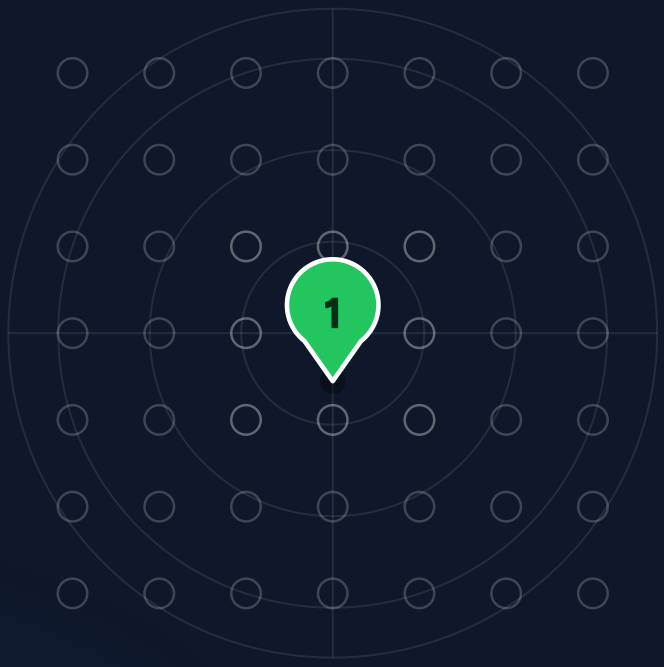
LOCAL SEARCH HEALTH REPORT

How patients find you today, and what to do about it

Periodontics & Implants Practice

North Dallas, TX · https://practice-website.example



“periodontist [city] tx” · measured at your address. The full grid around the practice is measured at kickoff.

- Top 3 (in the map pack)
- 4-10
- 11+ or not in the top 20
- Not measured yet



LOCAL SEARCH HEALTH SCORE

Fair

Solid base with clear gaps that are costing you patients.

Map-pack position, “periodontist [city] tx”	**#1**
Google reviews (top competitor)	**97 (620)**
Local searches a month for your services	**677**
One map-pack position is worth (estimate)	**$2,280/mo**

Local Search Health Report · Periodontics & Implants Practice

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Audit date 2026-09-17. Every section starts on its own page; the page numbers link to it.

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How to read the colours

- **Green** means improved, or in the map pack. Nothing else.
- **Red** marks a problem, or a place where patients do not see you.
- **Amber** is a warning: worth fixing, not urgent.
- **Blue** is our note or recommendation.
- **Grey** means not measured, pending, or no change.

Where the numbers come from

- Google Business Profile, Maps and search data pulled on 2026-09-17.
- Website checks from a crawl of practice-website.example and Google PageSpeed.
- AI answers from the assistants named in section 06, each prompt run 3 times.
- Figures marked as estimates are planning ranges, not promises.

01

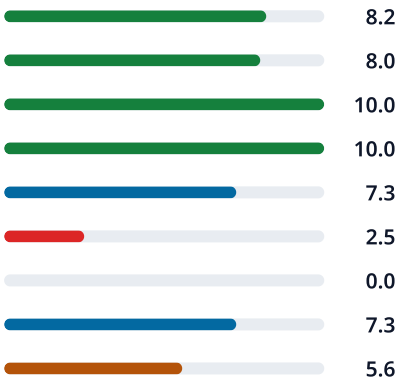
The one-page summary

If you read nothing else, read this page.

Local search health score	Map-pack position	Google reviews vs top competitor	AI prompts naming you
77 /100 Fair	**#1** in the map pack	**97** -523 vs top competitor	**not measured** pending
Fair: weighted across the audit blocks	for "periodontist [city] tx" at your address; top 3 on 3 of 3 searches	vs 620 for Competitor A	prompt run pending for 10 prompts

Fair · 77/100

Solid base with clear gaps that are costing you patients.



The three problems on the right account for most of the gap; the plan on page 10 closes them in order.

What this is worth

$2,280 / month, planning estimate

10,470 searches in the Dallas-Fort Worth area × 6.5% trade-area share = **677** local searches × 8% (one map-pack position) = 54.2 visits × 7% who call or book = 3.8 new patients × $600 = **$2,280**

Trade area: 6 cities within about 10 miles (494,189 of 7,637,387 people, US Census Bureau, 2020 Census (city and metropolitan-area counts)). Patient value: planning default; ask the practice for its own figure.

