

WEBSITE & CONVERSION AUDIT · €395

Stillwater Physiotherapy

The whole path from a search for *physio kilkenny* to a booked appointment, walked as a patient — on a laptop and on a phone.

12

fixes, ranked by effect

2

pages rewritten, ready to paste

8

steps in the walk, friction
named at each

Portfolio sample. Stillwater is an invented clinic, built to show what a €395 website and conversion audit contains. No real practice is described, named or critiqued. Every figure is illustrative.

THE WALK

Eight steps from a search to a booking. Friction named at each one.

Walked on 14 August as somebody with a sore knee who has never heard of you, first on a laptop and then on an iPhone on 4G. Nothing here is a guess about what a user might do — it is what happened when the path was actually followed.

01 The search

Somebody with a sore knee types *physio kilkenney*. Stillwater is fourth. The two above it have a phone number, opening hours and a review score visible before anyone clicks.

Friction — Stillwater's Google listing has no hours, no phone number and four reviews. A third of people never get past this screen.

02 The landing

The page opens on a full-width photograph of an empty treatment room and the words *Welcome to Stillwater Physiotherapy*.

Friction — Nothing above the fold says what is treated, where you are, or what it costs. The first screen is spent on a greeting.

03 The scroll

Three paragraphs of clinic history, then a staff photograph, then a list of six services as plain text.

Friction — The services are the reason anyone is here and they are 1,100 pixels down, below the history.

04 The service page

Each service is one paragraph. *Sports injury rehabilitation* explains what the phrase means but not who it is for, how long it takes, or what it costs.

Friction — No prices anywhere on the site. Every competitor within 20km publishes them.

05 The decision

There is a *Contact us* link in the top navigation and a form at the bottom of the home page.

Friction — The word *book* appears nowhere on the site. A person ready to book has to work out that Contact means Book.

THE WALK, CONTINUED

06 The form

Name, email, phone, subject, message. Five fields, all required, and a message box that expects a paragraph.

Friction — A message box asks somebody in pain to compose an essay. This is the single biggest drop-off point.

07 The wait

The form sends. The page reloads to a blank screen with *Thank you, your message has been sent.*

Friction — No indication of when anyone will reply. No phone number offered as an alternative. No next step at all.

08 The one thing working

The clinic's own photographs are real — actual rooms, actual staff, no stock imagery.

Working — Keep these. Real photographs of a small clinic are worth more than any redesign, and most sites at this level do not have them.

WHAT WAS TESTED, AND HOW

The path, twice

Once on a laptop at 1440px, once on an iPhone at 390px with wifi off. Both walked end to end, including submitting the form and waiting for the reply.

The two pages that carry the weight

The home page and the enquiry page. Between them they see almost everyone who arrives and everyone who books. Those are the two rewritten on pages 7 and 8.

The listing before the site

Your Google Business listing is checked first, because for a local clinic more people see it than see the website. It is fix number five and it is free.

LOAD, MEASURED

WHAT	NOW	SHOULD BE	WHY IT MATTERS HERE
Home page weight, mobile	4.1 MB	under 1 MB	Most of it is one hero photograph nobody needs at full size.
Time to first useful screen	≈ 4.5 s on 4G	under 2 s	The booking button is among the last things to appear.
Requests on first load	48	under 25	An icon font is loaded for four icons.

Measured on a throttled 4G profile. Figures illustrative in this sample; in a real audit each one is screenshotted and dated.

Where it actually breaks

Steps five and six. Everything before them is imperfect but survivable — somebody motivated will scroll past a history section. What they will not do is translate *Contact us* into *Book* and then write a paragraph about their knee in an empty box. That is where the intent you have already earned gets spent.

What this is costing, roughly

If twenty people a week reach the enquiry form and a form of this shape completes at around a third — *illustrative, but the range is well established* — the difference between that and a three-field form is a handful of appointments a week. At €65 for an initial assessment, that is the audit paid for several times over in a month. Your own analytics will give you the real number and I will show you where to find it.

THE TWELVE FIXES · ONE TO FOUR

Ranked by effect, not by effort.

Highest effect first. Every one is specific enough to hand to whoever manages the site without a further conversation. Where a fix needs words, the words are written on pages 7 and 8.

01 Put a booking button in the header, on every page

HIGH EFFECT

WHAT IS THERE NOW

The word *book* does not appear anywhere on the site. The only route to an appointment is a navigation item called *Contact us* leading to a general enquiry form.

