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LOCAL SEO FOR DENTISTS

3 map-pack ranking factors you can fix this week

The 3 practices Google shows on the map get most of the "dentist near me" calls.

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HOW THE MAP PACK WORKS

Google ranks it on three things

- **Relevance:** does your profile match what the patient searched?
- **Distance:** how close you are to the searcher.
- **Prominence:** how trusted you are: reviews, links, mentions.

> You can't move your practice. You **can** fix relevance and prominence, starting this week.

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1

RELEVANCE

Complete your Google Business Profile

- Primary category: **Dentist** (or your true specialty)
- Every treatment added as a **service**, in patients' words
- Current hours, including holidays
- Real photos: outside, reception, team

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2

PROMINENCE

Make your name, address and phone match everywhere

- Google profile, website footer, Facebook, Apple Maps, Bing, dental directories
- Same spelling, same number, same format
- Fix old addresses after a move

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3

PROMINENCE

Build a steady flow of genuine reviews

- Ask **every** satisfied patient, with a link or QR code
- A steady pace beats one big burst
- Reply to every review, and never confirm treatment details

DON'T DO THIS

Mistakes that can get a listing suspended

- Keywords in your business name ("Best Dentist Implants City")
- Buying reviews or trading discounts for them
- Duplicate profiles for the same practice
- Anyone promising "guaranteed #1 in the map pack"

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YOUR CHECKLIST FOR THIS WEEK

Save this slide

- Check primary + secondary categories
- Add every treatment as a service
- Update hours and photos
- Compare name, address & phone on 5 sites
- Put a review link or QR code at reception
- Reply to every unanswered review

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WANT THE FULL GUIDE?

7 local SEO fixes for dental practices

Categories, reviews, service pages, schema, local links, and how long it really takes.

Link in the first comment ↓

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DM me "AUDIT" for a quick look at your profile