

The 15-Minute Website Leak Audit

You worked to get a patient to your site. Then most of them leave without booking, and it is almost never lost interest, it is fixable friction. Run this audit on your own phone, as a patient would, and time each task. Anywhere you get stuck is a leak a real patient hits too.

How to run it

Do this on your phone, not your desktop, because that is where most patients are. Actually attempt each task a real patient would. Every point where you hesitate or cannot finish quickly is a leak, except a real patient will not have your patience, they just leave.

The audit

Check	The leak it finds	OK?
Online booking	Can a patient book in a couple of taps, or must they call during office hours?	
Mobile experience	Does the site work cleanly on a phone, where most visitors are?	
Load speed	Does it load fast, or do visitors bounce before it appears?	
Phone visibility	Is a tap-to-call number obvious and above the fold?	
Clear services	Is it immediately clear what you treat and who you serve?	
Trust signals	Are real reviews, provider bios, and genuine photos present?	
New-patient info	Are insurance accepted, location, and hours easy to find?	
Clear next step	Is the one action you want, book or call, obvious on every page?	

Fix these four first (most of the loss)

	No easy online booking Usually the single biggest leak, many patients decide outside office hours, when they cannot call
	A poor mobile experience Most visitors are on a phone; a clumsy mobile site frustrates the majority of your traffic
	Slow load Visitors abandon a page that makes them wait, before they ever see it
	A buried phone number The patients who do want to call cannot quickly find how

Then close the quieter leaks

	Unclear services State what you treat and who you serve, up front
	Missing new-patient basics Make insurance accepted, location, and hours easy to find
	Weak trust signals Real reviews, real faces, real credentials reassure a hesitating patient
	No obvious next step Make the one action, book or call, obvious on every page

Remember the order

Fix the leaks that lose ready patients, and make sure the operations behind the booking can serve them. A great front door only pays off if the practice behind it runs well.