

LeakCheck

Where Willow Bridge Dental Studio loses customers before they book.

A fictional, anonymised booking-funnel audit for an independent dental practice. The screenshots are representative mockups, not captures of a real business or competitor.

Booking path

7 taps

before a real request can be sent

After-hours path

Missing

mobile visitor has no safe next step

Decision support

Thin

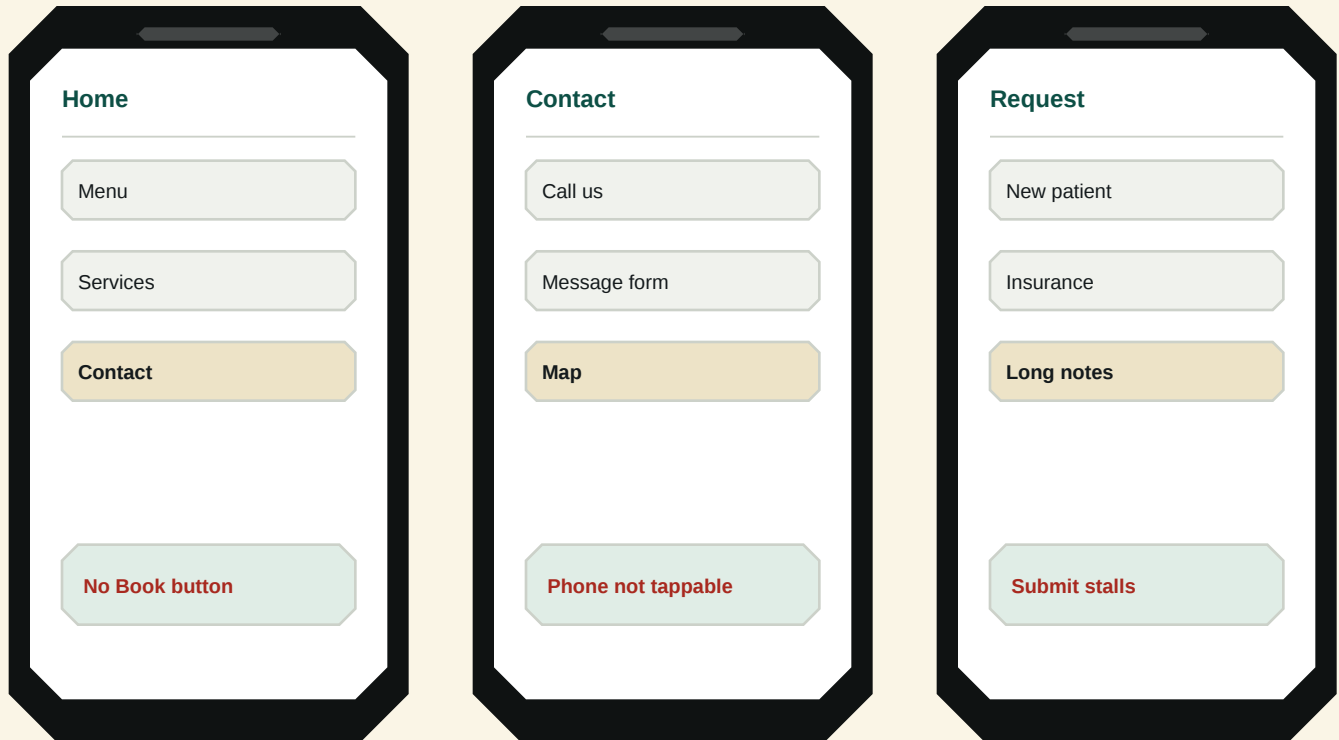
reviews, credentials and pricing signals are absent

Scope

- One mobile-first booking attempt on the anonymised practice site.
- Identical walkthrough on three fictional local competitors.
- Friction ranked by likely lost bookings, with prioritized fixes.

1. Booking attempt: step by step

Scenario: a new patient on a phone searches for an emergency dental appointment after work. The goal is not to prove intent, but to find where momentum is lost before booking.



