PREPARED FOR EXAMPLE FAMILY DENTAL · 3 DENTISTS · OCT 2026

Patients are looking for you. Your ads and website are losing some of them.

We checked your website, Google profile, reviews, directory listings and the ads you run today, then sized up the 9 general offices near you. Here is what we found, what it means, and what we would fix first.

AT A GLANCE

22%
of your Google ad clicks come from people searching for dental jobs or dental school

6.8s
for your website to load on a phone. Most people leave after 3

3 of 9
nearby neighborhoods where you show up in the top 3 on the Google map

What's inside

1. What we found, in six areas
2. The offices near you
3. Can new patients find you on Google?
4. Ads you're up against
5. What we'd fix first, and how fast

Where this comes from

Your public website, Google profile and reviews, 40 directory listings, Google map searches from 9 spots around your office, and the Google and Facebook ad libraries. Nothing from your patient records.

How to read the status on each finding

FIX FIRST
Costing you patients or money today. We start here.

FIX
Holding you back. Quick to fix once the first ones are done.

BUILD ON IT
Working for you. We keep it and grow it.

This is an example report. The practice, competitors and numbers are made up to show what you get.

What we found

Six areas, each with a plain finding and what to do about it. Two are costing you patients today.

Google Ads

FIX FIRST

You spend about $1,850 a month. 22% of clicks came from searches like “dental assistant jobs” and “dental school near me”, so about $400 a month buys clicks from people who will never book.

WHAT TO DO Block job and school searches, and move that money to implant and emergency searches.

Website

FIX FIRST

Takes 6.8 seconds to load on a phone. The booking button sits below the first screen, and there is no page about implants, your highest value service.

WHAT TO DO A new site built for phones, with booking at the top and a page for each major service.

Google profile

FIX

4 of your 11 services are listed. No holiday hours. The newest photo is 14 months old.

WHAT TO DO List every service, add holiday hours, and post fresh photos of the office and team every month.

Listings

FIX

An old phone number shows on 6 directories, including Yelp and Apple Maps. Callers using them reach a number that no longer rings.

WHAT TO DO Correct all 6 and keep the other 34 in sync.

Reviews

FIX

4.6 stars from 212 reviews, a solid base. 38 reviews this year have no reply, including 5 of the 7 below 4 stars.

WHAT TO DO Reply to every review within a day, and ask happy patients by text after their visit.

Map visibility

BUILD ON IT

You show up in the top 3 on the Google map in 3 of 9 neighborhoods around you, all close to the office.

WHAT TO DO Keep it, and grow it outward with the profile and review fixes above.

The offices near you, within 3.5 miles

9 other general dental offices. 6 are independent and 3 are owned by a DSO, a company that owns many offices. Sorted by Google review count.

OFFICE	DISTANCE	WHO OWNS IT	RATING	REVIEWS	GOOGLE ADS, WHAT THEY PUSH	FACEBOOK AND INSTAGRAM
Competitor A	1.2 mi	DSO	4.8	540	Implants, Invisalign	3 running
Competitor B	0.8 mi	Independent	4.7	310	None	New patient special
Example Family Dental		**You**	**4.6**	**212**	**General dentistry**	**None**
Competitor C	2.1 mi	Independent	4.9	128	None	None
Competitor D	1.6 mi	DSO	4.3	121	Emergency, implants	2 running
Competitor E	2.4 mi	Independent	4.8	96	Invisalign	None
Competitor F	1.9 mi	Independent	4.9	74	None	None
Competitor G	2.8 mi	DSO	4.2	61	Implants	1 running
Competitor H	3.0 mi	Independent	4.7	44	None	None
Competitor I	3.3 mi	Independent	5.0	19	None	None

WHAT IT MEANS

4 of your 9 neighbors advertise on Google, mostly for implants and Invisalign. Only Competitor D mentions emergencies, and its ads stop at 6 pm. Evening and weekend emergency searches are open ground for your budget.

REVIEWS

Competitor A has 2.5 times your reviews and gets about 20 new ones a month, against your 6. Replying and asking after each visit is how you close that gap.

Can new patients find you on Google?

Most people pick from the top 3 offices on the Google map. We searched “dentist” from 9 spots around your office to see where you land.



3 of 9
spots where you're top 3. Competitor A is top 3 in 7.

#4
on Google for “dentist” plus your town. A listing site is #1.

Not found
on page 1 for “dental implants” plus your town.

Close to the office you lead. A mile north or southeast you drop to #12 and #14, where Competitor A and Competitor D take the top spots. A complete Google profile and steady new reviews are what usually moves this.

