Clariva

SAMPLE · FULL REPORT · STUDIO PRACTICE

DIGITAL CHECKUP

Kelpwood Physiotherapy · Nanaimo, BC

DEMONSTRATION DOCUMENT · FICTIONAL CLINIC

4.3/10	5.4/10	12
OVERALL TODAY	MARKET MEDIAN	FIXES PRICED

WHAT THIS IS

The Digital Checkup in the format a client receives, on a clinic that does not exist. Its website was built for this demonstration and measured by our engine exactly as a live site is. Nothing is masked.

THE SERVICE

Digital Checkup CA$490 · one week · a 30-minute walkthrough call · credited in full toward any Clariva work ordered within 60 days

CONTACT

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01 · THE VERDICT

THE VERDICT ON ONE PAGE

OVERALL	WHAT IT SAYS	WHAT IS ON IT	HOW IT IS BUILT
4.3/10	5.0/10	3.8/10	3.6/10
Clinic sites we read: median 5.4, best 8.0	First screen and client focus. Weighs most.	Booking, contact, reasons to trust	Search, speed, measurement

THE DIAGNOSIS

Patients like this clinic: 64 reviews at 4.8, and they say exactly why they came, for back pain, whiplash after a crash and dizziness. The website says none of it. On a phone it opens on a sea view and "Learn more"; booking and the phone number are behind the menu button; the reviews are nowhere on the site; and nothing counts what the site brings in, so nobody can tell what any of this costs.

Three things to do first

01 **Start counting.** Calls, bookings and forms from the site, before anything else changes, so day 60 has a number to compare with. CA$290.

02 **Put "Book" and the number on the first screen.** Your Jane page works; nobody on a phone can see the way to it. CA$190 and CA$290.

03 **Let the first screen say what your reviewers say.** Back, neck, car accidents and dizziness, in their words, with the rating beside it. CA$390.

The decision: fix, or rebuild

PATH	WHAT IT COVERS	COST
A · Do it yourself	The six items on page 10: footer year, tappable number, parking, team credentials, two words, the Google profile	CA$0 · an afternoon
B · The first four fixes	Counting, booking and the number on the first screen, a first screen written from your reviews	~~CA$1,160~~ CA$930
C · All 12 fixes	B, plus first visit, prices and billing, reviews, speed, the form, an ICBC page, search listing, privacy	~~CA$4,580~~ CA$3,660
D · Rebuild, Standard size	**A new site of up to 10 pages with a page per situation; everything in C is inside it**	CA$3,990 less CA$490 credit

OUR RECOMMENDATION

D, if a rebuild fits this year's budget. All 12 fixes come to CA$3,660 as a pack and leave six services on one page; the Standard rebuild costs CA$3,500 after this Checkup's credit and replaces the structure as well. **If it does not fit, A now and B this month**: CA$930 puts the way to book where people can see it and starts the count, and day 60 says whether the rest is worth paying for.

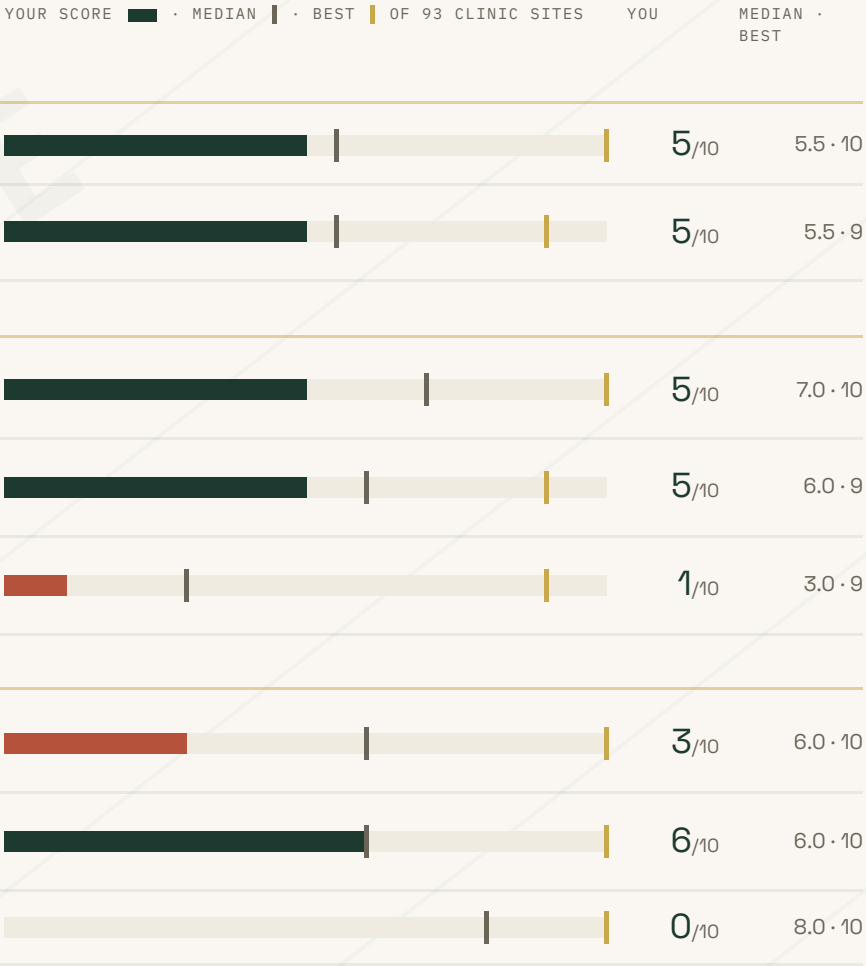
Scores: Clariva scorecard v0.6, eight areas, 0–10. Market: 93 clinic sites in Nanaimo and the mid-Island (Lantzville, Nanoose Bay, Ladysmith), read by the same engine in September and October 2026. Prices: the Clariva fix menu; a pack is every fix on the sheet ordered together, 20% off.

