

Three practical improvements to help a local business **get found, build trust, and generate more inquiries.**

A short, observation-based review of three high-leverage areas: local presence, website conversion, and missed service or campaign opportunity.

Business name	Bay Area Family Dental (sample)
Website	bayareafamilydental.example
Location	San Mateo, CA
Audit date	June 11, 2026
Prepared by	SEOD, Bay Area marketing and operations agency

This is a sample audit using a fictional business. Real audits use your business name, your URLs, and your screenshots.

Local presence.

Your Google Business Profile is the local search front door. Most service-business buyers click the map pack before they click the website.

SCREENSHOT: Google Business Profile (current state)

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[Primary category: Dental Clinic]
[Services listed: none]
[Photos: 4, last added 11 months ago]
[Posts: 1 in the past 6 months]
[Reviews: 23 with 41% response rate]
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Problem.

Primary category is set to the generic "Dental Clinic." Your commercial intent reads as cosmetic and Invisalign, but those terms are not in your category list or services. Photo set is stale (last upload 11 months ago) and signals dormancy to Google. Review response rate of 41 percent leaves trust on the table and tells the algorithm your profile is inactive.

Why it may be costing inquiries.

Google ranks active, complete profiles higher in the local map pack. A profile that looks dormant ranks below competitors who post weekly and respond to every review. For a Bay Area dentist, that is typically the difference between top-3 and top-10 map-pack placement for "[city] Invisalign" or "[city] family dentist."

Recommended fix.

Rebuild the GBP profile: correct primary category, fill the Services list with the actual services offered (Invisalign, implants, emergency, family), add a fresh photo batch with consistent naming, set a Posts cadence of 1 to 2 per month, deploy a response template for all reviews (positive and negative) going forward.

Which SEOD offer addresses it.

Standard Maintenance (\$397/mo) covers this scope: GBP posts (2/mo), citation health checks, review responses (up to 10/mo), one site update per month, monthly report.

Website conversion.

Once a buyer clicks your site, the page either earns the inquiry or loses it. Most local service sites lose it because the page is built for the agency, not the patient.

SCREENSHOT: Home page (mobile view, current)

[Above-the-fold: photo of office building, headline "Welcome to Our Practice"]
 [CTA: "Learn More" linking to /about/]
 [Phone number: in footer only, no tap-to-call]
 [Service pages: 1 page covers all services]
 [Form: hidden behind "Contact" nav link]

Problem.

Above-the-fold real estate is spent on a generic photo and a generic headline. The primary CTA is "Learn More," which sends the buyer to a non-converting About page. Phone number is not tap-to-call on mobile, meaning every patient who tries to call from their phone has to copy-paste the number. Services are one merged page, not separate ranking-eligible pages for each high-intent term.

Why it may be costing inquiries.

Mobile is roughly 70 to 80 percent of local search traffic for dental and similar service businesses. A page that hides the phone and routes buyers through About is leaking inquiries at every step. Single-page services architecture also caps your ranking ceiling: you can rank for "[city] dentist" but not for "[city] Invisalign" or "[city] dental implants" because there is no dedicated page to optimize.

Recommended fix.

Rebuild the home page above-the-fold for the primary commercial intent: clear headline ("Family and cosmetic dentistry in San Mateo"), tap-to-call phone number, prominent appointment-request CTA. Build dedicated service pages for the top 3 high-margin services. Add structured data so the pages are eligible for rich results.

Which SEOD offer addresses it.

Landing Page Sprint (\$2,997 flat) covers a single conversion-focused page with on-page SEO, GBP alignment, and 30 days of post-launch visibility tracking. For full site rebuild, **Web Development Standard (\$4,997 flat)** is the next tier.

Missed service or campaign opportunity.

Most local businesses have one high-margin service that is barely marketed because the team is too close to it. The audit looks for that gap from the outside.

SCREENSHOT: Search results for "Invisalign san mateo" (current)

[Top 3 map pack: 3 competitors. Yours is not in the top 10.]
[Top organic: competitor with dedicated Invisalign landing page]
[Your site appears at: position 14 with no Invisalign-specific page]
[Paid ads: 4 competitors running Google Ads for this term]

Problem.

Invisalign is a high-margin service for the practice but there is no dedicated Invisalign page on the site, no Invisalign Posts on the GBP, no Invisalign-specific reviews highlighted, and no presence in the local map pack for the term. Competitors who have built that infrastructure are pulling the high-intent traffic.

Why it may be costing inquiries.

A typical Bay Area "Invisalign [city]" search has measurable monthly volume in the 100 to 1,000 range. Without a dedicated page, you are not eligible to rank organically and you are not eligible for Google rich results on the term. The patients who search this term are typically further down the funnel (decided on Invisalign, choosing a provider).

Recommended fix.

Build a single dedicated Invisalign landing page with the right schema, a clear pricing or "what to expect" section, before-and-after content (where compliant), patient FAQs, and an appointment-request CTA tied to your booking system. Run a 90-day campaign to surface it in local search and map pack.

Which SEOD offer addresses it.

\$3,000 New Patient Growth Sprint (dental industry-specific) packages this: one conversion-focused service page, appointment request form, mobile optimization, GBP service cleanup, local SEO, FAQ, trust content, review display, and call/form tracking.

RECOMMENDED NEXT STEP

Two ways forward.

You can address these three findings as a focused project, or maintain them for you each month. Either path starts the same way: a free 15-minute consult.

Path 1, focused project.

Landing Page or Visibility Sprint from **\$3,000**.

Flat fee. 30 to 60 days. Fixes the page, the GBP, and the missed-opportunity gap as a one-time engagement.

Includes: dedicated service page + GBP rebuild + on-page SEO + lead-capture form + 30 days of post-launch tracking.

Path 2, monthly maintenance.

Monthly Maintenance from **\$297/mo**.

Ongoing GBP posts, review responses, citation checks, and small site updates. Slot below or beside a project, or run by itself if the bones are already there.

Light \$297, Standard \$397, Premium \$497. No annual contract. Cancel anytime.

Talk to Eric.

Book a free 15-minute consult at seod.com/contact or text **707-718-3579**. No sales call. Bring the audit. We walk you through the fixes.

DISCLAIMER

This is a limited observational review of the three areas above using publicly available data (Google Business Profile, website, search results). It is not a guarantee of rankings, traffic, leads, revenue, platform approval, or advertising performance. SEO and advertising outcomes depend on factors beyond any agency's control, including algorithm changes, competitor activity, market timing, and your team's ability to deliver on the recommendations. The recommended fixes describe SEOD methodology and the work products we ship, not guaranteed results from that work. Past client outcomes published on seod.com describe what those specific businesses experienced; your results may be higher, lower, or different.