

Clinic Pixel Audit

Technical website evidence report

sample-orthopedic-clinic.example

Created Jun 4, 2026 | sample report | 4 scanned pages

Critical review | Coverage confidence high

Critical pre-consent tracker evidence observed. 4 tracker/tag-manager stacks completed before consent with page-context evidence across 3 pages. Verdict: Critical review. The report emphasizes adjudicated evidence, page context, and coverage confidence instead of a public numeric score.

Coverage: 4/4 pages reportable; 4 with full runtime evidence; 0 static-only; 0 blocked or non-reportable. Coverage confidence: high. We scanned this preview selection, prioritizing patient-action, treatment, billing/contact, portal/form, occupational-service, and health-education paths. 3 pages were classified as patient-facing/reportable; this is not a full-site inventory.

Patient-facing pages scanned 3 In a real browser, with full runtime evidence	Pages sharing data before consent 3 No consent controls were offered before these trackers loaded	Ad/analytics companies receiving data 2 Includes Google Ads / DoubleClick, Google Analytics 4, and Session replay (Hotjar, Clarity, FullStory, etc.)	Highest-priority pages to review 2 Start here - patient-intent pages with the strongest evidence
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Runtime evidence

Browser-executed scan completed on 4 selected pages. Runtime network requests and rendered page text were included.

Evidence depth

Runtime request metadata was captured with raw values redacted. The report shows field names, hosts, paths, timing, and transmission-status evidence. Runtime requests: Observed; Method/resource: Observed; Query names: Observed; Cookie names: Observed; Body field names: Not observed; Referrer: Observed; Initiator: Not captured; Raw values: Redacted.

Consent and timing evidence

No obvious cookie or privacy controls were detected in the collected page evidence. No pre-consent timing concern was detected from the captured evidence.

Executive Summary

- 3 patient-facing pages had adjudicated review evidence.
- Marquee tracker status: Google Ads / DoubleClick, Google Analytics 4, and Session replay (Hotjar, Clarity, FullStory, etc.) directly observed; GTM container contents still need vendor confirmation.

Highest-priority pages

Critical review: Schedule orthopedic appointment (Patient workflow - scheduling)

<https://sample-orthopedic-clinic.example/appointments>

High review: Knee pain treatment options (Treatment/service)

<https://sample-orthopedic-clinic.example/conditions/knee-pain>

Marquee Advertising and Analytics Trackers

Whether the highest-concern ad and analytics trackers were directly observed in this scan. Absence does not by itself mean a tag is unconfigured or that the site is compliant.

Meta / Facebook Pixel: Not observed

Google Ads / DoubleClick: Observed

Google Analytics 4: Observed

TikTok Pixel: Not observed

LinkedIn Insight Tag: Not observed

Microsoft / Bing UET: Not observed

Session replay (Hotjar, Clarity, FullStory, etc.): Observed

Priority Review Queue

Broad tag-manager or privacy-platform review may apply across the scan. Start with these pages because adjudicated tracker-review evidence appears there.

1. Schedule orthopedic appointment

Critical review

<https://sample-orthopedic-clinic.example/appointments>

Why first: Booking or scheduling route | Google Ads / DoubleClick, Google Analytics 4, and Google Tag Manager fired at page load (+ more stacks) | cookies, page URL, and page title captured

Vendors / evidence: Google Ads / DoubleClick, Google Analytics 4, Google Tag Manager, Hotjar

2. Knee pain treatment options

High review

<https://sample-orthopedic-clinic.example/conditions/knee-pain>

Why first: Google Ads / DoubleClick and Google Analytics 4 fired at page load | Treatment/service page | cookies, page URL, and page title captured

Pages With Review Evidence

Page group	Review evidence	First pass	Priority	Examples
Patient workflow - scheduling	1/1	1	Critical review	Schedule orthopedic appointment
Treatment/service	1/1	1	High review	Knee pain treatment options
Provider/location	1/1	0	High review	Dr. Smith orthopedic provider profile
General business	0/1	0	No tracker issue	Careers

Confirmed Tracker and Tag-Manager Evidence

These vendors are classified as advertising, analytics, tag-manager, session-replay, or chat technology. Review them first on patient-intent pages.

