

THE DOCWIN GROWTH SCORE™

# A rigorous read on your digital *growth engine.*

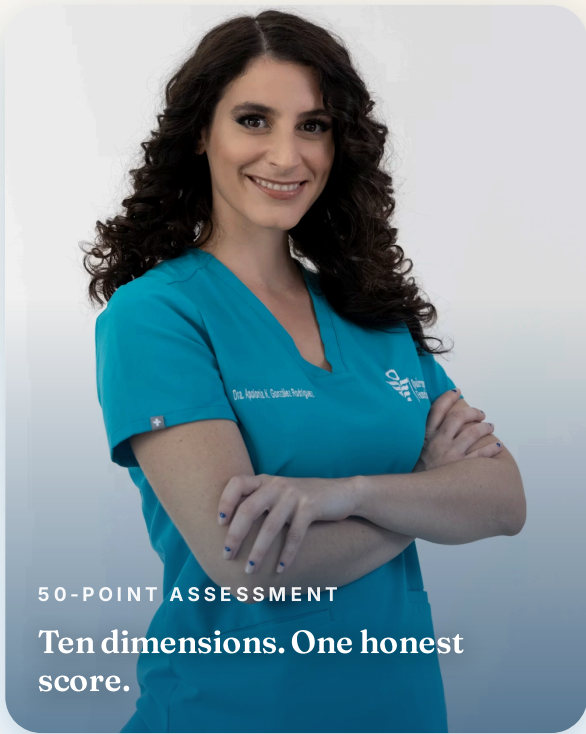
PREPARED EXCLUSIVELY FOR

**Meridian Dental Clinics**

Cosmetic Dentistry · London, UK

50-POINT ASSESSMENT

Ten dimensions. One honest  
score.



OVERALL GROWTH SCORE

## Underperforming

A single number, out of 100, benchmarked against the Top 5% of healthcare practices — the standard we use to define what premium looks like in your market.

TOP 5% BENCHMARK

## 87.5/100

The digital baseline the fastest-growing US practices operate at today.

THE TEN DIMENSIONS ASSESSED

50 micro-checks · 10 categories



Website Experience



SEO



Social Media



Digital Presence &  
Reputation



Trust & Credibility



Branding & Visual Identity



Blogs & Content Marketing



Meta Ads



Google Ads



AI Search Presence

*“Growth is not a mystery. It is a system — assessed, measured, and engineered, one dimension at a time.”*

WHAT'S INSIDE THIS REPORT

18 pages · Read on any device

**01**

**Executive Summary**

Your overall score, ranking, and the highest-leverage moves.

**02**

**Ten-Dimension Deep-Dive**

Line-by-line audit of all 50 micro-checks with plain-English observations.

**03**

**The Path Forward**

A prioritised, sequenced roadmap to close the gap to the Top 5%.

