



Fairweather Physiotherapy

Website Audit and Blueprint

Prepared for Anna Fairweather | July 2026

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DELIVERED IN FIVE WORKING DAYS

YourHQ.

THIS IS A SAMPLE

Fairweather Physiotherapy is a fictional business, invented to show what a real Website Audit and Blueprint looks like. Anna is not a client. The findings, scores and copy are written exactly as they would be for a real one.

The full document runs 30 to 40 pages depending on the size of the site. This sample shows one slice of each section so you can see the shape of it.

WHAT YOU GET

The whole thing, in two steps

An audit of where you are, and a blueprint for what to build.

Most audits tell you what is broken and leave you to fix it. This one tells you what is broken, shows you what to build instead, and hands you the words already written.

Section	What is in it	In this sample
Start Here	Core problem, biggest opportunity, top priority fix, your score	INCLUDED
How your score works	The full scoring rubric, so you can check the reasoning	INCLUDED
Strategic foundation	What the site is for, its primary job, the non-negotiables	EXTRACT
STEP ONE • THE AUDIT		
Full site audit, scored	Every page scored out of 25 across five dimensions	INCLUDED
The ten-second test	What a cold visitor understands from your hero alone	INCLUDED
Path to purchase	Clicks from landing to enquiry, and where people drop out	EXTRACT
Trust check	Eight trust signals scored present, partial or missing	INCLUDED
Ownership check	Who owns your domain, your content, and whether you could leave	INCLUDED
Risk-tagged findings	Every problem tagged by what it is costing you and when	EXTRACT
STEP TWO • THE BLUEPRINT		
Market opportunity	Five to eight sourced data points on your market	FULL DOC
Customer profiles	Two or three named buyers, in their own words	INCLUDED

Section	What is in it	In this sample
Competitor snapshot	Two or three competitors read properly, and the gap	FULL DOC
Before and after structure	Your site now, next to the site you should have	INCLUDED
Page-by-page copy	Every page written in your voice, ready to paste	EXTRACT
Design and platform direction	What to keep, what to change, colour and photography	FULL DOC
Action list and 90-day plan	Quick wins this week, then what to watch	EXTRACT
CLOSING		
Your options	Three ways forward, no pressure and no recommendation	INCLUDED
The Toolkit	One-liner, bios, FAQ bank, testimonial email, SEO metadata	EXTRACT

Anna, here is the short version

CORE PROBLEM

Your site reads like a general physio clinic. Your actual business is post-surgical rehab, which is what people search for and what surgeons refer for. It appears nowhere above the fold.

BIGGEST OPPORTUNITY

You are ACC registered and the site never says so. In New Zealand that is one of the first things a patient checks, and it is a search term you are invisible for.

TOP PRIORITY FIX

Rewrite the homepage hero to name the specialism, the town, and ACC. One afternoon of work. It is the single highest-value change on this list.

26/50

Weak. The site is costing you enquiries.

Page average 13/25 across nine pages, plus 13/25 on the SEO baseline. The structure is sound and the tone is warm. The problem is that nothing on the site says what you actually do best.

TEN-SECOND TEST • FAIL

Your hero reads **"Welcome to Fairweather Physiotherapy"** above **"Your local physiotherapy clinic in Whangārei. We offer a range of services to help you feel your best."**

A cold visitor can tell you are a physio in Whangārei. They cannot tell that you specialise in getting people walking again after knee and hip replacements, that you take ACC, or that they will see you rather than whoever is free. Those three facts are your whole business and none of them are on the page.

HOW TO READ THIS

Step One is the audit. Where your site is now and what it is costing you. **Step Two is the blueprint.** What to build instead, and the words already written to build it with.

If you want to do this yourself: everything you need is here. Start with the quick wins, then the page copy, then the Toolkit at the back.

If you would rather it was handled: read this page and Your Options at the end. Skip the middle unless you are curious. Nobody is expected to read all of it.

METHOD

How your score works

A score with no rubric is an opinion with a number stuck on it.

Every page is scored out of 25, across five dimensions, one to five each. Here is exactly what each score means, so you can check the reasoning and disagree with it.

