15-Point Local SEO Quick Check

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FOR DENTAL PRACTICES

How visible is your dental practice on Google Maps and local search? Tick each box you can say "yes" to.

A. Google Business Profile

- ☐ **1. Claimed and verified**
  You own and control your profile.
- ☐ **2. Primary category matches your main service**
  For example Dentist, Cosmetic Dentist or Orthodontist. Add secondary categories for other services.
- ☐ **3. Hours are accurate**
  Includes holiday hours and any emergency or after-hours information.
- ☐ **4. Real photos added recently**
  Your own photos of the clinic, waiting room and team, not stock images.
- ☐ **5. Treatments and booking link added**
  Services such as implants, aligners, whitening and emergency care, plus an appointment link.

B. Citations and consistency

- ☐ **6. NAP is identical everywhere**
  Practice name, address and phone match across your website, Google, Facebook and directories.
- ☐ **7. Listed on core and dental directories**
  Apple, Bing, Yelp and Facebook, plus relevant health directories such as Healthgrades or Zocdoc.
- ☐ **8. No duplicate listings**
  Check for old listings of former dentists, previous names or old locations.

C. Website

- ☐ **9. City and "dentist" in title and H1**
  For example "Dentist in Austin | Practice Name".
- ☐ **10. Each treatment has its own page**
  Implants, whitening, emergency dentist, check-ups and so on.
- ☐ **11. Contact and booking are easy**
  Click-to-call number, online booking button, address and embedded map.
- ☐ **12. Dentist or LocalBusiness schema**
  Check with Google's Rich Results Test.

D. Reviews

- ☐ **13. Rating close to top 3 competitors**
  Your rating and review count are comparable.
- ☐ **14. You reply to reviews safely**
  Every review from the last 90 days has a reply. Never confirm someone is a patient or mention treatment details.

E. Technical basics

- ☐ **15. Site works well on mobile**
  Loads quickly and booking works on a phone (check with PageSpeed Insights).

Your score: _____ / 15

🔴 **0-6 Urgent**	Visibility is probably limited. Start with items 1-8.
🟡 **7-11 Gaps**	You may be losing customers to competitors. Fix the unchecked items first.
🟢 **12-15 Strong**	Basics covered. Focus on reviews and content.

Note: Check your local privacy and advertising rules for healthcare (for example HIPAA in the US, GDPR in the EU) before replying to reviews or publishing patient content.

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Want to go deeper?
Daslumo Local SEO Audit Toolkit for Dentists turns this check into a full audit with automatic scoring and an action plan.
daslumo.com/local-seo-audit-template