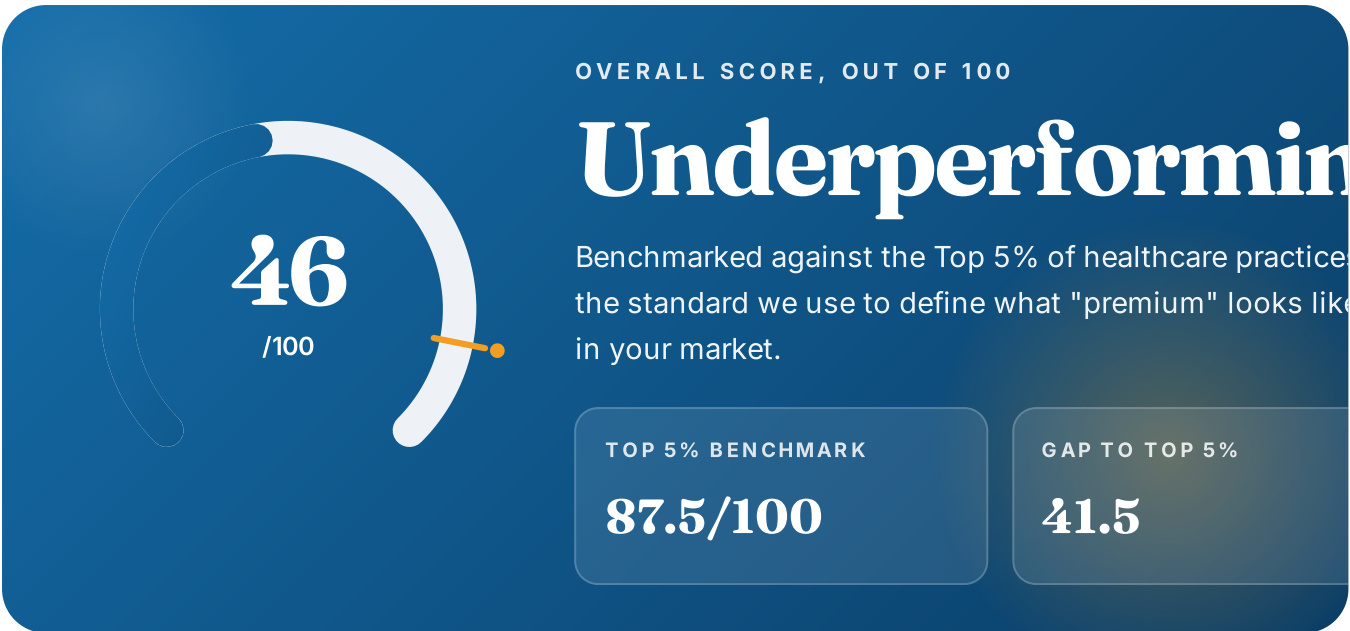
AT A GLANCE

# Your growth score, *at a glance*

One honest read on how well your digital presence is currently doing the work of attracting and converting patients.

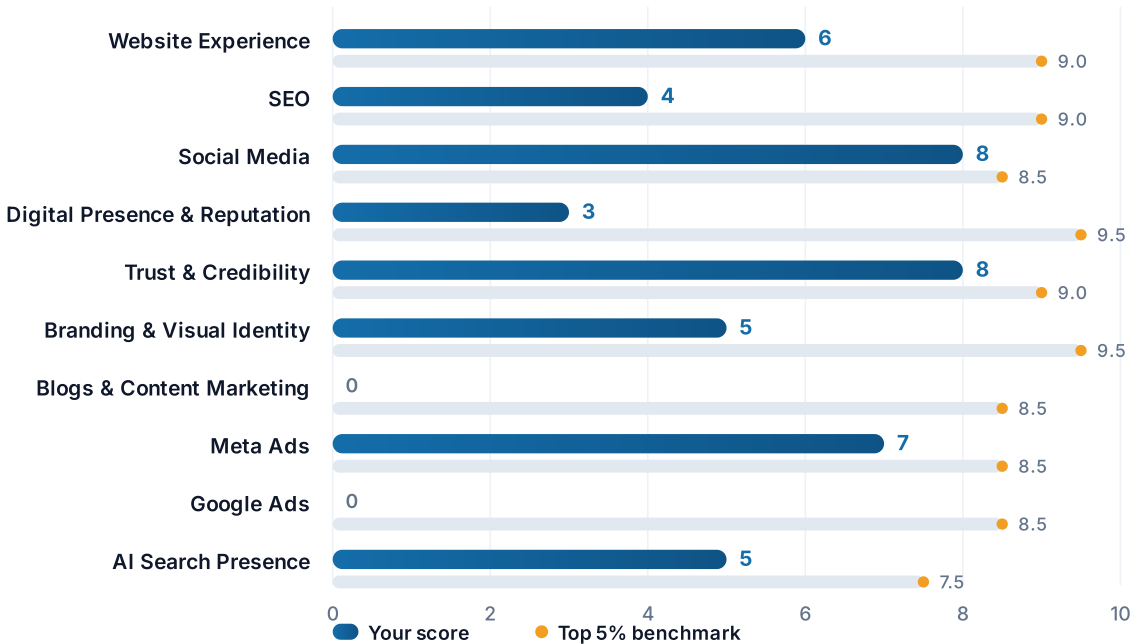


**Why this score matters.** Scores below the Top 5% benchmark represent measurable revenue leakage: prospective patients who never enquire, who choose a competitor after checking you online, or who never discover you at all. Closing this gap is one of the highest-leverage moves a practice can make.



