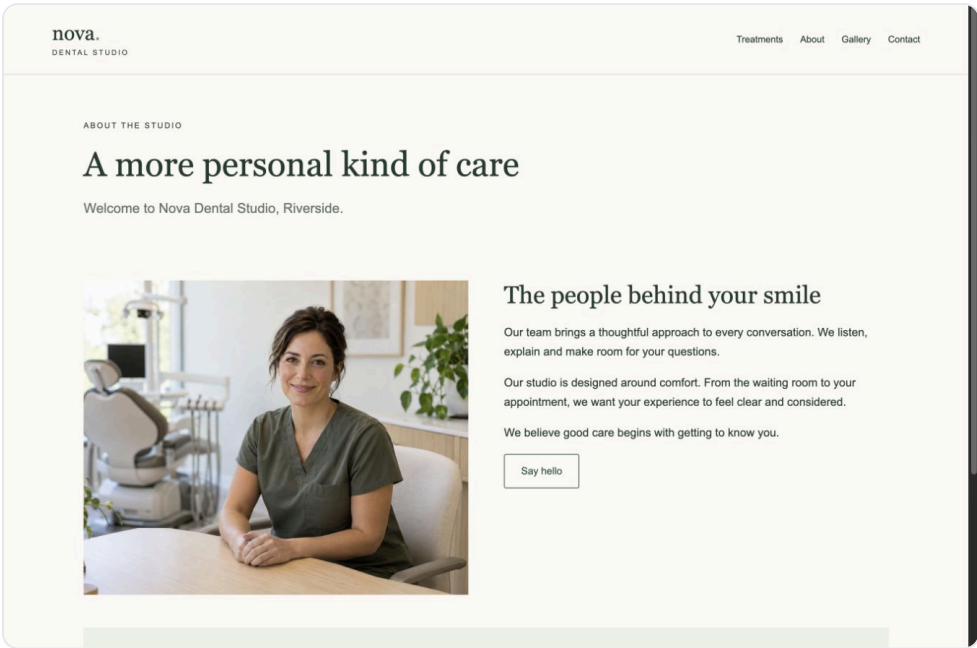
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S04](#)

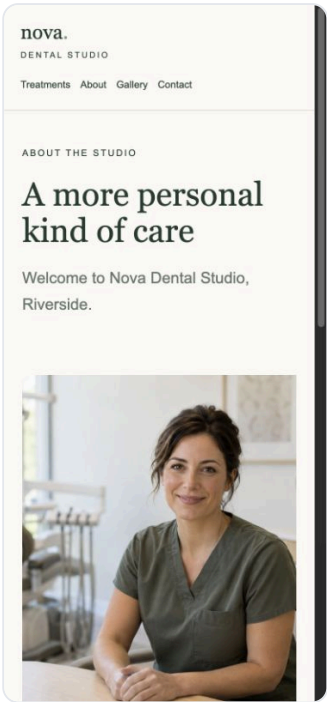
- F-10
- F-11
- F-13
- F-16

A second H1 blurs the document outline. The first-visit process is absent. Canonical spelling needs a real-origin check before any consolidation change.