SAMPLE

02 · THE SCORECARD

EIGHT AREAS, SCORED OUT OF TEN

Every area is a question a visitor answers in seconds on a phone. Each is scored from four to nine checks, 0, 1 or 2 points each, and weighted by how much it decides whether a visitor becomes a patient. What the site says weighs most: a fast, tidy site that does not say who it is for still does not book anyone.



STRONGEST

Speed 6

The page is technically sound, light on scripts and stable while loading; it is heavy, which is what holds it at 6.

WEAKEST

Measured 0 · Trust 1

No reviews, credentials or privacy policy on the site, and nothing counts what it brings in.

BELOW THE MEDIAN

7 of 8 areas

Furthest behind: Measured (0 against 8.0), Found (3 against 6.0).

Overall is the weighted mean of the eight areas, capped at "What it says" plus three. Weights: Client focus 3, First screen 2, Booking 2, the rest 1, Measured 0.5. A check that cannot be measured is left out of the sum, never counted as a fail.

SAMPLE

03 · EVERY CHECK

EVERY CHECK, AND WHAT WE FOUND

Each line is a check the engine ran on the four pages of the site, as Google receives them and as a phone shows them. Two dots: fine. One: partly. None: missing.

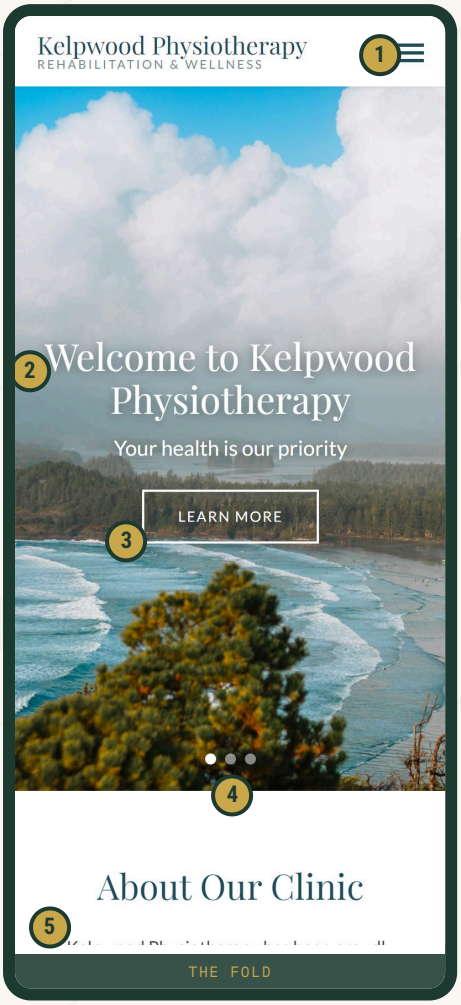
#	CHECK	SCORE	WHAT WE FOUND
B · Understood in five seconds			**5/10**
B1	The first screen says what this business is and where	● ●	On the first screen: the service is named; the location is named (“Nanaimo”).
B2	One main action is visible without scrolling	○ ○	Nothing to call or book with on the first screen of a phone; none was found anywhere on the page.
B3	The phone number is on the first screen and tappable	○ ○	No phone number on the first screen can be tapped to call.
B4	A reason to trust on the first screen: rating, years, association	● ●	On the first screen: “since 2011”.
B5	No hero slider, no pop-up on load	● ○	The first screen carries a hero slider.
C · Booking online			**5/10**
C1	A booking system is wired in	● ●	Action found: “Book Now”.
C2	Booking is one tap from any page	● ○	The booking link “Book Now” is in the markup at the top of the page but is not on screen: it is inside the menu button.
C3	Booking is visible on the first screen of a phone	○ ○	Neither booking nor a call action on the first screen.
C4	The booking flow works on a phone: service, practitioner, time	not measured	A person has to open the booking flow and try it
C5	A new patient can see what to pick, how long it takes and what it costs	○ ○	Neither price, nor length of a visit, nor what happens at a first visit.
F · Written for the client			**5/10**
F1	The first screen speaks to what reviewers say they came for	● ○	In the 24 reviews read (of 64), people came for back, neck, a first visit, and name Sarah and Mike. The home page mentions dizziness, sport, chronic pain, pelvic, but not on the first screen.
F2	The client's own words, not clinical jargon	● ○	2 clinical term(s) used without a plain-language gloss: modalities, myofascial.
F3	Prices or a fee schedule are visible	○ ○	No price, and the Jane booking menu could not be read to check.
F4	Insurance and payment: direct billing, ICBC, WorkSafeBC, MSP	● ●	The site names direct billing, ICBC, WorkSafeBC, extended health.
F5	What happens at a first visit, an FAQ, how long it takes	○ ○	None of it: no first-visit page, no FAQ, no visit length.
F6	A call to action on every key page, matched to the stage: new patient or returning	● ○	Every page read carries an action (“Contact”), the same one for a new patient and a returning one.
F7	The first screen makes a concrete claim, not a wellness abstraction	● ○	The first screen names rehabilitation, nanaimo, since 2011, among words any clinic could use (wellness, your health, dedicated).
F9	Paid traffic, if any, lands where it can book and be counted	not measured	No ad pixel; nothing paid to judge
