

azsleepclinic.com

Prepared for Dr. Janne Lynch, DDS, AZ Sleep. 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. It ends with what we would do next.

Overall



Deep library,
borrowed pages

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The short version

Your site already shares a great deal: three offices across the Valley, Saturday appointments, a home sleep test that patients can pick up the same day or receive by mail, acceptance of medical insurance and Medicare, a quarterly newsletter, a segment on Arizona Midday, real photographs of the office and the team, and a library of sleep apnea articles that is deeper than most dental sites carry. That is a real foundation, and it reflects care in what you chose to publish.

Underneath, the site carries another clinic's pages and passages, states three different sets of hours, loads slowly on phones because the embedded television player brings an advertising network with it, has no page descriptions or structured data for a dental practice, and asks visitors to type a free-text message on a page that runs analytics. None of this is hard to fix, and the concept below addresses each point.

What the current site gets right

A real library on sleep apnea

Forty-eight dated articles and eleven condition pages cover symptoms, children, CPAP alternatives, oral appliances, diabetes, atrial fibrillation and more. Few dental sites hold this much patient education.

Real photographs of the office and the team

The Scottsdale building, its courtyard and sign, the operatories, the lab bench, and Dr. Lynch with patients are all photographed. They are simply small and used only on the office tour page.

A television segment on the home page

The home page says “Check out our segment on Arizona Midday about Ways to Reduce Sleep Apnea Symptoms”. A local news appearance is proof few practices can show, and it deserves a better place than the bottom of a slow page.

Three offices and Saturday hours, stated plainly

Every page lists the Scottsdale, Glendale and Sun City addresses with one phone number, and the about and patient pages say “We are available by appointment every Saturday”.

Scorecard

Measured on October 10, 2026: a check of all 96 pages in your sitemap, Google Lighthouse runs on 5 key pages, your Google profile and the NPI registry and a review of what each page shows first.



Speed on phones

Phones score 55 to 62 on every page tested, while desktops score 91 to 98. The home page weighs about 7.0 MB, makes 301 requests, and its main image took 14.8, 15.1 and 31.9 seconds across three runs; on the other pages it takes 8.5 to 12.6 seconds. Most of the weight is the embedded television player, which brings the station's advertising scripts with it, plus a 454 KB icon font and images served larger than they are shown.

What we do: Static pages built for phones first, with images sized for the screen, no icon fonts, and the television segment linked rather than embedded, then measured again the same way.

F

Content

Another clinic's pages and passages are live on your site. The home page says “the team at Sage Pain & Wellness Institute offers specialized programs, such as podiatry foot care” and “All of our Pain Doctors are board certified”, the contact page says “Find California Pain Consultants on social media”, and the sitemap serves three San Diego contact pages and two provider biographies, one of which reads “Mani Khaleghi, PA-C, is a board-certified Physician Assistant practicing at California Pain”. The site also gives three different sets of hours: “here to help you 7AM-7PM – Seven days a week” on the home page, “Monday-Thursday | 9am-5pm” on the contact page and “We are available by appointment every Saturday” on the about page. Five of the 14 menu pages hold fewer than 150 words, and the about page is titled and written for the general practice.

What we do: Only your pages, in your voice: one complete guide to sleep apnea, a home sleep test page, an oral appliance page, a visit page, your biography and team, and three office pages with their own hours, with the article library kept and tidied.

D

First impression and trust

The first phone screen asks “Suffering From a Sleep Disorder?” over a stock photograph of a sleeping woman, then gives the phone number and two green buttons. It does not say which towns you serve, that a dentist leads the care, or any credential, and no rating appears anywhere on the site. The photograph is not of your office or your team.

What we do: A first screen that says sleep apnea dentist and names your three cities in the opening line, with your own office photograph, the credential you choose to lead with, and a rating chip once your Google profiles carry reviews.

D

Privacy and forms

The appointment form includes a free-text box with no note to leave health details out, and its button says it books an appointment when it requests one. Google's analytics tag loads on the same pages with no way for a visitor to opt out, and the embedded television player brings advertising pixels onto the home page, including TikTok's. The site's own privacy page is the page builder's sample text, the footer links to another practice's text-message policy, and there is no Notice of Privacy Practices.

What we do: A request form that asks only for contact and scheduling details, measurement that honors browser privacy signals with a visible opt-out, no advertising pixels, and a privacy policy and Notice of Privacy Practices drafted for your attorney's review.

C-

Local search and listings

Google lists AZ Sleep in Scottsdale and AZ Sleep Clinic in Glendale, both with your site and phone, six photos each and no reviews yet, and it has no profile at the Sun City address. The site's structured data describes a generic organization, with no dentist type, address, hours or question markup. The NPI record for Dr. Lynch still lists a Lubbock, Texas practice address, with Glendale as the mailing address, and five different phone numbers appear across the site and the records.

What we do: Dentist structured data with each office's address and hours, question markup on the pages that answer common questions, one phone number per office matched across the site, Google and the NPI registry, a profile for Sun City, and a steady flow of reviews to all three.

C

Search engines and AI assistants

Every page has its own title, and the sitemap, robots file and certificate are in order. Four things hold it back: no page has a meta description, only the home page has a main heading, there is no strict transport security header, and there is no llms.txt file for AI assistants. The sitemap also lists 96 addresses that all load, including a trashed page, page builder samples and pages from another clinic.

What we do: A description and one main heading on every page, a security header, a complete llms.txt, and a sitemap that lists only your real pages, with every old address forwarding to its new home.