YOUR WEBSITE, 3 OF 7 BASICS MISSING

- Secure connection (the lock icon)
- Your town in the title Google shows
- The short summary Google shows under your link
- A clear main headline
- The hidden tag that tells Google you're a dentist and where you are
- Online booking near the top of the page
- A page about implants

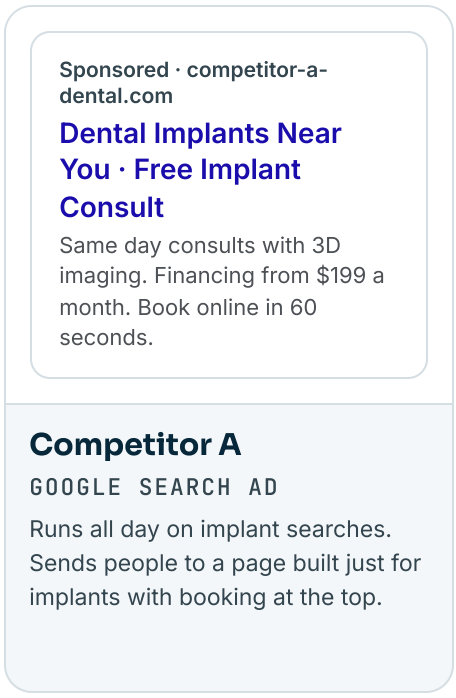
PHONE SPEED

OFFICE	LOAD TIME	SCORE
You	**6.8 s**	**38**
Competitor A	2.1 s	91
Competitor B	3.4 s	74
Competitor C	2.9 s	80

Google's own phone test, 100 is best. Every second past 3 loses visitors before they see your number.

Ads you're up against

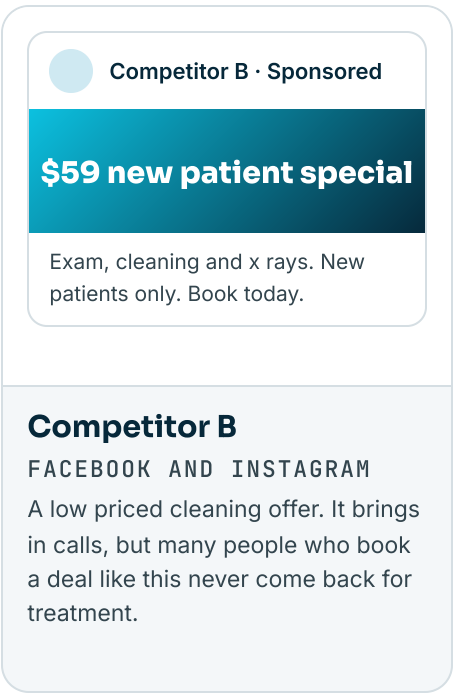
The ads your neighbors are running right now, and your own, with what each one is really doing.



Competitor A

GOOGLE SEARCH AD

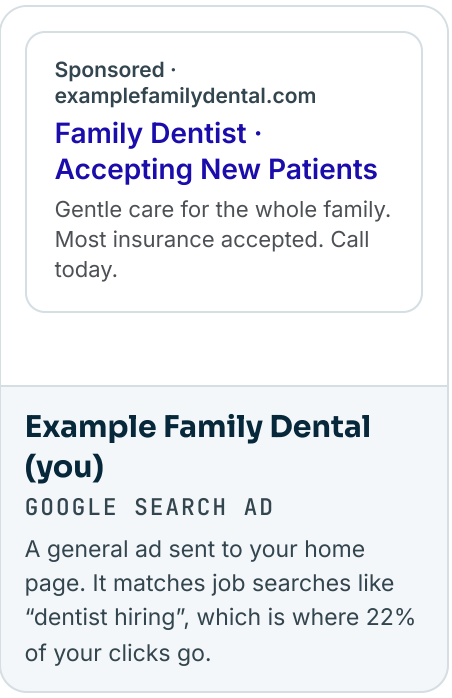
Runs all day on implant searches. Sends people to a page built just for implants with booking at the top.



Competitor B

FACEBOOK AND INSTAGRAM

A low priced cleaning offer. It brings in calls, but many people who book a deal like this never come back for treatment.



Example Family Dental (you)

GOOGLE SEARCH AD

A general ad sent to your home page. It matches job searches like “dentist hiring”, which is where 22% of your clicks go.

THE OPENING

Nobody near you advertises for emergency visits after 6 pm or on weekends, and nobody has a page for same day crowns. Those are people ready to book now, and they're not being asked.

In a real report these are screenshots from the Google and Meta ad libraries. The examples here are written for this sample.

What we'd fix first, and how fast

In order of what costs you the most today. The times are the turnaround we commit to once we have access to your accounts.

1. **Block job and school searches in Google Ads, and move the budget to implant and emergency searches** — 24 hrs
   About $400 a month stops going to people who will never book.

2. **Fix the 6 listings with the old phone number** — 24 hrs
   Everyone who finds you on Yelp or Apple Maps reaches a phone that rings.

3. **Complete the Google profile and reply to the 38 open reviews** — 24 hrs
   All 11 services, holiday hours, new photos, and a reply on every review.

4. **Launch an evening and weekend emergency landing page and ads** — 24 hrs
   Goes after the searches nobody near you is answering.

5. **New website built for phones, with booking at the top and an implants page** — 7 days
   Under 3 seconds on a phone, every basic on page 4 covered.

Next: your 30 minute review call

We walk you through this report, answer your questions, and give you our recommendation: what to fix, in what order, and what it would take. Keep the report either way.

Optional production reporting. Connect your practice management system to see the patients and production your marketing brings in. HIPAA-compliant connection, BAA included.