Google Analytics 4

Google | confirmed tracker | Analytics | high confidence. Observed on 3 reportable pages, including 3 patient-facing pages.

Owner: Google LLC

Classification basis: verified path signature (path:/g/collect)

Highest-priority page: Schedule orthopedic appointment

Browser runtime request completed. Requests observed when no obvious controls were detected by the scanner.

Evidence fields: query parameter names, cookie names, referrer, page URL context, page title context. Raw values redacted.

Review URL, title, referrer, query-string, and event-parameter handling; confirm approved vendor terms and retention settings.

- GET beacon www.google-analytics.com/g/collect; query names: dl, dt, tid, v; referrer observed; page URL context observed; evidence hash: sample_ga4-a.
- GET beacon www.google-analytics.com/g/collect; query names: dl, dt, tid, v; referrer observed; page URL context observed; evidence hash: sample_ga4-k.

Google Ads / DoubleClick

Google | confirmed tracker | Advertising | high confidence. Observed on 2 reportable pages, including 2 patient-facing pages.

Owner: Google LLC

Classification basis: verified path signature (path:/pagead)

Highest-priority page: Schedule orthopedic appointment

Browser runtime request completed. Requests observed when no obvious controls were detected by the scanner.

Evidence fields: query parameter names, cookie names, referrer, page URL context. Raw values redacted.

Review first. Remove or path-restrict from patient-action, treatment, portal, billing, contact, and appointment pages unless privacy review approves the configuration.

- GET xhr googleads.g.doubleclick.net/pagead/viewthroughconversion/; query names: label, url; referrer observed; page URL context observed; evidence hash: sample_ads-a.
- GET fetch googleads.g.doubleclick.net/pagead/1p-user-list/; query names: frm, url; referrer observed; page URL context observed; evidence hash: sample_ads-k.

Hotjar

Hotjar | confirmed tracker | Session Replay | medium confidence. Observed on 1 reportable page, including 1 patient-facing page.

Owner: Hotjar Ltd. (Contentsquare)

Classification basis: verified vendor-domain mapping (host:hotjar.com)

Highest-priority page: Schedule orthopedic appointment

Browser runtime request completed. Requests observed when no obvious controls were detected by the scanner.

Evidence fields: referrer. Raw values redacted.

Disable on patient-facing flows unless masking, vendor terms, and privacy review approve the implementation.

- GET script static.hotjar.com/c/hotjar-123.js; referrer observed; evidence hash: sample_hotja.

Google Tag Manager

Google | tag-manager container | Tag Manager | high confidence. Observed on 2 reportable pages, including 2 patient-facing pages.

Owner: Google LLC

Classification basis: verified path signature (path:/gtm.js)

Highest-priority page: Schedule orthopedic appointment

Browser runtime request completed. Requests observed when no obvious controls were detected by the scanner.

Evidence fields: query parameter names, referrer. Raw values redacted.

Audit triggers, exceptions, consent settings, and path-based firing rules before changing individual tags.

- GET script www.googletagmanager.com/gtm.js; query names: id; referrer observed; evidence hash: sample_gtm-a.
- GET script www.googletagmanager.com/gtm.js; query names: id; referrer observed; evidence hash: sample_gtm-p.

Patient Workflow Vendors

These vendors appear connected to appointment, intake, portal, billing, payment, or form workflows. They are not automatically tracker findings, but they are core vendor-review evidence.

Patient portal vendor

Patient portal vendor | patient workflow | Patient Portal | medium confidence. Observed on 1 reportable page, including 1 patient-facing page.

Classification basis: same-scan canonical vendor merge

Workflow link observed on 1 scanned page; locality could not be confirmed.

Most relevant workflow page: Schedule orthopedic appointment

Runtime request evidence observed. Link or embedded-flow evidence was observed; no request timing was captured for this observation.

Evidence fields: destination URL, link label, source page. Raw values redacted.

Confirm this patient workflow vendor is approved and verify whether the link is page-local, sitewide navigation, or a shared template component.

- external link patientportal.example.com/login; evidence hash: 24c4586b9806.

Other Third-Party Technologies Observed

These are review-only observations such as accessibility widgets, media, maps, and other known utility vendors. No additional third-party technologies were observed beyond the confirmed tracker/workflow evidence.

