

pflegedienst-benu.de

https://pflegedienst-benu.de/ · 30 July 2026

Conversion goal: get visitors to call the business by phone

75

Grade C / 100

Conversion — simulated visitor panel 50% weight

68

Content — copy & persuasion 30% weight

75

Technical — speed, SEO, code, accessibility 20% weight

94

3 of 5 simulated visitors converted. 4 conversion · 5 content · 7 technical findings — every one cites observed behavior or a measured value. No generic advice.

Since your last audit (30 Jul 2026): -2 points overall. 8 findings fixed · 8 still open · 8 new.

START HERE

Top priorities

1

CRITICAL Quality, certification, and provider claims lack verifiable evidence

CONVERSION FINDING — DETAILS INSIDE

2

MAJOR Costs, insurance budgets, and possible out-of-pocket charges are not transparent

CONVERSION FINDING — DETAILS INSIDE

3

MAJOR Service-area boundaries and real availability remain unclear

CONVERSION FINDING — DETAILS INSIDE



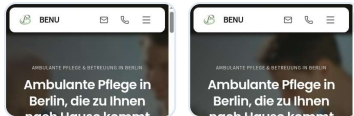
FIRST LOOK

FINAL SCREEN

The Google skimmer ✓ CONVERTED

Reached the phone call action for 030 680 85 360.

Browsed 2 screens across 1 page · full session replay available



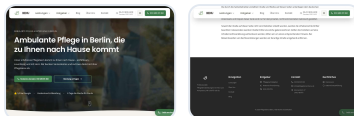
FIRST LOOK

FINAL SCREEN

The mobile ad-clicker ✓ CONVERTED

Tapping the prominent free-consultation phone button opened the phone app ready to dial +493068085360.

Browsed 2 screens across 1 page · full session replay available



FIRST LOOK

FINAL SCREEN

The skeptical evaluator ✗ BOUNCED

Keine überprüfbaren Zulassungs-, Qualitäts- oder Kosteninformationen trotz vollständiger Prüfung von Leistungen und Impressum.

Browsed 16 screens across 3 pages · full session replay available



FIRST LOOK

FINAL SCREEN

The comparison shopper ✗ BOUNCED

Keine transparenten Preise oder Eigenanteile und kein überprüfbarer Unterschied gegenüber anderen Berliner Pflegediensten.

Browsed 16 screens across 3 pages · full session replay available



FIRST LOOK

FINAL SCREEN

The ready buyer ✓ CONVERTED

The primary call button successfully opened the phone dialer with the business number prefilled.

Browsed 2 screens across 1 page · full session replay available

CRITICAL Quality, certification, and provider claims lack verifiable evidence

HIT BY THE SKEPTICAL EVALUATOR · THE COMPARISON SHOPPER · SEEN ON: [PFLEGEDIENST-BENU.DE](https://pflegedienst-benu.de/) · [/IMPRESSUM](https://pflegedienst-benu.de/IMPRESSUM) · [/LEISTUNGEN/GRUNDPFLEGE](https://pflegedienst-benu.de/LEISTUNGEN/GRUNDPFLEGE)

The skeptical evaluator · step 4 · pflegedienst-benu.de

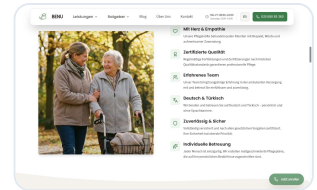
„Zertifizierte Qualität“ und „nach allen gesetzlichen Vorgaben zertifiziert“ bleiben bloße Behauptungen: kein Zertifikat, keine Kassen-/Institutionsnummer, keine Prüfergebnisse. Statt weiterem Image-Text öffne ich „Leistungen“, um den konkreten Umfang zu prüfen.“

The skeptical evaluator · step 16 · [/impressum](https://pflegedienst-benu.de/IMPRESSUM)

