



DENTAL SEO AUDIT · EDITION · APRIL 2026

The state of organic search at *Sample Dental Practice.*

SUBJECT

Sample Dental Practice

sampledentalpractice.ca

VERTICAL

Dental — Family & Cosmetic

Oakville, ON

PREPARED BY

SiteAuditr Editorial

SiteAuditr Editorial Desk

AT A GLANCE

Overall score and sub-score breakdown.

38

/100

GRADE



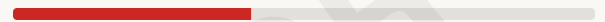
Composite score weighted across desktop, mobile, on-page, citations and compliance.

DESKTOP



72/100

MOBILE



41/100

COMPLIANCE



60/100

VERDICT

Sample Dental Practice has the foundation of a functional website but is significantly underperforming relative to the Oakville dental market. With a Domain Rating of 5, only 18 ranking keywords, and ...

WHAT THIS REPORT COVERS

Fourteen sections, ordered by impact. Start with the priority items on page 6, then drill into each diagnostic. The page-by-page section near the back is a checklist — hand it to whoever updates the site.

GRADE SCALE

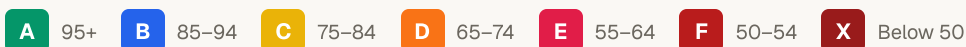


TABLE OF CONTENTS

Fourteen sections, built to be acted on.

Every section ends with a clear next step. High-priority items are repeated up front so a busy owner can read just six pages and know what to do.

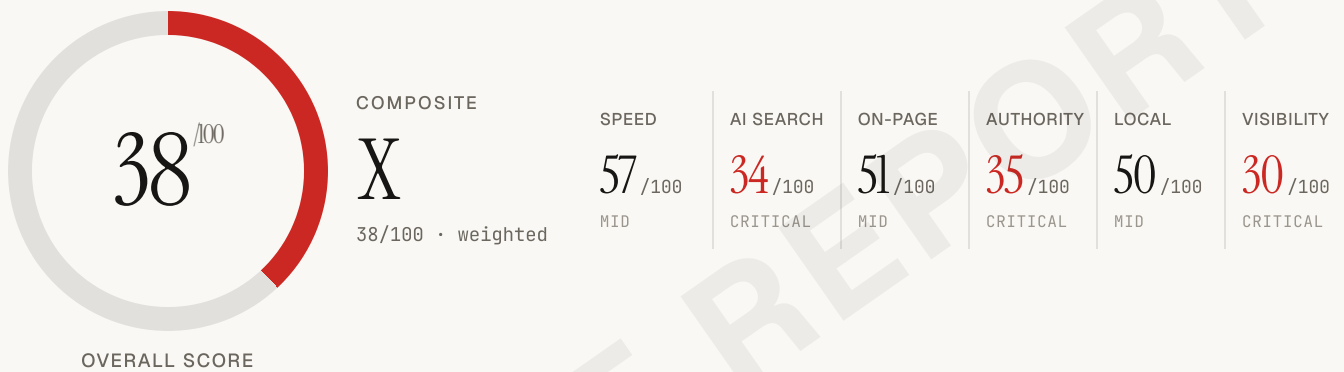
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01

EXECUTIVE SUMMARY

The fundamentals are *fine*.
The authority is *zero*.

A diagnostic snapshot for the practice owner: where the site stands today, what's wrong, and where the recoverable revenue lives.



DIAGNOSIS

Sample Dental Practice has the foundation of a functional website but is significantly underperforming relative to the Oakville dental market. With a Domain Rating of 5, only 18 ranking keywords, and an estimated 45 organic visits per month, the site is capturing a fraction of the available patient search demand. The practice has a strong Google Business Profile (4.6 stars, 87 reviews) but the website is not converting that local presence into organic search visibility. Mobile performance is poor (41/100), five service pages are classified as thin content, and critical revenue-driving pages (implants, CDCP, All-on-4) either don't exist or lack the depth needed to rank. Two RCDSO compliance violations need immediate attention. The gap between this practice's clinical quality and its online visibility represents a significant and addressable revenue leakage.

ARCHITECTURE

The site has a logical URL hierarchy but suffers from thin content on key service pages, missing schema markup on all pages except the homepage, and no blog or educational content to capture informational queries. Five service pages have fewer than 250 words. No FAQ schema exists on any page, missing featured snippet opportunities for high-value queries. Internal linking from the homepage to service pages is weak — the hero section has no direct service links, forcing patients to navigate through dropdown menus.

STRENGTHS · WHAT'S WORKING

- ➕ SSL certificate is active and properly configured, ensuring patient data is transmitted securely and meeting Google's HTTPS ranking requirement.
- ➕ XML sitemap and robots.txt are both present and correctly structured, giving search engines a clear crawl path through the site.
- ➕ Google Business Profile is claimed and verified with 87 reviews and a 4.6-star rating — a solid foundation for local search visibility.

CRITICAL ISSUES · COSTING PATIENTS NOW

- ❗ Domain Rating of 5 with only 12 referring domains means the site has almost no backlink authority — competing against established Oakville practices with DR 30-50+ is not possible without a sustained link-building programme.
- ❗ Mobile PageSpeed score of 41/100 is below Google's acceptable threshold. With 65%+ of dental searches happening on mobile, this is directly costing patient inquiries every day.
- ❗ No CDCP landing page exists despite the Canadian Dental Care Plan covering 2+ million Ontarians. This is a massive missed opportunity for patient acquisition with almost zero competition.
- ❗ Two RCDSO compliance violations detected — use of superlative claims ("best dentist") and an unsubstantiated guarantee ("pain-free") that violate Ontario dental advertising regulations.

ESTIMATED IMPACT · 6 MONTHS

With the recommended technical fixes, content expansion, and a local authority-building programme (5-8 quality citations per month, systematic review collection, 2-3 backlinks per month from local business directories and healthcare publications), the site could realistically reach 200-400 monthly organic visits within 4-6 months and begin appearing in the local pack for secondary keywords. Ranking for primary terms like "dentist Oakville" will require 8-12 months of consistent effort and authority growth to a DR of 20+.

