

Dental SEO Checklist

Set up the practice and dentist profiles, plan the treatment pages, collect reviews and reply to them without revealing patient details.

Most of dental SEO happens in two places, the Google Business Profile and the practice website. This checklist covers both, and adds the part that can land a practice in trouble: replying to reviews without confirming that someone is a patient.

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How to use this checklist

Set everything up once, then keep the review, reply and tracking pages going every month.

- 1 Set up the practice profile first.** It decides whether you appear in the map results near the office.
- 2 Decide on dentist profiles.** Each public-facing dentist can have one, named with their own name only.
- 3 Build a page for each treatment.** Implants, clear aligners and emergency visits each answer different searches.
- 4 Publish what patients check before calling.** The insurance you accept, the new patient steps and costs where you can share them.
- 5 Ask every patient for a review.** The same way every time, with no incentive.
- 6 Reply without confirming anything.** A reply should never say or hint that the reviewer is a patient.
- 7 Track new patients each month.** Calls and bookings from search, not rankings alone.

THE ONE RULE FOR EVERY REPLY

Treat every review reply as public information. Do not confirm that the reviewer is a patient, and never mention a visit, a treatment, a bill or insurance.

Practice and dentist profiles

- ☐ Practice profile name matches the sign and paperwork, with no added keywords
- ☐ Primary category fits the practice, such as Dentist, Cosmetic dentist or Pediatric dentist
- ☐ Address shown, since patients come to the office
- ☐ Hours correct, including early, late and weekend hours
- ☐ Appointment link points to the online booking page
- ☐ Services listed with short descriptions
- ☐ Photos of the office, the team and the entrance uploaded
- ☐ Multi-dentist practice: each public-facing dentist has a profile named with their own name only
- ☐ Solo practice: one shared profile named [Practice]: [Dentist]

KEEP THE DETAILS IDENTICAL

Use the same practice name, address and phone number on the profile, the website and every directory, so Google can connect them to one practice.

Treatment pages

One page per treatment. Fill in the middle column first, because those answers are what make the page worth ranking.

TREATMENT	TARGET SEARCH	WHAT THE PAGE MUST ANSWER	STATUS
Dental implants	dental implants [city]	Who is a candidate, steps and timeline, cost range and financing	
Clear aligners	invisalign [city]	Who it suits, how long it takes, cost and insurance	
Emergency visits	emergency dentist [city]	Same-day availability, what counts as an emergency, after-hours contact	
Pediatric dentistry	pediatric dentist [city]	Age for the first visit, what happens, nervous children	
Teeth whitening	teeth whitening [city]	Options, expected results, cost	
Root canal	root canal [city]	What it involves, recovery, cost range	

CLINICAL ACCURACY

Have a dentist review every treatment page before it goes live, and put their name on it. Patients read health pages closely, and search engines hold them to a higher standard.

Insurance and new patient pages

- ☐ A page listing the insurance plans you accept, kept up to date
- ☐ A new patient page covering forms, what to bring and the first visit
- ☐ Financing and payment plan options explained
- ☐ Parking, accessibility and directions from the nearest main road
- ☐ Languages spoken by the team

INSURANCE PLANS ACCEPTED

PAYMENT AND FINANCING OPTIONS

LANGUAGES SPOKEN

Review requests

Send one of these after the visit, to every patient.

TEXT MESSAGE

Hi [Name], thank you for choosing [Practice]. If you have a minute, a Google review helps other families find us: [review link].

EMAIL

Subject: How was your visit?

Hi [Name], thank you for choosing [Practice]. We would value your honest review on Google, and it takes about a minute: [review link].

[Your name], [Practice]

GOOGLE'S REVIEW RULES

Ask every patient, not only the ones you expect to be happy.

Never offer a discount, gift or prize draw for a review.

Never pressure anyone to write a review while they are in the office.

HIPAA-safe review replies

Use these as starting points. None of them confirms that the reviewer is a patient.

POSITIVE REVIEW

Thank you for the kind words. Our team works hard to make every visit comfortable, and we are glad you took the time to share this.

NEGATIVE REVIEW

Thank you for the feedback. We take every concern seriously and would like to talk it through. Please call our office manager, [Name], at [phone].

A REVIEW THAT MENTIONS TREATMENT, A BILL OR INSURANCE

We appreciate you sharing this. Privacy rules mean we never discuss anyone's details online, but we would welcome the chance to talk. Please contact [Name] at [phone].

NEVER INCLUDE IN A REPLY

The reviewer's real name when they posted under a nickname
Dates of visits or appointments
Treatments, diagnoses or medications
Insurance, bills or payments
Anything that confirms the reviewer is or was a patient

Monthly tracking

MONTH	NEW PATIENT CALLS	ONLINE BOOKINGS	PROFILE CALLS AND DIRECTIONS	NEW REVIEWS	NEW PATIENTS

THE NUMBER THAT MATTERS

Rankings are a guide. New patients booked from search are what show whether the work is paying off.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

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