

SAMPLE REPORT — FICTIONAL CLIENT FOR DEMONSTRATION PURPOSES



LANDING PAGE TEARDOWN

# Landing Page Teardown

Speed, Mobile, Message Match & Conversion Analysis

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**Prepared for:** Brightside Media Co. (Agency)

**Client:** Evergreen Dental — Austin, TX

**Landing Page:** <https://evergreendental.com/new-patient-special/>

**Date:** March 24, 2026

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# Overview

High-level assessment of the landing page receiving Google Ads traffic.

### ASSESSMENT

This landing page has 5 issues directly impacting conversions. The page loads in 6.4 seconds on mobile, the "New Patient Special" offer mentioned in the ad doesn't appear above the fold, the appointment form has 11 required fields (industry best practice is 3–5), the page is not mobile-responsive below 400px width, and there are no patient reviews visible until the footer. Fixing the top 3 issues should improve conversion rate by an estimated 40–60%.

**Estimated cost of these issues: \$2,200/month** — based on current ad spend of \$4,800/month, a 1.8% conversion rate vs. the 4.5% dental industry average, and an average patient lifetime value of \$3,200. Each percentage point of conversion rate improvement is worth approximately \$1,100/month in new patient revenue.

## Page Speed — Mobile

**28/100**

PERFORMANCE SCORE

**6.4s**

LARGEST CONTENTFUL PAINT

**0.52**

CUMULATIVE LAYOUT SHIFT

SPEED ISSUE	IMPACT	HOW TO FIX
Hero image: 2.8MB uncompressed JPEG	Adds ~2.5s to load	Compress to WebP, target under 150KB. Use srcset for responsive sizes.
6 render-blocking CSS files	Adds ~1.8s to first paint	Combine into 1 file. Inline critical CSS. Defer non-critical styles.
Live chat widget loads on page load	Adds ~1.2s + 340KB	Defer chat script to load after 5 seconds or on user scroll.
No browser caching headers	Every visit loads fresh	Add cache-control headers with 30-day expiry for static assets.

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# Message Match & Content

Does the page deliver what the ad promised?

## Ad vs. Landing Page Comparison

ELEMENT	WHAT THE AD SAYS	WHAT THE PAGE SHOWS	MATCH?
Headline	"New Patient Special — \$99 Cleaning & Exam"	"Welcome to Evergreen Dental — Your Smile, Our Priority"	<b>NO MATCH</b>
Offer	\$99 cleaning + exam for new patients	\$99 offer mentioned in small text below 3 scrolls	<b>BURIED</b>
CTA	"Book Online Today"	Form is below the fold, labeled "Contact Us"	<b>WEAK</b>
Phone Number	Shows in ad extensions	Visible in header, clickable on mobile	<b>GOOD</b>

**Message mismatch cost:** The ad promises a "\$99 New Patient Special." The visitor clicks expecting to see that deal immediately. Instead they see a generic welcome message. Studies show message mismatch increases bounce rate by 30–50%. At \$4,800/month in ad spend, that's \$1,440–\$2,400 in clicks wasted on visitors who bounce before finding the offer.

### ✗ **Headline Matches Ad Promise**

Ad: "\$99 New Patient Special." Page: "Welcome to Evergreen Dental." Should say: "\$99 New Patient Special — Book Your Cleaning & Exam Today."

### ✗ **Offer Visible Above the Fold**

The \$99 offer is mentioned in a small paragraph 3 scrolls down. Should be the first thing visitors see — in the hero, in large text, with a clear CTA next to it.

### ✗ **Dedicated Landing Page (Not Generic)**

The /new-patient-special/ URL exists but the page content is generic — it reads like the About Us page with the offer tacked on. Should be a single-purpose page: headline, offer, form, reviews, done.

### ✓ **Target Keyword Appears on Page**

"Dentist Austin" and "dental cleaning" appear in body text. Good for Quality Score relevance.

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# Trust, Conversion Elements & Mobile

## Trust & Credibility

### ✗ Patient Reviews Above the Fold

Reviews are in the footer only. The practice has 247 Google reviews at 4.8 stars — this is a huge trust asset that's completely hidden. Move Google rating + 2–3 short quotes above the fold next to the CTA.

### ! Real Photos (Not Stock)

Hero image is a stock photo of a smiling model. Interior office photos exist on the About page but aren't on this landing page. Real photos of the actual office and team build significantly more trust.

### ✓ Contact Info Visible

Phone number and address in header. Clickable on mobile. Google Maps embed in footer.

### ✓ SSL Certificate Active

HTTPS active. No mixed content warnings.

