

LUMOMATICS

ONLINE PRESENCE REVIEW · SAMPLE

Bayside Physio Collective *Being found in Mornington*

What I found when I looked at the practice the way a patient searching from Mornington would: your website, your Google profile, your listings and your email records. This is the review on its own, with no quote in it. If you want help with any of it, that can follow as a separate proposal.

PREPARED FOR

Sarah Whitfield
Bayside Physio Collective, Mornington (fictional)

DATE

19 September 2026

PREPARED BY

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SCOPE

Public pages and records only
Reviewed 12 September 2026

Demonstration document. Bayside Physio Collective and Sarah Whitfield are a fictional business and owner, invented to show what the Workflow Clarity Audit looks like when it is applied to being found online. No client data appears in this sample, every figure is a stated assumption, and any resemblance to a real business is coincidental.

01 WHAT WAS REVIEWED

Everything a patient can see from outside, and nothing that needs a login.

The practice is easy to book and well reviewed, and Google is not showing it to people in Mornington who search for a physio. Most of what is getting in the way is small. The two changes most likely to help are free, and you can make them yourself this week.

On 12 September 2026 I checked what a member of the public can see of the practice. I did not log in to anything, submit any form, or run any security testing; the review covers public pages and public records only. What I checked:

- The website (six pages on Squarespace) and its blog
- Google search results for the practice name and for "physio Mornington", "physiotherapist Mornington" and "sports physio Mornington", searched from a Mornington location
- Your Google Business Profile, Facebook page and Instagram account
- Your listings on HealthEngine, HotDoc, Yellow Pages and True Local
- Page speed on a phone, using Google's Lighthouse tool. The test ran from a US region, so the time to first response is inflated by distance and I have read the scores with that in mind
- The public email records for your domain (SPF, DKIM and DMARC), which tell other mail systems whether a message really came from you

Not covered: anything behind a login, including the Squarespace and Google Business Profile admin screens; paid advertising; and what other practices charge.

02 WHAT IS WORKING

You already have the hardest parts: a verified profile, strong reviews and a booking flow that

works.

Your Google Business Profile is verified and carries 14 reviews at an average of 4.9. A base of reviews like that is the slowest part of a Google presence to build, and you have it. The rest of this document is mostly about letting it work for you.

Booking works. The "Book now" button opens HotDoc in a new tab and the flow completes on a phone without trouble. The site itself is on Squarespace, which keeps the underlying software up to date for you, so there is nothing to patch.

Instagram is active and consistent: 480 followers, a post most weeks, and a bio link that goes to the home page. Your Yellow Pages and True Local listings match the details on the site, and the Facebook page shows the right phone number.

The blog still earns its keep. Two of the eleven posts sit on page one of Google for searches like "shin splints running Mornington". Those are specific, low-volume searches, but they show that Google will rank your writing for local questions when you give it something to rank.

03 WHAT IS GETTING IN THE WAY

Eleven findings, in order of how much they matter to direct bookings.

Each finding is paired with what it means for the practice. Where I am inferring a cause, I have said so.

Finding	What it means for you
For "physio Mornington", you are not in Google's map results	Searched from Main Street, Google shows three other practices on the map and you are not among them. All three are categorised as "Physiotherapist" and each has 40 or more reviews. On a phone the map results sit above everything else, so a person searching for a physio sees those three practices before they see any website, including yours.
Your Google profile is categorised as "Medical clinic", not "Physiotherapist"	Google uses the primary category to decide which searches a profile belongs in. Yours says "Medical clinic", while every practice that does appear for "physio Mornington" is listed as "Physiotherapist". I can't prove the category alone is why you are missing, but it is the most likely cause I can see, and it is free to change. No position on the map is promised; that decision stays with Google.

The profile says you are closed on Saturday	You told me you open Saturday mornings. Anyone who searches on a Saturday sees "Closed" next to your name and moves on to a practice that says it is open. This is a two-minute change in the same admin screen as the category.
The website never says Mornington where Google reads first	The home page says "Physiotherapy on the Mornington Peninsula" in the body text, but the page title (the headline Google shows in its results) is just "Home", and no heading names Mornington. Google and the searcher are both left to guess where you are. Squarespace lets you change the title and the heading in the page settings.
Fourteen reviews, none answered, and none since February	The reviews themselves are a strength. None has a reply from the practice, and the most recent is seven months old, while the three practices on the map each have 40 or more. Google's own guidance says review count and score are among the things it weighs for map results, and a reply to each review is visible to every future reader.
The contact form has no check that the sender is a person	The Squarespace form sends straight to the reception address with no verification step. You told me reception receives five or six spam messages a week through it; the open form is the likely route. Beyond the time it takes to sort, the risk is that a genuine enquiry sits in the same pile and is missed.
Your email domain is only partly protected against forgery	The domain has an SPF record, one of the three records other mail systems use to tell your genuine mail from forgeries. There is no DMARC record, and I could not see a DKIM signature published for Google Workspace, the mail provider in use. Without them, someone can send mail that appears to come from your address, and your own replies and reminders are more likely to be treated as suspicious by the systems that receive them. I couldn't check whether DKIM is switched on inside Workspace; that needs the admin screen.
The home page is slow on a phone	Lighthouse gives the home page a mobile performance score of 61 out of 100. The biggest weight on the page is a team photo of 3.8 MB, many times what a web image needs. On mobile data that one photo makes the page wait. Resizing it is a small job and the quickest speed improvement available.
HealthEngine shows the phone number you stopped using in 2023	Anyone who finds you through HealthEngine and rings the number listed is calling a number you no longer use. Google also compares your details across the web, and a listing that disagrees with the others weakens its confidence in which number is right. Yellow Pages, True Local and Facebook all match; HealthEngine is the outlier.