F10	A way to keep in touch: a mailing list or a newsletter sign-up	○ ○	No mailing list, no newsletter sign-up: nothing the business owns that reaches a past patient again.
F8	A free first contact that exists in the booking menu is offered on the site	not measured	The jane menu was not read

SAMPLE

#	CHECK	SCORE	WHAT WE FOUND
A · Found in search			**3/10**
A1	The title names the service and the city	● ○	Title: “Home - Kelpwood Physiotherapy”. Names the service; does not name Nanaimo.
A2	Meta description, 70 to 160 characters, gives a reason to click	○ ○	No meta description. Google writes its own, from whatever text it likes.
A3	One H1, and it says what the business does	● ●	“Welcome to Kelpwood Physiotherapy”
A4	Canonical, robots.txt and sitemap	● ○	Not declared. The same page reachable at two addresses can split its own ranking. robots.txt found; sitemap found.
A5	A LocalBusiness record with address, phone and hours	○ ○	Nothing on the home page tells Google or an AI assistant what this business is.
A6	A page of its own for each main service	○ ○	No service pages linked from the home page; the services are a list on one page.
A9	The blog, if there is one, is long enough to rank and recent enough to matter	not measured	No blog in the sitemap
A8	A page for each thing people search: prices, first visit, each service	● ○	The site's own page list has 4 pages, and none of them is about prices or what a first visit involves.
A7	The site looks tended: a current year or a dated post	○ ○	The footer says © 2022.
D · Speed on a phone			**6/10**
D1	PageSpeed mobile performance	● ○	Performance 74/100 on mobile.
D2	Largest Contentful Paint: when the main content appears	○ ○	Main content appears at 20.0 s; Google calls 2.5 s good.
D3	Cumulative Layout Shift: whether the page jumps while loading	● ●	Layout shift 0.001; Google calls 0.1 good.
D4	A mobile viewport is declared	● ●	Declared.
D5	Accessibility score, as a proxy for tap targets and contrast	● ●	Lighthouse accessibility 93/100.
D6	HTTPS with no mixed content	● ●	Served over HTTPS.
E · Reaching you and finding you			**5/10**
E1	The phone number is a tel: link	● ○	A number appears as text but is not tappable on a phone.
E2	The address is in text and something links to a map	● ●	An embedded map is on the site.
E3	Opening hours are on the site	● ●	Hours are stated, with 20 clock times.
E4	A form or an email address in the page itself	● ●	A form or email link is in the page itself, on /contact.
E5	Parking, access and how to find the door	○ ○	Neither parking nor access is mentioned.
E7	The enquiry form asks only what it needs, and asks it properly	○ ○	The form on /contact/: 8 fields to fill; 2 field(s) that open the wrong keyboard on a phone; it asks about symptoms or referrals before the first contact; it asks for insurance details before the first contact; it asks for a date of birth before the first contact.
E6	A second channel: text message, WhatsApp or chat	○ ○	Phone and form only.
G · Reasons to trust you			**1/10**
G1	Reviews on the site, linked to the Google profile	○ ○	No reviews or testimonials anywhere.
G2	The team, with names and registration	● ○	A team page, but no registering college is named.
G3	Photographs of this practice and these people, not stock	not measured	A person looks at the photographs
G4	Content that was touched this year	○ ○	The footer says © 2022.
G5	A privacy policy	○ ○	No privacy policy is linked from the pages read.
G6	Professional memberships are named	○ ○	No professional association is named.
H · Knowing whether it worked			**0/10**
H1	Analytics is installed	○ ○	Nothing on the site counts its visitors, so nobody knows how many come or what they do.
H2	Calls, bookings and form submissions are tracked as events	○ ○	Nothing is counted.
H3	Call tracking, or tagged links from the Google profile	not measured	Needs the owner’s analytics account