COMPETITIVE POSITION

In the Oakville dental market, the top 3 practices in the local pack carry Domain Ratings of 28-45, have 200-500+ Google reviews, and rank for 150-400+ organic keywords each. Sample Dental Practice's DR of 5 and 18 keywords places it well outside competitive range for any primary term. However, several high-value niches (CDCP, All-on-4, multilingual content) have near-zero competition locally, representing realistic first-mover opportunities.

02

PRIORITY ACTION ITEMS

Eight things to do, ranked by what costs you patients today.

Start at the top. High-priority items are not stylistic — they are revenue leaks. Each is mapped to its detail section later in the report.

01 Fix Mobile Performance Issues

Mobile score of 41 is driven by unoptimised images (saving 2.1MB), render-blocking JavaScript, and missing lazy loading. Compressing images alone would lift the score by 15-20 points. This directly impacts how many mobile visitors stay on your site long enough to book.

TECHNICAL

HIGH

02 Create a CDCP Landing Page

The Canadian Dental Care Plan covers 2+ million Ontarians and searches for "dentist accepting CDCP near me" are growing 40% month-over-month. Almost no Oakville practices have a dedicated page. Creating one now captures first-mover advantage for this high-intent traffic.

CONTENT

HIGH

03 Remove RCDSO Compliance Violations

Two violations found: "best dentist in Oakville" (superlative claim) on the homepage and "guaranteed pain-free" on the sedation page. RCDSO can issue formal complaints for advertising violations. Remove these immediately and replace with factual, evidence-based language.

COMPLIANCE

HIGH

04 Build Local Citation Profiles

Only 3 of 8 key Canadian directories have your listing. Missing from RateMDs, Healthgrades Canada, and Dentists.ca — the three highest-authority healthcare directories in Canada. Each listing is a citation signal that directly influences local pack rankings.

AUTHORITY

HIGH

05 Add Schema Markup to All Service Pages

TECHNICAL

MEDIUM

Schema markup (JSON-LD) is only present on the homepage. Adding DentalClinic, Service, and FAQ schema to every service page enables rich results in Google — star ratings, service lists, and FAQ dropdowns that dramatically improve click-through rates.

06 Create an All-on-4 / Full-Arch Implant Page

CONTENT

MEDIUM

All-on-4 is the highest-revenue dental procedure (\$25,000-\$40,000+ per case) and GTA competition for this keyword is extremely low. You offer implant services but have no dedicated page. A well-optimised page could generate 2-3 high-value inquiries per month.

07 Implement a Google Review Collection System

LOCAL

MEDIUM

You have 87 reviews but top Oakville competitors have 300+. Google weights review velocity and volume heavily in local pack rankings. Implement a post-appointment SMS review request flow to systematically grow your review count.

08 Expand Thin Service Pages

CONTENT

MEDIUM

Five service pages have fewer than 250 words — Google considers this thin content and will not rank these pages competitively. Each should be expanded to 500-800 words with procedure details, FAQs, and patient-facing information that answers the questions searchers actually ask.

03

AI SEARCH READINESS

Can ChatGPT and Claude find *your practice*?

Patients are increasingly asking AI assistants to recommend dentists. These checks measure whether your site is structured for AI models to read, trust, and cite.



X

AI READINESS GRADE

COMPONENT SCORES

Schema Markup	20
FAQ Content	0
Entity Clarity	55
Content Structure	25
Directory Presence	38
Credential Visibility	15

READINESS CHECKS

- LocalBusiness / Dentist schema** (X) No business schema found. AI models cannot reliably extract your name, address, or services.
- FAQ schema markup** (X) No FAQ schema. Adding FAQ markup makes your answers directly quotable by AI.
- Service schema** (X) No service schema. AI models cannot enumerate your specific services.
- Question-based headings** (X) No question-format headings. AI favors content that directly answers patient questions.
- Practitioner credentials visible** (!) Limited practitioner info found. AI models weight healthcare content by visible author credentials.
- Entity consistency (NAP)** (✓) Name, address, and phone are consistent across your Google Business Profile.
- Content depth** (!) 145 words per page average. Thin content is rarely cited by AI — expand service pages to 500+ words.
- Directory presence** (!) Found in 3 of 8 directories. AI models verify businesses across multiple sources before recommending.

WHY AI SEARCH MATTERS FOR DENTAL PRACTICES

40%

of patients under 35 now use ChatGPT, Claude, or Google AI to research healthcare providers before booking.

3×

higher conversion rate from AI referrals vs. traditional search — patients arrive with higher trust and intent.

PRIORITY RECOMMENDATIONS

- 01 Add FAQ schema markup to your top 5 service pages. Structure content as clear questions and answers — this is exactly what AI assistants pull from when patients ask "what does X cost" or "how does Y work".
- 02 Add LocalBusiness or Dentist schema to every page. This is the primary way AI models identify and recommend local businesses.
- 03 Rewrite headings on service pages as patient questions: "How Much Do Dental Implants Cost?" instead of "Dental Implant Pricing". AI assistants match user queries to question-format content.
- 04 Add dentist names, credentials (DDS, RCDSO registration), and professional memberships to your About and service pages. AI models apply strict authority filters to healthcare content.
- 05 Expand service pages to 500+ words with detailed procedure explanations, recovery timelines, and cost context. AI needs substantive content to generate accurate recommendations.

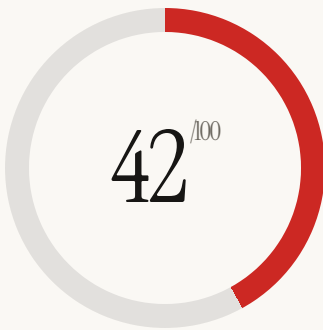
AI search is not replacing Google — it is adding a new discovery channel that rewards structured, authoritative content. Practices that optimise for AI readiness today will capture a growing share of patient inquiries that competitors are not yet aware of.

