ExcelaDent
Practice growth solutions

Online Presence &

Local SEO Audit

Prepared for Anthony Dental Care

Sunbury · Centerburg · South High · Metz Center

November 2026

ExcelaDent · Practice growth solutions

Where things stand

Anthony Dental Care has the hardest part of local marketing already done. Roughly 1,900 Google reviews across four offices, almost all five stars, a clean WordPress site, an active blog and four established offices give the practice more raw material than almost any competitor in its markets. What is missing is consistency: the Google profiles, phone numbers, listings and location pages do not match each other, so Google cannot tie all of that goodwill to the right office with any confidence.

The result shows up clearly in the Google Maps data. Centerburg ranks first for every general dental search within three miles. Sunbury, with more than twice the reviews of any competitor, is stuck at third or fourth. South High is visible only from its own block. The Metz Center office still ranks on the previous practice's Google profile, which has never been brought under the Anthony Dental Care name.

We would start with five things:

1. **Pick one phone number per office and use it everywhere.** Each office currently publishes two or three different numbers across the Google profile, the website header and the page copy. In our experience this is the first thing holding map rankings back, and it has to be fixed across the website, the Google profiles and every directory at the same time.
2. **Finish the Metz Center transition.** Take over the existing Google profile, redirect the old website, and update the listings. The sleep-apnea authority that comes with that location is intact and valuable; it just is not attached to the practice yet.
3. **Remove the duplicate location pages.** A second, thinner set of location pages is live on the site and competing with the real ones.
4. **Add structured data and location-specific content.** No page on the site tells Google in machine-readable form that this is a dentist with four addresses, hours and a five-star rating.
5. **Tighten up the Google profiles.** Reply to reviews within days instead of a month, add the right secondary categories, and list the insurance plans each office accepts. Sunbury and South High will move on these alone.

One point from the discovery call shapes where effort should go. Sunbury is booked seven to eight months out on hygiene and gets 60% of new patients from word of mouth, so it needs its Google profile tidied, not more marketing. South High has room to grow about 50% and Metz Center is new, so those two offices are where new-patient marketing dollars belong.

The rest of this document walks through what we reviewed, what we found at each office, and the order we would work in.

What we reviewed

Between October 22 and November 4 we crawled the website, tested page speed, pulled each office's Google profile and listings data, and ran Google Maps ranking scans on a grid around every location. Each scan checks where the office appears for a search term from 9 to 49 points across a one-to-five-mile radius, which is much closer to what patients see on their phones than a single search run from the office. We did not have access to Search Console, Google Analytics or the Google Business Profile dashboards, so query data, index coverage and profile settings are inferred from the outside and should be confirmed from inside those accounts.

The website

anthonydentalcare.com is in good technical shape for a practice site. It runs WordPress with Yoast and WP Rocket, every page has one H1 and a self-referencing canonical, nothing important is accidentally blocked, and the service pages are substantial. The issues we found are duplicate pages, metadata that has not kept up with the practice, and no structured data.

Technical

Area	Finding	Status
Duplicate location pages	A second set of location pages exists at /locations/sunbury/, /locations/centerburg/ and /locations/south-high/. They are thin (about 300 words), fully indexable and in the sitemap, so they compete with the real pages under /about-us/. Redirect them to the /about-us/ versions.	Fix now
Metz Center page	Carries the South High title tag and meta description, is missing from the location sitemap, the appointment form dropdown and the footer hours, and names no dentist.	Fix now
Structured data	No LocalBusiness, Dentist, Organization or AggregateRating markup on any page checked. The reviews shown on the site never appear as stars in search results.	Add
Sitemaps	Category, tag and author archives (one author, seven posts) are submitted to Google. Noindex and remove them.	Clean up
URL structure	/bonding/ and /cherry-financing/ sit at the root; /dr-katelyn-flowers-2/ carries a leftover suffix. Consolidate with redirects.	Tidy
Navigation	The main menu is rendered three times in the HTML (desktop, mobile, sticky), putting roughly 200 links in front of the content on every page and adding to the JavaScript load below.	Reduce
robots.txt, HTTPS, canonicals, caching	All correct for search engines.	Good
AI crawlers	robots.txt blocks GPTBot, ClaudeBot, CCBot, Google-Extended and	Change

Area	Finding	Status
	other AI crawlers site-wide. That keeps the practice out of ChatGPT, Claude and similar answers, which a growing share of patients use instead of Google. We recommend allowing them.	

