

Sample report. Quillhaven Family Dental is a made-up business used to show how SiteScout works.



Harbor Web

WEBSITE IMPROVEMENT REPORT

September 30, 2026

PREPARED FOR

Quillhaven Family Dental

12 Quill Street, Quillhaven · quillhavenfamilydental.example



GRADE

F

The website is working against the business.

15 things to fix 2 already working

Built with **Microsoft FrontPage 6.0**

SUMMARY

We checked quillhavenfamilydental.example, the website for Quillhaven Family Dental, on September 30, 2026. It scored 14 out of 100 (grade F). The website is working against the business.

The biggest things holding it back: it is not built for phones, the page title says nothing and the server is slow to respond. On the plus side, search engines can list the site and the page code is lean. Each point below explains what it costs in lost customers and how to fix it.

WHAT WE FOUND

1

Not built for phones

High impact

Why it matters. There is no mobile layout, so on a phone the page shows up tiny and people have to pinch and zoom. Someone looking for a dentist on their phone will tap the next result instead.

The fix. Rebuild the page with a responsive layout that fits any screen.

2 The page title says nothing (“Home”)

High impact

Why it matters. The title is the headline people see in Google. “Home” gives them no reason to click and tells Google nothing about what the business does or where.

The fix. Change the title to the business name, what it does and the town, for example “Quillhaven Family Dental | Dentist in Quillhaven”.

3 Slow to respond (2.8 s)

High impact

Why it matters. The server took 2.8 s to send the page itself, before any images load. People waiting on a blank screen tend to go back and pick another result.

The fix. Move to faster hosting and switch on caching.

4 No description for Google

High impact

Why it matters. The description is the two lines under the headline in search results. Without one, Google grabs random text from the page, which makes the listing easy to skip.

The fix. Write one or two plain sentences: what you do, where, and why people choose you.

5 No easy way to send a message

High impact

Why it matters. Not everyone wants to call, and many people look things up outside opening hours. With no form or email address on the page, those messages go to someone else.

The fix. Add a short contact form (name, phone, message) or a visible email address.

6

Google isn't told this is a local business

High impact

Why it matters. Behind the scenes, a site can give Google its name, address, phone number and opening hours in a format Google reads directly. This one does not, which makes it harder to show up properly in Maps and local results in Quillhaven.

The fix. Add LocalBusiness structured data with the name, address, phone number and hours.

7

No main headline

Medium impact

Why it matters. Visitors decide in a few seconds whether they are in the right place. With no clear headline saying what the business does, many leave, and Google has less to go on.

The fix. Add one clear headline at the top: what you do and where.

8

10 of 11 images have no description

Medium impact

Why it matters. Image descriptions are how Google and screen readers understand photos. Without them the photos do nothing for search, and visitors who rely on a screen reader are left guessing.

The fix. Add a short description to each meaningful image.

9

Links to the site look bare when shared

Medium impact

Why it matters. When someone shares the site on Facebook, in a text or on WhatsApp, there is no picture or headline set, so it shows up as a plain address that few people tap.

The fix. Add a share image, title and description (Open Graph tags).

10

The footer still says © 2014

Medium impact

Why it matters. A footer date from 12 years ago makes people wonder whether the business is still open. It is one of the first things a careful customer notices.

The fix. Update the year, and set it to update itself from now on.

11

No visitor tracking

Medium impact

Why it matters. There is no analytics on the site, so nobody can see how many people visit, where they come from, or whether the site produces any calls. There is no way to know what is working.

The fix. Add Google Analytics (free) or a privacy-friendly alternative.

12

The phone number can't be tapped to call

Medium impact

Why it matters. The number is on the page as plain text. On a phone, people have to memorize or copy it instead of tapping once, and some give up.

The fix. Turn the number into a tap-to-call link.

13

Built with software that is no longer made (Microsoft FrontPage 6.0)

Medium impact

Why it matters. The page was made with a tool that stopped being updated years ago. It cannot adapt to phones or to how Google reads sites now.

The fix. Rebuild the site on a current platform.

14

No links to social profiles

Medium impact

Why it matters. Customers often check Facebook or Instagram for recent photos and reviews before they call. With no links, they have to search for the profiles and may land on a competitor.

The fix. Link the active profiles in the header or the footer.

15

No icon in the browser tab

Low impact

Why it matters. The small icon next to the page name is not set, so the site shows a blank or generic icon in tabs and bookmarks. It is a small thing that makes a business look less established.

The fix. Add a favicon made from the logo.

WHAT IS ALREADY WORKING



Visible to search engines



Lean page code

WHAT A REBUILD WOULD INCLUDE

- ✓ A fast, phone-first design that loads in a couple of seconds
- ✓ A secure https:// address with the padlock
- ✓ Local business details marked up for Google (name, address, hours)
- ✓ Visitor tracking, so you can see calls and form messages
- ✓ Tap-to-call and a short contact form on every page
- ✓ Clear page titles and descriptions so Google shows the right thing
- ✓ A Google Business Profile that links to the site
- ✓ Easy editing, so you can change hours, prices and photos yourself

NEXT STEP

If any of this is useful, Sam Rivera can walk you through it in ten minutes and tell you what it would take to fix. No obligation.

Sam Rivera, Harbor Web Studio

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Scores come from an automated check of the public homepage on the date shown. Business listing data © OpenStreetMap contributors.

🔍 Report made with SiteScout