

Sample report — Northgate Dental Studio is a fictional business. All data is illustrative.

PREPARED FOR

Northgate Dental Studio

12 Example Street, Leeds LS1 0AA, UK

Keyword: "dentist leeds" · Date: 1 October 2026



OVERALL SCORE

Good start — clear room to grow

Google Business Profile	Reviews & reputation	Local rankings (Google Maps)	Website (local SEO)	AI search readiness (AEO & GEO)
9.2 /10	6.0 /10	2.6 /10	6.8 /10	2.7 /10
Good	Needs work	Critical	Needs work	Critical

Executive summary

Northgate Dental Studio scores 58 out of 100 — good start — clear room to grow.

Biggest problems

- ✖ Your website has no LocalBusiness markup
- ✖ You have 61 reviews — competitors average 142
- ✖ Your website blocks AI assistants (GPTBot)

Biggest opportunities

- ✔ Only 6 photos on your profile (up to +2 pts)
- ✔ No llms.txt file for AI assistants (up to +2 pts)
- ✔ Visitors can't tap to call you (up to +1 pts)

What you're already doing well

- ✔ Your phone number matches on Google and your website
- ✔ Your website is secure (HTTPS)
- ✔ Your opening hours are listed on Google

Score overview

SECTION	SCORE	STATUS	WHAT WE CHECKED
Google Business Profile	9.2/10	GOOD	Category, contact details, hours, photos
Reviews & reputation	6.0/10	NEEDS WORK	Rating and review count vs. nearby competitors
Local rankings (Google Maps)	2.6/10	CRITICAL	Your Maps position from 25 points around you
Website (local SEO)	6.8/10	NEEDS WORK	Speed, mobile setup, titles, tap-to-call, contact details
AI search readiness (AEO & GEO)	2.7/10	CRITICAL	Schema, FAQs, AI crawler access, llms.txt

At a glance

Google rating 4.3 nearby avg 4.6	Reviews 61 nearby avg 142	Maps position at your door #6 "dentist leads"	Top-3 coverage of your area 4% 25 pts	Mobile speed 54 /100
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02

Google Business Profile

Your Google profile is the most important local ranking factor. This is what Google shows about you today.

✓ Business status	Open (operational)
✓ Primary category	Dentist
✓ Phone number	0113 000 0000
✓ Website link	https://northgate-dental.example
✓ Opening hours	Listed
! Photos	6

NOT VERIFIED IN THIS REPORT

Business description, services and products

How to check: Google Business Profile › Edit profile

Posts and Q&A activity

How to check: Google Business Profile › Updates / Q&A

Booking or menu links and attributes

How to check: Google Business Profile › Edit profile

03

Reviews & reputation

Ratings and review volume decide who gets the click — and they're a confirmed ranking factor.

! Average rating	4.3 / 5 · Nearby average: 4.6
✗ Number of reviews	61 · Nearby average: 142