Planning estimate, not a promise: searches in your trade area only, one map-pack position (8% click share), 7% of visitors calling or booking.

The three biggest problems

1 Booking/appointment link set

appointment link not found

Why it matters: Without a booking link, patients who are ready to book from the map have to go looking for how to do it, and some give up.

What we'd do: Add the online booking link to the profile's Appointment URL.

2 Review count and average vs top 3 competitors

you: 97 @ 4.9; competitors: [620, 513, 123] @ [4.9, 5, 4.9]

Why it matters: Patients compare review counts side by side in the map pack, and the practices with more reviews win most of the calls.

What we'd do: Start a review-request routine after each visit (SMS + email, no gating) and answer every review.

3 Provider bio with Person schema (medicalSpecialty, alumniOf, memberOf)

0/0 provider pages

Why it matters: AI assistants and Google look for structured facts about the people who treat patients.

What we'd do: Add provider bio pages with Person schema: credentials, school, memberships.

What we propose

Growth tier · $1,500-2,500/mo

Plus a one-time setup ($750-1,500 one-time).

The 30/60/90-day plan is on page 10; the investment is on page 11. Timelines, plainly: map-pack movement in 60-90 days, competitive organic rankings in 6-12 months, first AI-assistant mentions 2-4 months after the foundation work. Ranges, not promises.

02

How patients are finding you today

Each map is a grid of points around your practice. At each point we asked Google Maps for your core service and recorded your position. Green means you are one of the three practices shown; red means a patient there does not see you.

Measured at the practice address only

This audit checked your map-pack position at one point (your address). The full 7×7 grid at 1.0-mile spacing is run at kickoff and becomes your baseline.

"periodontist [city] tx"
Checked at the practice address (client config)

1

Map pack #1 · organic #4

"dental implants [city] tx"
Checked at the practice address (client config)

1

Map pack #1 · organic #7

"gum grafting [city]"
Checked at the practice address (client config)

1

Map pack #1 · organic #6

Top 3 (in the map pack) 4-10 11+ or not found

Map pack and organic, side by side

Your map-pack position for each search next to where the website ranks in the normal results.

Search	Points in top 3	Average map-pack position	Organic position	Share of Local Voice
periodontist [city] tx	1 of 1	1.0	4	100%
dental implants [city] tx	1 of 1	1.0	7	100%
gum grafting [city]	1 of 1	1.0	6	100%

WARN **Geo-grid map-pack presence (1 points x 5 keywords).** top-3 share 80%, visible anywhere in top 20: 80%; checked at the practice address (client config)

WARN **Map pack position at the practice location.** ranks at centre: {'periodontist [city] tx': 1, 'dental implants [city] tx': 1, 'gum grafting [city]': 1, 'all on 4 [city] tx': None, 'lanap [city]': 1}; checked at the practice address (client config)

WARN **Organic rankings for the same keywords.** periodontist [city] tx: 4, dental implants [city] tx: 7, gum grafting [city]: 6, all on 4 [city] tx: 6, lanap [city]: 5

03

Your Google Business Profile

The profile is what most patients see first, and the biggest single factor in the map pack.

Profile facts

What Google shows for Periodontics & Implants Practice today, as pulled on 2026-09-17.

Business name	Periodontics & Implants Practice
Address	North Dallas, TX
Phone	withheld
Website	practice-website.example
Primary category	Periodontist
Secondary categories	Dental clinic, Dental implants periodontist, Dental implants provider, Dentist, Emergency dental service
Rating and reviews	4.9 stars from 97 reviews
Opening hours	Mon-Thu 8am-5pm; Fri 8am-12pm; closed Sat-Sun
Photos	27
Description	748 characters
Claimed	yes
Booking link	missing

Side by side with the top competitor

The fields Google weighs most, next to the practice that wins the map pack most often around you.

	Periodontics & Implants Practice	Top competitor: Competitor A
Primary category	Periodontist	Dentist
Secondary categories	5 listed	checked by hand on the call
Rating · reviews	4.9 · 97	4.9 · 620
Photos	27	checked by hand

What's missing

FAIL **Booking/appointment link set.** appointment link not found

WARN **Review count and average vs top 3 competitors.** you: 97 @ 4.9; competitors: [620, 513, 123] @ [4.9, 5, 4.9]

We check these by hand before we meet

- Practice controls the profile (not an ex-agency)
- Name matches signage
- Holiday hours set
- Services section filled with descriptions
- Products/offers used where appropriate
- Recent photo uploads (last 60 days)
- Q&A seeded and monitored
- Posts in the last 30 days
- Duplicate or unclaimed listings

04

Your website

Grouped by what it costs you: blocking growth, slowing growth, nice to have.