04 · THE FIRST SCREEN

THE FIRST SCREEN ON A PHONE



What a person sees on an iPhone before they scroll, measured at 390 by 844 pixels. Most visits to a clinic site are on a phone, and most of them end on this screen.

1. Booking and the phone number are inside this button. On a phone, neither is on the screen.
2. "Welcome to Kelpwood Physiotherapy" is a greeting. Your reviewers came for back, neck, whiplash and dizziness: none is named.
3. The one button leads to more reading, not to a booking or a call.
4. A three-photo slider: 3.8 MB of the page's 3.9 MB, and the reason the screen takes about 20 seconds on mobile data.
5. Not here: the 4.8 rating from 64 reviews, any price, any word on direct billing.

WHAT THIS SCREEN COULD SAY INSTEAD

Back pain, whiplash and dizziness, treated in north Nanaimo.

Direct billing to ICBC, WorkSafeBC and most insurers · same-week visits

Book online | Call (250) 555-0147 | ★ 4.8 · 64 Google reviews

A sketch from your reviews, not final copy. The rewrite is the "First screen rewritten" fix.

The other door: the enquiry form, field by field

For a visitor who will not call, the form on the contact page is the way in. We open it on a phone and read every field as they meet it.

FIELD (ALL REQUIRED)	NEEDED TO REPLY?	WHAT WE FOUND
First name	yes	
Last name	**no**	A first name is enough to reply.
Email	yes	A plain text field: a phone shows the letter keyboard, with no @ key on the first screen of it.
Phone	**no**	Required as well as email; and a text field, so the number pad does not open.
Date of birth	**no**	Intake paperwork. Asked before anyone has decided to come.
BC Care Card number	**no**	A health number, required to ask a question. The field most likely to end the attempt.
Insurance provider	**no**	Useful at booking; a wall at first contact.
Describe your injury	**no**	The only free-text box, and it asks for a diagnosis, not a question.

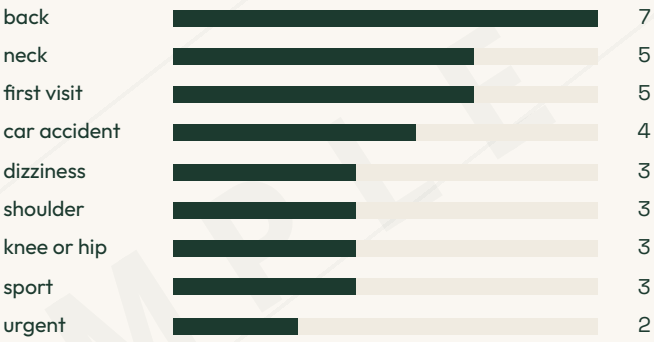
8 fields, 8 of them required, 2 opening the letter keyboard where a phone needs numbers or an @. The fix is "A form that works": name, phone or email, and one free-text box.

05 · YOUR REVIEWS

WHAT YOUR PATIENTS SAY THEY CAME FOR

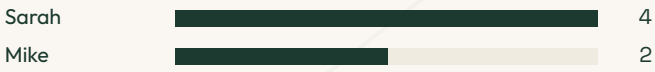
We read every review on your Google profile and mark two things in each: the reason the person came, in their words, and anyone they name. Then we set both against what your first screen says. In this sample, 24 reviews were written for the demonstration; a real Checkup reads all of them.