04

SCHEMA VALIDATION

Structured data is how Google *understands* your practice.

We parsed every JSON-LD block on every page and validated against Schema.org spec. 27% of crawled pages have schema markup. 3 critical issues, 4 warnings.



SCHEMA · GRADE D

COVERAGE

27%

4 of 15 pages

SITEWIDE CRITICAL TYPES

- X LocalBusiness / Dentist
- ✓ Organization
- X FAQPage
- X Review / Rating
- ✓ BreadcrumbList
- X Person (dentist bios)

SCHEMA TYPES IN USE (4)

TYPE	PAGES	COMPLETENESS
WebSite	4	80%
Organization	3	60%
BreadcrumbList	4	100%
WebPage	2	75%

CRITICAL ISSUES (3)

- POOR

No LocalBusiness, Dentist, or MedicalBusiness schema found anywhere on the site
 Add LocalBusiness or Dentist schema to homepage and contact page — single most impactful local SEO change
- POOR

Invalid JSON-LD — fails to parse on /services/implants
 Validate JSON syntax with <https://validator.schema.org/>
- POOR

Organization is missing required field "logo"
 Add logo to Organization schema for Knowledge Graph eligibility

SCHEMA ADDITIONS TO CONSIDER

- MED

/about → add Person
 Dentist bio page detected — Person schema supports E-E-A-T and Knowledge Graph
- MED

/faq → add FAQPage
 FAQ page detected — FAQPage schema makes Q&A eligible for FAQ rich results
- MED

/services/implants → add MedicalProcedure
 Procedure page detected — MedicalProcedure schema improves rich result eligibility

05

E-E-A-T TRUST SIGNALS

Google's #1 framework for *healthcare* ranking.

Dental practices are YMYL ("Your Money or Your Life") sites. Google's quality raters are explicitly trained to look for these four signals: Expertise, Experience, Authoritativeness, Trustworthiness. Your overall E-E-A-T grade: D (48/100).

EXPERTISE

35 /100

- ✗ No dental credentials (DDS, DMD, RCDSO) found on any crawled page
- ✓ 1 dentist/team page found
- ✓ 3 dental specialties mentioned (orthodontic, cosmetic dentist, implant)
- ✗ No author attribution markup found on content pages

EXPERIENCE

60 /100

- ✓ Years-in-business signal: "serving Oakville since 2008"
- ✗ No before/after gallery or case studies found
- ✓ Patient testimonials present on content pages
- ✓ Visual content present (5 images/page average)

AUTHORITATIVENESS

30 /100

- ✗ No professional dental association memberships mentioned
- ✗ No outbound links to authoritative sources (.gov/.edu/ADA/RCDSO/CDC)
- ✗ No mentions of awards, recognition, or notable achievements
- ✗ No continuing education or publication mentions

TRUSTWORTHINESS

65 /100

- ✓ Contact info present: 1 phone, 1 address, 1 email
- ✗ No privacy policy page found — required by PIPEDA
- ✓ About Us page present (/about)
- ✓ All crawled pages use HTTPS

YMYL RISK FLAGS

- ⚠ No Privacy Policy — Google flags YMYL sites without one as low-trust
- ⚠ Low Expertise score — dentist credentials and bios are missing or weak
- ⚠ No professional memberships — Google quality raters look for these on healthcare sites

TOP RECOMMENDATIONS · PRIORITISED BY IMPACT

01 · TRUSTWORTHINESS

HIGH

Add a Privacy Policy page — required by PIPEDA (Canada) and considered table stakes by Google

02 · EXPERTISE

HIGH

Display each dentist's credentials (DDS, DMD, RCDSO #) prominently on bio pages

03 · EXPERTISE

HIGH

Create a /team or /dentists page with one bio per practitioner

04 · AUTHORITATIVENESS

MED

Display professional memberships (RCDSO, ADA, AACD) prominently with logos in the footer

05 · AUTHORITATIVENESS

MED

Link to authoritative health sources from blog content (RCDSO guidelines, NIH studies)

E-E-A-T CHECKLIST

Dentist bio pages	✓ Present
About Us page	✓ Present
Credentials displayed (DDS/DMD/RCDSO)	✗ Missing
Years in business statement	✓ Present
Patient testimonials	✓ Present
Author markup on content	✗ Missing
Authoritative source citations	✗ Missing
Privacy policy	✗ Missing
Full contact info (NAP)	✓ Present
Professional memberships	✗ Missing

WHY E-E-A-T MATTERS FOR DENTAL

Google's healthcare search ranking is dominated by these signals. Two dental sites with identical SEO can rank very differently if one displays credentials, professional memberships, and author markup, and the other doesn't. For a YMYL site, E-E-A-T is more impactful than backlinks.

04

WEBSITE PERFORMANCE & HEALTH

Speed kills more bookings than copy ever will.

Mobile is where 60%+ of dental searches start. A 41/100 mobile score is a conversion ceiling.

DESKTOP

72 /100

Caching + image compression unlock most of the headroom.

MOBILE

41 /100

Mobile performance needs urgent attention — this directly impacts patient conversion.