## Score vs. Top 5% benchmark

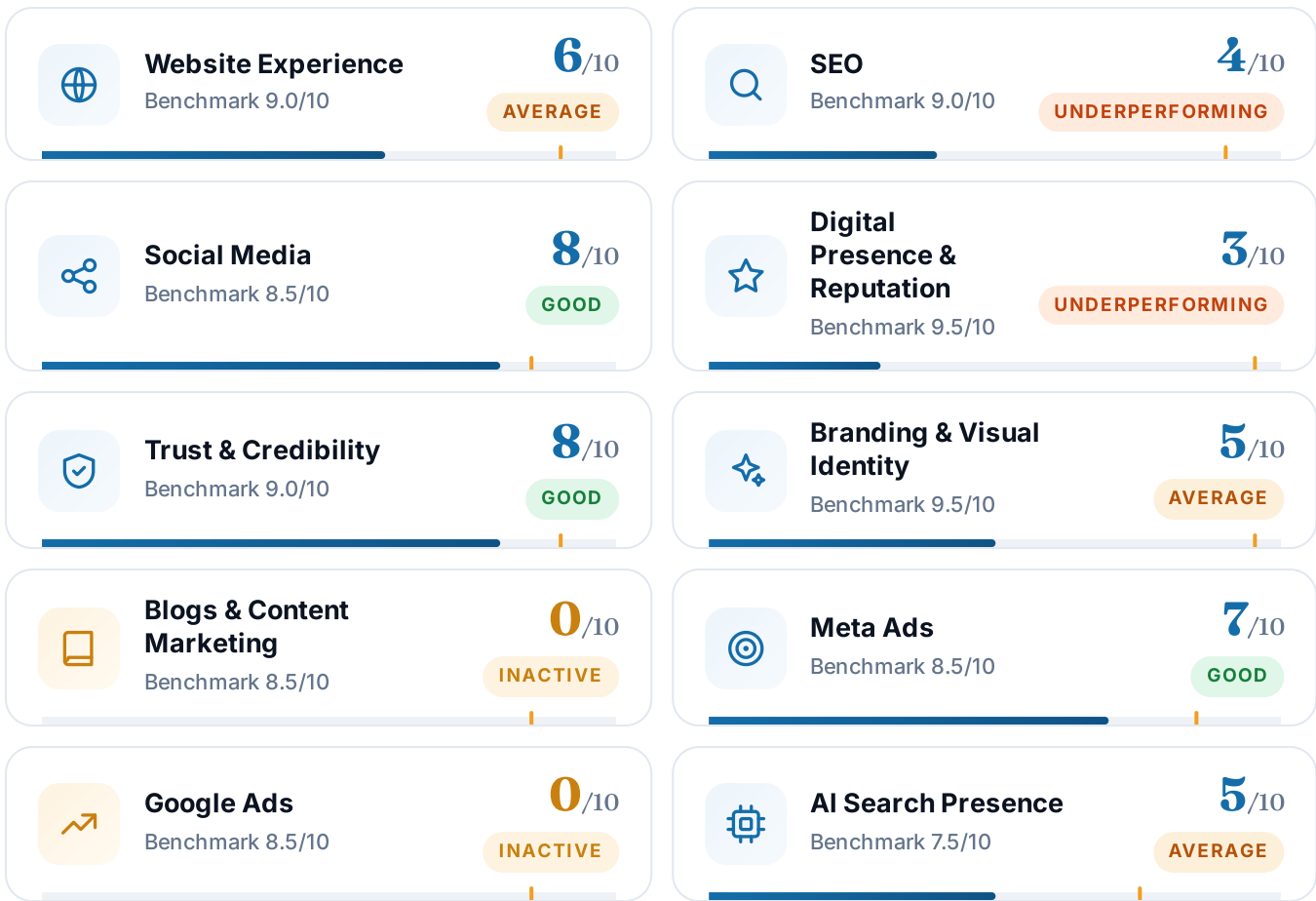
All ten growth categories



TEN GROWTH CATEGORIES

# Where you stand, *category by category*

Each score reflects five underlying micro-checks. 50 in total across your entire digital presence.



## Your growth score radar

Your practice profile compared against the shape of the Top 5% benchmark. The larger and more even the blue shape, the closer you are to a leading practice.

- Your practice
- Top 5% benchmark



## WHAT THIS MEANS FOR YOU

# The story behind *your score*

## Meridian Dental Clinics's current digital presence is creating real, ongoing cost.

01

You're very likely losing a significant share of prospective patients to competitors who are simply easier to find and more convincing once found.

02

This gap also limits your ability to convert patients toward higher-value procedures, since bigger treatment decisions usually require trust built before the first visit.

03

Referrals, word-of-mouth, and any paid advertising are all likely underperforming for the same reason, patients checking you out online aren't finding enough to confirm their decision.

04

Fixing this wouldn't just stop the losses, it would unlock genuine scaling potential currently being held back entirely by your digital presence.

### \$ INVESTMENT

Engagements typically start from \$1,000/month, scoped to your practice's specific opportunities. The investment required to close these gaps is modest compared to what's currently being missed.

