

Digital Performance Audit

Exclusively for: Brilliant Smiles Lakeland

Domain: yourlakelanddentist.com

Date: February 06, 2026

(Screenshot evidence pending generation)

METRIC	STATUS	SCORE	IMPACT
Legal Compliance	■ CRITICAL	MISSING PRIVACY POLICY	Florida Digital Bill of Rights (\$50k Risk)
Mobile Speed	■ POOR	32/100	Critical (Most users are mobile)
Desktop Speed	■ NEEDS WORK	68/100	Important for office users
SEO / Visibility	■ GOOD	85/100	Determines search ranking

■ PageSpeed Evidence

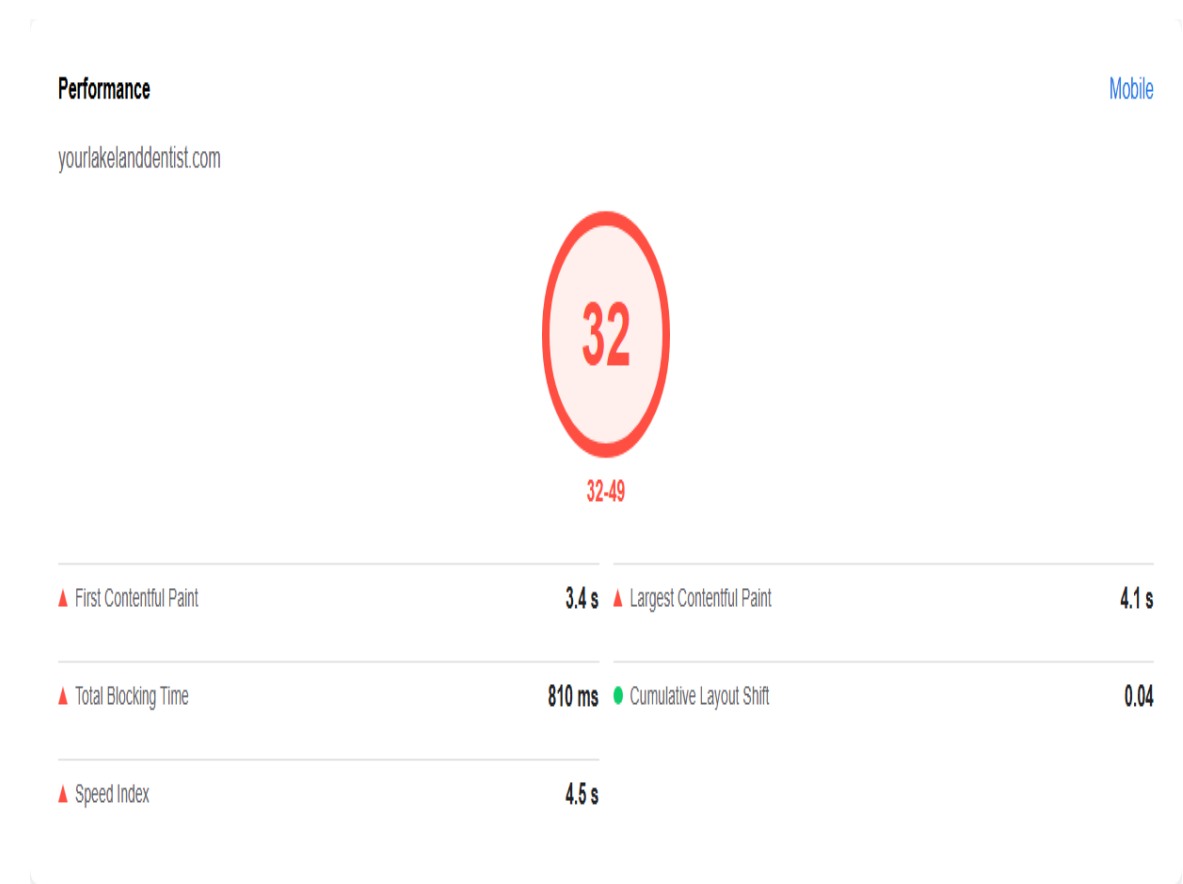


Fig 1. Actual PageSpeed dashboard showing standard Speed Index metrics.

Detailed Findings

■ Mobile Experience Hazard:

Your mobile speed score of 32 is in the CRITICAL range. Google penalizes sites specifically for this metric. Most patient/client searches happen on mobile devices, meaning you are likely losing traffic to faster local competitors.

■ Desktop Performance:

Your desktop score of 68 suggests unoptimized images or code bloat. While less critical than mobile, it affects professional credibility.

■ COMPLIANCE WARNING: Florida Digital Bill of Rights

Our scan found no Privacy Policy. Under FL Law (effective July 1, 2024), you must disclose data collection practices or face fines up to \$50,000.

Recommended Action Plan

1. **Speed Optimization:** Compress images and defer unused JavaScript to boost mobile score above 50.
2. **Intelligent Intake:** Implement 24/7 AI lead capture to ensure no opportunities are missing during off-hours.
3. **Legal Compliance Update:** We will install the mandatory privacy policy pages to protect your business from new FDBR fines.

■ **VALUE OF FREE OFFER:** Typically, this optimization package (Speed Fix + Compliance Update) costs \$499. Waived completely for this initial audit to demonstrate value.

Generated by AI Service Co | Lakeland, FL

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