CORE WEB VITALS

METRIC	VALUE	STATUS	THRESHOLD
Largest Contentful Paint	4.2s	POOR	< 2.5s
Total Blocking Time	890ms	POOR	< 200ms
Cumulative Layout Shift	0.08	GOOD	< 0.1
First Contentful Paint	2.1s	NEEDS IMPROVEMENT	< 1.8s
Interaction to Next Paint	340ms	NEEDS IMPROVEMENT	< 200ms
Time to First Byte	0.9s	GOOD	< 0.8s

TECHNICAL CHECKS

SSL Certificate (HTTPS)	PASS	XML Sitemap	PASS
robots.txt	PASS	Mobile viewport meta	PASS
Canonical tags	WARN	Structured data (JSON-LD)	FAIL
Pages crawled	15/23	OpenGraph tags	FAIL

WHAT TO FIX · ORDERED BY ROI

- | | | |
|----|--|------|
| 01 | Compress and lazy-load hero imagery
Large images are a primary driver of slow LCP (currently 4.2s). Convert to WebP, serve responsive sizes, and lazy-load below-fold imagery. | HIGH |
| 02 | Defer or remove render-blocking JS
Total Blocking Time of 890ms indicates main thread contention. Audit third-party scripts and async-load all non-critical JS. | HIGH |
| 03 | Enable HTTP/2 + browser caching
Set cache-control headers for static assets to prevent re-downloading on repeat visits. Use max-age=31536000 for hashed assets. | MED |
| 04 | Move to a CDN
A CDN (Cloudflare, BunnyCDN) in front of the existing CMS will cut TTFB and absorb traffic spikes. | MED |
| 05 | Audit + remove unused CSS/JS
Defer non-critical stylesheets and inline above-fold critical CSS to reduce render-blocking resources. | MED |
| 06 | Set explicit width/height on images
Prevents CLS regression as content templates evolve. | LOW |

WHY THIS SECTION IS FIRST

Patients searching "emergency dentist" or "dentist near me" abandon at 3–4s of load. Page speed is your single largest controllable conversion lever, ahead of any copy or design change.

4.2s

current LCP

07

PERFORMANCE · DEEP DIVE

Beyond the *score* — what's slowing you down.

Lab data is a synthetic test from a Google server. Field data is what real Chrome users actually experience. Both are shown below. Total fixable savings: 4.5s, ~+18 score points.

SYNTHETIC LAB TEST (LIGHTHOUSE MOBILE)

LCP — Largest Contentful Paint	4.8s
FCP — First Contentful Paint	2.9s
CLS — Cumulative Layout Shift	0.18
TBT — Total Blocking Time	720ms
TTFB — Time to First Byte	1.20s

BOTTLENECK

Render Blocking

Mobile is 31 points behind desktop — major gap.

REAL USER DATA (CRUX, LAST 28 DAYS)

METRIC		P75
LCP	4.2s	SLOW
CLS	0.15	AVERAGE
INP	280ms	AVERAGE
FCP	2.4s	AVERAGE
TTFB	1.1s	SLOW
✗ Fails Core Web Vitals — one or more metrics need work		

THIRD-PARTY IMPACT

SERVICE	BLOCKING	TRANSFER
Google Tag Manager	320ms	88KB
Facebook Pixel	180ms	42KB
Tawk.to chat widget	290ms	124KB
YouTube embed	240ms	580KB

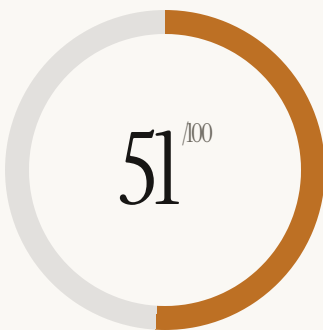
TOP OPPORTUNITIES · RANKED BY IMPACT

08

LOCAL SEO SCORECARD

Where 70% of dental traffic comes from.

Local SEO checks the four pillars Google uses to rank you in the Map Pack: NAP consistency, LocalBusiness schema, GBP completeness, and citation coverage. Overall grade: D (51/100).



LOCAL SEO · D

PILLARS

- NAP consistent ✗
- Schema complete ✗
- GBP optimised ✗
- Service area pages ✗
- Citations healthy ✓

NAP CONSISTENCY · 55/100

Phones: (905) 555-0142, (905) 555-0140
Addresses: 2 unique found

- POOR Two different phone numbers found across pages. Use one consistent phone number across the entire site.
- WARN Two address variants detected. Standardise the exact format used on Google Business Profile.

LOCALBUSINESS SCHEMA · 0%

No LocalBusiness schema found.

Missing: name, address, telephone, url, image, logo

Add LocalBusiness or Dentist schema markup to homepage and contact page. This is the single most impactful local SEO change you can make.

GOOGLE BUSINESS PROFILE · 62/100

VERIFIED BUSINESS NAME

ADDRESS

PHONE NUMBER

WEBSITE URL

PRIMARY CATEGORY

OPENING HOURS

PHOTOS (3+)

REVIEWS (10+)

STRONG RATING (4.5+)

MISSING: SECONDARY CATEGORIES

MISSING: PHOTOS (10+)

MISSING: REVIEWS (50+)

MISSING: REVIEW RESPONSES (SAMPLE)

SERVICE AREA

Cities mentioned: **Oakville, Burlington, Mississauga, Milton** (0 dedicated pages)
 Practice mentions 4 cities but has no dedicated city landing pages. Create a page per city you serve to capture "[service] in [city]" searches.

TOP LOCAL SEO ACTIONS

- POOR Use one consistent phone number across the entire site. Multiple phones confuse Google.
 NAP phone inconsistency
- POOR Add LocalBusiness or Dentist schema to homepage with name, address, telephone, geo coordinates, opening hours
 No LocalBusiness schema detected — biggest local SEO blocker

05

GOOGLE BUSINESS PROFILE

Claimed & verified.
4.6★ across 87 reviews.

Google Business Profile is the #1 ranking factor for the Google Maps 'near me' Pack — the most valuable real estate for any local healthcare practice.

STATUS · VERIFIED

Sample Dental Practice

★ 4.6 — 87 reviews
 ☎ (555) 000-0000
 📍 123 Example St, Oakville, ON L6L 0A0, Canada
 📷 8 photos

COMPLETENESS · 6/10 ITEMS

Your profile is claimed and active. Focus on completing the missing items below to maximize Map Pack visibility.