About



Desktop · 1366 × 900 CSS px



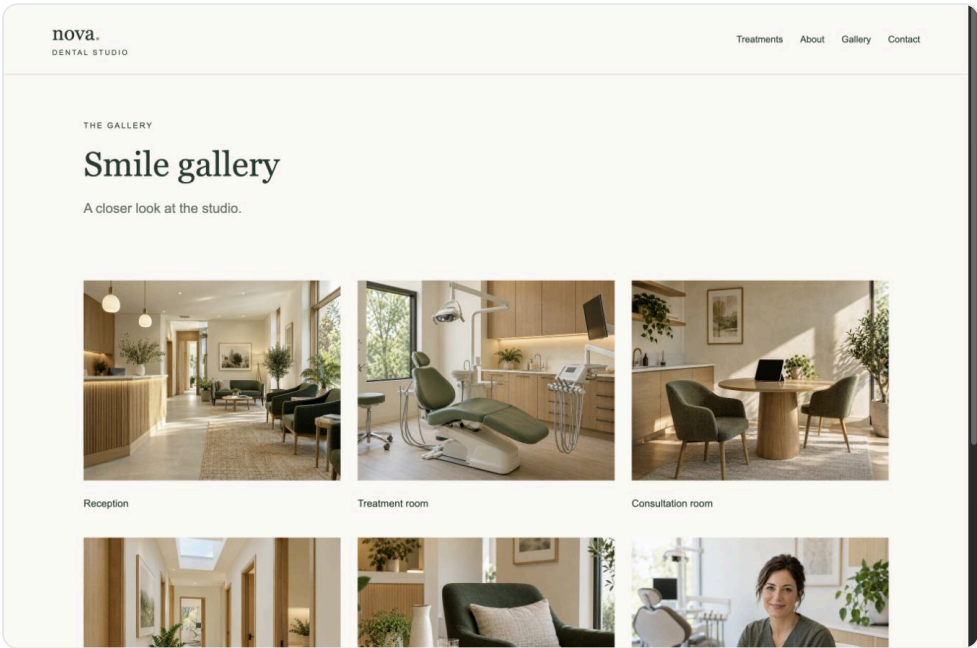
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S05](#)

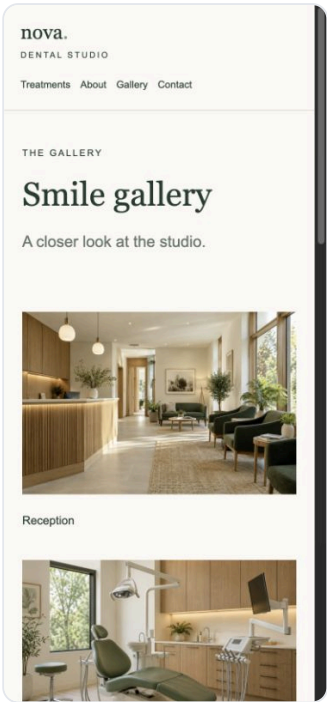
- F-18
- F-16

There are no named biographies or verified professional details. The representative image must not be mistaken for evidence of a real practitioner.

Smile gallery



Desktop · 1366 × 900 CSS px



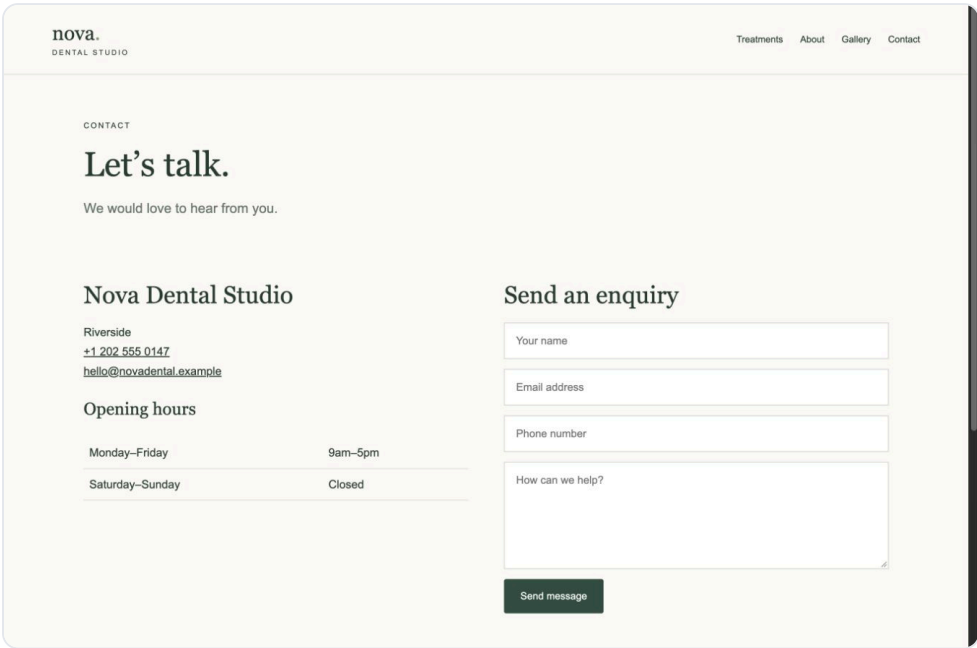
Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S06](#)

