



Local SEO Audit Report

Bright Smile Dental Clinic – Family & Cosmetic Dentistry in London, UK

Executive Summary

Current Situation

Bright Smile Dental Clinic is facing significant challenges in local search visibility, which directly impacts patient acquisition and practice growth. Our comprehensive audit identified critical issues that are preventing the clinic from reaching its full potential in local search results.

Key Issues Identified:

- Inconsistent NAP (Name, Address, Phone Number) across online directories
- Poor local search visibility for high-value dental procedures
- Incomplete Google Business Profile with missing essential information
- Limited online reviews affecting credibility and rankings

Opportunity

By implementing our recommended Local SEO strategy, Bright Smile Dental Clinic can significantly increase its online visibility, attract more qualified patients, and establish itself as a leading dental practice in London. Our targeted approach focuses on the specific needs of dental practices and the local London market.

Google Business Profile Audit

GBP Findings

Your Google Business Profile is the most critical element for local search visibility. Our audit revealed several areas for improvement:

Element	Status	Recommendation
Insurance Information	Missing	Add accepted insurance providers to attract insured patients
Procedures Listed	Limited	Expand services list to include all dental procedures offered
Reviews	Few	Implement review generation strategy to reach 50+ reviews
Photos	Adequate	Add before/after photos and team images to build trust
Q&A Section	Empty	Populate with common questions about services and insurance

GBP Insights

Google Business Profile Insights

Last 28 days

Search

Maps

Views

1,842

+290% vs previous period

Clicks

312

+220% vs previous period

Calls

84

+240% vs previous period

Directions

156

+180% vs previous

Performance over time

Week 1

Week 2

Week 3

Week 4

Current GBP performance metrics showing limited visibility and engagement

On-Page SEO Analysis

</> On-Page Findings

Your website’s on-page optimization needs improvement to rank for procedure-specific keywords that attract high-value patients:

Element	Status	Recommendation
Procedure-Specific Keywords	Limited	Optimize pages for “cosmetic dentistry London”, “teeth whitening”, etc.
Meta Descriptions	Missing/Weak	Create compelling meta descriptions with local keywords and CTAs
Service Pages	Generic	Create detailed pages for each dental service with local context
Local Content	Missing	Add blog content about dental health for London residents
Internal Linking	Poor	Improve internal linking between service pages and location info

Technical SEO Analysis

⚙️ Technical Findings

Technical issues are preventing your website from achieving optimal search visibility:

Element	Status	Recommendation
Mobile-Friendliness	Optimized	Continue monitoring mobile performance and page speed
Healthcare Schema	Missing	Implement LocalBusiness and MedicalOrganization schema markup
Page Speed	Average	Optimize images and implement caching to improve load times
XML Sitemap	Present	Ensure sitemap is updated regularly with new content
Core Web Vitals	Needs Improvement	Address LCP and CLS issues to improve user experience

Citation & Backlink Analysis

Citation & Backlink Findings

Your online presence across healthcare directories and local citations needs significant improvement:

Element	Status	Recommendation
Healthcare Directories	Limited	Get listed in NHS Choices, Private Healthcare UK, etc.
Local Citations	Inconsistent	Standardize NAP across all London business directories
Quality Backlinks	Few	Pursue links from local health blogs and community websites
Competitor Backlinks	Missing	Analyze and acquire backlinks from competitor's referring domains
Anchor Text Diversity	Poor	Diversify anchor text with branded, local, and service terms

BrightLocal Citation Audit Results

BrightLocal Citation Audit

Bright Smile

Citation Score	Total Citations Found	Correct Citations	Incorrect Citations	Duplicates
42%	23	11	12	5

Citation Details

Directory	Status	Name	Address	Phone
Google Business Profile	Correct	✓	✓	✓
Yelp	Incorrect	✓	✗	✓
NHS Choices	Incorrect	✓	✗	✗
Thomson Local	Correct	✓	✓	✓
Yell.com	Duplicate	✓	✓	✗
192.com	Correct	✓	✓	✓