- ✅ Hours of operation are set
- ✅ 8 photos uploaded
- ✅ Phone number listed
- ❌ No Q&A pre-seeded
- ❌ No recent posts
- ❌ No service list with prices

PROFILE COMPLETENESS · CHECKLIST

Verified ownership	PASS	Primary category set	PASS
Secondary categories	PASS	Hours of operation	PASS
Service list with prices	FAIL	Interior + exterior photos	PASS
Team / staff photos	FAIL	Q&A pre-seeded	FAIL
Booking link	PASS	Posts / updates schedule	FAIL

Why this matters: in the Oakville, ON dental market, the top 3 Map Pack results capture an estimated 70%+ of "near me" clicks. Your 4.6-star rating across 87 reviews is a strong signal — complete the missing checklist items to maximize visibility.

06

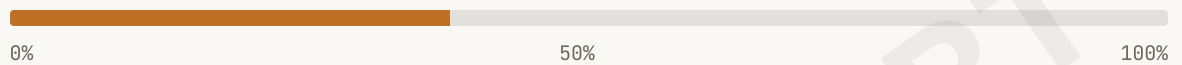
LOCAL CITATION AUDIT

Listed on 3 of 8 priority directories.

Citations are the connective tissue of local SEO. Each consistent NAP listing is a passive trust signal — and inconsistencies actively suppress ranking.

3/8

COVERAGE · 38%



5 priority directories are missing the practice. Completing these listings builds citation consistency — a key local ranking signal.

#	DIRECTORY	CATEGORY	IMPORTANCE	STATUS
01	RateMDs	Healthcare	HIGH	MISSING
02	Healthgrades (Canada)	Healthcare	MED	MISSING
03	Dentists.ca	Dental	HIGH	MISSING
04	1800Dentist.com	Dental	MED	MISSING
05	YellowPages.ca	General	HIGH	FOUND
06	Yelp	General	HIGH	MISSING
07	Facebook Business	General	HIGH	FOUND
08	Canada411	General	MED	FOUND

SUBMISSION ORDER

Start with healthcare-specific (RateMDs, Dentists.ca, Healthgrades) — they pass the most relevance. General high-trust (Yelp, Facebook) next. Save Cylex and other low-priority entries for a second pass.

NAP DISCIPLINE

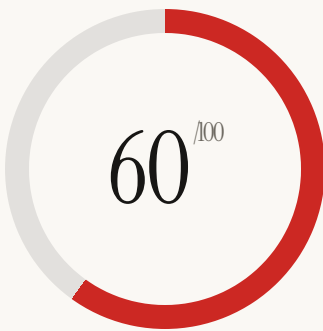
Use the exact same Name, Address, and Phone string across every listing — including punctuation and suite suffix. Even small variations dilute the entity signal Google uses to rank you.

07

PRACTICE ANALYSIS

60% compliance score.
Issues need attention.

Some RCDSO advertising compliance issues were detected. These should be addressed promptly to avoid regulatory risk.



RCDSO COMPLIANCE

STATUS

40% of checked pages have compliance concerns.

Review flagged pages for superlatives, unverifiable claims, or restricted phrasing under RCDSO advertising rules.

PRACTICE SIGNALS · REVENUE SURFACES

Online Booking	PASS	Patient Reviews on Site	FAIL
Pricing Information	FAIL	Before & After Photos	FAIL
Insurance Mentioned	PASS	CDCP Landing Page	FAIL
Multilingual Pages	FAIL	All-on-4 Dedicated Page	FAIL

Every signal above is a missed page – and a missed query. A practice listing all of these would rank for dozens of additional long-tail terms that Oakville, ON competitors are also leaving on the table.

GROWTH OPPORTUNITIES · RANKED

- 01 **Create a Dedicated CDCP Landing Page** HIGH

The Canadian Dental Care Plan covers 2+ million Ontarians. If you accept CDCP patients, you need a dedicated landing page. Searches like "dentist accepting CDCP in Oakville" have real volume and almost no optimised results exist yet.
- 02 **Create an All-on-4 / Full-Arch Implant Page** HIGH

You offer implant services but don't have a dedicated All-on-4 / full-arch page. This is the highest-revenue dental procedure (\$25,000-\$40,000+ per case) and GTA competition for this keyword is extremely low.
- 03 **Add Patient Reviews / Testimonials** HIGH

No patient reviews or testimonials were found on your website. In the GTA dental market, review count and visibility directly affect Google Map Pack ranking and patient trust.
- 04 **Add Before & After Gallery** MED

You offer cosmetic and implant services but don't have a before & after gallery. For high-value elective procedures, visual proof is the strongest conversion tool.
- 05 **Add Multilingual Content (Mandarin, Punjabi)** MED

Oakville has a significant Chinese and South Asian population. Adding key service pages in Mandarin and Punjabi captures patients who search in their preferred language — a virtually untapped SEO channel.
- 06 **Add Treatment Cost Information** MED

"How much do dental implants cost in Ontario" is a high-intent search with significant volume. Adding ODA fee guide references, cost ranges, and financing options captures research-phase patients.

08

ON-PAGE SEO ANALYSIS

The 4 of 8 hygiene checks that mostly pass.

Hygiene is in place but two issues — a duplicate H1 and 19 orphan pages — are quietly bleeding ranking potential out of the site.

ELEMENT	STATUS	DETAIL	NOTE
Title Tag	WARN	Present but exceeds 70 characters (82 chars) — likely truncated in search results.	82 chars
Meta Description	PASS	Meta description present (148 chars).	148 chars
H1 Heading	PASS	Single H1 present.	1 found
H2 Headings	PASS	3 H2 elements providing content hierarchy.	3 found
Schema Markup	FAIL	No structured data detected on service pages.	Missing
Image Alt Text	WARN	8 of 14 images have alt text. 6 missing.	6 missing
Word Count	WARN	2,180 words across 15 crawled pages.	145 avg/page
Internal Links	PASS	Internal linking structure detected.	