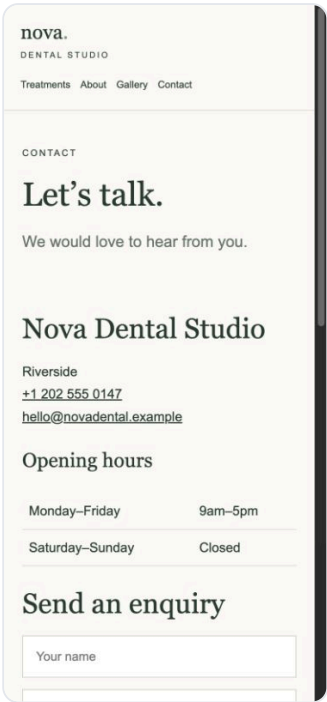
- F-12
- F-14
- F-16

Large originals are used for small cards. There is no contextual closing action. The Smile gallery label can suggest treatment results even though the page shows the studio environment.

Contact



Desktop · 1366 × 900 CSS px



Mobile · 390 × 844 CSS px

[Open reference page](#) [Source note S07](#)

- F-06
- F-17
- F-16

Placeholders provide no persistent field labels. Appointment intent is not exposed through a clearly labelled link, and there is no verified external scheduler.

Complete replacement copy, ready for review.

Use the current/suggested pairs alongside each finding. Every conditional version identifies what must be verified or added first.

All suggested text is proposed. Counts include spaces and punctuation; missing text is counted as 0. Character counts support editing, not a fixed search-result length guarantee. “Retain” decisions are included where the existing text already does its job.

C-01 / /

Home

Title48 → 48 characters	
CURRENT Nova Dental Studio Family Dentist in Riverside	SUGGESTED · PROPOSED Nova Dental Studio Family Dentist in Riverside
<p>Why: Retain the existing specific brand, service and location title. A rewrite is not needed.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

Meta description0 → 154 characters	
CURRENT Not present	SUGGESTED · PROPOSED Family and cosmetic dentistry in Riverside. Explore check-ups, teeth whitening and dental implants, then contact Nova Dental Studio about your next visit.
<p>Why: Adds a concise page summary aligned to the service scope; it does not promise a search snippet.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

H129 → 42 characters	
CURRENT Welcome to Nova Dental Studio	SUGGESTED · PROPOSED Family and cosmetic dentistry in Riverside
<p>Why: States the offer and place before the brand welcome.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

Primary CTA

19 → 22 characters

CURRENT

Book an Appointment

SUGGESTED · PROPOSED

Request an appointment

Why: Matches an enquiry-led workflow without promising instant scheduling.

Use condition: Use only if appointments are staff-confirmed. Retain Book an Appointment if a real scheduler is supplied and verified.

Body / supporting copy

Current text

A considered approach to your smile. Our studio is a calm place to ask questions, explore your options and feel at ease. Discover a different kind of dental experience, shaped around you.

Suggested text · 164 characters

Explore check-ups, teeth whitening and dental implants at Nova Dental Studio. Learn about your options, get to know the studio and contact us about your next visit.

Why: Names the existing services and offers useful next steps while keeping a warm tone. It avoids claims about clinical outcomes, treatment quality or availability.

Before use: Clinic approval is required for family and cosmetic dentistry terminology and all service names.

Services

Title		33 → 49 characters
CURRENT	SUGGESTED · PROPOSED	
Our Services Nova Dental Studio	Dental Services in Riverside Nova Dental Studio	
Why: Makes the service-directory role explicit.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Meta description		105 → 157 characters
CURRENT	SUGGESTED · PROPOSED	
Explore our dental services at Nova Dental Studio in Riverside. Find the treatment that is right for you.	Explore dental services at Nova Dental Studio in Riverside, including check-ups, teeth whitening and implants. Find information or ask the studio a question.	
Why: Differentiates this directory from an individual treatment page.		
Use condition: Confirm the service and location facts with the clinic before publication.		