### 📈 THE MATH

In most cases, capturing even one additional higher-value procedure per month is enough to outweigh the entire monthly investment. We'll walk through what this looks like for your specific practice on a short call.



CATEGORY 01 OF 10

# Website Experience

YOUR SCORE

6/10

TOP 5%

9.0/10

RATING

Average



## What it means

Your website looks acceptable but isn't actively converting visitors into patients. It's the digital equivalent of a waiting room that's clean but forgettable. Nobody leaves complaining, but nobody leaves impressed enough to book, either.

### Checkpoints and observations

5 CHECKS

1

#### First Impression & Brand Quality

Average



The first impression is passable but won't be what convinces a hesitant visitor to stay.

2

#### Design & Copywriting

Average



The site reads fine but isn't guiding visitors toward a decision.

3

#### Navigation & Conversion Journey

Excellent



The path from "just browsing" to "ready to book" is effortless.

4

#### Essential Pages & Information

Excellent



Everything a prospective patient would want to know is right there, clearly.

5

#### Performance & Mobile Experience

Poor



A slow or clunky mobile experience is quietly pushing visitors away before they even read your content.



CATEGORY 02 OF 10

SEO

YOUR SCORE

4/10

TOP 5%

9.0/10

RATING

Underperforming



What it means

For most of the treatments you offer, a patient searching nearby is far more likely to find a competitor than to find you. This is one of the quietest ways a practice loses new patients, because you never see the enquiries that never happened.

• Checkpoints and observations

5 CHECKS

1

Branded Search Presence

Poor



Even people who already know your name may struggle to find you clearly on Google.

2

Money Keyword Rankings

Average



You're visible for some valuable searches, but competitors are still winning the majority.

3

On-Page SEO Foundation

Average



The basics are in place, but they're not optimized enough to be competitive.

4

Technical SEO Foundation

Poor



There are likely technical issues quietly limiting how well your site can rank at all.

5

Local Authority Signals

Excellent



Your local presence is strong enough that Google confidently ranks you above nearby competitors.



CATEGORY 03 OF 10

# Social Media

YOUR SCORE

8/10

TOP 5%

8.5/10

RATING

Good



## What it means

You're active and visible, but not yet building the kind of consistent momentum that turns followers into patients. A few refinements would meaningfully increase how often people actually engage with what you post.

### Checkpoints and observations

5 CHECKS

1

#### Platform Presence

Average



You have a presence, but it isn't on all the platforms that matter most for your patients.

2

#### Posting Consistency

Average



Posting happens, but not consistently enough to build real momentum.

3

#### Content Quality

Excellent



The content looks professional and genuinely gives people a reason to engage.

4

#### Engagement & Reach

Excellent



Content is consistently reaching and engaging a meaningful, relevant audience.

5

#### Content Strategy & Algorithm Readiness

Excellent



Content is planned deliberately and aligned with what the platforms currently reward.

CATEGORY 04 OF 10



# Digital Presence & Reputation



YOUR SCORE

3/10

TOP 5%

9.5/10

RATING

Underperforming



## What it means

Gaps in your reviews, listings, or profile completeness are likely creating hesitation at exactly the moment a patient is deciding whether to trust you. Incomplete information reads as a red flag, even when it's simply an oversight.

### Checkpoints and observations

5 CHECKS

1

#### Google Business Profile

Average



The basics are covered, but the profile isn't being used to its full advantage.

2

#### Reviews & Ratings

Average



Your review volume and freshness are reasonable, but not yet a clear differentiator.

3

#### Review Management

Poor



Reviews are going unanswered, which can read as disengagement to anyone checking.

4

#### Healthcare Directories & Citations

Poor



Inconsistent or missing listings are making the practice harder to find and less credible.

5

#### Photo Authority

Average



Photos exist but aren't doing much to build confidence or show the practice at its best.



CATEGORY 05 OF 10

# Trust & Credibility

YOUR SCORE

8/10

TOP 5%

9.0/10

RATING

Good



## What it means

Your practice comes across as credible, but a few missed opportunities mean you're not building as much confidence as you could be. Small additions here often have an outsized effect on how safe a patient feels choosing you.

### Checkpoints and observations

5 CHECKS

1

#### Doctor & Team Profiles

Average



Team profiles exist but don't do much to build a genuine connection.

2

#### Credentials & Expertise

Excellent



Credentials and expertise are showcased in a way that clearly builds authority.

3

#### Social Proof

Excellent



Strong patient stories and proof points give prospective patients real confidence.