Why they came



Count of reviews naming each reason. A review can name more than one.

Who they name



AGAINST THE FIRST SCREEN

Of the 9 most common reasons, the first screen names **none**. The people your reviewers name appear on the team page by first name only, with no photograph and no credentials.

Four reviews worth reading twice

★★★★☆

"Great physios, but the website is confusing. I couldn't find how to book online on my phone and ended up calling. Once I got in, Mike was excellent with my shoulder."

★★★☆☆

"Treatment was good but I had no idea what the first visit would cost or how long it would take. Would have liked that on the website."

★★★★★

"Dizziness after a concussion. The vestibular work with Sarah was exactly what I needed and nobody else in town seemed to offer it."

★★★★☆

"Good care for my lower back. Parking was hard to find the first time, the unit is around the back of the building."

Read together, the three- and four-star reviews are a fix list: how to book on a phone, what a first visit costs, where to park. Each is on pages 8 to 10.

Where the site answers each reason today

REASON	REVIEWS	FIRST SCREEN	WHERE THE SITE MENTIONS IT
back	7	**no**	Services page, one paragraph among six
neck	5	**no**	Services page, one paragraph among six
first visit	5	**no**	**nowhere**
car accident	4	**no**	Services page, one paragraph among six
dizziness	3	**no**	Home page, Services page, one paragraph among six
shoulder	3	**no**	**nowhere**

SAMPLE

06 · THE FIX LIST

WORTH PAYING FOR, IN THE ORDER WE WOULD DO THEM

Each is one fixed-price job from our fix menu, done on the site you have. The price is the whole price; what we need from you is named when we confirm the order.

01 Calls, bookings and forms counted

CA$290 · 2 business days

First, because nothing on the site is counted today. Every fix after this one is then a number at day 60, not an opinion.

FOUND Nothing on the site counts its visitors, so nobody knows how many come or what they do.

AFTER Every call, booking and form from the site is counted; the next decision has a number behind it.

Answers H1, H2 · pays for itself at the 4th first visit it brings, at CA$90 a visit · Scored nothing on 38 of 90 clinic sites we read.

02 Booking one tap away

CA$190 · 1 business day

Your Jane booking page exists and works. On a phone it is hidden inside the menu button, and the first screen offers "Learn more".

FOUND Neither booking nor a call action on the first screen.

AFTER A visitor books from the first screen without scrolling.

Answers C2, C3, B2 · pays for itself at the 3rd first visit it brings, at CA$90 a visit · Scored nothing on 38 of 90 clinic sites we read.

03 Proof on the first screen

CA$290 · 2 business days

A 4.8 rating from 64 reviews and a number to tap, both above the fold, where the decision to call is made.

FOUND No phone number on the first screen can be tapped to call.

AFTER The number is the first thing a visitor can tap.

Answers B3 · pays for itself at the 4th first visit it brings, at CA$90 a visit · Scored nothing on 68 of 90 clinic sites we read.

04 First screen rewritten

CA$390 · 3 business days

The headline welcomes. Your reviewers came for back pain, whiplash after a crash and dizziness; the first screen names none of it.

FOUND The first screen names rehabilitation, nanaimo, since 2011, among words any clinic could use (wellness, your health, dedicated).

AFTER A person comparing five clinics sees one claim here no other makes, and stops comparing.

Answers F7 · pays for itself at the 5th first visit it brings, at CA$90 a visit · Scored nothing on 11 of 86 clinic sites we read.

05 A first visit explained

CA$390 · 3 business days

Five of your reviewers mention a first visit or being nervous about one, and one gave three stars for not knowing what it would cost.

FOUND None of it: no first-visit page, no FAQ, no visit length.

AFTER A nervous first-timer reads what the first visit involves and how long it takes, and arrives calmer.

Answers F5, C5 · pays for itself at the 5th first visit it brings, at CA$90 a visit · Scored nothing on 20 of 90 clinic sites we read.

06 Prices and insurance on the page

CA$390 · 3 business days

Direct billing, ICBC and WorkSafeBC are in one italic line at the bottom of the services page. Put them, and the fee, where people decide.

FOUND No price, and the Jane booking menu could not be read to check.

AFTER A new patient sees what a first visit costs before they have to ask.

Answers F3 · pays for itself at the 5th first visit it brings, at CA$90 a visit · Scored nothing on 28 of 90 clinic sites we read.

SAMPLE

07 Your Google reviews on the site

CA$490 · 4 business days

Sixty-four reviews at 4.8, and not one of them on your own site.

FOUND No reviews or testimonials anywhere.

