



SCOPE MAP

A website that brings in bookings

Harbour Dental Clinic, Lekki. Where you are now, what to change, what it runs on and what it costs.

PREPARED FOR Harbour Dental Clinic	PREPARED BY Centric Scale Systems	DATE 2 October 2026
DEPTH Scope Map	USE Forward plan, standard shape	VERSION 1.0

IN SHORT

Your website is slow on phones (31 out of 100 on Google's mobile test), its contact form sends to an inbox nobody checks, and the domain is registered in a former developer's name. We recommend a rebuilt business site with a page for each treatment, a booking request form that reaches the front desk on WhatsApp and email, and business email on your own domain. One build phase of about four weeks at a fixed ₦600,000, then ₦25,000 a month to run.

01 Where you are now

02 What you need

03 Recommended tools

04 How it fits together

05 Plan and cost

06 Risks and next steps

Example document. Harbour Dental Clinic, its people and every figure in this map are fictional. A real Scope Map follows this structure, written for your business.

01 Where you are now

PLAIN SUMMARY

Patients find you on Instagram and Google Maps, then call or send a WhatsApp. The website exists but does little: it's slow on a phone, it isn't in your name, and enquiries from its form are lost.

WHAT YOU HAVE	WHAT WE FOUND	STATUS
Domain harbourdental.com.ng	Registered at a Nigerian registrar in a former developer's name. Renews March 2027.	At risk
Hosting	Cheap shared hosting, with around 400 other sites on the same server. No backups we could find.	Weak
Website	WordPress, 6 pages, 14 plugins (5 out of date). Theme last updated in 2022.	Weak
Speed	Mobile 31 / 100, desktop 58 / 100. The home page weighs 6.8MB, most of it photos.	Poor
Contact form	Sends to an info@ address that isn't set up on any phone or computer.	Broken
Email	Five staff email patients and suppliers from personal Gmail addresses.	Missing
Google Business profile	Active, 4.6 stars from 112 reviews, and links to the website.	Good
Instagram	8,400 followers. The bio links to WhatsApp, not the site.	Good
Logins	Hosting and registrar held by the former developer. Instagram and Google held by the practice manager.	At risk

TECHNICAL SUMMARY

WordPress 6.2 (two major versions behind) on PHP 7.4, which no longer gets security fixes. No page caching; images are uncompressed JPEGs averaging 900KB. SSL is the host's free certificate. No SPF, DKIM or DMARC records on the domain, so any email sent from it is likely to land in spam.

02 What you need

- 01 **A site that's fast on a phone.** Most visitors arrive from Instagram on mobile data. Every second of loading loses some of them.
- 02 **A page for each treatment.** Patients search "teeth whitening Lekki", not "dental clinic". Five treatment pages give Google something to rank.
- 03 **Booking requests that reach the front desk.** A short form that lands on WhatsApp and email at once, and is logged in a simple CRM.
- 04 **Business email on your own domain.** For the five staff who email patients and suppliers, set up so it reaches the inbox.
- 05 **Your domain and logins in your name.** Moved from the former developer to the clinic, and written down in one place.

03 Recommended tools

FOR	WE RECOMMEND	WHY	RUNNING COST
Website	A static site, no plugins	Loads in under two seconds on a phone, with nothing to patch each month.	In hosting
Hosting and security	Managed Infrastructure, Core	An isolated server, firewall, off-site backups and SSL, watched for you.	₦25,000 / month
Email	Business email on the domain	Unlimited accounts on Core, with SPF, DKIM and DMARC set up.	Included
Booking requests	Form to email, WhatsApp and a simple CRM	The front desk already works on WhatsApp. The CRM's free plan covers your volume.	₦0 to start
Analytics	Cookie-free analytics	No consent banner. The numbers arrive in a monthly report.	Included
Domain	Kept at a Nigerian registrar, in the clinic's name	.com.ng addresses need a local registrar.	About ₦10,000 / year

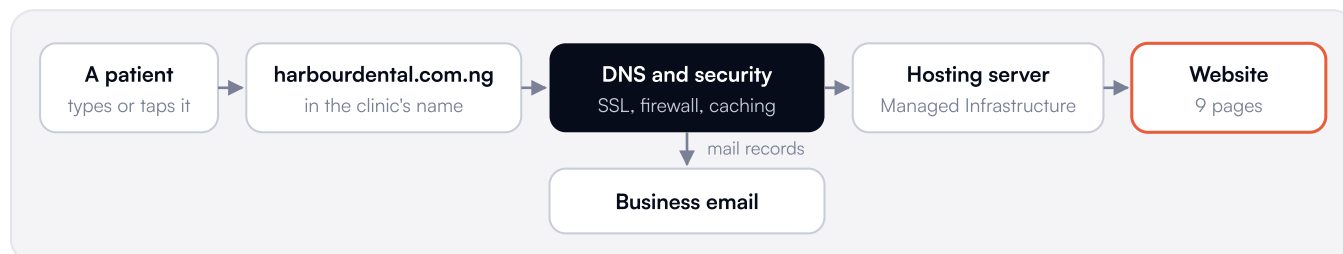
ALTERNATIVES WE WEIGHED

Staying on WordPress with a lighter theme: cheaper to build, but keeps the plugin upkeep and the security exposure. **An online booking service:** a monthly fee per staff member, and your patients already prefer WhatsApp. Neither fits better at your size. If you later want patients to pick their own slots, that is a System Blueprint, not a change to this plan.