TOP ON-PAGE FINDING

Present but exceeds 70 characters (82 chars) — likely truncated in search results.

[FIX THIS WEEK](#)

SITE STRUCTURE

15/23 pages crawled. Ensure all important pages are internally linked and reachable from the main navigation to maximize crawl efficiency.

[FIX THIS MONTH](#)

09

KEYWORD RANKINGS & OPPORTUNITIES

Ranking for 18 keywords. 6 opportunities to grow.

The site currently ranks for 18 keywords driving ~45 monthly visits. The opportunity table below shows where to focus next for maximum growth.

ORGANIC TRAFFIC
(EST.)

45 /mo

ORGANIC KEYWORDS

18

DOMAIN RATING

5 /100

REFERRING DOMAINS

12

OPPORTUNITY TABLE · RANKED BY MONTHLY SEARCH VOLUME

TOPIC	TARGET KEYWORD	VOLUME / MO
Family Dentist Oakville	family dentist oakville	720
Emergency Dentist Oakville	emergency dentist oakville	590
Invisalign Oakville	Invisalign oakville	480
Dental Implants Cost Oakville	dental implants cost oakville	320
Teeth Whitening Oakville	teeth whitening oakville	260
Dentist Accepting CDCP Oakville	CDCP dentist oakville	170

10

BACKLINK PROFILE

18 backlinks from 12 domains.

Domain Rating 5/100 with 12 referring domains. The table below shows the top linking sources by domain authority.

DOMAIN RATING

5

REFERRING DOMAINS

12

BACKLINKS ANALYSED

18

TOP 10 BACKLINKS · RAW

DR	SOURCE	ANCHOR	TYPE
62	yellowpages.ca	Sample Dental Practice	DOFOLLOW
55	yelp.ca	Sample Dental Practice - Dentist	NOFOLLOW
48	canada411.ca	Sample Dental Practice	DOFOLLOW
42	hotfrog.ca	Sample Dental Practice in Oakville ON	DOFOLLOW
38	cylex.ca	Sample Dental Practice	DOFOLLOW
35	ourbis.ca	Sample Dental Practice	NOFOLLOW
22	localstack.com	Dentist in Oakville	DOFOLLOW
15	oakvillechamber.com	Member Directory	DOFOLLOW

BUILDING AUTHORITY

Real authority comes from local press, dental association listings, and partnerships with local family/health businesses. Review any low-quality links for potential disavow, then focus on earning mentions from Oakville, ON community organizations and healthcare directories.

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REAL COMPETITOR ANALYSIS

Five practices competing for the *same patients*.

We pulled the five nearest dental practices from Google, scraped each website, and ranked them on the same 100-point scale as your audit. Sample Dental Practice ranks #6 of 6 on overall score.

COMPARISON MATRIX

PRACTICE	SCORE	RATING	REVIEWS	PHOTOS	WEB TECH	SCHEMA	SSL
★ Sample Dental Practice sampledentalpractice.ca	38	—	—	—	—	—	—
Oakville Smile Centre oakvillesmile.ca	78	4.8★	312	24	92	✓	✓
Lakeshore Dental Group lakeshoredental.com	71	4.7★	198	18	85	✓	✓
Dr. Smith Family Dentistry drsmithdental.ca	64	4.6★	145	12	70	✓	✓
Bronte Village Dental brontedental.com	56	4.5★	87	8	60	✗	✗
Kerr Street Dentistry kerrstreetdentistry.ca	49	4.4★	62	5	55	✗	✓

WHERE COMPETITORS WIN

- All 5 competitors use schema markup — table stakes in your area
- 2 competitors have LocalBusiness schema with full geo coordinates and hours
- Competitors average 161 Google reviews each — review acquisition is critical here
- Competitors maintain an average 4.6★ rating — patient experience bar is high

WHERE YOU WIN

- + Your domain age and local presence are established (since 2008)
- + You have HTTPS while one competitor (Bronte Village) does not

ACTIONABLE GAPS

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CONTENT STRATEGY

Build pillars, not more *blog posts*.

10 content gaps identified. The recommendations below focus on building commercial-intent pillar pages that capture high-value patient searches.

RECOMMENDED PILLAR TOPICS

01	<p>Family Dentist Oakville</p> <p>The primary local search term for your practice type. Currently ranking on page 3 — with on-page improvements and authority building, a top-5 position is achievable within 4-6 months.</p> <p>target: family dentist Oakville</p>	720 VOL/MO
02	<p>Emergency Dentist Oakville</p> <p>High-urgency, high-conversion keyword. These searchers need a dentist immediately and will call the first practice they find. Your emergency page exists but is thin and lacks schema markup.</p> <p>target: emergency dentist Oakville</p>	590 VOL/MO
03	<p>Dental Implants Cost Oakville</p> <p>Cost-related queries signal strong buying intent. Creating a transparent pricing page with ODA fee guide references would capture bottom-of-funnel patients actively comparing providers.</p> <p>target: dental implants cost Oakville</p>	320 VOL/MO
04	<p>Invisalign Oakville</p> <p>High-value cosmetic service with strong local search demand. Your Invisalign page needs expansion with before/after content and a comparison to traditional braces.</p> <p>target: Invisalign Oakville</p>	480 VOL/MO
05	<p>Teeth Whitening Oakville</p> <p>Consistent demand for this cosmetic service. A dedicated page comparing in-office vs. take-home options would capture searchers in the comparison phase.</p> <p>target: teeth whitening Oakville</p>	260 VOL/MO
06	<p>Dentist Accepting CDCP Oakville</p> <p>Rapidly growing search term as the Canadian Dental Care Plan expands. Near-zero competition. First practice with a dedicated, optimised CDCP page in Oakville will dominate this term.</p> <p>target: CDCP dentist Oakville</p>	170 VOL/MO

