

drfilangeri.com

Prepared for Dr. Edward J. Filangeri, DDS. You asked for an honest look at your website and what a better one would do for the practice. Here is the scorecard, the evidence behind each grade, and a working rebuild you can click through today.

Overall

C-

Strong people,
weak site

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The short version

Your practice has what most dental websites fake: a real team, patients who have stayed for 25 years, and a clear philosophy about honest care. The current site shows the team photo and then undercuts everything else. It is slow on phones, it runs limited-time discount pages that contradict how you practice, it never explains why you are fee-for-service, and it collects health details through a form that also loads advertising-grade tracking.

We rebuilt it as a proof of concept, so you are judging something real rather than a proposal. It keeps every page and every link Google already knows, and it says what you actually believe, in plain language. On phones the main image appears about 8 times faster. Your team can update it without calling a vendor.

What the current site gets right

Credit where it is due. The rebuild keeps all of this.

Your team is on the first screen

The homepage opens with a real photo of all seven of you at the office sign. Faces in the first screen is the single strongest pattern on local practice websites.

Real, long-term reviews

Joanne Eterno and Steven Gacovino have each trusted you for about 25 years. That is proof no marketing line can match.

Prices are published

Smile Club prices are on the page. Most offices hide their numbers; you do not.

No crawl errors on the main pages

The 24 pages search engines crawled all load, and the site runs on HTTPS with sensible redirects. Desktop speed is good.

Scorecard

Each grade names what we measured and what the rebuild does about it. Evidence comes from a Semrush site audit, Lighthouse runs, and a full capture of every page on September 28, 2026.

D

Speed on phones

Mobile performance scores of 57 to 67. The main image takes 8 to 16 seconds to appear on a typical phone connection. Every page loads 25 to 26 CSS and script files and up to 2.9 MB.

Rebuild: Mobile performance 100 on every page tested. The main image appears in 1.4 to 1.7 seconds instead of 7.9 to 15.8 seconds, about 8 times faster, with pages less than a tenth of the weight.

D

Fit with how you practice

Two pages run limited-time discounts ("\$1000 off dental implants", "\$139 exams, normally \$348"). Fee-for-service is never explained. The copy leans on "the smile of your dreams" and "pearly whites", and the emergency page promises "24/7" while the office closes at 1 pm on Fridays.

Rebuild: A plain-English fees and insurance page, fees before treatment stated as a promise, Smile Club explained as your own membership, and the promo URLs redirected to the real service pages.

D

Privacy and compliance

The appointment form asks for a "reason for your visit" and free-text "notes for the doctor", on pages that also load Google Analytics and a Tag Manager container. Visitors cannot opt out. The privacy policy is a retail template about orders, refunds and ad targeting. There is no Notice of Privacy Practices.

Rebuild: A contact-only request form, analytics with advertising features off, a one-click opt-out that also honors browser privacy signals, accurate privacy pages ready for your attorney.

D

Ownership and ease of change

Changes go through an outside vendor that is hard to reach and hard to follow on the phone. Adding or removing a team member, or fixing a typo, means waiting on someone else.

Rebuild: The whole site lives in a repository your office owns. Each team member is one short file. Written instructions let any AI assistant make safe changes on request, with an automatic quality check before anything goes live.

C

Technical SEO

No language attribute on any page. Every title ends in a doubled "Dr. Filangeri Dr. Filangeri". The sitemap lists four pages that return server errors. Three live pages are orphaned outside the menu. Search engines are asked to slow down (crawl delay 10).

Rebuild: Clean titles and descriptions on all 37 pages, a correct sitemap, every old URL preserved or redirected, and an automated check that fails the build on any of these mistakes.

C-

Local search and AI answers

No dental practice markup, no opening hours in structured data, no answers to common questions, no blog, and no llms.txt for AI assistants.

Rebuild: Dentist, doctor, service, FAQ and article markup on every page; hours and service towns in structured data; an llms.txt; four local articles to start, and a weekly drafting routine that waits for your approval.

C

Accessibility

Lighthouse accessibility scores of 74 to 81: unlabeled form fields, links without names, skipped heading levels. New York is one of the busiest states for website accessibility lawsuits.

Rebuild: Lighthouse accessibility 100 on every page tested. Built to WCAG 2.2 AA, with an accessibility statement and a phone alternative for everything.

C

Turning visits into calls

The phone number is visible, but the first screen has no headline, no reason to call and no button. The technology page says "book online today", and there is no online booking.

Rebuild: Headline, promise, phone number and appointment request in the first screen on every device, a tap-to-call bar on phones, and every call and request counted as a conversion.

Speed, measured the same way twice

Lighthouse 12.8 in headless Chrome, simulated mobile and desktop throttling, three runs per page, median reported. Same tool, same settings, same four pages, before and after.