H1		24 → 27 characters
CURRENT	SUGGESTED · PROPOSED	
Dental care, considered.	Explore our dental services	
Why: Uses direct catalogue language.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Primary CTA		12 → 19 characters
CURRENT	SUGGESTED · PROPOSED	
Get in touch	Ask about a service	
Why: Clarifies that the destination starts an enquiry.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Body / supporting copy

Current text

General dentistry: Check-ups and everyday dental care. Teeth whitening: Explore whitening options for your smile. Dental implants: Explore options for missing teeth. Hygiene: Support for your everyday oral care. Restorative care: Discuss options for restoring teeth. Smile consultations: A conversation about your smile. All six links: Learn more.

Suggested text · 859 characters

General dentistry

Explore check-ups and everyday dental care. Ask the studio about your next appointment.

Link: Ask about general dentistry

Teeth whitening

Read about the in-clinic and take-home whitening options named by the studio. Bring your questions to the team.

Link: Explore teeth whitening

Dental implants

Find information about the studio's implant service and ask what an initial conversation involves.

Link: Explore dental implants

Hygiene

Ask the studio about its hygiene service and what to expect at an appointment.

Link: Ask about hygiene

Restorative care

Discuss the restorative care options available at the studio. The team can explain the appropriate next step.

Link: Ask about restorative care

Smile consultations

Tell the studio what you would like to discuss and ask how to arrange a consultation.

Link: Request a smile consultation

Why: The six cards now distinguish information pages from contact routes, and each action makes sense on its own.

Before use: Confirm that all six services remain offered. This copy does not establish eligibility or prescribe treatment.

Teeth whitening

Title 33 → 49 characters	
CURRENT	SUGGESTED · PROPOSED
Our Services Nova Dental Studio	Teeth Whitening in Riverside Nova Dental Studio
<p>Why: Names the actual treatment and separates it from the directory.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

Meta description — usable with current topics 105 → 140 characters	
CURRENT	SUGGESTED · PROPOSED
Explore our dental services at Nova Dental Studio in Riverside. Find the treatment that is right for you.	In-clinic and take-home teeth whitening at Nova Dental Studio in Riverside. Explore both options and contact the studio with your questions.
<p>Why: Limits the promise to the two options already named on the page.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

Meta description — after content expansion 105 → 145 characters	
CURRENT	SUGGESTED · PROPOSED
Explore our dental services at Nova Dental Studio in Riverside. Find the treatment that is right for you.	Explore in-clinic and take-home teeth whitening at Nova Dental Studio in Riverside, with clinician-reviewed information on results and aftercare.
<p>Why: Describes the proposed richer page.</p> <p>Use condition: Do not publish until F-09 is complete and those topics are actually present and clinically approved.</p>	

H1 15 → 15 characters	
CURRENT	SUGGESTED · PROPOSED
Teeth whitening	Teeth whitening
<p>Why: Retain this clear, treatment-specific heading.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>	

Primary CTA

12 → 25 characters

CURRENT

Get in touch

SUGGESTED · PROPOSED

Ask about teeth whitening

Why: Carries the treatment context into the next step.

Use condition: Confirm the service and location facts with the clinic before publication.

Body / supporting copy

Current text

At Nova Dental Studio, explore in-clinic and take-home teeth whitening. Speak with our team about the options available. In-clinic whitening: An option offered in our studio. Take-home whitening: An option to discuss with our team for use at home.

Suggested text · 362 characters

Questions about whitening?

Nova Dental Studio offers in-clinic and take-home whitening options. Contact the studio to ask about the differences, what each option involves and the information you need before deciding on a next step.

Ask the team about suitability, how results can vary and the aftercare information that applies to the option discussed with you.

Why: Provides an honest bridge to a conversation while the detailed clinical answers are being prepared. It does not invent results, durations or instructions.

Before use: Clinical review required. This bridge copy is not a substitute for the detailed clinician-authored answers requested by F-09.