Blocking growth

Nothing in this group.

Slowing growth 1

FAQ schema on FAQ content. 1/8 service pages carry FAQPage

Nice to have 1

openingHoursSpecification, geo, sameAs. {'openingHoursSpecification': True, 'geo': True, 'sameAs': False, 'address': True, 'telephone': True}

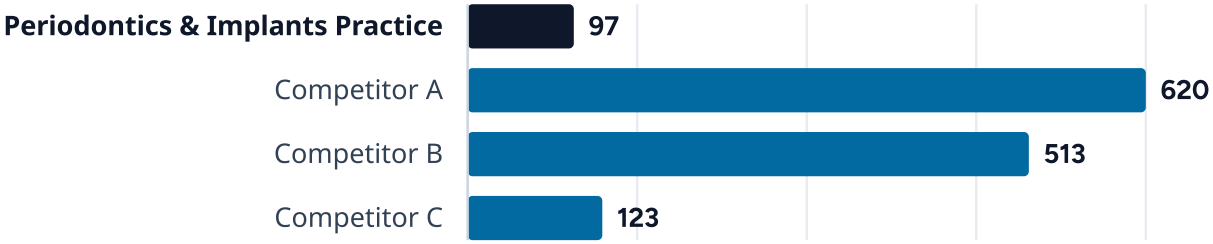
05

Reviews and reputation

Counts, pace, and what patients keep saying.

Google reviews	Average rating	New reviews a month
97	**4.9**	**2.7**
Top competitor: 620	Top competitor: 4.9	Last six months, sampled

Review count, you vs the top 3 competitors



Recurring themes in low reviews

- **Wait times** · mentioned 2 times
- **Billing** · mentioned 2 times
- **Front desk** · mentioned 0 times

Auto-counted from the review sample; we confirm by reading them.

Findings

WARN **Total reviews, average, velocity.** total=97 avg=4.9 velocity~2.7/mo (sample of 99) competitor max=620

06

How AI assistants describe you

What ChatGPT, Perplexity, Google AI Mode, Gemini and Copilot say when someone in North Dallas asks for a practice like yours. Each prompt is run 3 times; "named" means named in at least 2 of 3.

"Who is the best periodontist in [city], TX?"

Prompt run pending · each prompt is run 3 times on ChatGPT, Perplexity, Google AI Mode, Gemini and Copilot

PENDING

The answer, and what the assistant says about Competitor A, will appear here with a dated screenshot once the ai-visibility run completes.

The 10 prompts we track

Prompt run pending: each is asked on ChatGPT, Perplexity, Google AI Mode, Gemini, Copilot, 3 runs each; the table fills with a tick or cross and the position where you were named.

- Who is the best periodontist in [city], TX?
- Dental implants in [city] TX cost
- Gum grafting specialist near [city]
- All-on-4 dental implants [city] Texas
- LANAP laser gum treatment near [city] or [city]
- Periodontist near [city] TX
- Periodontist that takes Delta Dental in [city]
- Sedation dentistry for gum surgery [city] TX
- Wisdom teeth removal [city] TX
- Periodontics & Implants Practice reviews

Google AI Overviews on your core searches

Whether Google showed an AI-written answer, and which sites it cited.

Search	AI Overview shown	You cited	Sources cited
periodontist [city] tx	✗ no	✗ no	none
dental implants [city] tx	✗ no	✗ no	none
gum grafting [city]	✓ yes	✓ yes	my.clevelandclinic.org, redacted-site-2.example, practice-website.example +4 more
all on 4 [city] tx	✓ yes	✓ yes	oralsurgerytexas.com, practice-website.example, redacted-site-4.example +3 more
lanap [city]	✓ yes	✓ yes	drdawson.com, practice-website.example, lanap.com

Why

- WARN **Bing Webmaster Tools verification hint.** msvalidate.01 tag not found (DNS/GSC-import verification leaves no trace; confirm manually)
- FAIL **FAQ section with FAQ schema per service page.** 1/8
- FAIL **Pricing, insurance, 'what to expect' answered plainly.** 1/8 pages with pricing/insurance/expectation headings
- FAIL **Author/reviewer credited and dated.** reviewed-by 0, dated 1 of 8
- FAIL **Provider bio with Person schema (medicalSpecialty, alumniOf, memberOf).** 0/0 provider pages
- FAIL **sameAs links directory and social profiles.** 0 sameAs links

Crawler access: GPTBot allowed; OAI-SearchBot allowed; ClaudeBot allowed; Claude-SearchBot allowed; PerplexityBot allowed; Google-Extended allowed; Bingbot allowed; Applebot allowed. llms.txt: present.