CONTENT GAPS · WHAT COMPETITORS COVER THAT YOU DON'T

- CDCP (Canadian Dental Care Plan) landing page — rapidly growing search volume with near-zero competition in Oakville
 - All-on-4 / full-arch implant page — highest-revenue procedure (\$25K-\$40K/case) with minimal local competition
 - Dental crown and bridge pages as standalone content — currently merged into a general "restorations" page, diluting keyword relevance
 - Root canal treatment page — high-volume urgent procedure with no dedicated content
 - Night guards and TMJ/bruxism treatment — symptom-driven searches that drive consistent traffic
 - Patient financing and insurance explainer — the #1 pre-booking question for new patients
 - Multilingual service pages (Mandarin, Punjabi) — Oakville's diverse population searches in preferred languages
 - Blog or patient education section — no blog exists, missing all informational and long-tail keyword opportunities
 - Before and after gallery — competitors use visual proof to convert cosmetic patients; absence weakens conversion
 - Dental sedation options page — high-anxiety patients specifically search for sedation dentistry and will only book with practices that clearly offer it
-

EXISTING PAGES · PRIORITISED IMPROVEMENTS

PAGE	SUGGESTION
/	Homepage title tag is 82 characters and will be truncated. Rewrite to under 60 characters with "Dentist in Oakville" as the lead keyword. Add LocalBusiness schema markup with opening hours, address, and aggregate review rating. The H1 is generic — rewrite to include location and a differentiator.
/services/	At 186 words, this hub page is too thin to rank or pass meaningful link equity to child pages. Expand to 500+ words with service descriptions, trust signals, and internal links to each service page.
/services/dental-implants/	Add cost transparency (even ranges like "\$1,500-\$3,000 per implant") and a financing section. Create FAQ schema targeting "are dental implants covered by insurance Ontario" — a high-intent query that stalls decision-making.
/services/invisalign/	Add before/after content and explicitly mention your Invisalign provider tier if applicable. Include FAQ schema for "how much does Invisalign cost in Oakville" and "am I a candidate for Invisalign".
/services/emergency-dentistry/	Add symptom-based navigation ("Knocked out tooth", "Severe toothache", "Broken crown") with brief guidance under each. Include phone number in large text above the fold with Click-to-Call schema. State same-day availability hours explicitly.
/about-us/	Add individual dentist profiles with photos, credentials (RCDSO #, ODA membership), and specialisations. Google's E-E-A-T guidelines reward practitioner visibility on healthcare websites.
/contact-us/	Add an embedded Google Map, parking instructions, and transit directions. Include hours in structured format eligible for LocalBusiness schema. Add "What to bring to your first appointment" checklist to reduce inbound call volume.

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PAGE-BY-PAGE OPTIMISATIONS

Specific fixes for the 15 pages we crawled.

Each card carries the current title and meta on file, the recommended replacement, and the four most material observations from the crawl.

/		HIGH
TITLE · NOW	Sample Dental Practice Family Dentist Cosmetic Dentistry Oakville Ontario	
TITLE · REC	Dentist in Oakville, ON Sample Dental Practice	
META · NOW	Welcome to Sample Dental Practice. We provide comprehensive dental care for the whole family. Call us today to schedule your appointment!	
META · REC	Sample Dental Practice — family, cosmetic & emergency dental care at 123 Example St. Accepting new patients. Call (555) 000-0000.	
H1 · REC	Your Oakville Dentist — Family & Cosmetic Dental Care	
	<ul style="list-style-type: none"> · H1 is "Welcome to Sample Dental Practice" — generic, no keywords, no location signal for Google · Homepage has no LocalBusiness schema markup — missing rich result eligibility for hours, reviews, and address · 6 of 14 images missing alt text — each is a missed keyword signal and accessibility violation · No internal links to key service pages from the hero section — patients must navigate through menus to find services 	

/services/		HIGH
TITLE · NOW	Our Services Sample Dental Practice	
TITLE · REC	Dental Services in Oakville, ON Sample Dental Practice	
META · NOW		
META · REC	Explore dental services at Sample Dental Practice — family care, cosmetic dentistry, implants, orthodontics & emergency dentistry in Oakville, ON.	
H1 · REC	Dental Services in Oakville, ON	
	<ul style="list-style-type: none"> · Missing meta description entirely — Google will auto-generate one, typically producing a poor result · H1 is simply "Our Services" with no location or keyword signal · Only 186 words — classified as thin content by Google · No structured internal links to individual service pages 	

/services/dental-implants/**HIGH**

TITLE · NOW Dental Implants Oakville | Sample Dental Practice

TITLE · REC **Dental Implants in Oakville, ON | Cost & Options | Oakville Smiles**

META · NOW Get dental implants at Sample Dental Practice. Our experienced team provides high-quality implant solutions.

META · REC Dental implants starting from \$1,500 at Sample Dental Practice. Single implants, bridges & All-on-4 available. Book a free consultation — call (555) 000-0000.

H1 · REC Dental Implants in Oakville — Restore Your Smile Permanently

- No cost information on the page despite "dental implants cost Oakville" being a high-volume search
- Missing FAQ schema for common implant questions
- No mention of All-on-4 or full-arch options — a \$25K-\$40K revenue opportunity per case
- 2 images missing alt text including the hero image

/services/invisalign/**HIGH**

TITLE · NOW Invisalign Oakville | Clear Aligners | Sample Dental Practice

TITLE · REC **Invisalign in Oakville, ON | Sample Dental Practice**

META · NOW Straighten your teeth discreetly with Invisalign at Sample Dental Practice.

META · REC Invisalign clear aligners for teens & adults at Sample Dental Practice. See results in 6-18 months. Book a consultation — call (555) 000-0000.