Observed journey

- Tap 1** Open mobile menu to look for appointment action.
- Tap 2** Choose Contact because Book Appointment is not visible.
- Tap 3** Try the phone number; it is plain text and does not launch a call.
- Tap 4** Open the request form; required fields appear before the visitor knows what happens next.
- Tap 5-7** Complete name, phone, insurance and notes; no available-time signal is shown.
- Stall** Submit gives no clear confirmation or expected callback window.

2. Friction ranked by likely lost bookings

Ranking is based on how close each issue appears to the booking moment and how much effort it adds on mobile. It intentionally avoids unsupported dollar claims.

Rank	Friction point	Likely lost bookings effect	Evidence in walkthrough
1	Failing or hostile form	High: the visitor has already decided to request care, then hits a long form and unclear submit state.	Form asks for insurance, long notes and preferred times before explaining next steps.
2	Non-tappable phone number	High: urgent mobile visitors cannot call from the decision point.	Contact screen presents the number as static text rather than a tel link.
3	No after-hours path	Medium-high: evening visitors are left to guess whether anyone will respond.	No callback promise, emergency instruction or next-open appointment path.
4	Deterrent required fields	Medium: fields delay low-confidence visitors who want one simple next step.	Insurance and message fields appear required before any availability cue.
5	No confirmation of next steps	Medium: submitted visitors may double-submit, leave, or call a competitor.	No clear thank-you state, callback window or summary after submission.

3. Trust gaps at the decision moment

These gaps matter because the visitor is deciding whether to share personal details or call. The site asks for trust before it visibly earns it.

1. No pricing signal

There is no note such as consultation fee guidance, insurance accepted, payment-plan prompt, or 'we explain costs

Decision risk

2. Credentials hidden

Dentist credentials and clinical experience are not visible near the request form or call action.

Decision risk

3. Reviews absent

Review proof is separated from the booking decision, so the visitor cannot use it while choosing whether to act.

Decision risk

4. No guarantee

The page does not promise a callback window, response time, emergency triage, or what happens after a request.

Decision risk

Recommended trust block

- Place credentials, review count/rating language, insurance/payment notes and callback promise beside the booking action.
- Keep language factual: no invented testimonials, no partner logos, and no unsupported savings claims.

4. Competitor walkthroughs

The same mobile task was repeated against three fictional local competitors. Names and screens are anonymised; the table shows what they do differently before asking for details.

Practice	Taps to booking action	What happens before details	What they do differently
Willow Bridge Dental Studio	7 taps; stalls after submit	Visitor must find Contact, try a static phone number, then complete a long request form.	Booking action is hidden; no after-hours promise; weak trust cues near form.
Anonymised Competitor A	2 taps	Sticky Book button opens a short request panel with phone and callback choice.	Mobile CTA is always visible and phone is tappable.
Anonymised Competitor B	3 taps	Emergency page offers call, request form, and 'we reply next business morning'.	Sets expectations for after-hours visitors before asking for insurance.
Anonymised Competitor C	3 taps	Contact page shows credentials, reviews summary, and 'new patients welcome' beside the form.	Trust proof sits next to the decision point instead of lower on the site.

Side-by-side takeaway

- Competitors reduce uncertainty before the visitor commits: fewer taps, clearer phone behavior, and visible next-step promises.
- Willow Bridge can close the gap without redesigning the whole site by moving booking, trust and after-hours guidance into the first mobile screen.

5. Prioritized fixes

Fix the highest-leverage booking barriers first. Each recommendation is scoped to reduce lost bookings without requiring a full brand or website rebuild.

This week

- Add a sticky mobile Book / Call bar with a tappable phone link.
- Cut the request form to name, phone, preferred contact time and concern.
- Add a clear submit confirmation with expected callback window.

This month

- Create an after-hours path that explains emergency handling and next business-day response.
- Move credentials, review summary and new-patient language beside booking actions.
- Add a basic pricing/insurance signal that sets expectations without promising exact treatment costs.

This quarter

- Test a dedicated emergency appointment landing page for mobile search visitors.
- Add appointment-type routing so hygiene, emergency and cosmetic inquiries see different next steps.
- Instrument funnel events for booking CTA clicks, form starts, form submits and phone taps.