Dimension	Scores 1	Scores 3	Scores 5
Clarity	Cannot tell what the page is about	Clear, but it takes effort	Obvious from the headline alone
Audience fit	Speaks to nobody in particular	Audience implied, not addressed	The right person knows instantly it is for them
CTA quality	No CTA, or "Submit"	There is a CTA, but it is generic	Specific, active, low friction
Proof	No testimonials or trust signals	Some proof, but generic	Named, specific, matched to the audience
Messaging	Contradicts what the business wants	Loosely related	Every element serves the goal

The site score out of 50 is your average page score out of 25, plus an SEO baseline out of 25: title tags, meta descriptions, H1 headings, internal linking and Google Business Profile, five points each.

Score	What it means
40 to 50	Strong foundation. Refine, do not rebuild.
30 to 39	Moderate. Real problems, fixable ones.
20 to 29	Weak. The site is costing you enquiries.
Under 20	Critical. It is working against you.

WHAT THIS SCORE DOES NOT MEASURE

Page speed, technical performance, backlinks, ad performance, or anything needing analytics access you have not given me. Naming the limits is what makes the rest of it credible.

STEP ONE

The Audit

Where your site is now, and what it is costing you.

Every page, scored

Page							Priority fix
Home	2	2	2	1	2	9	Name the specialism and ACC in the hero
About	4	3	2	3	3	15	Lead with your story, not your qualifications
Services	3	2	2	1	2	10	Split into two pages, one per specialism
Physiotherapy	3	2	2	2	3	12	Rewrite around post-surgical rehab
Massage	3	2	2	1	2	10	Merge into the main service page
Pilates	4	3	3	2	3	15	Keep, but link it to rehab outcomes
Pricing	4	3	3	2	4	16	Add ACC surcharge clarity
Blog	2	2	1	2	2	9	Three posts since 2021. Cut or commit.
Contact	4	3	3	2	4	16	Say what happens after someone enquires

Trust check

Eight signals a visitor looks for before they believe you. Three or more missing is a conversion problem. You have four.

Trust signal	Status	What that means here
Contact details visible	PRESENT	Phone and email in the footer on every page
Physical location stated	PRESENT	Address and map on Contact
Owner name and face	PARTIAL	Named on About, but the photo is stock
Credentials displayed	PARTIAL	Listed on About, absent everywhere someone decides
Named testimonials	MISSING	Nothing on the site. You have 41 Google reviews.
ACC registration	MISSING	Not stated anywhere. This is the big one.
Privacy policy	MISSING	Required, and you handle health information
What happens next	MISSING	No indication of response time or first visit

Ownership check

Nobody else audits this. If someone else built your site, it is worth knowing exactly what you hold.

What I checked	Status	What it means
Domain registered to	CONFIRMED	Registered in your name, not a third party's
Domain expiry	AT RISK	Expires 14 November 2026 and auto-renew cannot be verified from public records
Platform	CONFIRMED	Wix. Your content can be exported, though the design cannot move with it.
Content portability	UNCLEAR	Text and images can come off. Original photo files may sit with whoever built it.
Google Business Profile	UNCLEAR	Live and active, but I cannot verify from outside who controls it

WHAT YOU SHOULD CONFIRM

These are questions for you, not findings. I have not assumed the answers.

Do you have the login to your domain registrar? Do you have admin access to your Wix account, in your own name? Do you hold the original files for the photos on the site? Could you move to another provider tomorrow if you decided to?

STEP TWO

The Blueprint

What to build instead, and the words to build it with.

Meet your customers

Not segments. People, with names and doubts.

The full Blueprint includes two or three of these, built from your intake answers, your reviews and market research. Here is one.