H1 · REC Invisalign Clear Aligners in Oakville, ON

- No before/after imagery or results — the strongest conversion element for cosmetic treatments
- No mention of Invisalign provider tier (Preferred, Gold, etc.) which builds credibility
- Missing comparison content (Invisalign vs. braces) that captures decision-stage searchers
- Page is 312 words — expand to 600+ with treatment timeline, candidacy criteria, and FAQ

/services/teeth-whitening/

MED

TITLE · NOW Teeth Whitening | Sample Dental Practice

TITLE · REC Teeth Whitening in Oakville, ON | Sample Dental Practice

META · NOW Professional teeth whitening services at Sample Dental Practice.

META · REC Professional teeth whitening at Sample Dental Practice. In-office & take-home options. Brighter smile in one visit. Book today — call (555) 000-0000.

H1 · REC Professional Teeth Whitening in Oakville, ON

- H1 missing location keyword — add "Oakville" to capture local searches
- No differentiation between in-office and take-home options in the content structure
- Missing pricing context — even "starting from \$X" reduces phone-call friction
- No social proof or patient testimonials on this conversion-focused page

/services/emergency-dentistry/

HIGH

TITLE · NOW Emergency Dentist Oakville | Sample Dental Practice

TITLE · REC Emergency Dentist in Oakville | Same-Day Appointments Available

META · NOW Need an emergency dentist in Oakville? Contact Sample Dental Practice for urgent dental care.

META · REC Emergency dentist in Oakville — same-day appointments for toothaches, broken teeth & dental trauma. Call (555) 000-0000 now.

H1 · REC Emergency Dentist in Oakville — Same-Day Care Available

- No symptom-based navigation — patients in pain search by symptom, not by service name
- Phone number not prominently displayed above the fold with Click-to-Call markup
- Missing same-day availability hours — the key differentiator for emergency searches
- No schema markup for EmergencyService type

/services/family-dentistry/

MED

TITLE · NOW Family Dentistry Oakville | Sample Dental Practice

TITLE · REC **Family Dentist in Oakville, ON | Sample Dental Practice**

META · NOW Comprehensive family dental care in Oakville.

META · REC **Sample Dental Practice — trusted family dentist in Oakville, ON. Check-ups, cleanings & dental care for all ages. New patients welcome. Call (555) 000-0000.**H1 · REC **Family Dentist in Oakville — Care for Every Age**

- Meta description is only 45 characters — far below the 150-160 character optimal range
- No mention of specific services included under family dentistry (cleanings, X-rays, fillings)
- Missing age-specific content sections for children, adults, and seniors
- 428 words — borderline thin; expand with FAQs targeting "how often should I see a dentist"

/about-us/

MED

TITLE · NOW About Us | Sample Dental Practice

TITLE · REC **About Sample Dental Practice | Meet Our Dentists**

META · NOW Learn about Sample Dental Practice and our team of experienced dentists.

META · REC **Meet the dentists at Sample Dental Practice in Oakville, ON. Experienced, caring team providing quality dental care since 2010.**H1 · REC **About Sample Dental Practice**

- No individual dentist profiles with photos, credentials, or RCDSO registration numbers
- Missing E-E-A-T signals that Google values highly for healthcare websites
- No team photos — patients want to see who will be treating them before they book
- No mention of continuing education, professional memberships, or specialisations

/services/sedation-dentistry/

MED

TITLE · NOW	Sedation Dentistry Sample Dental Practice
TITLE · REC	Sedation Dentistry in Oakville Anxiety-Free Dental Care
META · NOW	We offer sedation dentistry for anxious patients.
META · REC	Sedation dentistry at Sample Dental Practice — nitrous oxide & oral sedation for anxiety-free dental care in Oakville, ON. Call (555) 000-0000.
H1 · REC	Sedation Dentistry in Oakville — Comfortable, Anxiety-Free Care
	<ul style="list-style-type: none"> · Contains "guaranteed pain-free" — an RCDSO compliance violation; remove immediately · Does not specify which sedation types are offered (nitrous oxide, oral, IV) · Missing candidacy information for anxious patients — the primary audience for this page · No reassurance-focused content addressing common dental anxiety concerns

/contact-us/

LOW

TITLE · NOW	Contact Us Sample Dental Practice
TITLE · REC	Contact Sample Dental Practice Book an Appointment
META · NOW	Contact Sample Dental Practice for appointments and inquiries.
META · REC	Book an appointment at Sample Dental Practice — 123 Example St, Oakville, ON. Open Mon-Sat. Call (555) 000-0000 or book online.
H1 · REC	Contact Sample Dental Practice
	<ul style="list-style-type: none"> · No embedded Google Map — a basic expectation for dental practice contact pages · Missing parking instructions and transit directions · Hours not in structured format eligible for schema markup · No "What to bring to your first appointment" section

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METHODOLOGY & SOURCES

How this report was built.

Every recommendation in the report is tied back to one of the data sources below. Nothing is volunteered without a measurable signal behind it.

DATA SOURCES

Website Speed Analysis	Real-time performance scores for desktop and mobile, including Core Web Vitals.
Search Authority Analysis	Keyword rankings, backlink profile, domain authority, and competitor benchmarking.
Local Presence Check	Google Business Profile presence, reviews, hours, photos, and verification status.
Deep Website Crawl	15 pages analysed for on-page SEO, internal links, and structured data.
Regulatory Compliance Scan	Ontario dental advertising regulation checks against RCDSO guidelines.
Expert Editorial Review	AI-assisted executive summary, content strategy, and prioritised action plan.
Directory Verification	8 Canadian healthcare and business directories checked.

SCORING MODEL

The composite Overall score weights desktop performance (25%), mobile performance (35%), on-page health (20%), citation coverage (10%), and regulatory compliance (10%). Backlink and authority signals modify the score by ± 10 once a baseline of 25 referring domains is reached.

CRAWL ENVELOPE

Up to 20 pages per audit, prioritised by sitemap position and inbound link count. Pages behind authentication, with noindex, or returning 4xx/5xx are excluded from on-page scoring but flagged in the architecture summary.

QUESTIONS?

hello@siteauditr.ai

We're happy to help.

REPORT · NO. SAMPLE
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