C

Accessibility

Accessibility scores on phones run from 84 to 88, lowest on the treatment options page. The checks that fail on every page are low-contrast text, links without names, a skip link that leads nowhere, no main landmark, and hidden elements that still take keyboard focus; the home page adds an untitled frame.

What we do: Readable contrast, named links and landmarks, a working skip link, and keyboard order checked on every page.

B

Turning visits into calls

On a phone, every tested page carries a call bar at the top, the home page adds a schedule button and a free assessment button inside the first screen, and the contact page lists hours. What is missing is any instruction for someone who needs help after hours or urgently.

What we do: A call or request button on every phone screen, hours for each office, and a short after-hours line on the contact page that says plainly what to do and never promises someone around the clock.

How fast the site is today

Google Lighthouse 13.4 with simulated phone throttling, three runs per page, median reported.

Page	Phone score	Main image on a phone	Layout shift	Computer score	Page weight	Requests
Home	55	31.9 s	0.00	91	7.0 MB	301
Contact	61	9.4 s	0.00	95	1.8 MB	117
Home sleep test	61	12.6 s	0.00	91	2.0 MB	80
Treatment options	62	10.4 s	0.00	97	1.6 MB	88
Meet Dr. Lynch	62	8.5 s	0.00	98	1.3 MB	82

Google's real-visitor data was not checked for this report.

What visitors see today



The desktop first screen: the logo, call and booking buttons, the menu, the headline “Suffering From a Sleep Disorder?”, the hours line, the phone number and two green buttons over a photograph of a sleeping woman.



The phone first screen: a call bar, the logo, the same headline, hours line, phone number and buttons; the news section begins below.

Where the facts on the site disagree

These lines are on your site today, and each disagrees with another fact we found: your own pages, your Google profile or the NPI registry.

“here to help you 7AM-7PM – Seven days a week”

“Monday-Thursday | 9am-5pm”

“We are available by appointment every Saturday”

Your domain, email and accounts

Here is how your setup looks from the outside, as of October 10, 2026:

- **Email** is hosted by Google Workspace.
- **The domain** azsleepclinic.com is registered at GoDaddy.com, LLC and renews on March 14, 2027.
- **The address records** are managed at GoDaddy.
- **One gap to close:** your DMARC record is set to monitor only, so it does not yet stop others from sending email that pretends to be you.

Your email runs on Google Workspace and is separate from the website, so moving the site changes only the website records and your mail keeps working. The one gap is the DMARC policy of none, which reports spoofing of your address but does not stop it; a stronger policy, with the marketing sender you use for newsletters listed correctly, protects the domain and helps your mail arrive.

Your listings

- **Your Google profile**, as of October 10, 2026: its name, phone and website match the site.
- **The NPI registry** lists Janne Lynch, DDS as Dentist, General Practice, at 1318 Broadway St, Lubbock, Tx 79401.

Google shows a profile for Scottsdale and one for Glendale, each with six photos and no reviews yet, and none for Sun City, where other sleep clinics share the building. The NPI registry still carries a Texas practice address for Dr. Lynch, and there is no organization record under the AZ Sleep name. Several Valley businesses have names beginning with AZ Sleep, so consistent details on every listing matter more than usual.

Getting found for what patients search

People rarely search for a specialty by name. They search the question on their mind. Here is what patients around you type, and whether the current site answers it today.

Partly

A sleep apnea dentist nearby

“sleep apnea dentist Scottsdale”, “sleep apnea dentist Glendale AZ”, “dentist for sleep apnea near me”

What we do: The home page says sleep disorder and lists the offices in the footer. A page for each office that says sleep apnea dentist and the city answers this directly.

Yes

Alternatives to CPAP

“can't tolerate CPAP”, “alternative to CPAP”, “oral appliance instead of CPAP”

What we do: Two articles answer this well and should link straight to the appliance page and the request form.

Partly

Oral appliance therapy

“oral appliance for sleep apnea”, “mouth guard for sleep apnea”, “mandibular advancement device”

What we do: An article exists; there is no service page describing your appliances, the fitting visit and follow-up.

Yes

A home sleep test

“home sleep test Arizona”, “at home sleep apnea test”, “sleep test ring”

What we do: The page describes the ring and the telehealth visit; it should also say who reads the results and what happens next.

Partly

Insurance and Medicare for an appliance

“does Medicare cover oral appliance”, “sleep apnea appliance medical insurance”, “is a sleep apnea mouthpiece covered”

What we do: One sentence on the patient page says medical insurance and Medicare are accepted; a short page explaining how medical billing for an appliance works would answer the question patients actually ask.

Yes

Do I have sleep apnea

“do I have sleep apnea”, “sleep apnea symptoms”, “tired all the time and snoring”

What we do: Well covered; the free assessment should sit on this page, not only in the menu.

The best version comes from your story

This report is built only from what is public: your site, your Google profiles and the NPI registry. The best version of your site starts with a conversation about how you practice, what brings patients to you, who reads the sleep tests, how the three offices share the week, and which photographs you want on the first screen. A short call is enough for us to turn the concept into your site.

Next step

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What we need from you

- Hours and the right phone number for each of the three offices, and whether the Sun City office is open.
- An invitation as a manager on your Google profiles, so we can add Sun City and align the details.
- Who holds the hosting, domain, email and analytics accounts, and your marketing vendor's role in each.
- A quick confirmation of Dr. Lynch's education and any sleep medicine credential you want shown.
- Whether the television segment should stay embedded or be linked from the page.

Luke Scott will walk you through this report and the concept. A reply with the items above is all we need to start.