WHY IT COSTS YOU

Somebody who has decided to book — the most valuable visitor you get — has to translate *Contact* into *Book* and then compose a message. A proportion of them simply ring a competitor instead.

THE FIX

Add a single high-contrast button in the header, on every page, reading **Book an appointment**. It goes to a page that does one thing. Nothing else in the header changes.

02 Publish your prices

HIGH EFFECT

WHAT IS THERE NOW

No price appears anywhere on the site. Every physiotherapy clinic within 20km of you publishes at least an initial-consultation fee.

WHY IT COSTS YOU

A missing price does not read as premium, it reads as *expensive and unwilling to say*. It also guarantees your phone gets used for price questions instead of bookings, and those calls do not convert any better.

THE FIX

One line on the service page and one on the booking page: **Initial assessment €65 · 45 minutes. Follow-up €50 · 30 minutes**. If you take insurance, say which.

03 Rewrite the first screen so it says what you treat and where

HIGH EFFECT

WHAT IS THERE NOW

The first screen is a photograph of an empty room and the words *Welcome to Stillwater Physiotherapy*. On a phone that is the entire visible page.

WHY IT COSTS YOU

The visitor's question is *can these people fix my knee, and are they near me*. A greeting answers neither, so they scroll or leave, and on a phone leaving is one thumb movement.

THE FIX

Replace with a headline naming the problem and the place, a sub-line naming the three things you treat most, and the booking button. Full copy on page 7.

04 Cut the enquiry form to three fields

HIGH EFFECT

WHAT IS THERE NOW

Five required fields including a free-text message box with no prompt.

WHY IT COSTS YOU

Every additional required field costs completions, and an open message box costs the most because it asks somebody to diagnose themselves in writing before they have met you.

THE FIX

Name, phone, and one dropdown: *what is bothering you* — with your six common presentations listed and *something else* at the bottom. Email optional. The conversation happens on the phone.

THE TWELVE FIXES · FIVE TO EIGHT

05 Fix the Google Business listing before anything else

HIGH EFFECT

WHAT IS THERE NOW

No opening hours, no phone number, four reviews, and the category is set to *Medical clinic* rather than *Physiotherapist*.

WHY IT COSTS YOU

For a local clinic the listing is seen more often than the website. A third of the people looking for you never click through at all — they judge from the listing and ring whoever looks open.

THE FIX

Hours, phone, correct category, and the same six services listed. Then ask ten recent patients for a review by text, one line each. This is free and takes an afternoon.

06 Give each condition its own page

HIGH EFFECT

WHAT IS THERE NOW

Six services exist as one paragraph each on a single page. Nobody searches for *physiotherapy*; they search for *knee pain Kilkenny* or *sciatica treatment*.

WHY IT COSTS YOU

You are invisible for every search that describes a symptom, which is how people in pain actually search. The competitor ranking above you has four condition pages and little else.

THE FIX

Start with the three you treat most. Each page: what it feels like, what usually causes it, what the first appointment involves, how many sessions is typical, the price, and the booking button.

07 Say how long a reply takes

MEDIUM EFFECT

WHAT IS THERE NOW

The form's confirmation reads *Thank you, your message has been sent* and nothing more.

WHY IT COSTS YOU

Silence after submitting is where doubt lives. Somebody in pain who has heard nothing by that evening will ring somewhere else, and you will never know they were there.

THE FIX

Change it to: **Thanks — we'll ring you back within one working day. If it's sore now, call us on [number].** Then set a reminder to actually do it.

08 Move the services above the clinic history

MEDIUM EFFECT

WHAT IS THERE NOW

Three paragraphs of history and a staff photograph sit above the list of services.

WHY IT COSTS YOU

The history is the part you are proudest of and the part a stranger cares about least. It is occupying the second-most valuable space on the site.

THE FIX

Services immediately after the first screen. The history moves to the About page, where the people who want it will find it.

THE TWELVE FIXES · NINE TO TWELVE

09 Add the practical details people ring to ask

MEDIUM EFFECT

WHAT IS THERE NOW

No parking information, no accessibility note, no mention of whether a GP referral is needed.

WHY IT COSTS YOU

These are the three questions that generate most of your phone calls. Each unanswered question is either a call you have to take or a booking you do not get.

