Dentformatics
DENTAL EXPERTISE. DIGITAL POSSIBILITIES.

FREE GUIDE FOR DENTAL PRACTICE OWNERS

The Dental SEO Checklist: *40 steps* to get your practice found, trusted and booked

A practical, dentist-written checklist covering Google Business Profile, your website, treatment pages, reviews and tracking, with templates and a 90-day plan.

Google Business Profile | Website & speed | Treatment pages | Reviews | Local links | Tracking

Dr. Mehmood Asghar, BDS, PhD
Dentist and dental content & SEO specialist

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START HERE

How to use this checklist

Most new patients choose a dentist the same way: they search, look at the map results, read a few reviews and tap “Call”. SEO is how you make sure that practice is yours.

I’m a dentist who also writes and optimises content for dental practices. These are the 40 points I check when I review a practice’s online presence, grouped into seven areas and ordered by impact within each area. You don’t need to be technical: most items take under an hour, and the rest you can hand to your web team with this document.

Reading each item

High	Biggest effect on calls and rankings. Do these first.
Medium	Clear benefit once the high-priority items are done.
Low	Worth doing; smaller or slower effect.
DIY	You or your practice manager can do it.
Help	Best handed to your web developer or SEO support.

Quick start: five things this month

1. Claim, verify and complete your Google Business Profile (items 1–6).
2. Ask every happy patient for a Google review with a direct link (item 28).
3. Give each major treatment its own page (item 16).
4. Make sure your site loads fast on a phone (items 9–10).
5. Keep your name, address and phone identical everywhere (item 33).

YOUR FIRST 90 DAYS

Weeks 1–2	Complete Google Business Profile (1–8). Fix name, address and phone everywhere (33). Set up Search Console and GA4 (37).
Weeks 3–4	Start the review routine (28–31). Fix mobile and speed issues (9–12). Submit the sitemap (15).
Month 2	Build or rewrite your top three treatment pages (16–21). Add author details and schema (14, 22).
Month 3	Publish your first patient articles (25–26). Start local link-building (35). Review results with the tracker (39–40).

Map visibility often improves within weeks; rankings for competitive treatments such as implants usually take three to six months of consistent work.

01 Google Business Profile

8 POINTS

Your Business Profile powers the map results that often appear above ordinary website results for searches like “dentist near me”. For most practices, this is the fastest win.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 1	**Claim and verify your profile** Go to business.google.com, find or create your practice and complete verification. Keep one profile per location. Dentists who see patients under their own name may also have an individual practitioner profile.	High 30 min DIY
☐ 2	**Set “Dentist” as the primary category** Add secondary categories only where they reflect what you actually offer, e.g. Cosmetic dentist, Pediatric dentist, Emergency dental service, Orthodontist.	High 10 min DIY
☐ 3	**Use your real practice name** Write the name exactly as it appears on your signage. Adding keywords (“Smile Dental – Best Implants City”) breaks Google’s guidelines and risks suspension.	High 5 min DIY
☐ 4	**Check address, phone and website link** Use a local phone number. Add tracking to the website link (?utm_source=google&utm_medium=organic&utm_campaign=gbp) so Analytics shows visits from your profile separately.	Medium 15 min DIY
☐ 5	**Add hours, holiday hours and an appointment link** Update special hours before every public holiday. Inaccurate hours are one of the most common reasons for poor reviews.	High 15 min DIY
☐ 6	**List every service and the relevant attributes** Add each treatment with a short plain-language description. Tick attributes that apply, such as wheelchair-accessible entrance or parking.	Medium 45 min DIY
☐ 7	**Upload real photos and add more every month** Exterior and entrance (so patients find you), reception, treatment rooms, equipment and team. No stock images.	Medium 30 min DIY
☐ 8	**Post an update twice a month** Share a new service, a team member, an oral-health tip or a seasonal reminder. Regular posts show the profile is actively managed.	Low 15 min each DIY