AFTER Your reviews are on your own site, in your reviewers' words, with a link to the profile they came from.

Answers G1 · pays for itself at the 6th first visit it brings, at CA$90 a visit · Scored nothing on 36 of 90 clinic sites we read.

08 Speed under Google's benchmark

CA$690 · 5 business days

Three slider photos weigh 3.8 MB. On a phone on mobile data the first screen takes about 20 seconds to finish.

FOUND Main content appears at 20.0 s; Google calls 2.5 s good.

AFTER The main content is on screen before a visitor thinks about leaving.

Answers D1, D2 · pays for itself at the 8th first visit it brings, at CA$90 a visit · Scored nothing on 74 of 86 clinic sites we read.

09 A form that works

CA$290 · 2 business days

Eight required fields, including a date of birth and a Care Card number, to ask a question. That is intake paperwork, not a first contact.

FOUND The form on /contact/: 8 fields to fill; 2 field(s) that open the wrong keyboard on a phone; it asks about symptoms or referrals before the first contact; it asks for insurance details before the first contact; it asks for a date of birth before the first contact.

Answers E7 · pays for itself at the 4th first visit it brings, at CA$90 a visit

10 A page per client situation

CA$490 · 5 business days

One page for car-accident and ICBC patients: four of your reviewers came that way, and the search for it puts you ninth.

FOUND No service pages linked from the home page; the services are a list on one page.

Answers F1, F2, A6, A8 · pays for itself at the 6th first visit it brings, at CA$90 a visit · Scored nothing on 44 of 90 clinic sites we read.

11 Found for the right searches

CA$490 · 4 business days

Google is not told your address, hours and services in the form it reads, and writes your search snippet itself.

FOUND Nothing on the home page tells Google or an AI assistant what this business is.

AFTER Google and AI assistants describe you correctly: name, address, hours, services.

Answers A1, A2, A4, A5 · pays for itself at the 6th first visit it brings, at CA$90 a visit · Scored nothing on 34 of 90 clinic sites we read.

12 A privacy page

CA$190 · 1 business day

A clinic that asks for health details needs a privacy policy under BC's Personal Information Protection Act.

FOUND No privacy policy is linked from the pages read.

Answers G5 · pays for itself at the 3rd first visit it brings, at CA$90 a visit · Scored nothing on 64 of 90 clinic sites we read.

EVERY FIX ON THE SHEET, ORDERED TOGETHER

12 fixes come to CA$4,580; ordered together in one confirmation, CA$3,660, 20% off. The first four alone: CA$1,160, or CA$930 together. Page 13 sets this against a rebuild.

SAMPLE

07 · FREE, AND NOT YET

FIX IT YOURSELF, FOR FREE

These need no developer: a person with the site's login and the Google profile can do all six in an afternoon. We would rather you did them than paid us for them.

WHAT	HOW	TIME
Change "© 2022" in the footer to the current year A7 · G4	Or print the year from the date, so it never goes stale again. A stale year is the first thing that says nobody looks after the site.	5 min
Make the phone number in the footer tappable E1	It is a tel: link on the contact page and plain text everywhere else.	5 min
Say where to park and which door is yours E5	Two reviewers mention it ("the unit is around the back"). One sentence on the contact page and a photo of the entrance on your Google profile.	15 min
Add surnames, credentials and your college registration to the team page G2 · G6	Your reviewers name Sarah four times and Mike twice. Add "Registered Physiotherapist", the registration with the College of Health and Care Professionals of BC, and the Physiotherapy Association of BC membership.	20 min
Replace two clinical words F2	"Modalities" and "myofascial" on the services page. Say what you do with your hands and what it feels like.	10 min
Finish your Google Business Profile	Add the secondary categories and the six services, set the Book button to your Jane page, and answer the 58 reviews without a reply, starting with the 3-star one. Page 11 has the list. Or we do it: Google Business Profile set up properly, CA$390.	1 hour

Leave it for now

Real gaps, honestly not worth your money this year. Ignoring them is a decision, not an oversight.

WHAT	WHY IT CAN WAIT
A newsletter or mailing list F10	73 of 90 clinic sites have none. It is worth having one day; it is not where you are losing patients now.
A text or chat channel E6	None of the 90 clinic sites we read offers one. Booking on the first screen does the same job for less.
A separate page for each of the six services A8	Start with the car-accident page above. If it brings bookings by day 60, the same pattern for dizziness and pelvic health is the next step, or part of a rebuild.
Removing the slider on its own B5	It goes with the first-screen rewrite and the speed fix. Paying for it separately would be paying twice.

