

SEO Hives Marketing Team

Dental SEO Checklist

This checklist organizes each SEO category with 10 clear action steps. Follow them step by step to strengthen your dental website, improve rankings, and attract new patients consistently.

Google Business Profile

- 1 Claim and verify your profile.
- 2 Add your correct business name, address, and phone number.
- 3 Select the right business categories.
- 4 Write a detailed business description with keywords.
- 5 Upload at least 10 photos of your clinic and staff.
- 6 Add working hours and ensure they're up to date.
- 7 Enable messaging and appointment booking.
- 8 Post weekly updates (offers, news, events).
- 9 Collect at least 5 new reviews every month.
- 10 Respond to every review (positive and negative).

On-Page SEO

- 1 Write unique meta titles for each page.
- 2 Add descriptive meta descriptions with keywords.
- 3 Use keywords naturally in headings (H1, H2).
- 4 Create a clear URL structure (example: /services/invisalign).
- 5 Add one primary CTA (Book Now) on each page.
- 6 Ensure mobile responsiveness on all devices.
- 7 Add internal links between service pages.
- 8 Use alt text for all images with dental keywords.
- 9 Create fast-loading pages (<3 seconds).
- 10 Add a clear contact form on every service page.

Content Marketing

- 1 Publish at least 2 blog posts monthly.
- 2 Write FAQ-style content to answer patient questions.
- 3 Add 3–5 patient testimonials to your site.
- 4 Create landing pages for each treatment (braces, whitening).
- 5 Produce one video or infographic monthly.
- 6 Share all blogs on Facebook, Instagram, and LinkedIn.
- 7 Create a downloadable dental checklist or guide.
- 8 Add case studies for successful treatments.
- 9 Update old blogs every 6 months for freshness.
- 10 Track blog traffic with Google Analytics.

Local SEO

- 1 List your clinic on Healthgrades, Zocdoc, and Yelp.
- 2 Ensure NAP consistency across all directories.
- 3 Add your clinic to Apple Maps and Bing Places.
- 4 Use location keywords (Dentist in Dallas).
- 5 Add Local Business schema markup.
- 6 Create a dedicated contact page with Google Map embed.
- 7 Build backlinks from local blogs or chambers of commerce.
- 8 Sponsor one local community event yearly.
- 9 Get listed in 5+ local business directories.
- 10 Track local rankings monthly.

Technical SEO

- 1 Run a speed test (site should load under 3s).
- 2 Install SSL certificate (HTTPS).
- 3 Fix broken links and redirect old pages.
- 4 Submit XML sitemap to Google Search Console.
- 5 Enable schema for services, reviews, and FAQs.
- 6 Compress all images for faster load times.
- 7 Use mobile-friendly responsive design.
- 8 Remove duplicate content or pages.
- 9 Check crawl errors in Google Search Console monthly.
- 10 Install analytics to measure traffic and conversions.