Page speed

Measured on the homepage with Google PageSpeed Insights on November 4. Google has no real-user Core Web Vitals record for the site yet, so these are lab numbers.

Metric	Mobile	Desktop	Target
Performance score	75	86	90+
Largest Contentful Paint	3.1 s	0.9 s	under 2.5 s
Total Blocking Time	570 ms	256 ms	under 200 ms
Speed Index	3.8 s	1.8 s	under 3.4 s
Cumulative Layout Shift	0.003	0	under 0.1
Accessibility / Best Practices / SEO	95 / 92 / 92	95 / 92 / 92	90+

Mobile is what matters for a dentist, and mobile misses on load time and interactivity. The location pages are worse than the homepage: the Centerburg page tested at 8.7 seconds on mobile and South High at 7.5 seconds. The fixes: defer render-blocking CSS and JavaScript (about 1 second of savings), trim 329 KB of unused JavaScript and 101 KB of unused CSS, set long cache lifetimes on the CDN, and stop rendering the menu three times.

On-page

Service pages like Dental Implants (about 1,000 words) and Emergency Dental (about 1,500 words with a nine-question FAQ) are strong. The problems are around them:

- **Titles and descriptions still describe a two-office practice.** Nearly every meta description names Centerburg and Sunbury and nothing else. Columbus does not appear in any title tag. The two Columbus offices get no help from the site's best pages.
- **Image alt text is empty** on hero photos, team photos, review avatars and association logos. Only the logo has it.
- **Service pages do not link to each other in the body.** Dental Implants never mentions All-on-4, Dentures or Bridges in its copy. Blog posts do this well; service pages should too.
- **Location pages describe services without linking to them,** have no embedded map, and share a 300-word footer block that repeats on every page of the site.

- **Smaller items worth cleaning up:** the Reviews page H1 is "Review", the blog index has no description and the title "Blog", a homepage testimonial names a dentist who is not on the team page, and the site shows 3,980 reviews on one page and 2,565 on another.

Google Maps visibility

This is where the practice wins or loses new patients, and it is where the four offices differ most. The table shows the average position across every point on each scan grid. A "10+" means the office was not in the top ten at that point.

Office	Search term	Grid	Average rank	Read
Sunbury	dentist near me	7×7, 3.1 mi	4.0	3rd across the south and east, 4th north and west
Sunbury	emergency dentist	7×7, 3.1 mi	7.1	Flat 7th to 8th everywhere
Sunbury	dental implants	7×7, 3.1 mi	10+	Not in the top ten anywhere; the pack is specialists
Centerburg	dentist near me	7×7, 3.1 mi	1.1	1st at every point
Centerburg	emergency dentist	7×7, 3.1 mi	5.1	Flat 4th to 5th
Centerburg	pediatric dentist	7×7, 3.1 mi	10+	Specialist pack
South High	dentist	3×3, 1.9 mi	9.3	2nd at the office, 10+ one block away
South High	emergency dentist	7×7, 3.1 mi	10+	8th to 9th in a small center cluster
South High	dentist that accepts CareSource	7×7, 10.6 mi	10+	Not in the top ten; the winners are general practices
Metz Center	sleep apnea dentist	5×5, 5 mi	2.8	2nd to 3rd across all of central Columbus
Metz Center	snoring treatment	5×5, 5 mi	6.4	3rd at the office, 7th to 9th at the edges
Metz Center	dentist near me	5×5, 5 mi	10+	Nowhere

Three things stood out to us.