Margaret, 58 to 68

Situation	Six weeks after a total knee replacement. Discharged with a photocopied exercise sheet and no plan. Wants to walk the Hātea Loop again without thinking about it.
Trigger moment	Her hospital physio sessions end and she realises she is on her own with a knee that still will not bend properly.
Searches for	"physio after knee replacement whangarei", "knee replacement rehab acc"
Decides on	Whether this person has done her exact operation before, and whether she will see the same face every visit.
The doubt	<i>"I do not want to be handed to whoever is free and have to explain my knee all over again from scratch."</i>
Proof that settles it	The surgeons you work with, named. A review from someone who had the same operation. A plain sentence saying she sees you, every time.

Before and after structure

Nine pages doing the work of six. Here is the whole recommendation in one table.

Your site now	What it should be
Home	Home (rewritten)
Services	Post-Surgical Rehab (new, your lead offer)
Physiotherapy	Persistent Pain (new)
Massage	Merged into the two service pages
Pilates	Rehab Pilates (kept, repositioned)
About	About Anna (kept, rewritten)
Pricing	Merged into each service page, where people ask
Blog	Kind Words (new, built from your 41 reviews)
Contact	Contact (kept, rewritten)

Homepage

Written in your voice, ready to paste.

YOUR HERO NOW

Welcome to Fairweather Physiotherapy

Your local physiotherapy clinic in Whangārei. We offer a range of services to help you feel your best.

[Contact Us]

WHAT IT SHOULD SAY

Walking properly again after knee or hip surgery

Specialist post-surgical rehabilitation in Whangārei. ACC registered. You see Anna every session, not whoever happens to be free.

[Book your first assessment]

Every page in the full Blueprint is written out like the block below, section by section, with both CTAs and the SEO metadata. This is the homepage.

H1 HEADLINE	Walking properly again after knee or hip surgery
SUBHEADING	Specialist post-surgical rehabilitation in Whangārei. ACC registered. You see Anna every session, not whoever happens to be free.
PRIMARY CTA	Book your first assessment
PROOF STRIP	41 Google reviews, 4.9 average. Referred by orthopaedic surgeons across Northland. ACC registered provider since 2016.
SECTION: WHO THIS IS FOR	You have had the operation. Now you need someone who knows what comes next. Most people leave hospital with a sheet of exercises and no real idea whether they are doing them right. Six weeks later the knee still will not bend and nobody has watched them walk. That is the part I do. I have taken hundreds of Northland people through knee and hip replacement recovery, and I know what week four should look like compared to week twelve.
SECTION: WHAT IT IS LIKE	You see me. Every time. Not a rotating list of names. The same person, who remembers your knee and what you are working towards. First appointment runs 45 minutes. We look at how you are moving, agree what we are aiming for, and you leave with a plan you understand.
SECONDARY CTA	Read how other people found it
SEO TITLE TAG	Post-Surgical Physio Whangārei Fairweather Physiotherapy (57 characters)
META DESCRIPTION	Specialist knee and hip replacement rehab in Whangārei. ACC registered. See the same physio every session. Book your first assessment. (134 characters)

WHY THIS MATTERS FOR SEO AND AEO

"Physiotherapy Whangārei" is a term you will never win against the big clinics. "Physio after knee replacement Whangārei" is one you can own, because almost nobody is writing for it and it is exactly what Margaret types. Naming ACC matters twice over: patients filter on it, and AI tools answering "who does post-surgical physio in Whangārei" need it stated in plain text to repeat it.

The bit nobody else gives you

Finished, and ready to use today.

Whichever way you go, the Toolkit is yours. The full version includes paste-ready SEO metadata for every page, your complete bio pack, a bank of six to ten FAQs, and a testimonial request email. Here is a sample of each.

Your one-liner

The sentence a stranger can repeat correctly after hearing it once.

I get Northland people walking properly again after knee and hip replacement surgery.

Bio pack

SHORT BIO	Anna Fairweather is a Whangārei physiotherapist who specialises in getting people moving again after knee and hip replacement surgery. She has been in practice since 2013 and opened Fairweather Physiotherapy in 2016.
GOOGLE BUSINESS PROFILE	Specialist post-surgical physiotherapy in Whangārei. Knee and hip replacement rehabilitation, persistent pain, and rehab Pilates. ACC registered provider. You see the same physiotherapist every session. Referred by orthopaedic surgeons across Northland. (first 250 characters carry the important part)
LINKEDIN OPENER	I help people walk properly again after joint replacement surgery. Most of my patients arrive six weeks post-op with a photocopied exercise sheet and no plan. We fix that.