Dental implants

Title		36 → 49 characters
CURRENT	SUGGESTED · PROPOSED	
Dental Implants Nova Dental Studio	Dental Implants in Riverside Nova Dental Studio	
<p>Why: Adds the established location while keeping a clear treatment focus.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Meta description		97 → 151 characters
CURRENT	SUGGESTED · PROPOSED	
Explore dental implants at Nova Dental Studio in Riverside. Contact us to discuss your next step.	Explore dental implants at Nova Dental Studio in Riverside. Ask the team about an initial consultation and the information you need for your next step.	
<p>Why: Sets a consultation-oriented expectation without clinical promises.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

H1		15 → 15 characters
CURRENT	SUGGESTED · PROPOSED	
Dental implants	Dental implants	
<p>Why: Retain the main page title; change the second H1 to an H2.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Supporting heading		39 → 45 characters
CURRENT	SUGGESTED · PROPOSED	
A considered solution for missing teeth	Your first conversation about dental implants	
<p>Why: Shifts supporting content toward the unanswered first-visit question.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Primary CTA

10 → 33 characters

CURRENT

Contact us

SUGGESTED · PROPOSED

Ask about an implant consultation

Why: Describes the enquiry specifically.

Use condition: Clinic must confirm its consultation offering and the destination's behavior.

Body / supporting copy

Current text

Dental implants are one of the treatment options offered at Nova Dental Studio. Contact the team to discuss your questions and next steps. Every smile has a story. We take time to understand what matters to you.

Suggested text · 444 characters

Your first conversation about dental implants

Contact Nova Dental Studio to ask how an initial implant consultation is arranged. Tell the team what you would like to discuss and ask what information to bring.

Before you make arrangements, ask who you will meet, whether there is a consultation fee and how the clinic explains individual options, possible visit sequences and aftercare. The team should confirm these details for your situation.

Why: Makes the first contact less ambiguous while clearly leaving individual clinical details with the clinic.

Before use: This is interim enquiry copy. Replace questions with verified process answers only after the owner and clinical reviewer approve them; do not invent fees, visits or eligibility.

About

Title		29 → 36 characters
CURRENT	SUGGESTED · PROPOSED	
About Us Nova Dental Studio	About Nova Dental Studio Riverside	
Why: Keeps the page identity concise and specific.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Meta description		78 → 128 characters
CURRENT	SUGGESTED · PROPOSED	
Meet Nova Dental Studio and discover our approach to dental care in Riverside.	Get to know Nova Dental Studio in Riverside, explore the studio's approach and contact the team with questions about your visit.	
Why: Describes available content without implying verified biographies.		
Use condition: Confirm the service and location facts with the clinic before publication.		

H1		28 → 30 characters
CURRENT	SUGGESTED · PROPOSED	
A more personal kind of care	Get to know Nova Dental Studio	
Why: Introduces the brand directly without a comparative care claim.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Primary CTA		9 → 23 characters
CURRENT	SUGGESTED · PROPOSED	
Say hello	Ask the team a question	
Why: Makes the contact action more explicit.		
Use condition: Confirm the service and location facts with the clinic before publication.		

Body / supporting copy

Current text

Our team brings a thoughtful approach to every conversation. We listen, explain and make room for your questions. Our studio is designed around comfort. From the waiting room to your appointment, we want your experience to feel clear and considered. We believe good care begins with getting to know you.

Suggested text · 327 characters

Get to know the studio

Nova Dental Studio is based in Riverside. Explore the studio and the services described on this site, then contact the team with questions about your visit.

If you would like to know who you will meet or discuss a practitioner's role and qualifications, ask the studio before arranging your appointment.

Why: A safe interim introduction that does not claim credentials the source cannot support. Verified biographies should still be added under F-18.

Before use: Do not present the generated representative portrait as a named practitioner. Owner-approved identities, credentials and consented images are required for biographies.

Smile gallery

Title

34 → 38 characters

CURRENT

Smile Gallery | Nova Dental Studio

SUGGESTED · PROPOSED

Inside the Studio | Nova Dental Studio

Why: Matches the actual environment photography instead of implying treatment outcomes.

Use condition: Confirm the service and location facts with the clinic before publication.

Meta description

39 → 152 characters

CURRENT

Explore the Nova Dental Studio gallery.

SUGGESTED · PROPOSED

Take a look inside Nova Dental Studio, from reception and consultation spaces to the treatment room. Contact the studio with questions about your visit.

Why: Describes only what the six images show.

Use condition: Confirm the service and location facts with the clinic before publication.

H1

13 → 17 characters

CURRENT

Smile gallery

SUGGESTED · PROPOSED

Inside the studio

Why: Aligns the page name with its contents.

Use condition: Confirm the service and location facts with the clinic before publication.

