



Hi [Client] ,

My name is Camrin from CSP Marketing Solutions. We specialize in helping businesses like [Business] attract more clients through better websites, SEO, and Google Business Profile optimization.

I took a few minutes to run a complimentary digital audit on your business. The following pages break down exactly where your online presence stands today across website performance, design, SEO, your Google profile, and how visible you are in AI tools like ChatGPT, Claude, and Google AI Overviews.

This isn't a generic report. Every score and finding is based on real data pulled from Google's own tools and industry databases. My goal is to give you a clear, honest picture of what's working and what might be costing you new clients.

If anything in this report stands out to you, let's jump on a quick [15-minute call](#) and I'll walk you through what we found and how to fix it.

Talk soon,

Camrin Parnell

Founder, CSP Marketing Solutions

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Book a call: <https://calendar.app.google/9vhq2HmdSMdPqM1y7>

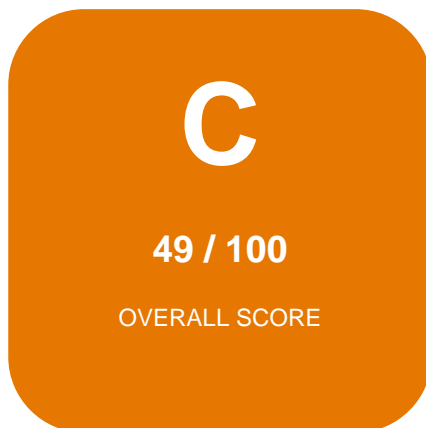


Comprehensive Digital Audit

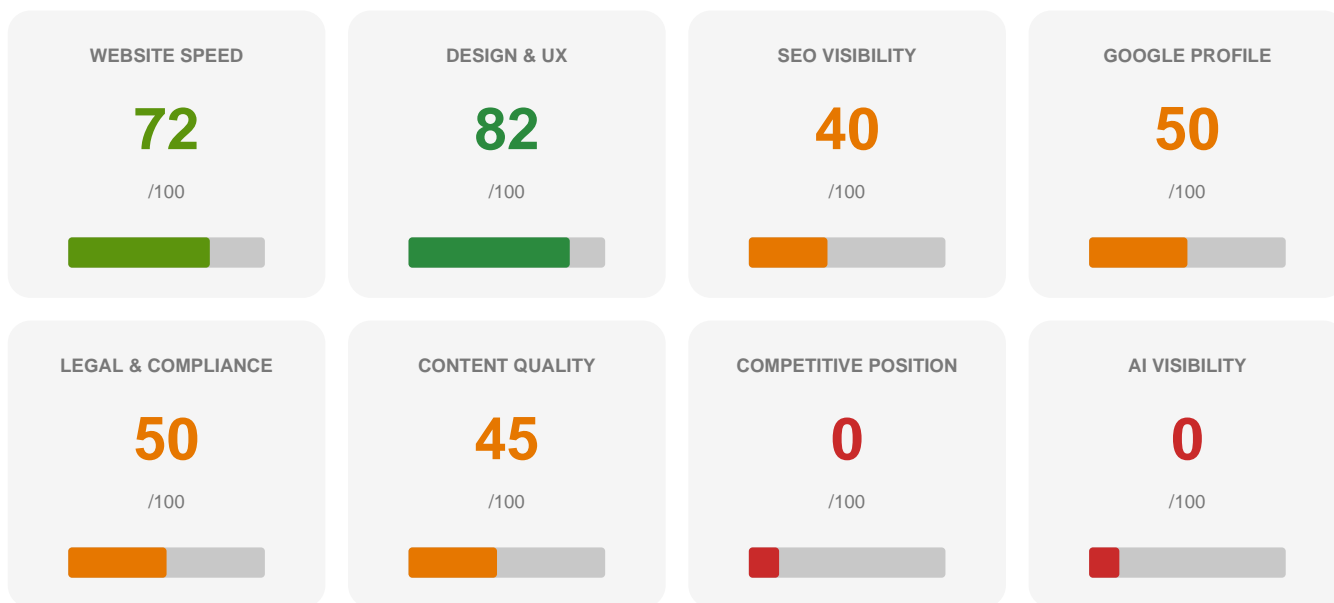
Confidential Report | April 27, 2026 | Prepared by CSP Marketing Solutions

[Business]

[City] [website.com]



Significant gaps that are costing you new business



We identified 29 issues affecting your online visibility and new client acquisition.