THE FIX

A short block on the booking page: parking, step-free access, referral not required, what to wear, how long the first visit takes.

10 Make the phone number tappable

MEDIUM EFFECT

WHAT IS THERE NOW

The number is set as plain text in the footer.

WHY IT COSTS YOU

On a phone, a number that is not a link has to be memorised or copied. Most people in pain will not bother.

THE FIX

Wrap it in a *tel:* link and repeat it in the header on mobile. This is a ten-minute change.

11 Compress the hero photograph

LOW EFFECT

WHAT IS THERE NOW

The home page image is 3.4MB and loads full-size on mobile.

WHY IT COSTS YOU

On a rural 4G connection the first screen takes several seconds to appear, and the first screen is the one doing all the persuading.

THE FIX

Export at 1600px wide, around 200KB, and add a modern format fallback. Nothing visible changes.

12 Add the review score where somebody can see it

LOW EFFECT

WHAT IS THERE NOW

Reviews exist on Google but appear nowhere on the site.

WHY IT COSTS YOU

A stranger deciding between you and the clinic above you in the results has no evidence about you other than your own description of yourself.

THE FIX

Three short quoted reviews with first names, on the home page under the services. Refresh them twice a year.

The order matters more than the list

Doing all twelve badly is worse than doing the first five properly. Fixes one to five are all free, take one afternoon between them, and account for most of the difference. The schedule is on page 10.

REWRITTEN COPY · THE HOME PAGE

The first screen, written to be pasted in.

What is there now — a full-width photograph of an empty treatment room, with the words *Welcome to Stillwater Physiotherapy* across it. On a phone, that is the whole first screen.

HEADLINE

Knee, back and shoulder pain, treated in Kilkenny city.

SUB-LINE

Chartered physiotherapy for the things that stop you doing what you did last year. No GP referral needed. Initial assessment €65, and you will know at the end of it whether we can help.

[Book an appointment](#)

THE THREE BLOCKS IMMEDIATELY UNDER IT

Knee and hip

Pain going down stairs, giving way, or an old injury that never quite settled. Most people need four to six sessions.

Back and neck

Desk-related, lifting-related, or the kind that arrives overnight for no reason. Assessment on the first visit, exercises the same day.

Sports injury

Getting back to the pitch, the run or the gym without repeating it. We work with three local clubs.

Replace the bracketed number with your own. The €65 is illustrative — set it to your real fee before this goes live, and if you take insurance, name the insurers on the same line.

WHY IT NAMES THE BODY PART

Nobody wakes up wanting physiotherapy. They wake up with a knee. The headline has to contain the word the person is already thinking, or they do not recognise themselves in it.

WHY THE TOWN IS IN THE HEADLINE

Half of what a local searcher is checking is whether you are near enough to be worth it. Putting Kilkenny in the first line answers that before they have to look for an address.

WHY THE PRICE IS THAT HIGH UP

A published price filters out the people who were never going to book and reassures the ones who were. Both of those are worth having, and the second is worth a great deal.

WHAT TO DELETE WHILE YOU ARE IN THERE

The word "Welcome". It occupies the most valuable line on the site and conveys nothing a stranger can act on. Nobody has ever chosen a clinic because it welcomed them.

"Passionate about helping people move better." Every clinic within fifty miles says a version of this. If a sentence could sit on a competitor's site unchanged, it is doing no work on yours.

REWRITTEN COPY · THE BOOKING PAGE

The page that currently does not exist.

What is there now — a page called *Contact us* carrying a five-field form and the clinic address. No prices, no practical information, and no indication of what happens after you press send.

PAGE TITLE

Book an appointment

Three things and we will ring you back. If it is sore now, phone us instead — [number] — and we will find you something this week.

THE FORM

- Your name
- Your phone number
- What is bothering you — dropdown: knee · back · neck · shoulder · sports injury · post-operative · something else
- Email (optional)

Send

After sending: *Thanks — we'll ring you back within one working day. If it's sore now, call us on [number].*

WHAT TO KNOW BEFORE YOU COME

- **Price.** Initial assessment €65, 45 minutes. Follow-up €50, 30 minutes.
- **Referral.** You do not need one from a GP.
- **Parking.** Free on the street outside, and the car park behind is two minutes' walk.
- **Access.** Step-free from the street. Ground floor treatment room available on request.
- **What to wear.** Something you can move in. Shorts if it is a knee or a hip.
- **How long.** Allow an hour for the first visit.