„Am Ende stehen nur Kontakt- und Datenschutzlinks sowie sogar ein Copyright „© 2026“; weiterhin fehlen IK-/Kassenzulassung, Prüfberichte, konkrete Vergütung oder nachvollziehbare Qualitätsbelege. Die wiederholte Anrufaufforderung ersetzt diese Due-Diligence-Informationen nicht, daher rufe ich nicht an.“

The comparison shopper · step 6 · [/leistungen/grundpflege](https://pflegedienst-benu.de/leistungen/grundpflege)

„Die Leistungsdetails sind jetzt brauchbar – Mobilität, Ankleiden, Inkontinenz und Prophylaxen –, aber der Unterschied bleibt nur „respektvoll“ und „zertifiziert“. Für einen Vergleich fehlen weiterhin Kassen-/Eigenanteile; ich scrolle bis zum Seitenende.“



What the visitor saw (step 4)

WHY IT HURTS

For a care provider, unsupported certification and experience claims create a high-stakes trust gap. One visitor explicitly refused to call after failing to verify insurer authorization, inspection results, or quality credentials, while the comparison shopper could not identify a credible advantage over alternatives.

FIX

Add a dedicated, easily discoverable trust section with the provider's IK number and insurer authorization, named certification bodies, current certificates, latest quality-inspection results, dates, and links to source documents. Support experience and service-quality claims with specific team qualifications, operating history, and verifiable proof rather than generic labels.

MAJOR

Costs, insurance budgets, and possible out-of-pocket charges are not transparent

HIT BY THE SKEPTICAL EVALUATOR · THE COMPARISON SHOPPER · SEEN ON: /LEISTUNGEN/GRUNDPFLEGE · /LEISTUNGEN/VERHINDERUNGSPFLEGE

The skeptical evaluator · step 9 · /leistungen/grundpflege

“Die Kostenangabe ist nur „in der Regel“ und nennt weder Berliner Vergütungssätze noch mögliche Eigenanteile oder Abrechnungsbeispiele; „erfahrene Pflegekräfte“ bleibt ebenfalls unbelegt. Ich scrolle durch die FAQs bis zum Footer, um Rechts-, Zulassungs- oder Transparenzangaben zu finden.”

The comparison shopper · step 8 · /leistungen/grundpflege

“Die FAQ nennt endlich den 131-Euro-Entlastungsbetrag bei Pflegegrad 1 und Direktabrechnung, aber für Pflegegrad 2–5 fehlen weiterhin konkrete monatliche Sachleistungsbudgets oder mögliche Eigenanteile. Ich scrolle weiter, um zu prüfen, ob wenigstens Einsatzgebiet oder Ablauf erklärt wird.”

The comparison shopper · step 16 · /leistungen/verhinderungspflege

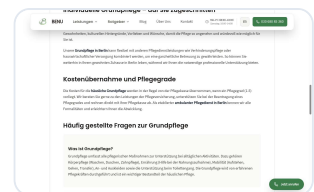
“Die letzten FAQs bestätigen nur erneut Pflegegrad 2, sechs Monate Vorpflegezeit und den gemeinsamen 3.539-Euro-Topf. Ein Preis-/Eigenanteil-Szenario, ein belastbares Versprechen zur kurzfristigen Verfügbarkeit oder ein klar abgegrenztes Einsatzgebiet fehlen nach der ganzen Seite; für den Vergleich gibt mir das keinen Grund, jetzt anzurufen.”

WHY IT HURTS

Visitors cannot estimate whether care is affordable, what insurance covers, or when they may owe an additional payment. This blocks informed comparison and materially reduces the incentive to call, even though a few benefit amounts are mentioned.

FIX

Publish a clear financing guide for Pflegegrad 1–5 with current monthly care-benefit budgets, relevant annual allowances, representative service-price or billing examples, and realistic out-of-pocket scenarios. Explain direct billing, what happens when a budget is exhausted, and date every amount and rate shown.