WEBSITE SPEED & PERFORMANCE

Website Speed

72/100

Google uses site speed as a direct ranking factor. 53% of mobile visitors leave a site that takes over 3 seconds to load. Each second of delay reduces conversions by 7%.

Mobile Load Time	9.9 seconds	POOR
<i>How long until the main content loads on a phone (Google's LCP metric)</i>		
Desktop Load Time	1.9 seconds	GOOD
<i>How long until the main content loads on a computer</i>		
Mobile Speed Score	62/100	FAIR
<i>Google's overall PageSpeed grade for the mobile version</i>		
Desktop Speed Score	83/100	GOOD
<i>Google's overall PageSpeed grade for the desktop version</i>		
Mobile First Paint	4.1s	POOR
<i>When a phone visitor sees ANY content - even partial - on the page</i>		
Desktop First Paint	1.2s	GOOD
<i>When a desktop visitor sees the first content on the page</i>		
Cumulative Layout Shift	0.000	GOOD
<i>How much the page jumps while loading -causes accidental clicks and frustration</i>		
Mobile Speed Index	4.8s	FAIR
<i>How quickly content is visually displayed during mobile page load</i>		
SSL Certificate	Valid	GOOD
<i>Expires in 72 days</i>		

SPEED RECOMMENDATIONS

- > Reduce server response time and optimize largest content element
- > Minimize render-blocking CSS and JavaScript

WEBSITE DESIGN & USER EXPERIENCE

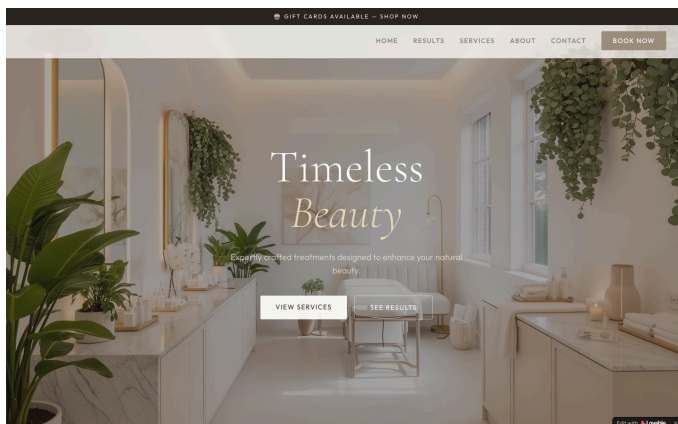
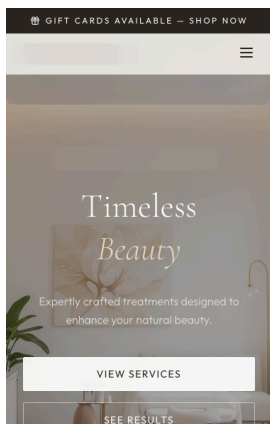
Design & UX

82/100

Visitors form an opinion about your business in under 0.05 seconds based on visual design. 75% of users judge credibility based on website appearance.

"Elegant, polished aesthetic clinic site with a warm neutral palette and clear before-and-after proof that signals professionalism."