4

#### Facility & Technology

Average



The facility is shown, but not in a way that stands out or reassures.

5

#### Trust Signals

Excellent



Strong trust signals reassure prospective patients before they've even asked a question.

CATEGORY 06 OF 10



# Branding & Visual Identity



YOUR SCORE

5/10

TOP 5%

9.5/10

RATING

Average



## What it means

Your brand is functional but forgettable. It won't turn anyone away, but it also won't be the reason a patient remembers you over the three other practices they looked at that same afternoon.

### • Checkpoints and observations

5 CHECKS

1

#### Overall Brand Impression

Average



The brand impression is fine, but not distinctive enough to stand out.

2

#### Professional Photos & Videos

Average



Visuals are present but aren't yet doing justice to the practice.

3

#### Design, Colour Theme & Typography

Average



The design is reasonable but doesn't feel especially modern or considered.

4

#### Positioning & Differentiation

Average



There's some sense of differentiation, but it isn't clearly or confidently communicated.

5

#### Consistent Brand Identity

Average

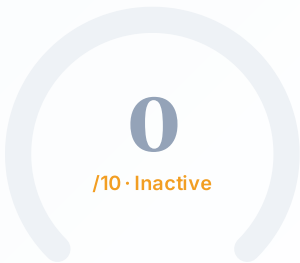


Branding is mostly consistent, but a few mismatches remain.

CATEGORY 07 OF 10



# Blogs & Content Marketing



YOUR SCORE

0/10

TOP 5%

8.5/10

RATING

Inactive



AN UNTAPPED GROWTH CHANNEL

This channel is currently generating zero return.

Your practice currently has no blog or content presence, which means you're entirely absent from the research phase of the patient journey. Patients searching for information about symptoms, treatments, or procedures before choosing a provider will never encounter you, no matter how good your actual care is.

## Why Blogs & Content Marketing Matter For Your Practice

01

Most patients research their symptoms or treatment options online before ever choosing a provider, content puts you in front of them at that exact moment.

02

Educational content builds authority and trust well before a patient books their first appointment.

03

Blog content compounds over time, continuing to attract new patients long after it's published, with no ongoing ad spend required.

04

It directly supports SEO, helping your website rank for the treatments and questions patients are actually searching for.

05

It positions your practice as a genuine expert, not just another provider, which is a strong differentiator in a crowded market.



CATEGORY 08 OF 10

Meta Ads

YOUR SCORE

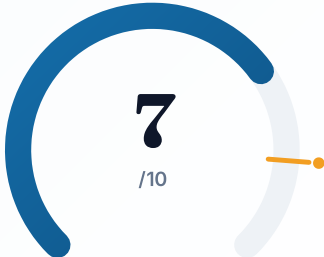
7/10

TOP 5%

8.5/10

RATING

Good



What it means

Your campaigns are performing well, but a few refinements in creative or targeting are likely leaving some return on the table. Small adjustments here often produce an outsized improvement in cost per patient.

Checkpoints and observations

5 CHECKS

1

Active Meta Advertising

Average



Campaigns run, but inconsistently enough to limit their impact.

2

Creative Quality

Excellent



Ad creative is professional and genuinely attention-grabbing.

3

Offer & Messaging

Average



The offer is present but not compelling enough to consistently convert.

4

Landing Page Quality

Average



The landing experience is functional but not optimized for conversion.

5

Campaign Strategy & Alignment

Excellent



Every element works together as a coherent, well-targeted strategy.



CATEGORY 09 OF 10

# Google Ads

YOUR SCORE

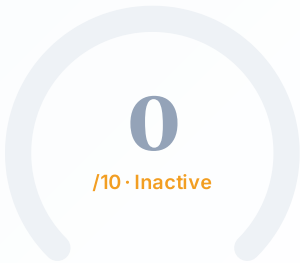
0/10

TOP 5%

8.5/10

RATING

Inactive



AN UNTAPPED GROWTH CHANNEL

**This channel is currently generating zero return.**

You're currently not running any Google Search advertising, which means you're invisible in the exact moment a patient is actively searching for the treatment you offer and ready to book. Meanwhile, competitors running search campaigns are capturing that high-intent demand right at the top of the results page, often for patients who would have chosen you if they'd simply seen you there first. This isn't a small gap, it's an entire acquisition channel currently generating zero return.

## • Why Google Ads Matter For Your Practice

01

Google Ads put you in front of patients at the exact moment they're searching and ready to act, the highest-intent moment in the entire patient journey.