FAQ bank

Starting with the objection actually costing you the appointment. These also help you show up when someone asks an AI tool about physios in Whangārei.

Question	Answer
Will I see the same physiotherapist every time?	Yes. You see Anna at every appointment. Nobody gets passed around, and you never have to explain your history twice.
Do you take ACC?	Yes, Fairweather Physiotherapy is an ACC registered provider. If your treatment is covered by an accepted claim you pay a surcharge of \$25 per session rather than the full fee. Bring your claim number to the first visit.
How soon after surgery can I start?	Usually as soon as your surgeon clears you to begin outpatient rehab, often two to six weeks post-op. Come in earlier rather than later. The first twelve weeks are when range of movement is easiest to win back.

Here are your options

There is no single right answer here, and you do not need to spend anything to act on this Blueprint. Everything in it is yours.

NO PRESSURE EITHER WAY

This document works the same whether you do it yourself, hand it to someone else, or come to me. That is the point of writing it this way.

1. Do it yourself

Free. Everything you need is here: the quick wins, the structure, and the page-by-page copy. Work through it at your own pace on Wix. Start with the homepage hero, then add ACC everywhere, then pull your Google reviews onto the site.

2. Get someone else to do it

Hand this to a copywriter or web person you trust. It works the same whoever picks it up, because the thinking and the words are already done. They are implementing, not starting from scratch.

3. Start fresh with YourHQ

Worth knowing up front: I do not make updates to sites on other platforms. What I do is build a brand new site from scratch and then look after it. Copywriting, visuals, hosting and storage, connections to your other tools, and every update after launch.

The Build is a one-time **\$3,800 + GST**. Updates are included in a monthly Care fee from **\$149/mo + GST**. If you would rather have no updates at all, Caretaker Parked keeps the site live and secure for **\$79/mo + GST**.

Build with me within 90 days and the full \$997 you paid comes straight off the Build. \$3,800 less \$997 leaves **\$2,803 + GST** to go. Your 90 days runs to **22 October 2026**.

yourhq.co.nz

ABOUT THIS BLUEPRINT

The \$997 + GST you paid comes off the Build in full if you build with me within 90 days of receiving this document. That takes you to **22 October 2026**. Not credited toward it, taken off it.

The 90 days is on the credit, not on the document. This Blueprint is yours to keep and use whenever you like, with me, with someone else, or on your own.

Whichever path you pick, you own your domain and your content. Nothing here is held hostage, and this document is yours to use however you like, including handing it to somebody else.

Any questions at all, just ask.

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END OF SAMPLE

That was one slice of each section

The real thing runs 30 to 40 pages.

Everything marked "full doc" in the contents at the front is in the complete Blueprint: market opportunity research with every claim sourced, the full competitor snapshot, every page of your site written out in your voice, design and platform direction, the prioritised action list with a 90-day measurement plan, and the complete Toolkit.

What it costs everywhere else

Buying the same work separately	What people normally pay
One-off website or SEO audit	\$800 to \$2,000
Market research and competitor analysis	\$600 to \$1,200
Customer profiles	\$400 to \$800
Page-by-page copywriting, six pages	\$1,770 to \$2,100
SEO metadata, one-liner, bios, FAQ bank	\$900 to \$1,800
Site structure and design direction	\$600 to \$1,200
Total, buying it separately	\$5,070 to \$9,100

New Zealand market rates, GST exclusive, sourced from public pricing pages.

THE WEBSITE AUDIT AND BLUEPRINT

\$997 + GST Five working days, from the day I have your answers.

And if you build within 90 days of getting it, the whole \$997 comes straight off the Build. So it costs you nothing in the end.

ONE THING BEFORE YOU BUY

You need an existing website for this, because there has to be something to audit. If you are established on social and have no site yet, book a free 20-minute discovery call instead. That is the right door for you and it will save you \$997.

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