02 Website foundations

7 POINTS

Your website has to load fast, work on a phone and make contacting you effortless. These items are mostly technical, so share this page with your web developer.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 9	**Test every key page on your own phone** Text readable without zooming, buttons easy to tap, no content cut off, no pop-ups covering the page.	High 30 min DIY
☐ 10	**Pass Core Web Vitals** Targets: Largest Contentful Paint under 2.5 s, Interaction to Next Paint under 200 ms, Cumulative Layout Shift under 0.1. Test free at pagespeed.web.dev. Compress images to WebP and enable caching.	High 2–4 h Help
☐ 11	**Use HTTPS and one version of your domain** Pick www or non-www and redirect the other to it, so Google sees one site rather than duplicates.	High 30 min Help
☐ 12	**Put click-to-call and “Book” at the top of every page** On mobile, the phone number should dial when tapped. A sticky header keeps both visible while scrolling.	High 1 h Help
☐ 13	**Write a unique title and meta description per page** Titles under ~60 characters, descriptions around 150. Include the treatment and location, e.g. “Dental Implants in [Town] | [Practice]”.	Medium 1–2 h DIY
☐ 14	**Add Dentist schema markup** Structured data stating your practice name, address, phone, hours and location. SEO plugins such as Rank Math or Yoast can add it. Check it with Google’s Rich Results Test.	Medium 1 h Help
☐ 15	**Submit your sitemap and check indexing** Submit the sitemap in Google Search Console. Make sure important pages are not set to noindex or blocked in robots.txt.	High 20 min DIY

03 Treatment and location pages

6 POINTS

Patients search for treatments, not for “services”. Each treatment page should answer the questions you hear in the chair and lead straight to booking.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 16	**Create one page per major treatment** Implants, aligners, root canal treatment, whitening, veneers, crowns, children’s dentistry and emergency care each need their own page. One “Services” page cannot rank for all of them.	High Ongoing DIY/Help
☐ 17	**Answer what patients actually ask** Does it hurt? How long does it take? What affects the cost? How long will it last? What are the alternatives? What happens afterwards?	High 2 h per page DIY
☐ 18	**Show the process step by step** Consultation, treatment, aftercare, follow-up. Use photos of your own clinic and team. Anxious patients book when they know what to expect.	Medium 1 h per page DIY
☐ 19	**Add clear location signals** Mention your town naturally in headings and text, embed a map, and add directions and parking. If you have several branches, give each its own page.	Medium 1 h DIY
☐ 20	**Link pages together** Link blog articles to the relevant treatment pages, and treatment pages to related treatments (e.g. extraction to implants).	Medium 1 h DIY
☐ 21	**End every page with one clear next step** Call, book online or send a question. One main call to action per page works better than five competing ones.	High 15 min per page DIY

04 Content, trust and compliance

6 POINTS

Google treats health content as “Your Money or Your Life” and looks for clear Experience, Expertise, Authoritativeness and Trust (E-E-A-T). This is where a dentist has an advantage over generic agency content.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 22	**Show who wrote or reviewed each page** Add the dentist’s name, qualifications, a short bio linked to a full profile page, and a “clinically reviewed on [date]” line.	High 1 h DIY
☐ 23	**Cite reputable sources for clinical claims** Link to national dental associations, health services (e.g. the NHS) or peer-reviewed research rather than other practices’ blogs.	Medium Ongoing DIY
☐ 24	**Follow your regulator’s advertising rules** Avoid guaranteed outcomes and unverifiable superlatives (“painless”, “best in the city”). Get written consent for before-and-after photos. Check your licensing body, e.g. the GDC (UK), your state dental board (US) or the PM&DC (Pakistan).	High 1 h review DIY
☐ 25	**Write answer-first** Under each question heading, give a direct two-to-three-sentence answer before the detail. This helps featured snippets and Google’s AI Overviews quote you.	Medium Ongoing DIY
☐ 26	**Publish two patient articles a month** Turn chairside questions into articles: “Is a cracked tooth an emergency?”, “How long does numbness last after a filling?”. Link each to a treatment page.	Medium 3 h per article DIY/Help
☐ 27	**Review and update pages every year** Refresh prices, techniques, photos and the review date so content stays accurate.	Low Half a day/yr DIY

05 Reviews and reputation

5 POINTS

Review count, rating and recency all influence map rankings, and they are often the deciding factor for a new patient choosing between two practices.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 28	**Build a routine for asking** Send a direct review link by SMS or email within 24 hours of the visit, and ask in person at the front desk. Template on page 9.	High 1 h setup DIY
☐ 29	**Never offer incentives or filter who gets asked** Discounts or gifts for reviews, and inviting only happy patients (“review gating”), both break Google’s policies.	High — DIY
☐ 30	**Reply to every review** Thank positive reviewers. Respond to negative ones calmly, briefly and without arguing, and offer to talk offline.	Medium 10 min/week DIY
☐ 31	**Keep replies confidential** Never confirm someone is a patient or mention their treatment, even if they did. In the US, HHS has fined dental practices under HIPAA for review replies. Safe templates on page 9.	High — DIY
☐ 32	**Show real reviews on your website** Display or embed genuine Google reviews near your booking buttons. Never write or edit testimonials yourself.	Low 30 min Help