NOT VERIFIED IN THIS REPORT

Owner replies — how many and how fast

How to check: Google Business Profile › Reviews

New reviews in the last 3 months

How to check: Google Maps › Reviews › sort by Newest

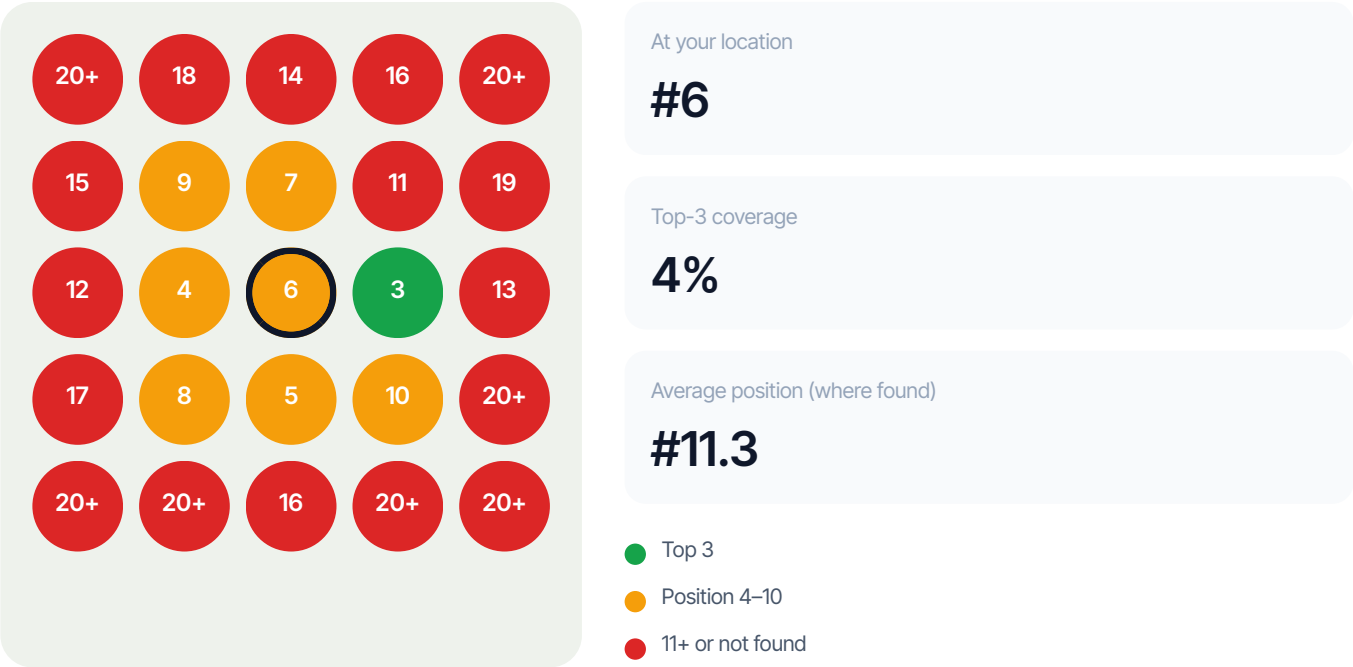
Common praise and complaints

How to check: Read your 20 most recent reviews

04

Local rankings on Google Maps

Where you appear on Google Maps for “dentist leeds”, checked from 25 points 1 km apart around your business.



Rankings are estimates and vary by searcher location, device and history.

05

Where the leverage is

How you compare with the top 3 businesses Google shows for “dentist leeds”. Every gap is a chance to overtake them.

METRIC	YOU	A	B	C	GAP
Google rating	4.3	4.7	4.6	4.5	-0.3
Total reviews	61	188	142	96	-81
Profile photos	6	10+	10+	8	-3
Opening hours listed	Yes	Yes	Yes	Yes	Even
Website linked	Yes	Yes	Yes	No	Ahead
LocalBusiness schema	No	Yes	Yes	—	Behind 2/2
FAQ on website	No	Yes	No	—	Behind 1/2
Tap-to-call on website	No	Yes	Yes	—	Behind 2/2

Competitors: A = Riverside Dental Care · B = Park Row Dentists · C = City Smile Clinic

06

Website (local SEO)

Your website turns Google visitors into calls and bookings — and helps Google understand what you do and where.

⚠	Mobile speed score	54/100
✖	Main content appears after	4.2 s
✔	Secure website (HTTPS)	Yes
✔	Mobile-friendly setup	Yes
⚠	Homepage title	"Home Northgate Dental Studio — Family, Cosmetic & Emergency Dentistry Specialists"
✔	Description for Google	Yes
✖	Tap-to-call phone link	No
✔	Same phone as Google profile	Yes
⚠	City in title or main heading	No
✔	Google Map on the website	Yes

⊖ NOT VERIFIED IN THIS REPORT

Search traffic, clicks and keywords

How to check: Google Search Console

07

Listings & contact details (NAP)

NAP means your business Name, Address and Phone. It should be exactly the same everywhere — on Google, your website and every directory.

✔	Google profile phone also on your website	Yes
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⊖ NOT VERIFIED IN THIS REPORT

Apple Maps, Bing Places, Yelp and Facebook listings
Industry and local directories

How to check: A full citation scan — included in our onboarding
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AI search readiness (AEO & GEO)

AEO (Answer Engine Optimisation) helps you become the direct answer in Google AI Overviews and voice assistants. GEO (Generative Engine Optimisation) helps ChatGPT, Gemini and Perplexity name and recommend you.

How AI assistants choose a business

- 01 Clear, consistent facts**
Name, address, hours and services that match everywhere.

03 Answer-ready content
Pages and FAQs that answer real customer questions plainly.
- 02 Reputation**
Recent, detailed reviews that mention your services and area.