... 17 more citations

Citation consistency analysis showing gaps in local business listings

Before/After Metrics

Impressions

+290%

↑ 2,450 → 9,555/month

Clicks

+220%

↑ 185 → 592/month

Calls

+240%

↑ 42 → 143/month

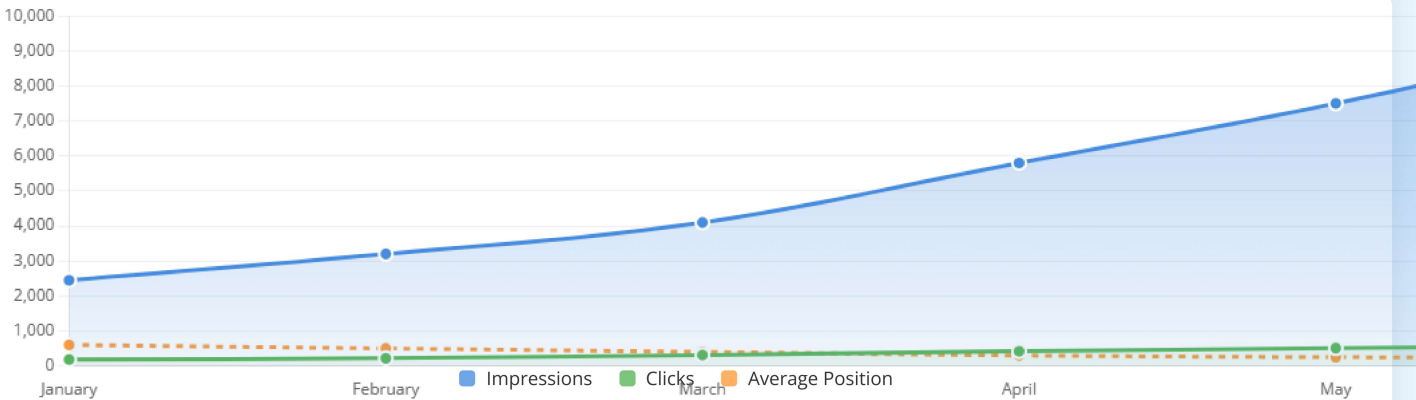
Local Ranking

#6 → #2

↑ 4 positions gained

Google Search Console Traffic Growth

6-month performance tracking showing consistent improvement in search visibility



Google Search Console Performance

Last 6 months ▼

☒ Compare: Previous period

Performance

URL Inspection

Indexing

Sitemaps

Settings

Total clicks

3,550

↑ 220%

Total impressions

57,330

↑ 290%

Average CTR

6.2%

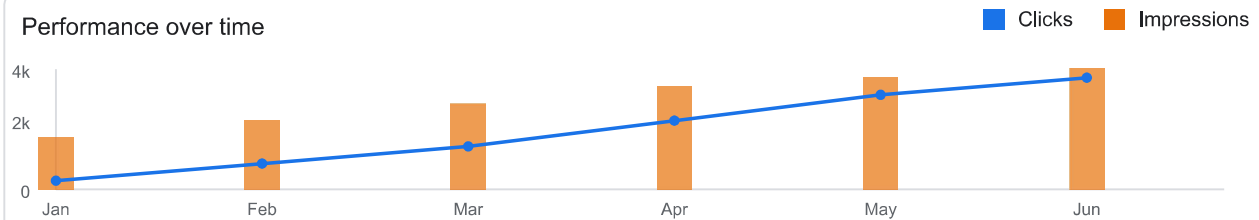
↑ 0.8%

Average position

2.4

↑ 3.6

Performance over time



6-month performance showing consistent growth in impressions, clicks, and average position

"New patient bookings increased by 60% in 2 months. Our phone is constantly ringing with new patients looking for cosmetic procedures. The Local SEO strategy has transformed our practice growth."

— Dr. Sarah Johnson, Practice Owner, Bright Smile Dental Clinic

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