

gentleendo.com

Prepared for Dr. Nivine Y. El-Refai, BDS, DDS, MSD, Gentle Endodontics. A look at how well the current website loads, how easily search engines and AI assistants can read it, and what it tells a patient in the first few seconds. We finish with a concept of what a faster, clearer site in your own colors could look like.

Overall

C-

Great credentials,
hidden

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The short version

You have what most endodontic websites can only claim: board certification, a Fellowship in the International College of Dentists, GentleWave, a dedicated 3D scanner, and more than 20 years of saving teeth. The current site buries almost all of it behind a stock lake photo that reads "Healthy smiles start here."

Underneath, the site is slow on phones, has no structured data at all, turns away many automated visitors, often including AI assistants, before they can read a word, and shows every visitor a Reviews page with zero stars. None of this is hard to fix, and the concept rebuild below fixes all of it.

What the current site gets right

Clear, local page titles

Every page has its own title naming the procedure and "Medina OH", and its own description. That is the foundation of local search, and it is done well.

Real depth of patient education

Root canal myths, safety, cracked teeth, trauma and regenerative endodontics: more useful material than most specialist sites carry.

Genuine photography exists

There are warm, real photos of you at the microscope, welcoming patients at the door, and a bright, calm office. They are simply not used where they matter.

Secure and consistent

HTTPS everywhere, self-referencing canonical tags, and a sitemap that lists the main pages.

Scorecard

Measured on September 29, 2026: a crawl of all 51 pages in your sitemap, Lighthouse runs on four key pages, and a review of what each page shows first.

D

Speed on phones

Mobile performance scores of 51 to 72. The main image takes up to 18.6 seconds to appear on the GentleWave page, and the homepage shifts as it loads (layout shift 0.42, where anything over 0.25 is poor). Pages weigh 2.7 to 3.8 MB and make 70 to 106 requests.

Concept: Mobile performance 100 on every page tested. The main image appears in about 1.4 seconds instead of 5.6 to 18.6 seconds, about 7 times faster, with no layout shift and pages a fraction of the weight.

D

Crawlability and AI assistants

A bot challenge sits in front of every page. Anything that is not a full web browser receives an "Attention Required" block, even for robots.txt and the sitemap. Google and Bing are normally let through, but AI assistants, link previews in text messages, and most SEO tools often are not. The llms.txt file for AI assistants is empty, and robots.txt fails validation.

Concept: Open to search engines and AI assistants, a valid robots.txt that welcomes them, and a complete llms.txt describing the practice, the doctor and every treatment.

D

Structured data and local search

None of the 51 pages carries structured data. Search engines are never told, in their own format, that this is a dental specialty practice, where it is, when it is open, who the doctor is, or what she is certified in. The FAQ pages have no FAQ markup.

Concept: Practice, doctor, procedure, breadcrumb and FAQ markup on every page, with address, hours, board certification and memberships, all generated from one facts file so it never drifts.

D

Trust in the first screen

Every page opens with a stock sunset and "Healthy smiles start here", a general-dentistry line. Your face does not appear on the homepage's first screen, and board certification appears only inside the education list on your bio. The Reviews page tells visitors "0" and "No reviews yet".

Concept: You at the microscope in the first screen, "board-certified endodontist" in the opening sentence, the ABE, AAE and GentleWave marks directly beneath, and no empty review widget.

C

Content quality

Plenty of pages, but much of the copy is generic or supplied by manufacturers ("With the Veraview X800, MORITA has redefined top-class X-ray combination systems"). Template phrases slip through: "the doctors will reopen your tooth" on a solo practice. Several menu pages are nearly empty: Instructions has 8 words, Meet Us 39, Procedures 90.

Concept: 51 thin pages folded into 18 complete ones, written in plain language about your practice, with every old address forwarding to its new page.

C

Technical health

19 to 20 scripts and 24 stylesheets on every page, including two versions of Bootstrap and three icon fonts. Three sitemap entries redirect elsewhere, one page has no main heading and another has two, and the bare domain takes two redirects to reach the site. Best practices scores of 57 to 81.