04 Trusted mentions
Listings and mentions on sites AI tools already rely on.

✖ LocalBusiness markup (schema)	No
! FAQ section on the website	No
! FAQ markup	No
✖ AI crawler access	Blocked: GPTBot
! llms.txt file	No
✓ Consistent contact details	Yes

NOT VERIFIED IN THIS REPORT

Whether ChatGPT, Perplexity or Google AI Overviews mention you today

How to check: Our monthly AI answer tracking

09

All findings

Every issue we found, most important first.

F-01 **HIGH PRIORITY**

Effort: Low · Impact: High · +5 pts

Your website has no LocalBusiness markup

Why it matters: This hidden “business card” (schema) tells Google and AI assistants your name, address, hours and services in a format machines understand.

What to fix: Add LocalBusiness structured data (JSON-LD) with your name, address, phone, hours and services.

F-02 **HIGH PRIORITY**

Effort: Medium · Impact: High · +4 pts

You have 61 reviews — competitors average 142

Why it matters: Review count is a strong ranking and trust signal. People compare businesses side by side, and more reviews usually wins.

What to fix: Set up a simple, steady review routine: ask every happy customer, use a QR card, and reply to every review.

F-03 **HIGH PRIORITY**

Effort: Low · Impact: High · +1 pts

Your website blocks AI assistants (GPTBot)

Why it matters: ChatGPT, Perplexity and other AI tools can’t read your site, so they can’t recommend you — they mention competitors instead.

What to fix: Update your robots.txt to allow these crawlers. It’s a two-minute change for your web developer.

F-04 **MEDIUM PRIORITY**

Effort: Medium · Impact: Medium · +6 pts

Your rating (4.3) is below competitors (4.6)

Why it matters: Side by side in the map results, small rating differences change which business people tap.

What to fix: Ask your most satisfied customers for reviews and reply to every review — it shows you care.

F-05 MEDIUM PRIORITY

Effort: High · Impact: Medium · +6 pts

You're not in the top 3 for "dentist leads" (estimated #6)

Why it matters: The top three map results get most of the clicks. Below that, far fewer people see you.

What to fix: Complete your profile, grow reviews steadily and make sure your website clearly mentions "dentist leads" and your area.

F-06 MEDIUM PRIORITY

Effort: High · Impact: Medium · +6 pts

You're in the top 3 in only 4% of your area

Why it matters: Customers a short distance away see different results. Right now, many nearby searchers see competitors first.

What to fix: Build relevance across your area: local pages, reviews that mention neighbourhoods, and consistent listings.

F-07 MEDIUM PRIORITY

Effort: Medium · Impact: Medium · +4 pts

Your website doesn't answer common questions

Why it matters: AI assistants and Google AI Overviews love clear question-and-answer content — it's what they quote.

What to fix: Add an FAQ section answering the 5–10 questions customers ask most (prices, parking, languages, booking).

F-08 MEDIUM PRIORITY

Effort: Medium · Impact: Medium · +2 pts

Your website is slow on phones (score 54/100)

Why it matters: Most local searches happen on phones. Slow pages lose visitors before they see your phone number.

What to fix: Compress images, remove heavy plugins and use good hosting. Aim for a mobile score of 90+.

F-09 MEDIUM PRIORITY

Effort: Medium · Impact: Medium · +1 pts

Your main content takes 4.2s to appear

Why it matters: Google considers anything above 2.5 seconds slow. People leave while they wait.

What to fix: Make the first image smaller (or modern formats like WebP/AVIF) and avoid big sliders at the top of the page.

F-10 MEDIUM PRIORITY

Effort: Low · Impact: Medium · +1 pts

Visitors can't tap to call you

Why it matters: Most local searchers are on a phone. If your number isn't a tap-to-call link, many won't bother.

What to fix: Make your phone number a clickable "tel:" link in the header and footer of every page.

F-11 QUICK WIN

Effort: Low · Impact: Low · +2 pts

Only 6 photos on your profile

Why it matters: Profiles with plenty of recent photos get more clicks, calls and direction requests. Photos answer "what's it like?" before people ask.

What to fix: Add at least 10 good photos: outside (so people recognise you), inside, team and your work or products. Add new ones monthly.

F-12 QUICK WIN

Effort: Low · Impact: Low · +2 pts

No llms.txt file for AI assistants

Why it matters: llms.txt is a new, simple summary of your business for AI tools. It's optional — and an easy way to stand out.

What to fix: Publish a short /llms.txt with your services, area, prices and key pages.

