

Digital Performance Audit

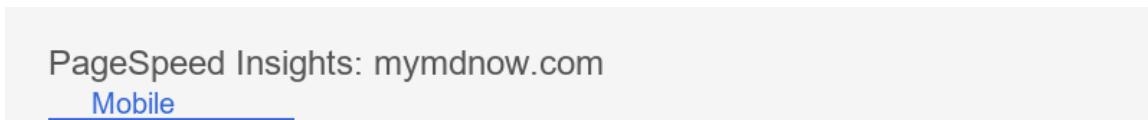
Exclusively for: MD Now Urgent Care

Domain: mymdnow.com

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Metric	Status	Score	Impact
Mobile Speed	■ POOR	44/100	Critical (Most users are mobile)
Desktop Speed	■ NEEDS WORK	73/100	Important for office users
SEO / Visibility	■ GOOD	89/100	Determines search ranking

■ PageSpeed Evidence



- First Contentful Paint 3.8 s
- Largest Contentful Paint 5.2 s
- Total Blocking Time 840 ms
- Cumulative Layout Shift 0.05
- Speed Index 4.9 s

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

Detailed Findings

■ Mobile Experience Hazard:

Your mobile speed score of 44 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 73 suggests unoptimized images or code bloat. While less critical than mobile, it affects professional credibility.

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.

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