



SAMPLE REPORT · DEMO ONLY

What your website says, and the first five fixes.

Wattlebrook Physio is a dummy website. The clinic does not exist. We made five fixes to show you what your report includes. Your real report covers every page of your site, so it will have many more.

YOUR SCORES

made-up clinic

Rules 3 /10

Google 13 /100

AI answers 22 /100

Answer box 46 /100

Clear on 230 of 301 checks.

Not a regulatory approval. You stay responsible for what you publish.

Fix these five first.

Five fixes picked from this sample. Three break an advertising rule. Two stop Google and AI tools from using the pages. Your report covers every page of your site.

1

Guaranteed outcome and timeframe

Homepage

~~“We guarantee pain relief in three sessions, or your next visit is free.”~~

strong risk

^ “How many sessions you need depends on your condition. At your first visit we explain what to expect and why.”

Find it: wattlebrookphysio.example, the offer under the main headline on the homepage.

A patient in pain reads this as a promise and books on it. If the pain stays, the clinic has made a claim it cannot keep, and a guaranteed result is one of the claims regulators act on most.

National Law s133(1)(a) · Ahpra, Guidelines for advertising a regulated health service

2

Claim of a permanent cure with no risk

Dry needling page

~~“Dry needling eliminates muscle pain instantly and permanently. It is 100% safe with no side effects.”~~

strong risk

^ “Dry needling can ease muscle tightness for some people. Mild soreness or bruising is common afterwards. Your physiotherapist will talk you through the risks before you start.”

Find it: wattlebrookphysio.example/services/dry-needling/, the first paragraph.

A patient reads 100% safe and agrees to a treatment without hearing its real risks. Every treatment carries some risk, and this is the kind of sentence a regulator quotes back in a notice.

National Law s133(1)(a) and (d) · Ahpra, Guidelines for advertising a regulated health service

3

“Specialist” without the registration

About page

~~“Dr Hannah Whitlock, specialist sports physiotherapist”~~

clear rule

^ “Hannah Whitlock, physiotherapist with a focus on sports injuries”

Find it: wattlebrookphysio.example/about/, the team section.

A patient reads specialist as a higher, registered level of training and may choose the clinic for it. Using the title without the registration is an offence under the National Law, not only an advertising fault.

National Law s113 to s118, protected titles · Ahpra, Titles in health advertising

4

A statistic AI tools cannot check

Sports physio page

~~“Studies show 85% of athletes return to sport faster with early physio.”~~

AI answers

^ “Early assessment helps us plan your return to sport. Ask us what the evidence says for your injury.”

Find it: wattlebrookphysio.example/services/sports-physio/, the second paragraph.

AI tools skip a figure they cannot trace, so the page loses the quote. An unsourced health figure can also mislead an athlete deciding when to start treatment.

AI answers check: every statistic needs its source in the same sentence

5

A service page with 14 words

Clinical Pilates page

~~“Small group classes led by a physiotherapist. Each class is \$95. Call to book.”~~ Google

^ “Clinical Pilates at Wattlebrook is a small group class led by a physiotherapist. Then say who it suits, what happens in a class and how to start.”

Find it: wattlebrookphysio.example/services/clinical-pilates/, the whole page.

Google has no reason to rank a two-line page above a rival’s full one. A patient deciding whether the class suits their back has nothing to decide with, so they call someone else.

Google Search Central: helpful, people-first content

HOW TO READ THE SCORES

Four questions your website has to pass.

Rules **3/10**

Does any line break an advertising rule? One critical breach caps the verdict.

AI answers **22/100**

Will ChatGPT, Claude and other AI tools quote the page?

Google **13/100**

Can Google find the page and rank it for what patients search?

Answer box **46/100**

Will the page win the answer shown above Google's links?

YOUR ALL CLEAR AUDIT

Every page. Every line. Signed by me.

This sample shows five fixes from a made-up clinic. Your audit reads every page of your real website, and I read every finding before it reaches you.

WHAT EVERY AUDIT INCLUDES

- ✓ **Every page on your site**
Not a sample of pages. Every one, worst first.
- ✓ **Every flagged line rewritten**
The new line is written for you, ready to paste.
- ✓ **The rule, cited and linked**
So you can check every flag yourself.
- ✓ **What Google and AI tools say**
20 real patient questions, asked of ChatGPT, Claude and more.
- ✓ **A 90-day plan**
Who fixes what, in what order.
- ✓ **A 15-minute walkthrough**
Recorded, so you can share it with your team.
- ✓ **A free re-check**
See what changed after the fixes.

\$1,500

for the first ten clinics only.

One price for the whole website. No page cap.
Full refund if it finds nothing worth fixing.



Read and signed by Amisha Sharma
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