

**SAMPLE REPORT**

# WEBSITE PERFORMANCE AUDIT

## Example Clinic

*example-clinic.co.uk*

Prepared by AMW Performance

Audit date: [Sample — illustrative dates and business name]

*This is a sample report showing real findings from an actual audit, with all identifying business details removed or replaced. It's provided so you can see exactly what a Diagnostic Triage report looks like before you commission one.*

## 1. Executive Summary

Example Clinic operates in a competitive local search market where most new patients find the practice through a phone search, a Google Maps listing, or a review. This audit found several specific, fixable issues that are actively costing patient enquiries before they ever reach the booking page — nothing here requires a redesign or a rebuild.

### KEY FINDING

**Your mobile homepage's load time swings between 9.5 and 19.8 seconds, depending on whether the server cache happens to be warm or cold at the moment a patient visits — direct, repeatable evidence of the disabled cache identified in this audit. Even at the faster end of that range, Google's own research shows most mobile visitors abandon a page after about 3 seconds — so patients are losing patience long before your site finishes loading, on every visit.**

Every issue in this report is a configuration or content fix — days of work, not months, and no rebuild of the site itself.

## 2. Performance Scorecard

Figures below are from Google PageSpeed Insights (mobile figures shown — most patients search on their phone).

| Metric                         | Current (Mobile)                            | Google's 'Good' Target |
|--------------------------------|---------------------------------------------|------------------------|
| Mobile PageSpeed Score         | <b>44/100</b>                               | 90-100                 |
| LCP (Largest Contentful Paint) | <b>9.5s – 19.8s (varies by cache state)</b> | Under 2.5s             |
| TBT (Total Blocking Time)      | <b>640ms</b>                                | Under 200ms            |
| CLS (Cumulative Layout Shift)  | <b>0.062</b>                                | Under 0.1 (passing)    |
| Total Page Weight              | <b>4,320 KB</b>                             | Under 2,000 KB         |

## 3. Top Findings

Ranked by impact on your patients' experience and bookings.

| Issue Found                                           | What It's Costing You                                                                                                                                             | How We Fix It                                                                                     | Expected Result                                                           | Priority / Time        |
|-------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------|
| Mobile LCP swings 9.5s–19.8s depending on cache state | Most mobile patients never see your site before giving up — Google's data shows most visitors abandon after a 3s wait, and your fastest reading is still 4x that. | Resize/compress hero image, convert to WebP, fix the underlying cache conflict driving the swing. | LCP drops to under 4s on mobile, consistently — not just on a lucky load. | Priority 1 — Quick win |
| Server cache disabled                                 | Every visitor, new or returning, gets the                                                                                                                         | Remove the conflicting caching                                                                    | LCP on cold loads drops from ~8s to                                       | Priority 1 — Quick win |

|                                           |                                                                                                      |                                                                             |                                                  |                        |
|-------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------|------------------------|
|                                           | slowest possible load, every time.                                                                   | plugin, enable your host's native cache.                                    | ~3s.                                             |                        |
| 503 errors on clinic logo                 | First impression can show a broken logo — an unreliable signal for a healthcare provider.            | Fix the cache issue driving it, enable static asset caching.                | Logo and brand assets load reliably every visit. | Priority 1 — Quick win |
| Duplicate CAPTCHA (610KB) on booking form | Friction at the exact moment a patient is ready to book.                                             | Remove the duplicate script, scope it to the form page only.                | Booking form becomes responsive immediately.     | Priority 2             |
| 480KB of tracking scripts on every page   | Delays how quickly the site responds once loaded — every 1s of delay costs ~7% in form completions.  | Consolidate tracking into one container, load it without blocking the page. | Faster interactivity, more completed bookings.   | Priority 2             |
| Broken email authentication (DKIM)        | Booking confirmations can land in spam — a patient may assume the booking failed and book elsewhere. | Correct the DNS/DKIM record with your domain provider.                      | Confirmation emails reliably reach the inbox.    | Priority 3             |

## 4. What This Is Costing You

Example Clinic's primary revenue driver is appointment bookings through organic search, Google Ads, and referrals. Every performance failure below directly interrupts that patient acquisition funnel.

| Performance Failure                     | Revenue Leak                                                            | Estimated Impact                                                                                                                          |
|-----------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Mobile LCP 9.5s–19.8s (cache-dependent) | Patient abandons before page loads, on every visit regardless of timing | 53% of users leave after a 3s delay — the majority of local searches are on mobile, and even the best-case load time is 4x that threshold |
| Cache disabled (every visit cold)       | Repeat visitors experience the same slow load every time                | No returning-visitor speed benefit — zero cache loyalty advantage                                                                         |
| 503 errors on clinic logo               | Brand credibility failure on first impression                           | Healthcare trust depends on reliability — a broken logo signals an unreliable provider                                                    |
| Hanging webworker.js (880ms+)           | Page never fully loads for some users                                   | Patients on mobile data may see incomplete pages, abandoning before booking                                                               |
| reCAPTCHA 610KB blocking forms          | Contact and booking form slow to become interactive                     | Friction at the conversion point — patient ready to book, form is unresponsive                                                            |
| 480KB GTM scripts on page load          | Page interactive state delayed by tracking overhead                     | Every 1s delay in interactivity costs approximately 7% in form submission rate                                                            |
| DKIM authentication broken              | Appointment confirmation emails land in spam                            | Patient misses confirmation, assumes booking failed, books elsewhere                                                                      |
| PageSpeed mobile score                  | Lower Google local search ranking                                       | Core Web Vitals are a confirmed Google                                                                                                    |

|        |  |                                                          |
|--------|--|----------------------------------------------------------|
| 44/100 |  | ranking signal — failing scores reduce search visibility |
|--------|--|----------------------------------------------------------|

### Bottom Line

A physiotherapy clinic's website has one job: convert a searching patient into a booked appointment. With a 25-second mobile load time, a cache that never speeds up for returning visitors, a booking form slowed by duplicate scripts, and broken email authentication sending confirmations to spam, the site is losing patients at multiple points in that journey — before, during, and after the booking itself.

## 5. The Guarantee

**If we don't get your site passing Core Web Vitals, the repair is free.**

Core Web Vitals are Google's official speed and usability benchmarks — sites that fail them typically rank lower and lose visitors before the page even loads. No specific score is promised in advance; the honest way to show the result is to re-run the same tests after the fix and put the before and after side by side.

## 6. Next Steps

- This is what a real Diagnostic Triage report looks like — the same structure, depth, and findings-to-business-impact translation you'd get for your own site.
- Every issue is backed by a real measurement, not a guess — and every fix comes with an honest, specific expected result.
- Once complete, we re-run the same tests and send you the before/after comparison, so the result is shown, not just promised.
- Ready to see this for your own site? Start the £125 Diagnostic Triage — credited against the repair, refunded if we can't find the cause.

*Questions on any finding? Email [support@aaronmakeswebsites.com](mailto:support@aaronmakeswebsites.com) — no calls, no discovery meetings, just a fast, direct answer.*