15-Point Local SEO Quick Check

daslumo

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.

Want to go deeper?

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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