FOR MED SPAS, COSMETIC DENTISTS AND PLASTIC SURGEONS

The 10-point website check.

In October 2026 we scanned 145 aesthetic practice websites in Pennsylvania, Maryland and Delaware (med spas, cosmetic dentists, plastic surgeons and dermatologists) for speed, booking, accessibility and the basics patients look for on a phone. These are the ten checks we used, so you can run them on your own site in about 15 minutes.

94%

scored under 90 on Google's mobile speed test, where 90+ counts as good (133 of 142 measured)

7 sec

median time before the main image showed on a phone. Google's target is 2.5.

7 in 10

had no online booking we could find (100 of 144)

135 of 145

had at least one serious accessibility error

Most of these are excellent practices. The goal is not a perfect score. It is a website that makes the next step obvious for a new patient.

Method: 179 websites scanned in October 2026. We kept 145 real practice sites in PA, MD and DE that loaded normally, and removed non-practices, out-of-state sites and pages that blocked automated checks or failed to load. Speed: Google Lighthouse with a simulated mobile connection (142 returned results). Accessibility: axe-core automated rules, serious or critical issues. Booking: booking software detected on the homepage or a linked booking page; practices that book through forms or software that leaves no trace may be undercounted.

THE CHECKS · PART 1

First impression and booking

1

☐ Your first screen says what you do

On a phone, without scrolling: the treatments you are known for, the result, and your city. "Welcome to our practice" says nothing a new patient can use.

Test: your own phone, 3 seconds

2

☐ A booking button is always in reach

Visible on the first screen and pinned to the bottom of the screen on mobile, so it is there whenever someone decides.

Test: scroll your homepage on a phone

3

☐ Booking works online, on a phone

Real-time booking, or at least a short request form (name, phone, treatment, preferred time). Patients also browse in the evening and on weekends, when nobody answers the phone.

We found: 7 in 10 had no online booking

4

☐ Tap-to-call works

Your phone number is a link that opens the dialer, in the header and the footer.

We found: 1 in 8 had none

Test: tap your number on a phone

5

☐ Trust sits next to the button

Your Google rating, credentials and memberships near the booking button. Before and after photos only with written patient consent.

Test: is a review visible before the first scroll?

THE CHECKS · PART 2

Speed, clarity and access

6

☐ The main image loads in under 2.5 seconds

Look for "Largest Contentful Paint" in the mobile results. Large uncompressed photos and videos are the usual cause.

We found: median 7 seconds · Test: pagespeed.web.dev

7

☐ Mobile performance score of 90 or more

Same test, the big number on the Mobile tab. Under 50 is red, 50 to 89 orange, 90+ green.

We found: only 9 of 142 scored 90+ · Test: pagespeed.web.dev

8

☐ Text is easy to read

Enough contrast between text and background, especially light grey on white or white text on photos.

We found: at least 92 of 145 had contrast errors · Test: wave.webaim.org

9

☐ The accessibility basics are in place

Images have descriptions, buttons and links have names, headings are in order. An accessibility widget or overlay does not fix these by itself.

We found: 135 of 145 had serious errors · Test: wave.webaim.org

10

☐ Real photos of your space and team

Your rooms, your injectors, your light. Stock photos make a premium practice look like every other one.

Test: would a patient recognize your lobby?

Want us to run all ten for you?

Send us your website and we will run the full check and send back three written observations, specific to your site. Complimentary, no obligation.

Request a website review · strixastudio.com