

Dental Local SEO Audit Template

This template is designed to help dental practices evaluate and optimize their local SEO strategy. It covers key areas such as **on-page SEO**, **off-page SEO**, **technical SEO**, and **local SEO**-specific factors. Use this template to identify strengths, weaknesses, and opportunities for improvement.

1. Dental Business Information Consistency

- **Name, Address, Phone Number (NAP):**
 - Is the NAP consistent across all online platforms (website, Google My Business, directories, social media)?
 - Is the NAP formatted correctly (e.g., "St." vs "Street")?
 - Are there any duplicate listings for the practice?
- **Google My Business (GMB) Profile:**
 - Is the GMB profile fully optimized with accurate information?
 - Are categories (e.g., "Dentist," "Cosmetic Dentist") selected correctly?
 - Are business hours, services, and attributes (e.g., "Wheelchair Accessible") up to date?
 - Are high-quality photos uploaded (e.g., office, team, procedures)?
 - Are there recent posts (e.g., promotions, events, updates)?
 - Are reviews being actively managed and responded to?

2. Dental Website On-Page SEO Checklist

- **Title Tags:**
 - Do title tags include target keywords (e.g., "Best Dentist in [Mention City]")?
 - Are title tags unique for each page and under 60 characters?
- **Meta Descriptions:**
 - Are meta descriptions compelling and include primary keywords?
 - Are they unique for each page and under 160 characters?
- **Header Tags (H1, H2, H3):**
 - Does each page have a single H1 tag with the primary keyword?
 - Are H2 and H3 tags used to structure content effectively?
- **Content Quality:**
 - Is the content original, informative, and optimized for local keywords (e.g., "dental implants in [City]")?
 - Are there service-specific pages (e.g., "Teeth Whitening," "Invisalign")?
 - Is there a blog with regular, locally relevant posts (e.g., "Top 5 Dentists in [Mention City]")?

3. Dental Website Internal Linking Checklist

- Are internal links used to guide users to important pages (e.g., services, contact)?

- Are anchor texts descriptive and keyword-rich?
- **Mobile-Friendliness:**
 - Is the website responsive and easy to navigate on mobile devices?
 - Does it load quickly on mobile (**under 3 seconds**)?
- **Contact Information:**
 - Is the NAP displayed prominently on the website (**e.g., header, footer**)?
 - Is there a click-to-call button for mobile users?
 - Is there a contact form with clear calls-to-action (e.g., **"Schedule an Appointment"**)?

3. Dental Technical SEO Checklist

- **Website Speed:**
 - Does the website load in under 3 seconds?
 - Are images compressed and optimized for fast loading?
 - SSL Certificate:
 - Is the website secured with HTTPS?
- **XML Sitemap:**
 - Is there an XML sitemap submitted to Google Search Console?
- **Robots.txt:**
 - Is the robots.txt file properly configured to allow search engine crawling?
 - Structured Data Markup:
 - Is schema markup (**e.g., LocalBusiness, Dentist**) implemented on the website?
- **Does the markup include NAP, reviews, and services?**
 - 404 Errors and Redirects:
 - Are there any broken links or 404 errors?
 - Are 301 redirects in place for any deleted or moved pages?

4. Dentist Local Citations and Directories & Checklist

- **Citation Consistency:**
 - Are citations consistent across major directories (e.g., Yelp, Healthgrades, Yellow Pages)?
 - Are there citations on niche dental directories?
- **Local Listings:**
 - Is the practice listed on Google Maps, Apple Maps, and Bing Places?
 - Are there listings on local chambers of commerce or community websites?
- **Review Profiles:**
 - Are there profiles on review platforms like Google, Yelp, and Facebook?
 - Are reviews positive and recent?

5. Reviews and Reputation Management

- **Review Volume:**

- Are there at least 20-30 reviews on Google?
- Are reviews spread across multiple platforms (e.g., Yelp, Facebook)?
- **Review Quality:**
 - Is the average rating 4.5 stars or higher?
 - Are reviews detailed and mention specific services or staff?
- **Review Responses:**
 - Are all reviews (positive and negative) responded to promptly and professionally?
 - Are review responses personalized and empathetic?

6. Local Link Building Checklist

- **Backlink Profile:**
 - Are there backlinks from local websites (e.g., local news, blogs, or community organizations)?
 - Are there backlinks from dental-specific websites or directories?
- **Local Partnerships:**
 - Are there partnerships with local businesses (e.g., orthodontists, pediatricians) that could lead to backlinks?
- **Content Outreach:**
 - Are there opportunities to create local content (e.g., "Top 5 Dental Tips for [City] Residents") and share it with local websites?

7. Competitor Analysis Checklist

- **Competitor GMB Profiles:**
 - What are competitors doing well on their GMB profiles (e.g., posts, photos, reviews)?
 - What keywords are competitors ranking for?
- **Competitor Websites:**
 - What content and services are competitors offering that you are not?
 - How does your website's design and user experience compare?
- **Competitor Backlinks:**
 - Where are competitors getting backlinks that you could also target?

8. Dental Website Tracking and Analytics Checklist

- **Google Search Console:**
 - Are there any crawl errors or indexing issues?
 - What are the top-performing keywords and pages?
- **Google Analytics:**
 - What is the website's bounce rate, and how can it be improved?
 - Are there clear goals set up (e.g., appointment requests, contact form submissions)?
- **Rank Tracking:**
 - Are you tracking rankings for local keywords (e.g., "dentist near me," "emergency dentist in [City]")?

- How do rankings compare to competitors?

9. Opportunities for Improvement

Identified Weaknesses:

- List areas where the practice is underperforming (e.g., low review count, slow website speed).
- **Actionable Recommendations:**
 - Provide specific steps to address weaknesses (e.g., "Add schema markup to service pages," "Launch a review generation campaign").
- **Timeline and Priorities:**
 - Create a timeline for implementing changes, prioritizing high-impact items first.

By following this comprehensive audit template, dental practices can identify gaps in their local SEO strategy and take actionable steps to improve their online visibility, attract more patients, and stay competitive in their local market.