What the visitor saw (step 9)

MAJOR

Service-area boundaries and real availability remain unclear

HIT BY THE COMPARISON SHOPPER · SEEN ON: /LEISTUNGEN/GRUNDPFLEGE · /LEISTUNGEN/VERHINDERUNGSPFLEGE

The comparison shopper · step 9 · /leistungen/grundpflege

“Die Antworten bleiben unverbindlich: ab Pflegegrad 2 „mehr Leistungen“, Häufigkeit nach Bedarf, aber keinerlei Budget oder Eigenanteil. Wenigstens steht nun Berlin; ich schaue noch auf die weiteren Leistungen bzw. ans Ende, ob es ein konkretes Gebiet oder einen nachvollziehbaren Ablauf gibt.”

The comparison shopper · step 13 · /leistungen/verhinderungspflege

“Der Umfang ist nun greifbar – komplette Grundpflege, Haushalt, Betreuung, regelmäßige Updates und Notfallmanagement –, aber „kurzfristig verfügbar“ ist bloß behauptet und weder Tarif noch echte Erreichbarkeit geklärt. Ich scrolle noch nach konkreten Kosten, Abrechnung oder einem Ablauf.”

The comparison shopper · step 16 · /leistungen/verhinderungspflege

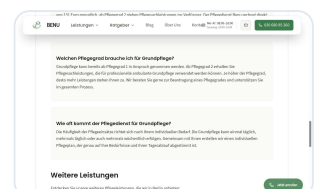
“Die letzten FAQs bestätigen nur erneut Pflegegrad 2, sechs Monate Vorpflegezeit und den gemeinsamen 3.539-Euro-Topf. Ein Preis-/Eigenanteil-Szenario, ein belastbares Versprechen zur kurzfristigen Verfügbarkeit oder ein klar abgegrenztes Einsatzgebiet fehlen nach der ganzen Seite; für den Vergleich gibt mir das keinen Grund, jetzt anzurufen.”

WHY IT HURTS

Home-care prospects need to know whether their address is covered and whether support can begin when needed. A broad reference to Berlin and an unsupported claim of short-notice availability leave basic eligibility uncertain and reduce call intent.

FIX

List the exact districts, neighborhoods, or postal codes served and provide a postcode checker if possible. Replace vague availability language with a dated status such as current intake capacity, typical assessment lead time, earliest possible start, service hours, and an explanation of how urgent requests are handled.



What the visitor saw (step 9)

NIT Duplicated phone CTAs add unnecessary visual clutter

HIT BY THE READY BUYER · SEEN ON: PFLEGEDIENST-BENU.DE

The ready buyer · step 1 · pflegedienst-benu.de

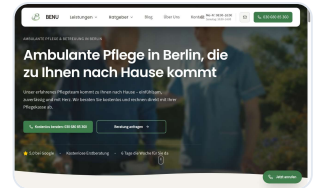
"I came to call, and the primary green button immediately gives the phone number. I'm clicking it now; the separate floating call button is redundant but at least unmistakable."

The ready buyer · step 2 · pflegedienst-benu.de

"The phone app opened with +49 30 680 85 360 ready to dial, so the call conversion is complete. The duplicated call buttons add clutter, but there was no obstacle to reaching the number."

WHY IT HURTS The duplication did not prevent conversion, but it adds visual noise and may compete with other useful content without improving the already obvious call path.

FIX **Keep one dominant phone CTA per viewport. If the floating call control remains, reduce or remove the nearby duplicate once it is visible, while preserving the phone number and tap-to-call behavior.**



What the visitor saw (step 1)

MAJOR The hero phone CTA is clear but not consistently framed as an immediate call action

LOCATION: HERO

EVIDENCE	Hero CTA: "Kostenlos beraten: 030 680 85 360" and secondary CTA: "Beratung anfragen"
WHY IT HURTS	The stated conversion goal is a phone call. "Kostenlos beraten" communicates value, but it does not explicitly tell visitors to call now; the adjacent form-style alternative can also split attention at the highest-intent point.
FIX	Make the primary hero CTA explicitly action-led and phone-specific. Keep the consultation benefit in supporting copy, and demote or remove the form CTA if calls are the priority.