Design Quality	82/100	GOOD
<i>Overall visual quality and professionalism of your website</i>		
Mobile Experience	78/100	GOOD
<i>How well your site works on phones -where 65%+ of visitors find you</i>		
Trust Score	80/100	GOOD
<i>Does your website inspire confidence and credibility?</i>		
Design Era	Modern	GOOD
<i>What decade your website's visual style resembles</i>		



ISSUES FOUND:

- A persistent 'Edit with Lovable' badge appears on every screenshot, suggesting the site is still in builder/preview mode and undermines credibility
- The homepage 'About Me' section uses small body text with limited hierarchy, making the practitioner's bio easy to skim past
- Service detail pages are content-thin - beyond a short paragraph and pricing, there's no FAQ, downtime info, or 'what to expect' content to address client hesitation

STRENGTHS:

- Cohesive warm neutral color palette (creams and taupes) with elegant serif typography that feels appropriate for an aesthetic/beauty brand
- Strong before-and-after gallery on the homepage builds credibility through real client results
- Service detail pages clearly display pricing (e.g. \$12/unit for neuromodulators, \$750/syringe for filler) which removes friction for prospects

QUICK LAYOUT WINS:

- Remove the 'Edit with Lovable' editor badge from the live site - it appears on every page and signals to visitors that the site is unfinished or a template demo.
- Add a sticky 'Book Now' button to the mobile header (currently only the hamburger icon is visible at the top on service pages) so the primary CTA stays one tap away as users scroll.
- Expand each service detail page with a short 'What to Expect / Downtime / FAQ' block beneath pricing - currently Neuromodulators, Facial Balancing, and Lip Filler pages have only 2-3 sentences of copy, which leaves new clients with unanswered questions before booking.

DESIGN RECOMMENDATIONS

- > Design is solid -consider A/B testing small improvements for conversion rate

SEO & SEARCH VISIBILITY

SEO Visibility

40/100

SEO determines how often you appear when potential clients search for your services. The first 3 organic results get 55% of all clicks -if you're not there, your competitors are getting those clients.

Organic Keywords	N/A	POOR
<i>Number of search terms your site ranks for in Google</i>		
Technical SEO Score	100/100	GOOD
<i>Google's audit of your site's technical SEO -meta tags, crawlability, etc.</i>		
Directory Citations	0%	POOR
<i>How many major directories list your business correctly</i>		
Missing from: yelp.com , realfit.com , healthgrades.com , vagaro.com , groupon.com		

XML Sitemap <i>Helps Google discover and index all your pages</i>	Present	GOOD
Schema Markup <i>Structured data that helps Google show rich results</i> <i>Recommended additions for your specific service mix: LocalBusiness, MedicalProcedure, Service, OfferCatalog, FAQPage</i>	MedicalBusiness, Person	GOOD
NAP Consistency <i>Name, Address, Phone match across your site and listings</i>	Consistent	GOOD
Web Analytics <i>Without GA4 or GTM you can't measure traffic, behavior, or conversions</i>	Not detected	MISSING
Meta Pixel <i>Required to retarget Instagram visitors and measure ad ROAS</i>	Not detected	MISSING

SEO RECOMMENDATIONS

- > Create service-specific landing pages targeting high-intent keywords
- > Build content around keywords potential clients actually search for
- > Submit to missing directories: yelp.com, realself.com, healthgrades.com
- > Expand schema markup to include LocalBusiness, MedicalProcedure, Service to surface richer Google results

GOOGLE BUSINESS PROFILE

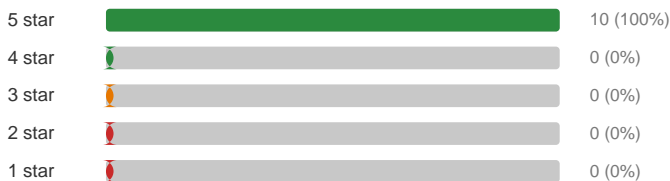
Google Profile

50/100

Your Google Business Profile is often the first thing potential clients see. Businesses with complete profiles get 7x more clicks. Profiles with 50+ reviews appear in 70% more local searches.