Page	Mobile score	Mobile load of main image	Accessibility	Best practices	SEO	Page weight
Home	63 → 100	11.2 s → 1.4 s	81 → 100	82 → 100	92 → 100*	1.6 MB → 154 KB
Dental crowns	67 → 100	7.9 s → 1.4 s	79 → 100	82 → 100	92 → 100*	1.3 MB → 95 KB
Contact	59 → 100	11.9 s → 1.5 s	74 → 100	82 → 100	85 → 100*	1.7 MB → 112 KB
Smile Club	57 → 100	15.8 s → 1.7 s	75 → 100	79 → 100	85 → 100*	2.2 MB → 121 KB

Before: drfilangeri.com. After: the rebuild at filangeri-dental.pages.dev. Each cell shows before, then after.
*The preview is deliberately hidden from search engines until launch, which fails one SEO check; the score shown excludes that single check.

Where the site says the opposite of what you believe

From our conversation: straightforward recommendations, no surprise upsells, no hidden fees, and insurance as a supplement rather than the decision-maker. These lines are live on your site today.

“Get \$1000 off dental implants. Come in for your first dental implant at Dr. Filangeris, and get \$1000 off the procedure. For a limited time only.”

“Dental Exams & X-Rays now for \$139... Normal price: \$348... for a limited time only”

“Emergency Dental Services Ronkonkoma 24/7 | Call Now!”

“We’ll make you smile with confidence, and with a beautiful set of pearly whites.”

**Dr. Filangeri**
EXCELLENCE IN DENTISTRY

516 Hawkins Ave, Lake Ronkonkoma, NY 11779 631-588-9041

Services About Us Smile Club Contact Us

Get **\$1000** off dental implants

Come in for your first dental implant at Dr. Filangeris, and get \$1000 off the procedure. For a limited time only.



Book an Appointment Today!

Offer available for a limited time only.

Name

Email

Phone number

Submit →

OR

 **CALL US NOW!**
631-588-9041

We do not accept any Medicare or Medicaid plans (including: Health First, Fidelis, United Health Care Community Plan, and Family Health).

drfilangeri.com/get-1000-off-dental-implants, outside the main menu, with stock models.

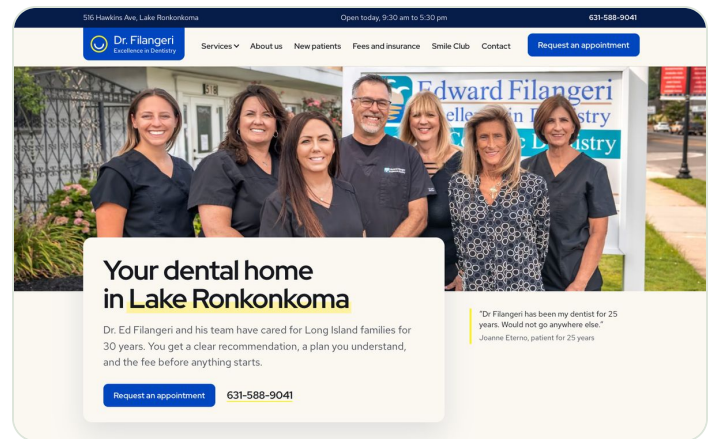
The rebuild replaces these with three commitments on the homepage: you see what Dr. Ed sees, you hear every option including the simplest, and you know the fee before anything starts.

The rebuild, side by side

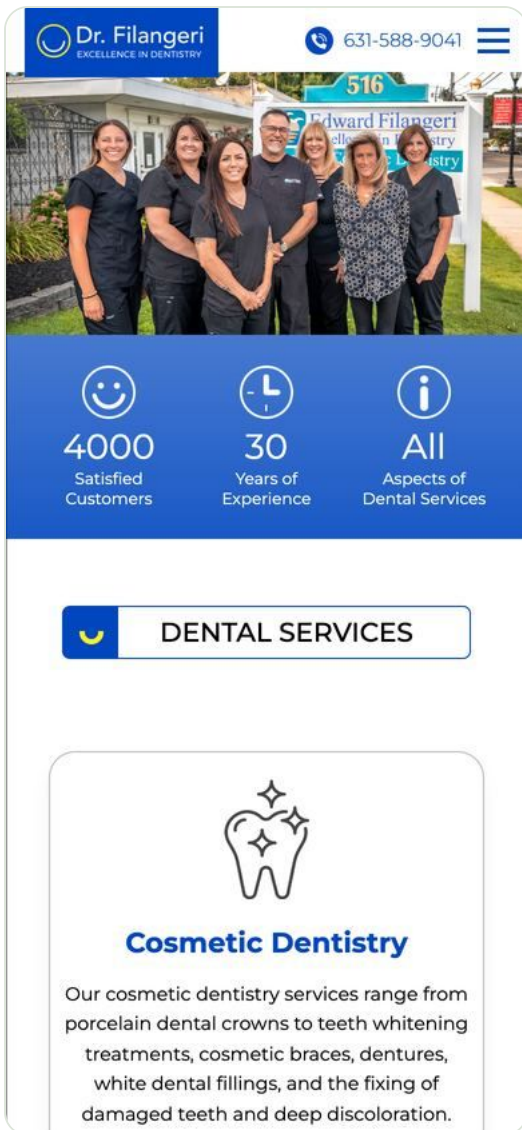
Same team photo, now with a reason to call. Your brand blue and the yellow smile ring are kept and refined. Nothing here is stock photography or AI imagery: every person on the site works in your office or appears in your own office video.