What To Do Now: Remediation Playbook

Step-by-step instructions for each finding. Hand the relevant playbook to the owner listed; each ends with how to verify the fix with a re-scan.

Gate Google Tag Manager behind consent and path rules

Applies to: Google Tag Manager | Owner: Developer + marketing/agency

1. Export the container and list every tag, trigger, and built-in variable so nothing is reviewed from memory.
2. Turn on consent mode (in Google Tag Manager: Admin > Container Settings > Enable consent overview) and set required consent state for every marketing and analytics tag.
3. Add blocking triggers for patient-intent paths (appointment, portal, billing, contact, intake, treatment pages) to every advertising tag, or move those tags to an allowlist of non-sensitive paths. In this audit that includes: /appointments, /conditions/knee-pain.
4. Delete unused or unknown tags; if nobody can say who added a tag and why, it should not run on a healthcare site.
5. Publish the container as a new version with a change note referencing this report, so the change history documents the review.

Verify: Re-scan after publishing. The report should show the tag manager present but no marketing/analytics requests completing on patient-intent pages before consent action.

Reconfigure Google Analytics for a healthcare property

Applies to: Google Analytics 4 | Owner: Developer + marketing/agency

1. Turn off Google signals and ads personalization (GA4: Admin > Data Settings > Data Collection) so analytics traffic stops feeding advertising audiences.
2. Set data retention to the minimum (2 months) and disable granular location/device data if not used.
3. Redact URL query parameters and confirm no page paths embed patient context (names, conditions, appointment types) that would flow into hit payloads.
4. Exclude patient-action paths (portal, booking, billing, intake) from collection with consent-mode defaults or tag-level path exceptions. In this audit that includes: /appointments, /conditions/knee-pain.
5. If the practice needs analytics on sensitive paths, evaluate a healthcare-configured proxy/CDP layer as the sole egress instead of direct collection.

Verify: Re-scan and confirm collect requests to google-analytics.com/analytics.google.com no longer fire on patient-intent pages before consent action.

Scope Google Ads / DoubleClick conversion tracking

Applies to: Google Ads / DoubleClick | Owner: Marketing/agency

1. Inventory every conversion action in Google Ads and identify which pages fire them; healthcare conversion tracking should measure campaign landing outcomes, not patient behavior.
2. Move conversion tags off patient-action, treatment, and portal pages; measure with location or phone-call conversions instead where possible. In this audit that includes: /appointments, /conditions/knee-pain.
3. Disable enhanced conversions unless counsel has approved hashed contact data flowing to Google.
4. If Google signals or GA4-linked audiences drive the DoubleClick requests, unlink or disable audience sharing for this property.

Verify: Re-scan and confirm no doubleclick.net or googleservices.com requests complete on patient-intent pages.

Remove session replay from patient-facing pages (Hotjar)

Applies to: Hotjar | Owner: Developer + privacy officer

1. Treat session replay as the highest-priority finding: it records keystrokes, mouse movement, and form interactions, which regulators and plaintiff firms treat as interception.
2. Remove the replay script from every page that can carry patient context (forms, portal, booking, billing, symptom content). For most clinics this means removing it entirely.
3. If a limited use case remains (e.g. anonymous marketing landing pages), enable the vendor's strictest privacy mode: mask all inputs, suppress text, and block recording on excluded paths.
4. Ask the vendor to delete historical recordings that may contain patient interactions, and document the request.

Verify: Re-scan and confirm no replay vendor requests complete anywhere on the site.

Install a consent management platform with actual blocking

Applies to: Sitewide | Owner: Developer + privacy officer

1. Choose a CMP that blocks tags before consent (not a banner that only displays text); confirm it integrates with your tag manager's consent mode.
2. Configure default-deny for advertising and analytics categories; strictly necessary only before an affirmative choice.
3. Wire the tag manager's consent settings to the CMP signals so every marketing tag requires the corresponding consent state.
4. Test the reject path: with all consent declined, no marketing or analytics request should fire on any page.

Verify: Re-scan and confirm the consent controls are detected and no tracker requests complete before affirmative consent action.

