

Executive Summary



16
Pages crawled
12
Issues identified
6
Critical + High priority
6
Pages missing meta description

Meridian Dental presents a credible, professional face: a clear service architecture, real clinician pages, and fast server responses. But the site leaks patients at the two moments that matter most, being found and being booked. The booking form is invisible to assistive technology, the highest-intent pages are missing their search snippets, and the homepage buries its one conversion action. Every issue below is specific, bounded, and fixable inside a normal maintenance cycle.

Strengths

✓

Clear service architecture: every treatment has its own dedicated page

✓

Fast server responses on all 16 pages crawled

✓

Named clinician pages that build genuine patient trust

Key Issues

⚠

Booking form is unusable with a screen reader

⚠

All four service pages are missing meta descriptions

⚠

The homepage has no booking call to action above the fold

Recommended Priorities

- 1 Label every booking form input this week
- 2 Write meta descriptions for the four service pages
- 3 Move the booking button into the header and hero
- 4 Redirect HTTP traffic to HTTPS and enable HSTS

Issues by Category

Accessibility

Booking form inputs have no labels

CRITICAL

ACCESSIBILITY

PAGE

EFFORT: LOW

IMPACT: HIGH

Every input on the booking form relies on placeholder text alone. Screen readers announce them as unlabelled fields, so a patient using assistive technology cannot complete a booking.

RECOMMENDATION

Add a visible label element (or aria-label) to each input on the booking form, and keep placeholders as examples only.

EVIDENCE

`<input placeholder="Full name">` with no `<label>` or `aria-label` (6 fields affected)

AFFECTS

- <https://meridiandental.example/book>

Low contrast body text on service cards

WARNING

ACCESSIBILITY

PATTERN

EFFORT: LOW

IMPACT: MEDIUM

Service card copy is set in a light grey on white at a contrast ratio of 2.9 to 1, below the WCAG AA minimum of 4.5 to 1. Older patients, a core dental demographic, will struggle to read it.

RECOMMENDATION

Darken the card body text to reach at least a 4.5 to 1 ratio against the white card background.

EVIDENCE

Body copy #9A9A9A on #FFFFFF measures 2.9:1

AFFECTS

- <https://meridiandental.example/services>

Brand

Practice name is inconsistent across pages

WARNING

BRAND

SITE

EFFORT: LOW

IMPACT: LOW

The site alternates between "Meridian Dental" and "Meridian Dental Care" in headings, footers, and structured data. Inconsistent naming dilutes local search signals and looks careless to patients.

RECOMMENDATION

Pick one canonical name and apply it everywhere, including the Google Business Profile.

EVIDENCE

"Meridian Dental Care" appears on 5 pages, "Meridian Dental" on 11

AFFECTS

- <https://meridiandental.example/>
- <https://meridiandental.example/about>

Content

Blog has not been updated since late 2024

WARNING

CONTENT

PATTERN

EFFORT: MEDIUM

IMPACT: MEDIUM

The two most recent posts are dated 2024. A visibly stale blog reads as an unattended practice, and search engines demote sites that stop publishing.

RECOMMENDATION

Either commit to a light publishing cadence, one post a quarter is enough, or remove the dated listing from the main navigation.

EVIDENCE

Most recent post dated November 2024

AFFECTS

- <https://meridiandental.example/blog>

About page runs 1,400 words without a single heading

INFO

CONTENT

PAGE

EFFORT: LOW

IMPACT: LOW

The practice story is genuinely good, but it is presented as one unbroken block. Few patients will read past the first paragraph.

RECOMMENDATION

Break the page into sections with descriptive headings and pull the team photo up.

EVIDENCE

1,420 words, 0 h2/h3 elements

AFFECTS

- <https://meridiandental.example/about>

Conversion

No booking call to action above the fold on the homepage

HIGH

CONVERSION

PAGE

EFFORT: MEDIUM

IMPACT: HIGH

The first booking link appears two full viewports down the homepage. A patient who arrives ready to book has to scroll past the practice story to find the button.

RECOMMENDATION

Place a persistent "Book an appointment" button in the header and repeat it in the hero.

EVIDENCE

First link to /book occurs 1,840px below the top of the page

AFFECTS

- <https://meridiandental.example/>

Performance

Homepage hero image weighs 4.8 MB

HIGH

PERFORMANCE

PAGE

EFFORT: LOW

IMPACT: HIGH

The homepage hero ships as an unoptimized 4000 by 2600 pixel PNG. On a typical mobile connection the hero alone takes several seconds, and it is the first thing a prospective patient waits for.