Sunbury is capped by its own profile, not the market. Sunbury Smile Center and Premier Dental of Sunbury sit above Anthony Dental Care with a fraction of the reviews (504 versus 1,200 on Google). When a profile with that much social proof ranks third, the cause is inside the profile: categories, the services list, a 51% review reply rate and a response time over 30 days. This is where we would expect the fastest movement.

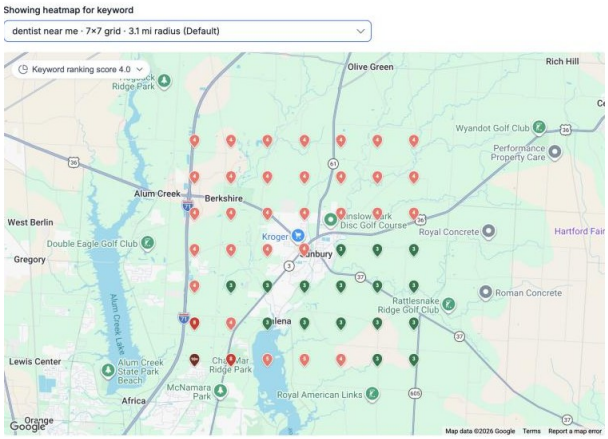
South High only ranks close to the office. Second place at the front door and out of the top ten a mile away tells us the profile is too thin for a market this dense. Merion Village Dental, a few blocks north, has 1,120 reviews to South High's 221. The one term South High can realistically own is CareSource: every practice in that top ten is a general dentist, and they rank because the plan name is in their profile services, their Q&A, their reviews and a dedicated insurance page. Anthony Dental Care has one sentence.

Implants and pediatric were scanned to test whether procedure-level terms are reachable, and they are not. At every office those packs are periodontists, oral surgeons, implant chains and pediatric specialists; no general practice appears in them. That means the website should keep targeting those terms for organic search, where the implant and pediatric pages can rank, but Maps effort should go to terms general practices do win: dentures, All-on-4 and family dentistry.

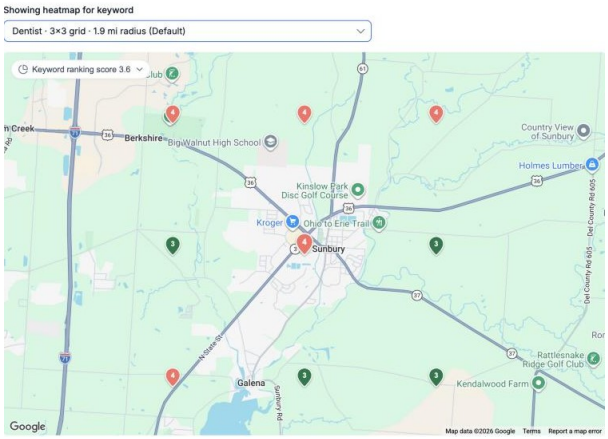
Heatmaps

Green is a top-three position, red is fourth through ninth, dark red is outside the top ten. The office sits at the center of each grid.