06 Citations and local links

4 POINTS

Consistent listings confirm to Google that your practice details are correct. Links from genuine local sources build authority.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 33	**Audit your name, address and phone (NAP)** Check they are identical on your website, Google, Apple Business Connect, Bing Places, Facebook and Instagram. Fix old addresses and numbers.	High 1–2 h DIY
☐ 34	**List in relevant health directories** Choose the ones patients use in your country, e.g. Healthgrades or Zocdoc (US), the NHS service finder (UK), or local health platforms such as Marham or oladoc (Pakistan).	Medium 2 h DIY
☐ 35	**Earn local links** Sponsor a school or sports team, give oral-health talks, offer expert comments to local media, partner with nearby pharmacies, gyms or care homes.	Medium Ongoing DIY
☐ 36	**Avoid paid link schemes** Cheap “1,000 backlinks” packages can trigger penalties. Review the Links report in Search Console occasionally for anything suspicious.	Low 15 min/quarter DIY

07 Tracking and results

4 POINTS

Traffic is not the goal; new patients are. Set up tracking once, then check the numbers monthly using the tracker on page 10.

#	ACTION AND HOW TO DO IT	PRIORITY / TIME / WHO
☐ 37	**Set up Google Search Console and Google Analytics 4** Search Console shows which searches find you and any indexing problems. GA4 shows what visitors do on your site.	High 1 h Help
☐ 38	**Track calls, forms and booking clicks as conversions** Mark phone-link taps, enquiry-form submissions and booking-button clicks as key events in GA4.	Medium 1–2 h Help
☐ 39	**Review Business Profile performance monthly** Note calls, direction requests and website clicks from your profile, and which searches showed it.	Medium 15 min/month DIY
☐ 40	**Ask every new patient how they found you** Add the question to your registration form or front-desk script. It connects your SEO work to real bookings.	Medium 15 min setup DIY

COPY AND ADAPT

Templates

REVIEW REQUEST · SMS (SEND WITHIN 24 HOURS)

Hi [first name], thank you for visiting [Practice] today. If you have a minute, a short Google review helps other patients find us: [review link]. Thank you! – [Name], [Practice]

REVIEW REQUEST · EMAIL

Subject: How was your visit to [Practice]?

Dear [first name], thank you for choosing [Practice]. We'd be grateful if you could share your experience in a short Google review: [review link]. Your feedback helps us improve and helps others choose a dentist with confidence. Kind regards, [Name]

REPLY TO A POSITIVE REVIEW

Thank you for taking the time to leave a review, [first name]. We're glad to hear it. – The [Practice] team

Keep it general. Don't mention any treatment, even if the reviewer did.

REPLY TO A NEGATIVE REVIEW (CONFIDENTIALITY-SAFE)

Thank you for your feedback. We take every comment seriously, but to protect privacy we can't discuss individual circumstances here. Please contact our practice manager, [Name], on [phone/email] so we can talk this through directly.

Don't confirm the person is a patient, and don't argue in public.

TREATMENT PAGE OUTLINE

1. Headline: [Treatment] in [Town] · 2. Two-sentence answer: what it is and who it's for · 3. Benefits and alternatives · 4. The process, step by step · 5. Does it hurt? Recovery and aftercare · 6. What affects the cost · 7. FAQs · 8. Dentist profile and review date · 9. Book or ask a question

MEASURE WHAT MATTERS

Monthly results tracker

Fill this in at the start of each month. Calls, enquiries and new patients matter more than traffic.

Month	Profile calls	Website enquiries	New reviews	Avg. rating	Search clicks (Search Console)	New patients from search
Month 1						
Month 2						
Month 3						
Month 4						
Month 5						
Month 6						

SCORE YOURSELF

How many of the 40 boxes did you tick?

0–15	**Foundations missing.** Patients are likely finding competitors first. Start with the quick-start list and the high-priority items.
16–30	**A solid base.** Focus on treatment pages, reviews and tracking to turn visibility into bookings.
31–40	**Strong position.** Keep publishing, keep reviews coming, and review your results monthly.

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WANT A SECOND PAIR OF EYES?

Get your practice reviewed by a dentist who does SEO

I review dental websites and Google Business Profiles against this checklist and send back a prioritised list of fixes, written by someone who understands both the dentistry and the search side.

SERVICES

Dental SEO
Dental content writing
Dental website design
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