MAJOR Several quality claims remain broad rather than evidenced

LOCATION: WHY PFLEGEDIENST BENU / ABOUT

EVIDENCE	"zufriedene Familien", "Zertifizierungen nach höchsten Qualitätsstandards garantieren professionelle Pflege", "langjährige Erfahrung" and "nach allen gesetzlichen Vorgaben zertifiziert"
WHY IT HURTS	Care decisions are high-trust decisions. General claims sound reassuring, but without naming certifications, inspection results, team credentials, or a measurable service standard, visitors have little concrete evidence to evaluate.
FIX	Name verifiable proof points where available: the relevant certification or approval, the number of years, Google review count alongside the 5.0 rating, and specific operating standards. Avoid "höchsten Qualitätsstandards" unless it is substantiated.

MINOR The service name "Hauswirtschaftliche Verpflegung" is misleading

LOCATION: SERVICE CARDS

EVIDENCE	Service card heading: "Hauswirtschaftliche Verpflegung"; description: "Unterstützung bei der Haushaltsführung, Einkauf und Zubereitung von Mahlzeiten"
WHY IT HURTS	"Verpflegung" primarily suggests meals, while the description covers broader household support. This can make visitors unsure whether shopping, cleaning, and everyday household help are included.
FIX	Use the conventional, clearer service label "Hauswirtschaftliche Versorgung" and retain the concrete examples in the description.

MINOR A key audience reassurance is phrased too abstractly

LOCATION: FOR FAMILY CAREGIVERS SECTION

EVIDENCE	"von der ersten Frage bis zur fertigen Pflege"
WHY IT HURTS	"fertige Pflege" is not a natural or precise outcome. Stressed family members need to understand what will happen next: consultation, assessment, care plan, and start of care.
FIX	Replace the abstract phrase with a concrete description of the support journey and the practical outcome.

MINOR The contact prompt at the bottom is incomplete in the supplied page copy

LOCATION: CONTACT SECTION

EVIDENCE	"Kontakt - Pflegedienst Berlin Nehmen Sie Kontakt mit uns auf. Wir sind für Sie da und beantworten gern"
WHY IT HURTS	The final contact section is a critical conversion point. In the supplied copy, the sentence stops mid-thought and does not repeat the fastest action—calling—at that location.
FIX	Complete the contact copy and lead with the phone action, including number and opening hours. Keep email and mobile as secondary options.

Rewrites – ready to paste

HERO PRIMARY CTA BUTTON

~~Kostenlos beraten: 030 680 85 360~~

→

Jetzt kostenlos anrufen: 030 680 85 360

Makes the desired action unmistakable while retaining the no-cost benefit.

HERO SECONDARY CTA BUTTON

~~Beratung anfragen~~

→

Rückruf anfragen

Clarifies that this is the alternative for visitors who cannot call immediately, rather than competing with the phone CTA.

FAMILY CAREGIVER PARAGRAPH

~~Das müssen Sie nicht allein schaffen. Wir begleiten Sie von der ersten Frage bis zur fertigen Pflege – einfühlsam und ohne Fachchinesisch.~~

→

Das müssen Sie nicht allein schaffen. Wir begleiten Sie von der ersten Frage über den Pflegegrad bis zum Start der passenden Pflege bei Ihnen zu Hause – einfühlsam und ohne Fachchinesisch.

Replaces an unclear phrase with a specific, reassuring process.

SERVICE CARD HEADING

~~Hauswirtschaftliche Verpflegung~~

→

Hauswirtschaftliche Versorgung

Uses the clearer and more standard term for the household-support services described.

CONTACT SECTION INTRO

~~Nehmen Sie Kontakt mit uns auf. Wir sind für Sie da und beantworten gern~~

→

Rufen Sie uns jetzt an: 030 680 85 360. Wir beantworten Ihre Fragen zur ambulanten Pflege kostenlos und unverbindlich. Erreichbar Mo–Fr von 08:00–16:00 Uhr und Samstag von 10:00–14:00 Uhr.