The blog and the Facebook page have gone quiet

The last blog post was March 2024 and the last Facebook post June 2026. The blog is the one that matters, because two old posts still bring people from search and nothing has been added to build on that in two and a half years. Facebook matters less, but a page that has not posted in months can leave a visitor wondering whether it is still looked after.

I could not see any visitor measurement on the site

There is no Google Analytics tag on the pages, and Squarespace's own statistics are not visible from outside, so I can't tell whether anyone is measuring how many visitors the site sends to HotDoc. If you are using Squarespace's built-in analytics, this is fine. If not, there is currently no way to know which pages and searches lead to a booking.

None of this needs a new website. The site is on a platform that is kept up to date for you, booking works, and every item above is an edit to something that already exists rather than a rebuild.

04 WHAT I WOULD DO FIRST

Three moves, in this order.

Each is worth doing on its own. The first needs nobody but you.

1. Fix the Google profile yourself, this week

Log in to the Google Business Profile admin, change the primary category from "Medical clinic" to "Physiotherapist", and set Saturday to the hours you actually open. That is about ten minutes, and it costs nothing. Then reply to each of the 14 reviews, even with a line, and ask two or three recent patients whether they would leave one. Google can take days to reflect a category change, and whether you then appear in the map results is Google's decision, but this is the change most likely to move it.

2. Tell Google, and patients, where you are

On the website, change the home page title from "Home" to one that names the service and the suburb (for example "Physiotherapy in Mornington | Bayside Physio Collective") and put Mornington in the main heading. While you are in Squarespace, replace the 3.8 MB team photo with a version sized for the web. Then correct the phone number on HealthEngine. These are settings changes in Squarespace and HealthEngine; you or your receptionist can make them, or whoever looks after the site can.

3. Close the form to bots and finish the email records

Squarespace forms can be given a check that the sender is a person; turn it on. It stops most automated submissions without getting in a patient's way. Then add a DMARC record to the domain and confirm DKIM is switched on for Google Workspace, so other mail systems can tell your genuine mail from forgeries. This is the one move that needs care. The email records live with whoever manages your domain, and a wrong DMARC setting can interrupt your own mail, so it should be done in sequence, starting in monitoring mode. It is a small job for someone who does it regularly.

I have deliberately not suggested new pages, a new site, advertising or a social media plan. The blog is worth reviving at some point, since two posts already work, but it comes after the three moves above.

05 EVIDENCE

What was measured, and what it showed.

Everything below was captured on 12 September 2026 from public pages and public records. Where a figure came from you, the table says so.

Checked	Result
Google search, from a Mornington location	For "physio Mornington": three other practices in the map results, all categorised "Physiotherapist", each with 40 or more reviews; Bayside Physio Collective not shown. Also searched: the practice name, "physiotherapist Mornington" and "sports physio Mornington".
Google Business Profile	Verified. Primary category "Medical clinic". Hours show closed on Saturday. 14 reviews, average 4.9, most recent February 2026, none with a reply from the practice.
Website	Squarespace, six pages. Home page title tag "Home"; no heading names Mornington. Blog: 11 posts, most recent March 2024; two on page one for specific local searches. "Book now" opens HotDoc and works on a phone. No analytics tag visible.
Page speed (Lighthouse, mobile)	Performance 61, Accessibility 88, Best practices 92, SEO 77. Largest image on the home page 3.8 MB (team photo). Run from a US region, so the time to first response is inflated by distance.
Contact form	Squarespace form, delivers to the reception address, no verification step. Five or six spam messages a week, as reported by you.

Checked	Result
Email records (public DNS)	SPF: present. DMARC: none. DKIM: not visible for Google Workspace (no selector published).
Social pages and directory listings	Facebook: 310 followers, last post June 2026, phone number matches. Instagram: 480 followers, posting weekly, bio links to the home page. HealthEngine: shows the phone number replaced in 2023. HotDoc: booking works. Yellow Pages and True Local: consistent with the website.

06 NEXT STEPS

Three things from here.

- 01 Make the category and Saturday hours changes in your Google profile, and tell me when they are done. I'll run the same searches again a fortnight later and let you know what, if anything, changed.
- 02 Read the rest and send me any questions. A phone call is fine if that is easier.
- 03 If you'd like help with the remaining items, say so and I'll put together a proposal with a fixed price for the parts you want. If you'd rather handle it with whoever looks after the site, this document is written so they can work from it directly.

If anything in this doesn't match what you know about the practice, tell me and I'll correct it.

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