F-13 QUICK WIN

Effort: Low · Impact: Low · +1 pts

Your homepage title is too long (83 characters)

Why it matters: The title is the blue headline people see on Google. A clear title with your service and city gets more clicks.

What to fix: Use a title like "Dentist in Lisbon | Your Business Name" — under 60 characters.

F-14 QUICK WIN

Effort: Low · Impact: Low · +1 pts

Your city isn't in your homepage title or main heading

Why it matters: Google and AI tools use your title and main heading to understand where you work.

What to fix: Mention your city or area in the page title and main heading, e.g. "Hair salon in Shoreditch, London".

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Your 90-day plan

This is the plan we would follow for Northgate Dental Studio — most important first. You can do it yourself, or let us handle all of it.

● **Phase 1 • Quick wins** Days 1–14

Allow AI assistants in robots.txt	Effort: Low	Impact: High
Add a tap-to-call phone link	Effort: Low	Impact: Medium
Upload 10+ recent photos	Effort: Low	Impact: Low
Rewrite the homepage title (service + city)	Effort: Low	Impact: Low
Add your city to the title and main heading	Effort: Low	Impact: Low

● **Phase 2 • Foundation** Days 15–45

Add LocalBusiness schema markup	Effort: Low	Impact: High
Add an FAQ section with real customer questions	Effort: Medium	Impact: Medium
Speed up your site on phones (target 90+)	Effort: Medium	Impact: Medium
Make the main content load in under 2.5 s	Effort: Medium	Impact: Medium
Publish an llms.txt file	Effort: Low	Impact: Low

● **Phase 3 • Growth** Days 46–90

Grow reviews to 142+ with a steady routine	Effort: Medium	Impact: High
Close the rating gap with new reviews and replies	Effort: Medium	Impact: Medium
Build relevance to reach the top 3 for “dentist leads”	Effort: High	Impact: Medium
Extend your reach across your area (local pages, reviews)	Effort: High	Impact: Medium

Good habits we recommend (ongoing)

- Post an update on your Google profile every week
- Add new photos every month
- Ask every happy customer for a review — and reply to every review
- Check your rankings and AI mentions every month

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What to expect

Week 1-2

Profile and website quick wins are live and visible on Google.

Month 1-3

Reviews, photos and content build up; rankings around your location start to move.

Month 3-6

Wider Maps coverage and more mentions in AI answers. Every market is different, and nobody can guarantee positions.

OUR RECOMMENDATION FOR NORTHGATE DENTAL STUDIO

Local SEO & AI Search

\$500 / month

Everything in this report — fixed in month 1, then grown every month. One plan, no setup fee.

MONTH 1 — FOUNDATION & FIXES

- ✓ Google Business Profile overhaul — categories, services, products, attributes, booking links, photos, Q&A
- ✓ Citation & NAP cleanup across 15+ key directories — fix, merge duplicates, claim missing
- ✓ Apple Business Connect & Bing Places — set up, aligned with Google and submitted for verification
- ✓ On-page local SEO — titles, meta descriptions, NAP, tap-to-call, location signals
- ✓ Website fixes for local SEO — broken links, missing pages, mobile and speed quick wins, contact details and tap-to-call
- ✓ Schema markup — LocalBusiness, Service and FAQ

EVERY MONTH — GROWTH & REPORTING

- ✓ Google profile management — weekly posts, fresh photos and Q&A
- ✓ Review responses — within 48 hours, in your customers' languages
- ✓ Citation monitoring — ongoing NAP maintenance
- ✓ Ranking tracking — rank grid, keywords and competitors
- ✓ AI answer tracking — ChatGPT, Perplexity, Google AI Overviews
- ✓ New local content — FAQs, service and area pages as needed

Bigger website work — a redesign, a new website or a full speed rebuild — is quoted separately, before we start. Month-1 promise: if we don't complete every Month 1 deliverable, your next month is free.

Your next step

Book a free 15-minute strategy call. We'll go through this report together and tell you honestly what we'd do first — no pressure.

[Book a free strategy call](#)

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How this report was made

Business data and competitors: Google Places API. Website speed: Google PageSpeed Insights (mobile). Map rankings: DataForSEO Google Maps results (estimates). Website and AI readiness: TopPinned's own scan of your homepage, robots.txt and llms.txt. Report date: 1 October 2026. Anything we could not check is marked "Not verified".