02

You can target the specific treatments that matter most to your practice, rather than waiting years to rank organically.

03

Budget and results are fully controllable and measurable, so spend can be adjusted based on real performance, not guesswork.

04

Search ads work alongside organic SEO, capturing demand today while your longer-term rankings are still being built.

05

Every click represents a patient actively looking for care right now, making this one of the most efficient channels for new patient acquisition.



CATEGORY 10 OF 10

# AI Search Presence

YOUR SCORE

5/10

TOP 5%

7.5/10

RATING

Average



### What it means

AI tools have some awareness of your practice, but the information is incomplete or inconsistent, and you're not being reliably recommended for the treatments you actually offer. This is a fast-emerging channel most competitors haven't addressed yet either, which makes it a real opportunity.

## • Checkpoints and observations

5 CHECKS

1

### AI Brand Presence

Average



AI tools recognize your practice, but some details are outdated or missing.

2

### Local AI Recommendation

Average



You're occasionally recommended, but not consistently for the treatments that matter most.

3

### AI Authority Signals

Excellent



Strong authority signals make your practice a trusted source for AI systems.

4

### AI Content Readiness

Average



Some content is AI-readable, but structure and clarity could be improved.

5

### AI Answer Quality

Poor



AI-generated answers about your practice are inaccurate or unhelpful.



# Meaningful improvement is *absolutely realistic*, with the right strategy.

The gaps identified in the previous pages are not permanent. Practices we have worked with have moved from Underperforming to Good, and from Good to Excellent, in as little as one to two quarters, once the right priorities are in focus.

You do not need to fix everything at once. What matters is starting with the highest-impact changes, the ones that move the needle on visibility, credibility, patient acquisition, and long-term growth in that order.



Stronger visibility



Deeper credibility



More new patients



Long-term growth

## IMPLEMENTATION OPTIONS

# Three ways to *close the gap*

Choose the path that matches your team's bandwidth and how hands-on you want to be. Each option is designed to lead to the same outcome, executed differently.

## OPTION 01, DIY



## Handle it internally

This report gives you a clear, prioritized roadmap. If you have the internal time, team, or freelance support to implement it yourself, everything you need to get started is already here. This path is best suited to practices with the internal bandwidth to take it on directly.

01

## OPTION 02, HYBRID



## DocWin consulting

DocWin provides ongoing strategic guidance, monthly check-ins, and expert direction, while your team or existing vendors handle the hands-on implementation. This path suits practices that have some internal capacity but want an expert steering the strategy and keeping execution on track.

02

## OPTION 03, DONE-FOR-YOU



## Full DocWin implementation

DocWin handles the full implementation and ongoing management, from strategy through execution, so your team can stay focused on running the practice. This path suits practices that want to move quickly without adding this to their own plate.

03

The right path depends on your team, your bandwidth, and how quickly you want to see results. We're happy to talk through what makes sense for your specific situation.

## WHO WE ARE

# About *DocWin Digital*

DocWin Digital is a healthcare-focused growth consultancy, built specifically for doctors, dentists, and healthcare practices, not adapted from a generic marketing playbook.

Founded by a doctor and a health-tech founder, DocWin was built by people who understand healthcare from the inside, not agency generalists applying the same playbook to every industry.

We work exclusively with healthcare providers, applying the same rigor and standards you'd expect from your own clinical work to how we assess and grow your digital presence.



## OUR STANDARD OF CARE

Every client is assigned a doctor from our team of 10+ practicing physicians, who personally reviews every piece of content before it goes live.

This means nothing published under your name ever compromises medical accuracy or professional standards. Ever.



### WEBSITE

[www.docwindigital.com](https://www.docwindigital.com)



### EMAIL

[arbaz@docwindigital.com](mailto:arbaz@docwindigital.com)



*DocWin Digital* exists to help serious healthcare practices become the obvious first choice online, without the fluff, guesswork, or generic marketing playbooks.

A healthcare-focused growth consultancy, founded by a doctor and a health-tech founder. We work exclusively with medical, dental, and specialty practices to build the visibility, credibility, and patient acquisition systems that meaningfully move the needle.



Website & Brand Design



SEO & Content Marketing



Paid Ads Meta & Google



Reputation & AI Presence

NEXT STEP

Let's walk through what this looks like for Meridian Dental Clinics.

A short call with our team to talk through your specific opportunities, and what a realistic 90-day roadmap could look like.

GET IN TOUCH

arbaz@docwindigital.com

WEB

docwindigital.com