

# Website Audit Report

Busciglio Orthodontics

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## Executive Summary

This audit identified compliance risks and performance issues on <https://buscigliosmiles.com/>. Critical findings require immediate attention to avoid potential legal liability.

## Audit Findings

| Area             | Status      | Finding                                          |
|------------------|-------------|--------------------------------------------------|
| Legal Compliance | CRITICAL    | Phone-only booking with no TCPA consent.         |
| Mobile Speed     | WARNING     | PageSpeed Score: 68/100                          |
| Lead Capture     | OPPORTUNITY | 24/7 AI Receptionist – captures consult requests |

### ■ Critical Finding: Legal Compliance

- Phone-only booking with no TCPA consent.
- Multi-location form without SMS opt-in.

**Risk:** TCPA violations carry fines of \$500-\$1,500 per incident. Recent case: Optum RX settled for \$23.5M in class action over consent violations.

### ■ Performance Issues

- PageSpeed 68 – mobile users bouncing.
- No visible terms or privacy policy.

## ■ Growth Opportunities

- 24/7 AI Receptionist – captures consult requests
- Smart Social Reply – remember patient history
- Newsletter automation – treatment reminders

## Available Services

- ■ AI Receptionist – 24/7 call answering & appointment booking
- ■ Newsletter Automation – Customer nurturing campaigns
- ■ Smart Social Reply – Facebook/Instagram AI response
- ■ Visionary Ads – AI-powered ad creative
- ■ Review Management – Automated review requests
- ■■ Compliance Package – Terms/Privacy/TCPA compliance

Contact us for custom pricing based on your needs.

## ■ Free Offer (No Strings Attached)

1. **Free TCPA/Compliance Fix** – We'll add proper consent checkboxes and Terms/Privacy pages at zero cost.
2. **14-Day AI Receptionist Trial** – Test our 24/7 call answering system with no commitment.

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