RECOMMENDATION

Export the hero as a compressed WebP or AVIF at display resolution, and serve responsive sizes with srcset.

EVIDENCE

hero-smile.png, 4.8 MB, 4000x2600, served at 1600x1040

AFFECTS

- <https://meridiandental.example/>

SEO

Service pages are missing meta descriptions

HIGH

SEO

PATTERN

EFFORT: LOW

IMPACT: HIGH

The four core service pages, the pages most likely to rank for high-intent searches, have no meta descriptions. Search engines substitute arbitrary page text in results, which lowers click-through.

RECOMMENDATION

Write a 150 to 160 character meta description for each service page that names the service, the practice, and the location.

EVIDENCE

<meta name="description"> absent on 4 of 4 service detail pages

AFFECTS

- <https://meridiandental.example/services/implants>
- <https://meridiandental.example/services/whitening>
- <https://meridiandental.example/services/invisalign>
- <https://meridiandental.example/services/emergency>

Duplicate title tags on team pages

WARNING

SEO

PATTERN

EFFORT: LOW

IMPACT: LOW

Both clinician pages share the title "Meet the Team". Search results cannot distinguish them, and neither page can rank for the clinician's name.

RECOMMENDATION

Give each clinician page a unique title in the form "Dr. Name, DDS | Meridian Dental".

EVIDENCE

Identical <title> on 2 team pages

AFFECTS

- <https://meridiandental.example/team/dr-hana-cho>
- <https://meridiandental.example/team/dr-marcus-webb>

Technical

HTTP version of the site does not redirect to HTTPS

CRITICAL

TECHNICAL

SITE

EFFORT: LOW

IMPACT: HIGH

The site is reachable over plain HTTP without a redirect to the secure origin. Browsers flag the unsecured version, and patients can submit the booking form over an unencrypted connection.

RECOMMENDATION

Add a permanent 301 redirect from <http://> to <https://> at the server or CDN level, then enable HSTS.

EVIDENCE

GET <http://meridiandental.example/> returned 200 without redirect

AFFECTS

- <https://meridiandental.example/>

Services page links to a removed sedation page

HIGH

TECHNICAL

PAGE

EFFORT: LOW

IMPACT: MEDIUM

The services index links to a sedation dentistry page that returns 404. Patients following the link hit a dead end, and crawlers waste budget on it.

RECOMMENDATION

Remove the link or restore the page; if the service is discontinued, redirect the old URL to /services.

EVIDENCE

GET /services/sedation returned 404

AFFECTS

- <https://meridiandental.example/services>

Trust

Privacy policy exists but is not linked in the footer

INFO

TRUST

SITE

EFFORT: LOW

IMPACT: LOW

A privacy policy page is live but unreachable from any navigation. For a practice handling health information, an easy-to-find policy is a baseline trust signal.

RECOMMENDATION

Add a footer link to the privacy policy on every page.

EVIDENCE

/privacy reachable directly but linked from 0 pages

AFFECTS

- <https://meridiandental.example/>

Issues by Page

Site-wide

HTTP version of the site does not redirect to HTTPS

CRITICAL

TECHNICAL

SITE

EFFORT: LOW

IMPACT: HIGH

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RECOMMENDATION

Add a permanent 301 redirect from `http://` to `https://` at the server or CDN level, then enable HSTS.

EVIDENCE

GET `http://meridiandental.example/` returned 200 without redirect

AFFECTS

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<https://meridiandental.example/team/dr-hana-cho>

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Page Inventory

URL	HTTP	DEPTH	WORDS	META
https://meridiandental.example/	200	0	640	✓
https://meridiandental.example/about	200	1	1420	none
https://meridiandental.example/blog	200	1	320	✓
https://meridiandental.example/book	200	1	180	none
https://meridiandental.example/contact	200	1	210	none
https://meridiandental.example/services	200	1	480	✓
https://meridiandental.example/team	200	1	520	✓
https://meridiandental.example/blog/five-signs-you-need-a-checkup	200	2	980	✓
https://meridiandental.example/blog/kids-first-visit	200	2	860	✓
https://meridiandental.example/services/emergency	200	2	450	none
https://meridiandental.example/services/implants	200	2	760	none
https://meridiandental.example/services/invisalign	200	2	690	none
https://meridiandental.example/services/sedation	404	2	40	none
https://meridiandental.example/services/whitening	200	2	540	none
https://meridiandental.example/team/dr-hana-cho	200	2	380	✓
https://meridiandental.example/team/dr-marcus-webb	200	2	360	✓