Primary CTA

0 → 25 characters

CURRENT

Not present

SUGGESTED · PROPOSED

Ask the studio a question

Why: Adds a contextual route after the gallery.

Use condition: Confirm the service and location facts with the clinic before publication.

Body / supporting copy

Current text

A closer look at the studio.

Suggested text · 273 characters

A look inside Nova Dental Studio

Explore the reception, consultation spaces and treatment room. These images introduce the studio environment; they do not show patient treatment results.

Want to know more about the studio?

Contact the team with questions about your visit.

Why: The images show rooms and a representative portrait, so the proposed title and introduction remove a potential expectation mismatch. No before-and-after case is fabricated.

Before use: For a real site, use owner-approved premises photography and remove the representative portrait unless its use is accurate and consented. A future clinical case gallery needs separate consent and verified context.

Contact

Title		28 → 38 characters
CURRENT	SUGGESTED · PROPOSED	
Contact Nova Dental Studio	Contact Nova Dental Studio Riverside	
<p>Why: Makes the brand and location readable at a glance.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Meta description		64 → 141 characters
CURRENT	SUGGESTED · PROPOSED	
Contact Nova Dental Studio in Riverside for treatment enquiries.	Contact Nova Dental Studio in Riverside. Find the studio's phone number and opening hours, or send an enquiry about a service or appointment.	
<p>Why: Reflects the contact information and enquiry path actually shown.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

H1		11 → 26 characters
CURRENT	SUGGESTED · PROPOSED	
Let's talk.	Contact Nova Dental Studio	
<p>Why: Uses a descriptive main heading.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Primary CTA		12 → 12 characters
CURRENT	SUGGESTED · PROPOSED	
Send message	Send enquiry	
<p>Why: Keeps the form action distinct from confirmed booking.</p> <p>Use condition: Confirm the service and location facts with the clinic before publication.</p>		

Appointment entry

0 → 22 characters

CURRENT

Not present

SUGGESTED · PROPOSED

Request an appointment

Why: Separates appointment intent from a general enquiry.

Use condition: Use only after an appointment-request flow is confirmed; no instant confirmation is implied.

Body / supporting copy

Current text

Placeholders only: Your name; Email address; Phone number; How can we help? Button: Send message. Appointment requests: Use the enquiry form above to ask the studio about an appointment.

Suggested text · 404 characters

Form labels

Full name

Email address

Phone number

How can we help?

Helper copy above the message field

Tell us which service or appointment you would like to ask about. Please avoid including sensitive medical information in this general enquiry.

Appointment information

To ask about an appointment, contact the studio using the details on this page. The team will need to confirm arrangements with you.

Why: Persistent labels support review and correction. The appointment text avoids promising immediate scheduling or a response time not established by the source.

Before use: Confirm required fields, secure handling, response process and the real booking destination. Have the owner review contact details and hours. The local reference form sends nothing.

The complete basis for the assessment.

Source details, definitions and data gaps remain inspectable, so another reviewer can distinguish what was seen from what was suggested.

How the assessment was prepared

1. The approved marketing reference was frozen and hashed. Its Nova Dental subject, scope, sample scores and established finding IDs were retained where coherent.
2. A complete local reference website was authored because no complete authorized Nova customer website was available. The eight-page inventory contains seven selected pages and one excluded privacy page.
3. The saved pages were inspected for titles, descriptions, headings, image attributes, link destinations and relevant source details. Original asset bytes and dimensions were read directly.
4. The seven pages were rendered and captured at desktop and mobile viewports. Full-page originals supplement the viewport evidence; the selected annotations preserve those originals.
5. Findings, priorities, impact, effort and replacement copy were authored against that evidence. No Prooflin job, external audit service, live customer crawl or export allowance was used.
6. The HTML and PDF present the same complete assessment and evidence. The source snapshot stays unchanged when recommendations are proposed.

Evidence and confidence definitions

TERM	MEANING IN THIS REPORT
Observed	Visible in the saved source, original file properties or captured rendering.
Interpretation	A reasoned explanation of why the observation may matter.
Hypothesis	An unmeasured possible user or business effect. No uplift is estimated.
Proposed	Recommended copy or work awaiting implementation and verification.
High confidence	The stated source observation is directly inspectable and consistent across relevant evidence. It does not certify clinical or business outcomes.
Not Scored	The subject has no adequate evidence for a numeric assessment. Missing information is not represented as zero.