Google Rating <i>Your average star rating -below 4.0 significantly reduces click-through rates</i>	5 / 5.0	GOOD
Review Count <i>More reviews = higher Maps rankings and more trust from potential clients</i>	10	POOR
Photos <i>Profiles with 30+ photos get 35% more clicks to website and directions</i>	19	FAIR
Online Booking <i>Lets potential clients take action directly from your Google listing</i>	Yes	GOOD
Business Hours <i>Profiles without hours are filtered out of some local searches</i>	Listed	GOOD

REVIEW DISTRIBUTION



Review Sentiment <i>Review sentiment looks natural and positive</i>	Healthy	GOOD
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ISSUES FOUND:

- Only 10 Google reviews (top injectors have 50+)

GOOGLE PROFILE RECOMMENDATIONS

- > Implement systematic review request process -aim for 50+ reviews
- > Add 11+ more photos -office, team, and work examples

COMPETITIVE POSITION**Competitive Position****0/100**

Competitor analysis is computed by comparing your ranking keywords to other domains. Because your site currently ranks for zero organic keywords, there's no overlap to compute. Once we get you ranking, this section will surface the businesses you'll be competing with directly.

AI SEARCH READINESS**AI Search Readiness****0/100**

AI assistants (ChatGPT, Claude, Google AI Overviews) now recommend businesses directly. Being listed here requires strong citations, structured data, and domain authority - the same foundations we build. This is an emerging channel with first-mover advantage.

NOT VISIBLE IN AI SEARCH RESULTS

Your business does not appear in results from any of these AI platforms:

x Google AI Overview **x ChatGPT** **x Claude** **x Gemini**

This means when potential customers search for your services using AI tools, your competitors are being recommended instead.

WHY THIS MATTERS

- When potential clients ask ChatGPT or Claude for aesthetic injector recommendations in [City] your business needs to appear in the results
- Competitors who optimize for AI search now will have a first-mover advantage as AI search adoption grows
- AI search engines prioritize businesses with strong online authority, quality content, and consistent directory listings

AI VISIBILITY RECOMMENDATIONS

- > Build comprehensive, authoritative content that AI models can reference
- > Ensure consistent NAP (Name, Address, Phone) across all directories
- > Create FAQ pages that directly answer common client questions
- > Publish thought leadership content that establishes your expertise

LEGAL COMPLIANCE & ACCESSIBILITY

Legal & Compliance

50/100

Canadian businesses must comply with PIPEDA (privacy law) and AODA (accessibility). Non-compliance risks fines and, more importantly, lost trust from potential clients who expect professional standards.

Privacy Policy	Present	GOOD
<i>Required by PIPEDA -must explain how you collect and use personal information</i>		
Terms of Service	Not Found	ISSUE
<i>Protects your business and sets expectations with website visitors</i>		
Cookie Consent	Not Found	FAIR
<i>Required if your site uses analytics, ads, or any tracking</i>		
Image Alt Text	100% coverage	GOOD
<i>Descriptive text on images for screen readers and SEO</i>		
ARIA Landmarks	Present	GOOD
<i>Helps screen readers navigate your site structure</i>		
Skip Navigation	Missing	FAIR
<i>Allows keyboard users to skip to main content</i>		
<ul style="list-style-type: none"> - No terms of service page found - No cookie consent banner -required if using analytics or tracking - No skip navigation links for keyboard users 		

COMPLIANCE RECOMMENDATIONS

- > Add terms of service to protect your business
- > Add cookie consent banner if using any analytics or tracking

CONTENT QUALITY

Content Quality

45/100

Google ranks pages, not websites. Each page of quality content is another opportunity to rank for relevant searches. Businesses that blog generate 67% more leads per month than those that don't.