## Conversion Elements

### ✗ Form Above the Fold

Form requires 2 full scrolls to reach on mobile. Should be visible immediately or within 1 scroll.

### ✗ Minimal Form Fields (3–5 max)

Form has 11 required fields: name, email, phone, address, city, state, zip, insurance provider, insurance ID, preferred date, preferred time. This is killing completions. For a \$99 special, you need: Name, Phone, Preferred Day. Everything else can be collected at the appointment.

### ✓ Click-to-Call on Mobile

Phone number is clickable. This is likely the primary conversion path since the form is so difficult to complete.

### ! CTA Button Text is Specific

Button says "Submit." Should say "Book My \$99 Appointment" or "Claim My New Patient Special." Specific CTAs convert 30%+ better than generic ones.

## Mobile Experience

### ✗ Fully Responsive Below 400px

On iPhone SE (375px width), the form fields overflow the screen. Insurance dropdown is cut off. Horizontal scrolling required. 18% of mobile traffic comes from smaller screens.

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Works correctly on iPhone 14/15 and standard Android devices. Only breaks on smaller screens.

**✓ Text Readable Without Zooming**

Font sizes are appropriate. Body text is 16px on mobile.

**! Tap Targets Large Enough**

Most buttons pass the 48x48px minimum. However, the insurance dropdown has small touch targets and the "Submit" button is only 36px tall. Increase to 48px minimum.

**Form friction cost:** An 11-field form typically converts at 1–2%. A 3-field form converts at 5–8%. With 492 clicks/month to this page, reducing to 3 fields could generate 15–30 additional leads per month. At \$3,200 patient lifetime value, that's \$48,000–\$96,000 in potential annual revenue from one change.

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## Prioritized Fix List

What to fix first — ranked by conversion impact.

- 1 Reduce form to 3 fields: Name, Phone, Preferred Day**

Remove address, city, state, zip, insurance provider, insurance ID, preferred time, and email (make email optional). Collect additional info at the appointment or via follow-up call. This single change has the highest potential conversion impact of any fix on this list.

**High Impact — est. 2-3x form completions** **Web Developer — 30 minutes**
- 2 Change page headline to match ad: "\$99 New Patient Special — Book Today"**

Replace "Welcome to Evergreen Dental — Your Smile, Our Priority" with "\$99 New Patient Cleaning & Exam — Book Your Appointment Today." Move the offer details and form above the fold. The visitor clicked for \$99 — deliver that promise instantly.

**High Impact — reduces bounce rate 30-50%** **Web Developer — 15 minutes**
- 3 Move Google reviews (4.8 stars, 247 reviews) above the fold**

Add the Google star rating badge and 2-3 one-line patient quotes directly below the headline or next to the form. "4.8 stars from 247 patients" is powerful social proof that's currently buried in the footer where nobody sees it.

**High Impact — builds immediate trust** **Web Developer — 20 minutes**
- 4 Compress hero image and defer chat widget**

Compress hero image from 2.8MB to under 150KB (WebP format). Defer live chat JavaScript to load after 5 seconds or on scroll. Combine CSS files. Target: page load under 3 seconds on mobile. Currently 6.4 seconds.

**High Impact — stops losing 53%+ of visitors to slow load** **Web Developer — 1 hour**
- 5 Change CTA button from "Submit" to "Book My \$99 Appointment"**

Specific CTA buttons that reinforce the offer convert 30%+ better than generic "Submit" buttons. Also increase button height from 36px to 48px for better mobile tap targets.

**Medium Impact** **Web Developer — 5 minutes**
- 6 Replace stock hero photo with real office/team photo**

The stock model photo reduces trust. Use a real photo of the office interior, the dental team, or the front desk. Authentic imagery builds credibility for a service where patients need to trust the provider.

**Medium Impact** **Client provides photo, developer implements**
- 7 Fix responsive layout for screens under 400px**

Form fields and insurance dropdown overflow on iPhone SE. Add CSS media query for max-width 400px. Set all form inputs to width: 100%. Affects approximately 18% of mobile traffic.

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**Implementation estimate:** All 7 fixes can be completed by a web developer in approximately 3 hours. Fixes 1–3 are the highest priority and take under 1 hour combined. For the maximum conversion impact, implement 1–4 this week and measure results over 2 weeks before making additional changes.

**Want the full picture?** This teardown covers the landing page only. For a complete Campaign Diagnosis including Google Ads performance, tracking health, search term analysis, and GA4 cross-reference, ask about our \$497 Campaign Diagnosis Report.

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