SAMPLE

08 · GOOGLE AND THE ASSISTANTS

YOUR GOOGLE PROFILE, LOCAL SEARCH AND AI ANSWERS

Most people meet the clinic on Google before they meet the site: in the map results, on the profile, and now in the answer an assistant writes. All three are read here as a patient would see them, from a phone in north Nanaimo.

The Google Business Profile

ITEM	NOW		WHY IT MATTERS
Primary category	Physical therapist	FINE	Right category.
Secondary categories	None	MISSING	Massage therapist, Vestibular rehabilitation and Pelvic floor services are not listed, so the profile is not shown for those searches.
Services	None listed	MISSING	Google shows a services list on the profile; the six services on the site are not in it.
Booking button	Not set	MISSING	The profile can carry a Book button to the Jane page. It carries only Call and Website.
Website link	Home page, untagged	WEAK	Visits from the profile arrive as anonymous traffic, so nobody can count what the profile brings in.
Photos	9, newest 2023	WEAK	No photo of the entrance or the parking, which two reviewers asked for.
Posts	Last one 14 months ago	WEAK	Not a ranking factor on its own, but a dated profile reads as a quiet clinic.
Review replies	6 of 64 answered	MISSING	Replies are read by people choosing a clinic; the 3-star review about prices has no answer.
Hours and phone	Set, match the site	FINE	Name, address and phone identical on the site and the profile.

Where you appear in the map results

SEARCH	YOU
physiotherapy nanaimo	#7
physio near me	#4
vestibular physiotherapy nanaimo	#2
pelvic floor physio nanaimo	not in top 10
icbc physiotherapy nanaimo	#9
sports physio nanaimo	#6

What an AI assistant answers

QUESTION, AS A PATIENT ASKS IT	NAMED
Who are the best physiotherapists in Nanaimo BC?	no
Where can I get physio for a car accident claim in Nanaimo?	no
Which Nanaimo physio clinics treat vertigo?	yes
Pelvic floor physiotherapy in Nanaimo	no
Physiotherapist in north Nanaimo with online booking	no
Sports injury physio Nanaimo	no
Physio that direct bills in Nanaimo	no
How much does a physio visit cost in Nanaimo?	no

WHY THE ASSISTANT NAMES YOU ONCE IN 8

The assistant names the clinics whose own pages say, in words, what they treat and where. Kelpwood's services sit as six paragraphs on one page with no LocalBusiness record, so the one answer that names it is the one service it is nearly alone in offering.

Assistant: Gemini, grounded in Google Search, 8 questions that do not contain the clinic's name. In a real Checkup the clinics named instead are named; here they are Rival A to F. Profile, searches and answers on this page are illustrative.

SAMPLE

09 · SPEED AND BUILD

SPEED ON A PHONE, AND HOW THE SITE IS BUILT

PERFORMANCE	MAIN CONTENT SHOWS	PAGE WEIGHT	FIRST THING ON SCREEN
74/100	20.0 s	3.9 MB	1.6 s
Google's mobile score. 90 is good.	Google calls 2.5 s good, over 4 s poor	3.8 MB of it is three photos	The header appears fast; the photo does not

WHAT THIS MEANS

The site is not broken: it appears quickly and does not jump around. It is heavy. The three slider photos are full camera files, each up to 2 MB, and the first one is the largest thing on the screen, so the page is not "ready" until it arrives. On mobile data that is about 20 seconds. We tried it: resized for a phone and saved in a modern format, the three photos weigh 164 KB instead of 3.8 MB, 23 times less, at no visible loss on a phone screen. With one photo instead of a slider, less again.

The technical checks

CHECK		WHAT WE FOUND
Photos sized for a phone	MISSING	Three photos of 0.8, 0.9 and 2.0 MB, served at full camera size to a 390-pixel screen.
Nothing blocks the first paint	WEAK	3 files must load before anything shows: a script library, the web-font stylesheet from Google, and the site's own stylesheet.
Google is told what the business is	MISSING	No LocalBusiness record: address, hours, phone and services are not given to Google or an assistant in the form they read.
The search listing is written by you	MISSING	No meta description; Google writes the snippet from whatever text it picks. The title says "Home".
One address per page	WEAK	No canonical address declared; robots.txt and a sitemap are present.
Secure and readable	FINE	HTTPS, a mobile viewport, layout stable while loading, accessibility 93/100.
Anything counted	MISSING	No analytics and no events. The site cannot say how many people came, from where, or what they did.