Severity and priority

Severity uses Critical, High, Medium, Low and Informational. No critical issue is established here. Priority uses P1 Immediate, P2 High, P3 Planned Improvement, P4 Nice-to-Have and P5 Informational / Monitor. Severity is not a score deduction formula; the action sequence reflects the importance of the user journey and dependencies.

Full URL and source inventory

These are logical source identities, not evidence of a public crawl. The page source notes below link to the preserved website and the matching captures for comparison.

ID	FULL LOGICAL URL	SCOPE
PG-01	https://novadental.example/	Selected
PG-02	https://novadental.example/services	Selected
PG-03	https://novadental.example/services/teeth-whitening	Selected
PG-04	https://novadental.example/services/dental-implants	Selected
PG-05	https://novadental.example/about	Selected
PG-06	https://novadental.example/smile-gallery	Selected
PG-07	https://novadental.example/contact	Selected
PG-08	https://novadental.example/privacy-policy	Excluded: privacy-policy content

Page source notes

S01 · /

```
<title>Nova Dental Studio | Family Dentist in Riverside</title>
[No meta description element present]
<link rel="canonical" href="https://novadental.example/">
H1 elements: 1 | Image elements: 9 | Missing alt attributes: 3
```

Saved HTML: 4,096 bytes. Title: 48 characters. Description: 0 characters. [Open source page](#) · [View capture E01](#)

S02 · /services

```
<title>Our Services | Nova Dental Studio</title>
<meta name="description" content="Explore our dental services at Nova Dental Studio in Riverside. Find the
treatment that is right for you.">
<link rel="canonical" href="https://novadental.example/services">
H1 elements: 1 | Image elements: 0 | Missing alt attributes: 0
```

Saved HTML: 2,633 bytes. Title: 33 characters. Description: 105 characters. [Open source page](#) · [View capture E02](#)

S03 · /services/teeth-whitening

```
<title>Our Services | Nova Dental Studio</title>
<meta name="description" content="Explore our dental services at Nova Dental Studio in Riverside. Find the
treatment that is right for you.">
<link rel="canonical" href="https://novadental.example/services/teeth-whitening">
H1 elements: 1 | Image elements: 1 | Missing alt attributes: 0
```

Saved HTML: 2,169 bytes. Title: 33 characters. Description: 105 characters. [Open source page](#) · [View capture E03](#)

S04 · /services/dental-implants

```
<title>Dental Implants | Nova Dental Studio</title>
<meta name="description" content="Explore dental implants at Nova Dental Studio in Riverside. Contact us
to discuss your next step.">
<link rel="canonical" href="https://novadental.example/services/dental-implants/">
H1 elements: 2 | Image elements: 1 | Missing alt attributes: 0
```

Saved HTML: 2,039 bytes. Title: 36 characters. Description: 97 characters. [Open source page](#) · [View capture E04](#)

S05 · /about

```
<title>About Us | Nova Dental Studio</title>
<meta name="description" content="Meet Nova Dental Studio and discover our approach to dental care in
Riverside.">
<link rel="canonical" href="https://novadental.example/about">
H1 elements: 1 | Image elements: 1 | Missing alt attributes: 0
```

Saved HTML: 2,174 bytes. Title: 29 characters. Description: 78 characters. [Open source page](#) · [View capture E05](#)

S06 · /smile-gallery

```
<title>Smile Gallery | Nova Dental Studio</title>
<meta name="description" content="Explore the Nova Dental Studio gallery.">
<link rel="canonical" href="https://novadental.example/smile-gallery">
H1 elements: 1 | Image elements: 6 | Missing alt attributes: 0
```

Saved HTML: 2,376 bytes. Title: 34 characters. Description: 39 characters. [Open source page](#) · [View capture E06](#)

S07 · /contact

```
<title>Contact | Nova Dental Studio</title>
<meta name="description" content="Contact Nova Dental Studio in Riverside for treatment enquiries.">
<link rel="canonical" href="https://novadental.example/contact">
H1 elements: 1 | Image elements: 0 | Missing alt attributes: 0
```

Saved HTML: 2,557 bytes. Title: 28 characters. Description: 64 characters. [Open source page](#) · [View capture E07](#)

S08 · Cross-page structure and URL register

All seven selected pages share the four-item Treatments / About / Gallery / Contact navigation without a current-page marker. The selected implants logical URL omits a terminal slash; its canonical includes one. No real-origin response or Google-selected canonical is available.