07

Competitors

The three practices taking the map-pack spots you want, and what they do that you don't.

Practice	Primary category	Rating	Reviews	Map-pack top-3 hits	What they do that you don't
Periodontics & Implants Practice (you)	**Periodontist**	**4.9**	**97**	**3**	**-**
Competitor A	Dentist	4.9	620	4	More reviews (620 vs 97)
Competitor B	Oral surgeon	5	513	1	More reviews (513 vs 97)
Competitor C	Dentist	4.9	123	1	More reviews (123 vs 97)

Competitors are the practices that appear most often in the top 3 across your grid, not the ones you'd name yourself.

We check these by hand before we meet

Their photos, how big their websites are, and what they do that you don't

08

The plan

What we would do in the first 30, 60 and 90 days, and every month after that.

Days 1-30: foundation

- Google Business Profile overhaul: categories, services, description, photos, booking link, Q&A.
- Unblock AI crawlers, publish llms.txt, install the clinic schema kit.
- Tracking: GA4 events, Search Console, call tracking, Bing Webmaster Tools.
- Claim Apple Business Connect and Bing Places; start citation clean-up.
- Freeze the baseline: geo-grid, AI prompts, reviews, calls.

Days 31-60: pages and reviews

- Rewrite the core service pages answer-first, with FAQ schema and provider attribution.
- Review-request system live, with replies to every review.
- Technical fixes from the "Blocking growth" list on page 6.

Days 61-90: expand and re-measure

- Second round of service and location pages; internal linking.
- First AI-visibility re-run against this report's baseline.
- Quarterly strategy review; 90-day delivery check against Exhibit A-1.

Monthly after that

- Citations, content, review responses, rank and AI-mention tracking, and the monthly report on the 5th.

Timelines, plainly

- Profile and map-pack movement: **60-90 days**.
- Organic rankings for competitive terms: **6-12 months**.
- First AI-assistant mentions: **2-4 months** after the foundation work.

These are ranges from comparable practices, not promises. If nothing has moved by day 90, you can walk away.

Tied to the Growth tier

Everything above is included in Growth. Add-ons (a new website, paid ads, extra locations) are quoted separately and never required.

09

Investment

One recommended tier, one setup fee. No menu of twelve options.

Item	What it covers	Price
Growth tier, monthly	**Everything in the plan on page 10, the monthly report, and a named specialist.**	**$1,500-2,500/mo**
Setup, one-time	Audit, strategy, profile overhaul, tracking, baseline, first month of citations.	$750-1,500 one-time

Terms

- 6-month initial term, then month-to-month with 30 days' notice.
- Setup fee and first month on acceptance; retainer on the 1st, in advance.
- 90-day delivery exit: if the Exhibit A-1 deliverables are not done by day 90, you can leave without notice.
- Prices are published at clinicrankpro.com/pricing.

What you get every month

- The monthly report on the 5th: calls, map-pack visibility, reviews, AI mentions, each vs last month and vs baseline.
- A 3-minute recorded walkthrough of the summary page.
- A next-month plan you can hold us to.

10

Next steps

How to say yes, and what happens next.

Request Report prepared	**Walkthrough call** 20 minutes, page by page	**Proposal** Agreement and setup invoice	**Onboarding** Work starts within 10 days

1 **Reply "yes" to the email, or book the 20-minute walkthrough call.**
We go through this report page by page and answer questions.

2 **We send the agreement, the setup invoice and the welcome pack.**
The welcome pack has the access checklist: Google Business Profile, website, analytics.

3 **Kickoff call within 5 business days; work starts within 10.**
The baseline is frozen on day 1 so every monthly report shows the whole distance travelled.

This proposal expires on 2026-10-01.
Fourteen days from the report date. If the timing is off, say so and we'll extend it.

Prepared by ClinicRankPro for Periodontics & Implants Practice · https://practice-website.example · phone withheld