

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**

April 10, 2026

## Section A — Observations

- The website lacks an integrated online booking system, requiring patients to call or visit in person to schedule appointments.
- Lead capture relies primarily on phone calls managed by the front desk, which faces high volume especially for new patient inquiries and appointment changes.
- There is limited visible guidance on the site for common patient questions, potentially causing callers to wait longer or make multiple calls.
- Contact methods appear inconsistent or under-promoted, with no clear after-hours contact or digital alternatives to phone calls.

## Section B — Where Opportunities Are Being Missed

- Implementing an online booking tool to reduce front desk call volume and capture leads outside business hours.
- Adding clear, accessible contact information and alternative communication channels (e.g., email or chat) to reduce friction and missed connections.
- Creating guided content or prompts addressing frequent patient questions to reduce call volume and improve patient experience.
- Establishing automated follow-up mechanisms for appointment confirmations and reminders to decrease no-shows and rescheduling burdens.

## Section C — Recommendations

**01****Integrate an Online Booking System**

Deploy a user-friendly appointment scheduling feature on the website to allow patients to book directly. This will reduce front desk phone traffic and capture leads 24/7, increasing conversion and patient satisfaction.

**02****Enhance Contact and Communication Channels**

Prominently display consistent contact information, including phone, email, and possibly chat. Introduce after-hours messaging or callbacks to avoid missed opportunities and improve responsiveness.

**03****Streamline Patient Guidance and Follow-Up**

Develop clear pathways on the website answering common patient questions and set up automated appointment reminders. This reduces friction during booking and minimizes no-shows, improving operational efficiency.

## Section D — Summary

Brighton Family Dental excels clinically and is trusted locally, but its current website setup limits lead capture and patient engagement opportunities. The reliance on phone calls handled manually by a busy front desk creates bottlenecks and potential revenue leakage. By modernizing booking and communication flows, the practice can convert more visitors into patients and reduce operational strain.

## 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



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