The reference pages use a viewport meta tag and contain English-language document declarations. These source observations do not establish HTTPS security, indexability on a public origin or cross-browser compatibility.

S09 · Gallery asset inventory

All six original PNGs are 1536 × 1024 pixels. The gallery uses direct src attributes without srcset. At 1366 × 900 CSS px, each displayed image is 360px wide. At 390px, the gallery content width is 346px. Sizes below are actual encoded file bytes; 1 MB = 1,000,000 bytes.

ASSET	ENCODED BYTES	MB	PIXELS
consultation.png	2,534,471	2.53	1536 × 1024
corridor.png	1,855,796	1.86	1536 × 1024
detail.png	2,364,953	2.36	1536 × 1024
operatory.png	2,298,224	2.30	1536 × 1024
professional.png	1,993,948	1.99	1536 × 1024
reception.png	2,539,924	2.54	1536 × 1024
Total	13,587,316	13.59	6 assets

These are source-asset properties. They are not HTTP wire-transfer measurements, page-load timing or a Core Web Vitals result. The original images remain available in the preserved reference website.

Strengths and bounded passed checks

OBSERVATION	EVIDENCE	BOUNDARY
All seven selected reference pages render with their local assets	E01–E07	Local rendering only; no public availability claim
No horizontal page overflow at the 390px source capture	E01–E07 mobile captures	Single captured viewport; no general mobile-compliance claim
The homepage title names brand, service and place	S01	Quality of wording; no rank or snippet guarantee
Six selected pages have a single H1; implants has two	S01–S07	Structural observation, not a search penalty calculation
Contact provides phone, email and opening hours	E07 / S07	Example details; not verified business operations
All six gallery images supply alternatives and captions	E06 / S06	Presence checked; no complete accessibility certification

Data gaps and useful next evidence

MISSING INPUT	CONCLUSION WITHHELD	USEFUL NEXT STEP
Real-origin responses and search data	Indexing or canonical defect	Inspect both implants URL forms, sitemap and available search evidence
Live booking and form service	Successful enquiry or confirmed booking	Confirm workflow, then test the actual destination and delivery
Clinical content and team records	Suitability, results, timing or credentials	Obtain approved facts, reviewer identity and publication consent
Performance and real-user measurements	Load-time, speed or Core Web Vitals score	Evaluate the real site separately under recorded conditions
Analytics and user research	Conversion uplift or measured abandonment	Measure the real enquiry journey after appropriate setup and consent
Comprehensive accessibility testing	Conformance to a standard	Review keyboard, assistive technology, errors, contrast and complete tasks

Guidance consulted

These sources inform the recommendations; they are not evidence that the example site was measured by those organisations. Reviewed 11 October 2026.

- [Google Search Central — title links](#): descriptive, distinct page titles; search presentation may differ.
- [Google Search Central — snippets and meta descriptions](#): useful page summaries without guaranteed snippet control.
- [Google Search Central — canonicalization](#): URL consolidation requires more than a spelling comparison.

- [W3C WAI — labelling controls](#): persistent, associated form labels.
- [W3C WAI — text alternatives decision tree](#): alternatives depend on image purpose.
- [web.dev — responsive images](#): image candidates matched to layout and device needs.

Freshness and provenance

Report version 1.0 · 11 October 2026. Sources are the accompanying reference website and its original captures, created for this sample. Photography was generated specifically for the reference site. No patient testimonial, outcome, practitioner identity or credential is represented. Scores are the approved sample assessments; findings and copy were authored against the frozen fixture.

Recommendations have not been applied to the source pages. A later revision should record changed evidence and keep this baseline intact. The source inventory, preserved website and evidence gallery retain the reviewed baseline for comparison. This visual treatment is a standalone sample report design, not a claim that the current Prooflin application already renders it.



NOVA-WEB-2026-01 · v1.0

Website Audit Sample Report · End of report

[Return to the action plan](#)