

This review is framed as a practical business audit, not a technical teardown. The focus is on where response, booking, follow-up, and communication gaps are likely costing time or revenue.

BUSINESS

Brighton Family Dental

INDUSTRY

Dentists

WEBSITE<https://brightonfamilydental.example>**PREPARED**

June 7, 2026

Section A — Observations

- Brighton Family Dental has a live web presence, but the service story is not especially clear on first pass.
- There is not a very clear next step for a visitor who is ready to contact the business.
- The site does not present an especially clear response path on first pass, which usually creates friction before someone reaches out.

Section B — Where Opportunities Are Being Missed

- A visitor who is ready to take action may still have to stop and decide how to reach out instead of being guided directly into a booking or intake path.
- The contact path is not especially obvious, which usually means some interested visitors leave without taking the next step.
- If a visitor has a practical question before reaching out, there does not appear to be much guided context to move them forward confidently.
- Most of the leakage here is quiet: missed inquiries, slower response, weaker follow-up, and too much dependence on manual coordination.

Section C — Recommendations

01**Tighten lead capture**

Give the site a cleaner handoff between interest and action. That usually means fewer ambiguous contact paths, clearer intake options, and a response flow that does not depend on someone catching everything manually.

02**Improve communication flow**

Add a practical response layer for missed calls, after-hours inquiries, and basic intake questions so the business is not relying on a narrow live-response window.

03**Reduce conversion friction**

Create a more guided path from interest to booking or contact so visitors are not forced to figure out the next move on their own.

04**Add operational visibility**

Most systems stop at basic logs. Side By Tech can build custom dashboards and reporting around what your business actually needs to see, track, and optimize.

Section D — Summary

This is not about replacing your process — it's about tightening the gaps where opportunities are currently being missed.

Section E — Soft CTA

No pressure — happy to walk through a few ideas if helpful.

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Suggested next step: 15-minute workflow strategy call



Scan to book

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