04 How it fits together

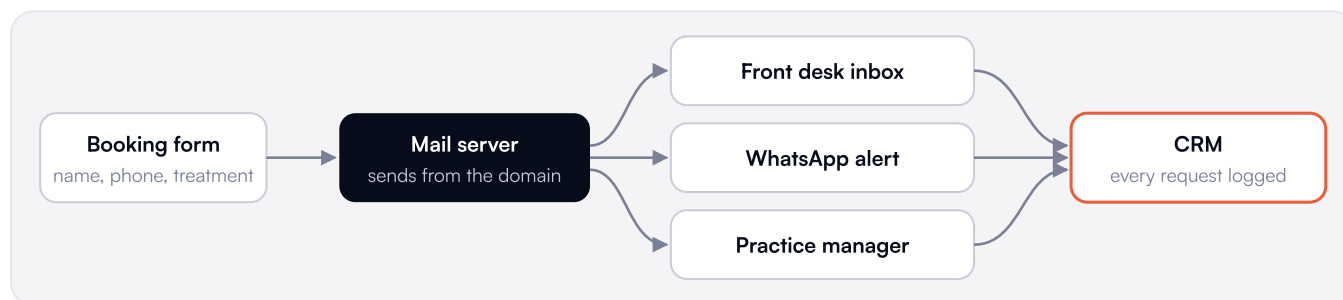
Four diagrams: what sits behind the address, where a booking request goes, how the pages are laid out and the path a patient takes.

A From the address to the website



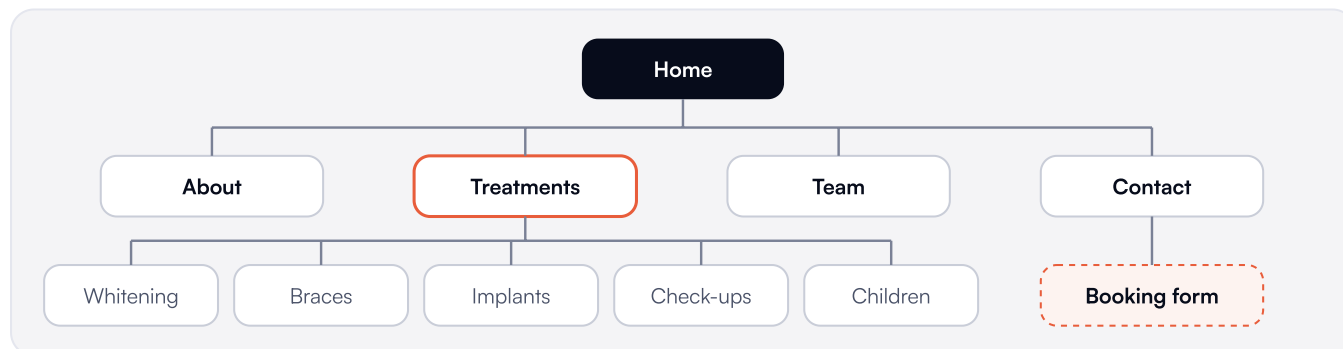
The domain points to the security network, which serves the site and routes email. Every part is in the clinic's name.

B Where a booking request goes



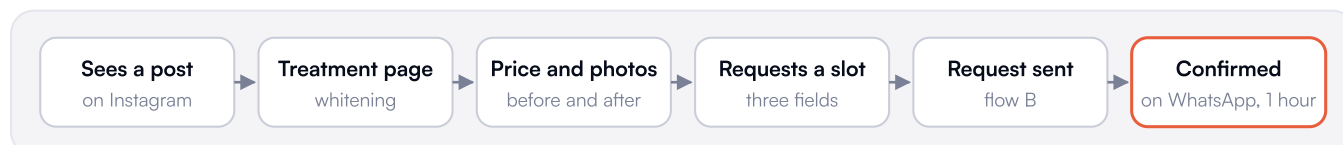
One request reaches everyone who needs it at once, and lands in the CRM with its status, so none is lost or answered twice.

C Page layout



Nine pages. Each treatment has its own page, and every treatment page links to the booking form.

D Key user flow: a patient books whitening



From the post to a confirmed appointment in under two minutes on a phone, without a phone call.

05 Plan and cost

PHASE	WHAT'S IN IT	WHEN	COST
1. Rebuild and move	The nine pages, the booking form, email on the domain and the domain moved into the clinic's name	Weeks 1—4	₦600,000 fixed
2. Grow (optional)	A before-and-after gallery, Google reviews on the site, two short articles a month	From month 2	To quote
Run	Hosting, security, backups, email and a monthly report (Managed Infrastructure, Core, 6-month billing)	Every month	₦25,000 / month
Domain	Renewal, paid to the registrar in the clinic's name	Every year	About ₦10,000

Milestones: your photos and treatment notes by week 1 • design sign-off in week 2 • live in week 4.

06 Risks and next steps

RISK	LIKELIHOOD	WHAT WE'LL DO
The former developer is slow to release the domain	Medium	Start the transfer now. The registrar can verify the clinic's ownership with its CAC documents.
Email stops during the move	Low	Copy every mail record first, and switch on a Sunday evening.
Photos and treatment text arrive late	Medium	Book a half-day photo session. We draft the treatment text for your review.

01 Approve phase 1 and the proposal that comes with this map.

02 Send the logins you have for the registrar, hosting, Google and Instagram.

03 We start on payment of the first stage.

ABOUT THIS MAP

This map is fully yours once it's paid for, to build with us or anyone else. The mapping fee is its own engagement and isn't deducted from the build price.