Total Pages	12	FAIR
<i>Each page is a chance to rank for different search terms</i>		
Blog	None	MISSING
<i>Regular content builds authority and captures long-tail keyword traffic</i>		
Schema Markup	Yes (MedicalBusiness, Person)	GOOD
<i>Structured data helps Google understand and display your content in rich results</i>		
Local Content	25/100	POOR
<i>4 local mentions, 0 service area pages</i>		
Meta Quality	Weak	POOR
<i>Quality of title tags and meta descriptions -what shows in search results</i>		
Testimonials	Not found	FAIR
<i>Client testimonials on-site increase conversion rates by 15-30%</i>		

STRENGTHS:

- Good content volume with 12 pages
- Comprehensive structured data: MedicalBusiness, Person

GAPS:

- No blog -missing long-tail keyword traffic and thought leadership content
- Weak meta titles/descriptions -your Google search listings aren't compelling enough to click
- Only 0% of images have alt text -hurts both SEO and accessibility
- Weak local content -not enough location-specific pages to rank for local searches

CONTENT RECOMMENDATIONS

- > Start a blog with 2 posts/month answering common client questions
- > Rewrite meta titles and descriptions to be compelling and keyword-rich

WHAT YOUR BUSINESS LOOKS LIKE

Per-Service Local Pricing And Per-Client Value

Pricing here is researched from local competitors in your area, not industry averages. The per-client Year-1 value reflects typical service mix and visit frequency for your niche.

PER-SERVICE LOCAL PRICING

Service	Typical Local Price	Visits/Yr	Year-1 Value
Botox / Neurotoxin (Botox/Dysport/X)	\$350-\$600 per visit	3.0-4.0	\$1,662
Lip Filler	\$450-\$750 per syringe	1.0-2.0	\$900
Dermal Filler (cheek/chin/jawline/N)	\$600-\$1,000 per syringe	0.8-1.5	\$900
Biostimulator (Sculptra/Radiesse)	\$800-\$900 per vial	0.3-1.0	\$552
GLP-1 / Semaglutide Weight Loss	\$300-\$500 per package	0.0-6.0	\$1,200

Pricing researched via web search (medium confidence). Year-1 value = avg price x avg annual visits.

TYPICAL CLIENT YEAR-1 VALUE

\$1,400 - \$5,800

A typical [Business] client realistically spends \$1,400-\$5,800 in Year 1, anchored by recurring Botox visits (\$1,050-\$2,400) plus 1-2 filler syringes, with biostimulator and G

We deliberately don't project a specific dollar revenue increase from fixing these issues. That number depends on your current traffic, conversion rate, capacity, and which channels you prioritize - all things we'd discuss together on the call.

YOUR 90-DAY ACTION PLAN

Prioritized by Impact on New Client Acquisition

QUICK WINS -WEEKS 1-2

- Install Google Analytics 4 and Google Tag Manager - foundational for measuring everything else in this plan Website
- Install the Meta (Facebook/Instagram) Pixel so you can retarget visitors and measure ad ROAS Ads

FOUNDATION -MONTHS 1-2

- Submit to missing directories SEO
- Add LocalBusiness, MedicalProcedure, Service schema markup to service pages for richer Google results SEO
- Align service page titles and H1s to consumer search terms (e.g. Neuromodulators -> botox) SEO
- Expand each service page with what-to-expect, downtime, and FAQ content to match search intent and qualify visitors SEO

GROWTH -MONTHS 2-3

- Launch targeted Google Ads campaign Ads
- Run Instagram and Facebook ad campaigns Ads
- Systematic review generation campaign GBP
- Monthly performance tracking and optimization All

This is a directional roadmap, not a quote. We'd walk through priorities, sequencing, and what makes sense to tackle first on the call - including which items you can knock out yourself.

NEXT STEPS

Let's Turn These Insights Into Results

This report identifies the specific issues affecting your online visibility and new clients acquisition. The next step is a free

15-minute strategy call where we'll:

- > Walk through every finding in this report
- > Prioritize actions by ROI and quick wins
- > Show you exactly what your competitors are doing differently
- > Create a custom roadmap to increase your clients pipeline

Book Your Free Strategy Call

15 minutes. No obligation. Just clear next steps.

Book here: <https://calendar.app.google/9vhq2HmdSMdPqM1y7>

or just reply to this email