Completes the message and gives call-focused visitors the number, value proposition, and availability at the final conversion point.

MEASURED, NOT GUESSED

Technical sub-scores

94

PERFORMANCE

100

SEO & GEO

81

ACCESSIBILITY

100

CODE QUALITY

94

INTEGRITY

MAJOR

Invalid ARIA attributes affect four elements

EVIDENCE

axe: "Elements must only use permitted ARIA attributes"; impact: "serious"; nodes: 4. Lighthouse also failed "Elements use prohibited ARIA attributes".

WHY IT HURTS

Invalid ARIA can cause assistive technologies to expose incorrect semantics or ignore intended controls, making parts of the page harder to use for people relying on screen readers.

FIX

Inspect the four flagged elements, remove ARIA attributes that are not permitted for their roles/elements, and use native HTML controls or valid role/attribute combinations. Re-test with axe and a screen reader.

MAJOR

A page element fails minimum color-contrast requirements

EVIDENCE

axe: "Elements must meet minimum color contrast ratio thresholds"; impact: "serious"; nodes: 1. Lighthouse failed "Background and foreground colors do not have a sufficient contrast ratio."

WHY IT HURTS

Text or interface content with insufficient contrast can be difficult or impossible to read for visitors with low vision and in bright viewing conditions.

FIX

Identify the flagged foreground/background pair and adjust its colors to meet WCAG contrast thresholds (normally 4.5:1 for regular text and 3:1 for large text), including hover and focus states.

MINOR

Some links have no discernible accessible name

EVIDENCE

Lighthouse failed audit: "Links do not have a discernible name" (score: 0).

WHY IT HURTS

Screen-reader users cannot determine the destination or purpose of unnamed links, which makes navigation ambiguous.

FIX

Give each affected link meaningful visible text, or add an accurate accessible name with aria-label or visually hidden text. Do not use empty links or image-only links without descriptive alternative text.

MINOR

Content is not fully contained in page landmarks

EVIDENCE

axe: "All page content should be contained by landmarks"; impact: "moderate"; nodes: 1.

WHY IT HURTS

Landmarks help screen-reader users jump between major page sections. Content outside them is harder to locate and navigate efficiently.

FIX

Place the flagged content within appropriate semantic landmarks such as main, nav, header, footer, or an explicitly labelled section/region where appropriate.

MINOR

Key browser security headers are missing

EVIDENCE

securityHeaders: "content-security-policy": false, "x-content-type-options": false, "x-frame-options": false.

WHY IT HURTS

Without a Content Security Policy, MIME-sniffing protection, and framing restrictions, the site has less defense in depth against injected content, content-type confusion, and clickjacking.

FIX

Deploy a restrictive, tested Content-Security-Policy; send X-Content-Type-Options: nosniff; and prevent unwanted framing with X-Frame-Options: DENY or SAMEORIGIN (or CSP frame-ancestors). Verify third-party resources continue to work.

MINOR**Largest Contentful Paint is 2.9 seconds****EVIDENCE**

Lighthouse "Largest Contentful Paint": "2.9 s" (score: 0.82).

WHY IT HURTS

The main above-the-fold content appears later than the 2.5-second good LCP threshold, delaying the perceived readiness of the page.

FIX

Prioritize the LCP element: preload its critical image/font where applicable, optimize its delivery, and reduce resources that delay initial rendering. Re-measure LCP after deployment.

MINOR**Render-blocking resources add an estimated 300 ms of delay****EVIDENCE**

Lighthouse "Render-blocking requests": "Est savings of 300 ms" (score: 0).

WHY IT HURTS

Resources that block rendering delay the initial paint and contribute to the measured 2.9 s LCP.

FIX

Inline only critical CSS, defer non-critical styles and scripts, and load non-essential JavaScript with defer/async where safe. Remove or split unused page-critical assets.