The heaviest files on the home page

FILE	WHAT IT IS	WEIGHT	SHARE OF THE PAGE
slide-2.jpg	Slider photo	2,014 KB	52%
slide-1.jpg	Slider photo	930 KB	24%
slide-3.jpg	Slider photo	825 KB	21%
Playfair Display (Google font)	Web font	39 KB	1%
jquery-3.7.1.min.js	Script library	31 KB	1%

Measured with Lighthouse 12.8.2, mobile, simulated throttling: the engine behind Google's PageSpeed Insights. A live client site is measured through PageSpeed itself, and also by Google's own field data where the site has enough visitors.

SAMPLE

10 · THE FIX SHEET

THE FIX SHEET, AND FIX AGAINST REBUILD

#	FIX	ANSWERS	TIME	PRICE
1	Calls, bookings and forms counted FIRST FOUR	H1 H2	2 business days	CA$290
2	Booking one tap away FIRST FOUR	C2 C3 B2	1 business day	CA$190
3	Proof on the first screen FIRST FOUR	B3	2 business days	CA$290
4	First screen rewritten FIRST FOUR	F7	3 business days	CA$390
5	A first visit explained	F5 C5	3 business days	CA$390
6	Prices and insurance on the page	F3	3 business days	CA$390
7	Your Google reviews on the site	G1	4 business days	CA$490
8	Speed under Google's benchmark	D1 D2	5 business days	CA$690
9	A form that works	E7	2 business days	CA$290
10	A page per client situation	F1 F2 A6 A8	5 business days	CA$490
11	Found for the right searches	A1 A2 A4 A5	4 business days	CA$490
12	A privacy page	G5	1 business day	CA$190
	All 12, each on its own			**CA$4,580**
	All 12, ordered together (20% off)			**CA$3,660**

Set against a rebuild

B · FIRST FOUR

CA$930

Counting, booking and the number on the first screen, the headline from your reviews. About a week.

C · ALL 12 FIXES

CA$3,660

The site you have, every gap on this sheet closed. Six services stay on one page.

REBUILD · ESSENTIAL

CA$2,990

Up to 5 pages, one booking integration. Too small for six services and three patient situations.

REBUILD · STANDARD

CA$3,990

Up to 10 pages, a page per situation, booking and payments, reviews flow, tracking. CA$3,500 after this Checkup's credit.

THE RULE WE APPLY

When the fixes worth paying for cost as much as a rebuild of the right size, rebuild: the same money buys the structure too. Here CA$3,660 against CA$3,500. When they cost a fraction of it, fix, and let the count decide the rest. That is path B at CA$930.

Prices from the Clariva fix menu and the Studio sizes, 2026. Pays for itself: the fix price divided by CA$90, the low end of a first physiotherapy visit in BC; the count of new patients comes from the tracking installed first.

SAMPLE

11 · MEASURING IT

WHAT WE COUNT, AND WHEN

Day 60: the count

WHAT	TODAY	DAY 60
Taps on the phone number	not counted	counted
Bookings started from the site	not counted	counted
Forms sent	not counted	counted
Visits from the Google profile	not counted	counted
Searches you appear in, top 3	1 of 6	read again

Today's column is why counting is fix number one. Without it, day 60 is an opinion.

Day 90: the same eight areas

AREA	NOW	TARGET
A · Found	3	8
B · First screen	5	9
C · Booking	5	9
D · Speed	6	9
E · Contact	5	8
F · Client focus	5	8
G · Trust	1	7
H · Measured	0	10

Targets for path C or a rebuild. A measurement, not a promise: the same engine reads the site again.

How this report was made

01 **The site, measured.** The four pages read as Google receives them, then opened in a phone browser at 390 by 844 pixels; speed measured with Lighthouse, the engine behind PageSpeed. In this sample the site is a mock built for the demonstration and measured exactly as a live one.

02 **Google, read.** Every review, the profile item by item, six searches from a phone, eight questions to an assistant. In this sample all four are illustrative.

03 **The market, real.** Medians, best scores and "scored nothing on N of 90" come from 93 clinic sites in Nanaimo and the mid-Island (Lantzville, Nanoose Bay, Ladysmith) read by the same engine. No clinic is named.

04 **The judgement, ours.** Which fixes are worth paying for, which you can do yourself, which to leave, and the verdict. Written by a person, not generated.

DIGITAL CHECKUP

CA$490

One week. This report, on your site, and a 30-minute call to walk through it. Credited in full toward any Clariva work ordered within 60 days.

FIXES

from CA$190

Each a fixed price from the fix menu. Every fix on the sheet ordered together, 20% off.

SITE REBUILD

from CA$1,290

Three fixed sizes. The blueprint names the size before design begins.

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SAMPLE