

SAMPLE PRACTICE AUDIT

Sample *Practice*

What our free audit looks like: how easily a local patient can find, trust and book with a practice online, read in a few minutes.

PRACTICE	Sample Dental Practice
LOCATION	A sample report, for illustration
PREPARED BY	78 Dental
DATE	October 2026

At a *glance*

The areas that decide whether a local patient finds you, trusts you and books. Each one is rated the way we rate yours.

Google Business Profile	NEEDS WORK	Claimed and verified, with hours that match the website, but no services listed and no booking link.
Local map rankings	TO CONFIRM LIVE	Rankings change with where the patient is standing, so we measure them live from around the practice.
Reviews and reputation	STRONG	A healthy rating with recent reviews, though few have a reply from the practice.
Website on a phone	NEEDS WORK	Reads well on a phone, but the booking button folds into the menu, so booking takes extra taps.
On-page SEO	GOOD, WITH GAPS	Sound basics, but the treatments patients search for have no pages of their own.
Listings and consistency	AT RISK	The practice name and opening hours differ between the NHS listing and two directories.
Paid search presence	TO CONFIRM LIVE	Whether competitors advertise against the practice's name needs the ad transparency tools, which we check together.
Local competition	CONTESTED	Three nearby practices compete for the same searches, one with a noticeably stronger profile.

The short version: patients rate the practice well, but a few fixable things are quietly costing enquiries. Here is one of them, with a summary of the rest.

One thing we *spotted*

Every audit picks out one clear, fixable example and summarises the rest. In a real audit, this is your practice.

A QUICK EXAMPLE

Booking drops out of sight on a phone

On a desktop, **Book now** sits in the header. On a phone it folds into the menu, so a patient has to scroll or open the menu before they can book. Most patients look at a dental website on their phone.

Why it matters: every extra tap loses some of the patients who were ready to book. It is concrete and fixable, and it is one of several things the full audit covers.

WHAT ELSE THE FULL AUDIT COVERS

- **Listings that disagree** on the practice name and hours, which costs local ranking and trust.
- **Treatments with no page of their own**, so the practice misses searches it could win.
- **Where the practice actually ranks** for patients nearby, measured live.
- **What we would prioritise first** to turn more visitors into booked patients.

Want this for *your practice*?

Your audit is free, written by a person about your practice, and back within five working days. No pricing, no obligation.

Get my free audit

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