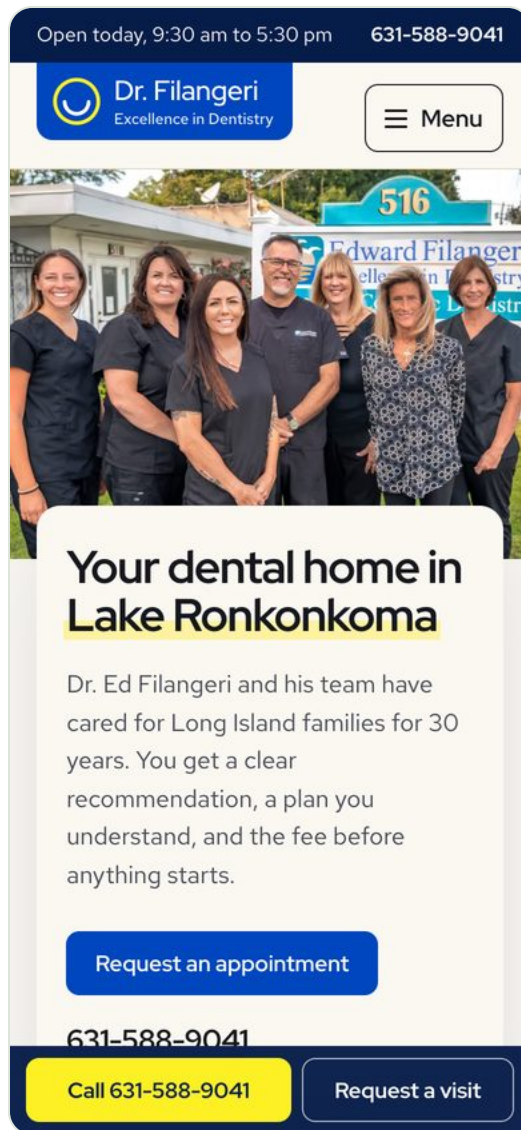
Now: the team photo and nothing else in the first screen.



Rebuild: the team, what you stand for, and two ways to reach you.



Now, on a phone



Rebuild, on a phone

What the new site adds

- **Fees and insurance, explained.** Why you are fee-for-service, how out-of-network benefits still reimburse patients, and three questions to ask their insurer.
- **Smile Club as your own membership,** not an afterthought for people without insurance.
- **A team page you can change in a minute.** Each person is one short file, with room for a line in their own words.
- **Interactive digital x-rays.** Patients can zoom, brighten, sharpen and invert real direct-conversion radiographs, the same way you do chairside. It shows the quality of your imaging without naming a single vendor.

- **Articles written for local searches**, starting with custom mouthguards for Long Island athletes, night guards, insurance at a fee-for-service office, and what x-rays show. New drafts arrive weekly for your approval; nothing publishes without you.
- **Your in-office photos, restored.** The candid shots of you with patients had been darkened on the old site. They are bright and warm again.
- **Every old address still works.** All 32 URLs from the old site either load their new page or forward to it, so you keep your search history.



The x-ray viewer at filangeri-dental.pages.dev/digital-x-rays

Measurement that stays on the right side of privacy

Your website can measure what matters, which pages bring calls and appointment requests, without collecting anything about a patient's health. The rebuild runs Google Analytics by default with every advertising feature switched off, adds Cloudflare's cookie-free analytics, and counts calls, direction

requests and appointment requests as conversions. Visitors can turn measurement off with one link in the footer, and browsers that send a privacy signal are honored automatically.

The appointment form asks only for a name, phone number, optional email, and the days and times that suit them. Health details are handled by phone, where they belong. Your attorney should review the new privacy policy and supply your Notice of Privacy Practices before launch.

Yours to run

The rebuild is a modern static site on Cloudflare: no WordPress, no plugins to patch, nothing to log into and break. The code and content live in a repository your office will own, with written instructions any AI assistant can follow. Ask for a change in plain English ("add our new hygienist", "change Wednesday hours"), review the result, and publish. An automatic check blocks anything that would break a link, a page title, or the rules about fees and privacy.

To go live

- Confirm a short list of facts we carried over: hours, team roster, Smile Club prices, how you handle insurance paperwork, and the technology you use.
 - Have your attorney review the privacy policy and terms, and provide your Notice of Privacy Practices.
 - A short photo and video session: each team member at work, in color, and a minute of you explaining why you practice fee-for-service.
 - Point drfilangeri.com at the new site. The old Google tracking comes down with WordPress, and a practice-owned analytics account replaces it.
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Dental TI · Prepared by Luke Scott and David Hanning for Dr. Edward J. Filangeri, DDS

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