Concept: Best practices 100 on every page, with 6 to 10 requests per page instead of 70 to 106. One heading per page, a clean sitemap, and an automatic check that blocks mistakes before they go live.

C

Privacy

The contact form asks which procedure a visitor needs and offers a free-text comments box, on pages that load a Google Tag Manager container. There is no way for a visitor to opt out of tracking.

Concept: A contact-only request form, analytics with advertising features off, and a one-click opt-out that honors browser privacy signals.

B

Accessibility

Lighthouse accessibility scores of 89 to 97. Remaining issues: some low-contrast text, links marked by color alone, and small tap targets.

Concept: Lighthouse accessibility 100 on every page, built to WCAG 2.2 AA.

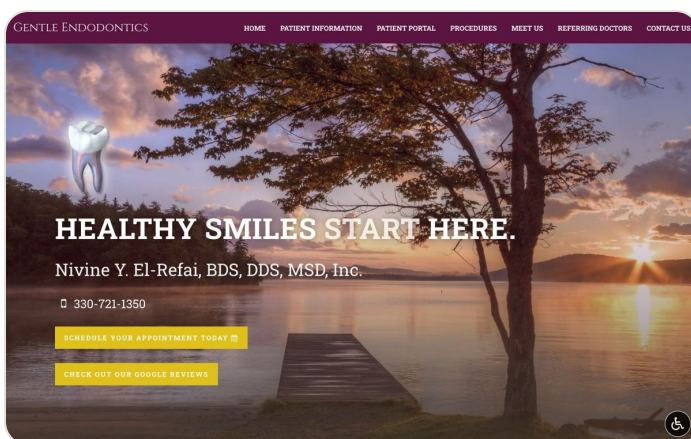
Speed, measured the same way twice

Lighthouse 12.8 with simulated mobile throttling, three runs per page, median reported. The current site blocks headless test browsers, so it was measured in a standard Chrome window; the concept was measured in headless Chrome. Throttling is simulated in both cases, so the numbers compare fairly.

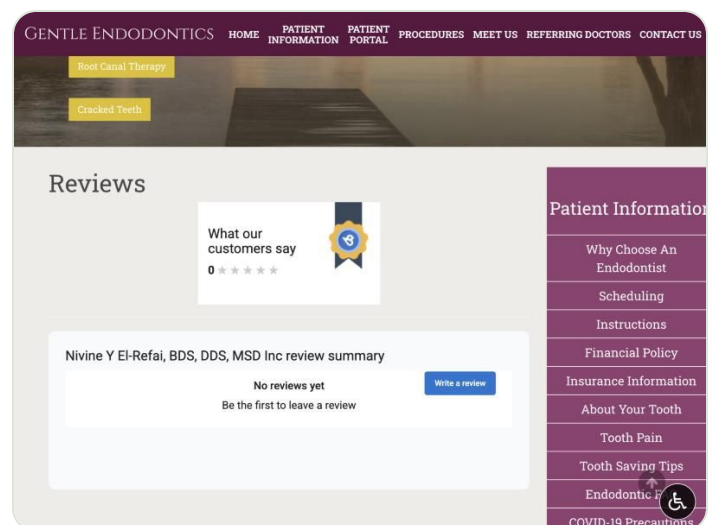
Page	Mobile score	Main image on mobile	Layout shift	Best practices	Page weight	Requests
Home	52 → 100	6.3 s → 1.4 s	0.42 → 0.00	79 → 100	2.7 MB → 156 KB	70 → 10
Root canal	51 → 100	6.5 s → 1.4 s	0.31 → 0.00	57 → 100	3.8 MB → 173 KB	106 → 7
GentleWave	57 → 100	18.6 s → 1.4 s	0.00 → 0.00	75 → 100	3.5 MB → 172 KB	89 → 7
Contact	72 → 100	5.6 s → 1.4 s	0.00 → 0.00	79 → 100	2.8 MB → 111 KB	84 → 6

Current: www.gentleendo.com. Concept: gentle-endo.pages.dev. Each cell shows current, then concept.