Developer Checklist

- Audit tag-manager triggers, exceptions, consent settings, and path-based firing rules before changing individual tags.
- Disable session replay on patient-facing pages, or document masking, vendor terms, and privacy/compliance approval before leaving it enabled.

Who Owns What

Marketing / agency

Identify which campaigns, conversion goals, and tag-manager triggers require patient-facing placement.

Developer

Audit GTM triggers and rebuild conversion tracking around non-sensitive events.

Privacy / compliance

Decide whether vendor terms, authorization language, policy updates, or remediation documentation are needed.

Questions for Your Web Vendor

- Are advertising or conversion tags intentionally firing on appointment, contact, billing, pricing, membership, or treatment pages?
- Which analytics properties receive URL, title, referrer, event, or custom-parameter data from patient-facing pages?
- Which tag-manager triggers, exceptions, and consent settings control firing on patient-intent paths?
- Does the tag-manager container include any unpublished Meta, remarketing, or conversion tags?
- Is there documented privacy/compliance review for these technologies on patient-facing pages?

Grouped Page Evidence

Pages with the same vendor and runtime-evidence pattern are grouped so repeated sitewide behavior is easier to review.

1. Schedule orthopedic appointment

Critical review

1 page shares this evidence pattern. Common review vendors: Google Ads / DoubleClick, Google Analytics 4, Google Tag Manager, and 1 more. Patient workflow vendors: Patient portal vendor. 4 representative runtime samples shown.

Pages in group: 1 page; Patient workflow - scheduling

Review vendors: Google Ads / DoubleClick, Google Analytics 4, Google Tag Manager, Hotjar

Patient workflow vendors: Patient portal vendor

- Advertising or conversion tracking was observed on a patient-action page.
- No obvious consent banner text was detected in the collected page evidence.
- Session replay or behavior capture was observed on a patient-facing page.
- These requests were observed when no obvious consent controls were detected by the scanner.

Page examples: Schedule orthopedic appointment (<https://sample-orthopedic-clinic.example/appointments>)

2. Knee pain treatment options

High review

1 page shares this evidence pattern. Common review vendors: Google Ads / DoubleClick and Google Analytics 4. 2 representative runtime samples shown.

Pages in group: 1 page; Treatment/service

Review vendors: Google Ads / DoubleClick, Google Analytics 4

- Advertising or conversion tracking was observed on a treatment or condition page.
- No obvious consent banner text was detected in the collected page evidence.
- These requests were observed when no obvious consent controls were detected by the scanner.

Page examples: Knee pain treatment options (<https://sample-orthopedic-clinic.example/conditions/knee-pain>)

3. Dr. Smith orthopedic provider profile

High review

1 page shares this evidence pattern. Common review vendors: Google Analytics 4 and Google Tag Manager. 2 representative runtime samples shown.

Pages in group: 1 page; Provider/location

Review vendors: Google Analytics 4, Google Tag Manager

- No obvious consent banner text was detected in the collected page evidence.
- These requests were observed when no obvious consent controls were detected by the scanner.
- This page uses analytics or tag-management technology that should be reviewed for configuration and vendor handling.

Page examples: Dr. Smith orthopedic provider profile (<https://sample-orthopedic-clinic.example/providers/dr-smith>)

Appendix: Scanned Page Inventory

Page	Page purpose	Clinical / operational context	Technology outcome	Page priority
Schedule orthopedic appointment https://sample-orthopedic-clinic.example/appointments	Patient workflow - scheduling	Appointment or scheduling	+ workflow link: Patient portal vendor, locality unconfirmed; + risk/config: Google Ads / DoubleClick, Google Analytics 4, and 2 more	Critical
Knee pain treatment options https://sample-orthopedic-clinic.example/conditions/knee-pain	Treatment/service	condition or treatment	+ risk/config: Google Ads / DoubleClick and Google Analytics 4	High
Dr. Smith orthopedic provider profile https://sample-orthopedic-clinic.example/providers/dr-smith	Provider/location	No clinical or operational context promoted	+ risk/config: Google Analytics 4 and Google Tag Manager	High
Careers https://sample-orthopedic-clinic.example/careers	General business	No clinical or operational context promoted	No adjudicated vendor evidence	None