Those six practical points are the questions your phone currently answers all day. Every one of them on the page is a call you do not have to take and a booking that does not need you to be free.

WHY A DROPDOWN AND NOT A MESSAGE BOX

A message box asks somebody in pain to explain themselves in writing to a stranger, and a lot of people quietly decide not to. A dropdown asks them to recognise their own problem in a list, which takes one tap. You lose a little detail and gain the appointment — and the detail arrives on the callback anyway.

The seven options are your six most common presentations plus an escape hatch. Do not add more; a long list is the same problem in a different shape.

THE CALLBACK, IN THREE LINES

Whoever rings back has thirty seconds to do three things, in this order: say how soon you can see them, say what the first visit involves, and offer two actual times. Not *when suits you* — two times. Somebody in pain wants the decision taken off them, which is the whole business you are in.

ON A PHONE

Where most of your visitors actually are.

Walked on an iPhone at 390px on a 4G connection. A local clinic's traffic is overwhelmingly mobile — somebody standing in a kitchen deciding whether their back is bad enough to do something about. Everything below is specific to that experience.

- **The first screen shows a greeting and nothing else**

On a 390px phone the hero photograph and the words *Welcome to Stillwater Physiotherapy* fill the entire visible area. The first mention of what you treat is two scrolls down.

- **The navigation is a hamburger with seven items**

Seven items, none of which is *Book*. The first item is *Home*, which is where they already are.

- **Tap targets in the footer are 22px tall**

Below the 44px minimum. The phone number, the address link and the opening hours are all in this block, and all three are the things a phone user wants.

- **The form's dropdown opens behind the sticky header**

Selecting a subject on iOS pushes the field under the header. It is still usable, but it looks broken, and looking broken at the moment of booking is expensive.

- **Total page weight on mobile is 4.1MB**

Most of it the hero image and an unused icon font. On a poor connection the booking button is one of the last things to appear.

WHAT A PHONE VISIT ACTUALLY LOOKS LIKE

Standing up, one hand, poor light, half-attention, and a decision that is being made in about forty seconds. Nothing about that resembles the way you look at your own site — sitting down, on a large screen, already knowing where everything is. It is worth doing the ninety-second test opposite before reading any further, because the gap between the two experiences is the whole finding.

WHAT DOES NOT NEED FIXING

The site is responsive and the text is legible at default size — neither is guaranteed at this level and both would be expensive to retrofit. The problems above are all content and ordering decisions, which means they cost words rather than a rebuild.

The one to do first

The tappable phone number. It takes ten minutes, costs nothing, and on a phone it is the shortest path that exists between somebody in pain and your diary.

How to check it yourself

Open your own site on your own phone, on mobile data with wifi off, and try to book an appointment without using the back button. Time it. Anything over ninety seconds is a problem, and you will feel exactly where it is.

WHAT TO DO FIRST

Thirty days, in the order that costs least.

WHEN	WHAT	COST	WHICH FIXES
This afternoon	Google listing: hours, phone, category. Make the footer number tappable. Change the form's thank-you message.	Free	Fix 5, 10, 7
This week	Add the booking button to the header. Cut the form to three fields. Publish the two prices.	Free if self-managed	Fix 1, 4, 2
Next fortnight	Rewrite the first screen and the services page using the copy on pages 7 and 8. Move history to About.	2 hours	Fix 3, 8
The month after	Three condition pages, one at a time. Compress the hero. Add three reviews.	A morning each	Fix 6, 11, 12

WHAT THIS IS JUDGED ON

Not visits, and not time on page. **Enquiries per hundred visitors** — and you can read it off your own analytics in two minutes. Everything in this document is aimed at that one number, and if it has not moved in ninety days then the diagnosis was wrong and I would want to know.

What is already working — do not break it

Your photographs are real. Actual rooms, actual staff, no stock. That is rarer than you think at this level and it is worth more than any redesign. Whatever else changes, keep them.

What I did not look at

Your ads, your pricing strategy and your appointment software. If the real bottleneck turns out to be one of those, this audit will not fix it — and I would tell you that on a call rather than sell you another document.

Stillwater is invented. It exists to show how a €395 audit is built — the path walked as a customer, the friction named where it happens, twelve fixes ranked by effect, and the words for the two pages that carry the most weight.