What visitors see today



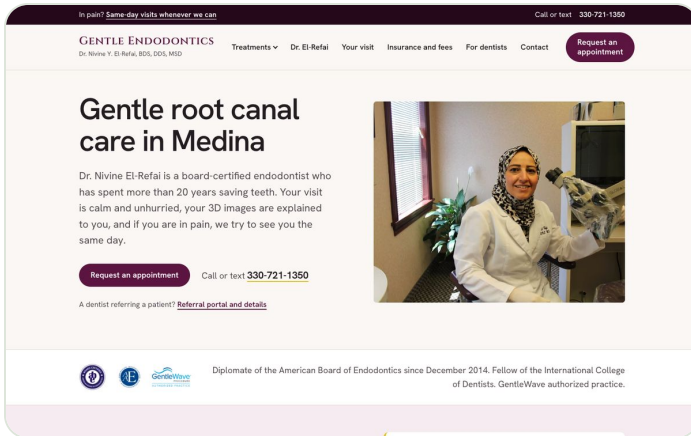
The homepage's first screen: stock photography, no doctor, no mention of root canals or endodontics.



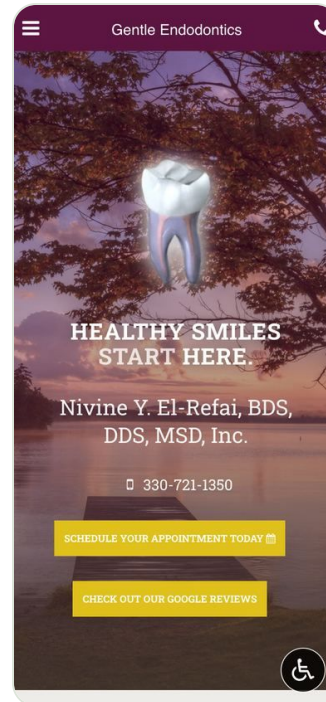
The Reviews page in the main menu, as every visitor sees it.

A concept in your own colors

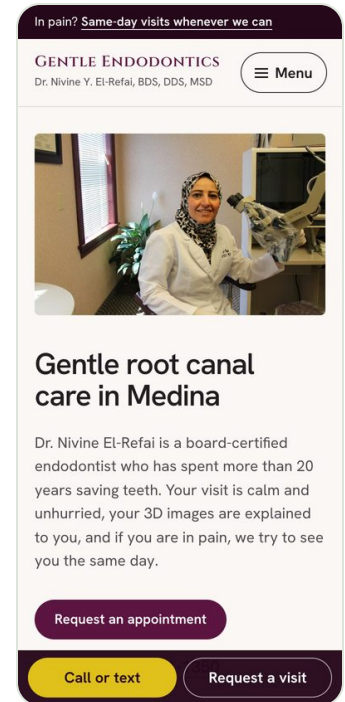
We have not yet heard your preferences, so this is a starting point rather than a proposal. It keeps your identity (the plum, the gold, the Cinzel wordmark) and uses only your own photos and facts from your current site.



You, your credential and a same-day path for patients in pain, all in the first screen.



Current, on a phone



Concept, on a phone

- **Two front doors.** Patients in pain get a same-day path and a call-or-text button; referring dentists get a direct route to your referral portal.
- **Credentials up front.** Board certification, ICD Fellowship and GentleWave sit directly under the first screen.
- **Seven complete treatment pages** in place of dozens of thin ones, each with its own questions and answers marked up for search.
- **Every old address still works.** All 51 URLs from the current sitemap forward to their new pages, so search history carries over.
- **Easy to keep current.** Hours, insurance plans and team members each live in one simple file, with written instructions any AI assistant can follow.

Quick wins, even without a rebuild

- Remove or reconnect the review widget so the Reviews page stops showing zero.
- Ask the hosting company to relax the bot challenge for robots.txt, the sitemap and known AI assistants.
- Replace the homepage slider image with the photo of you at the microscope, and say "board-certified endodontist" in the first line.
- Add practice and doctor structured data with your address, hours and certification.
- Fill in llms.txt and fix the robots.txt line that fails validation.

Dental TI · Prepared by Luke Scott and David Hanning for Dr. Nivine Y. El-Refai, Gentle Endodontics

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