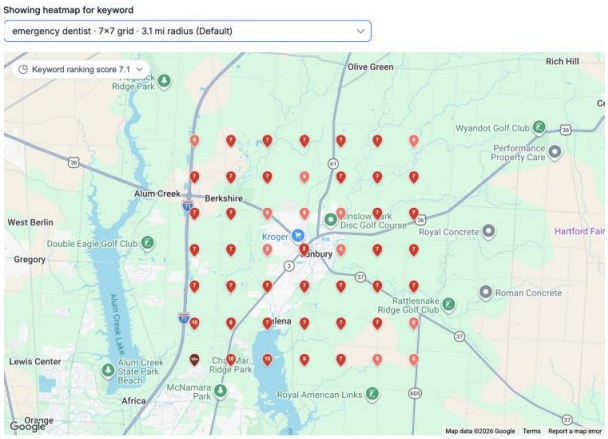
Sunbury

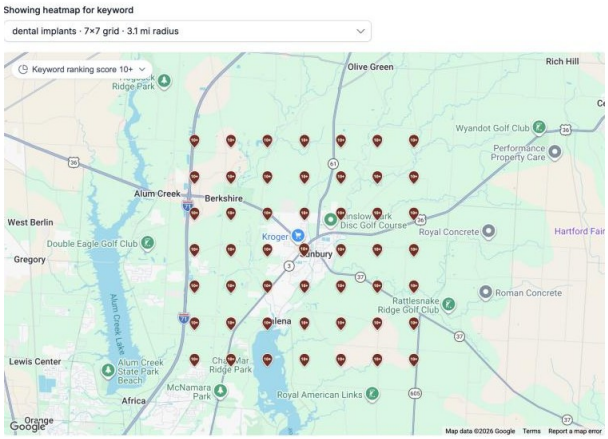


dentist near me · average 4.0



dentist · average 3.6

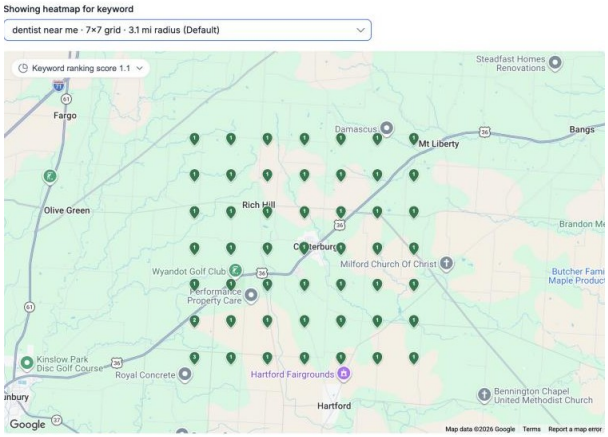




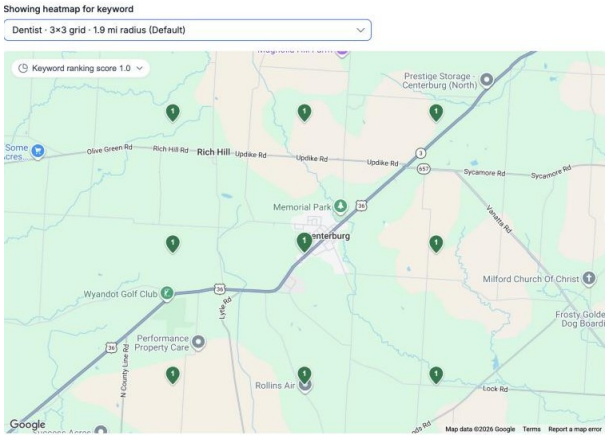
emergency dentist · average 7.1

dental implants · 10+

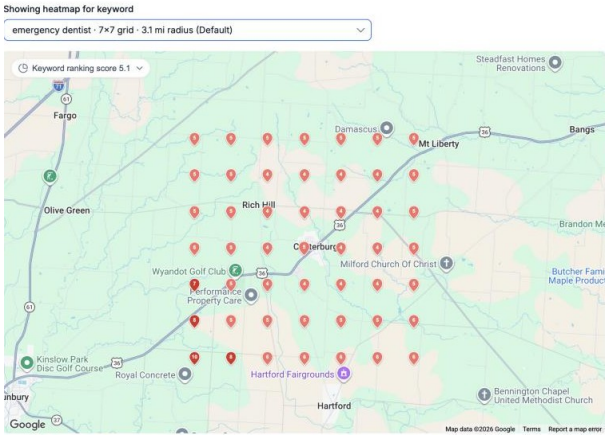
Centerburg



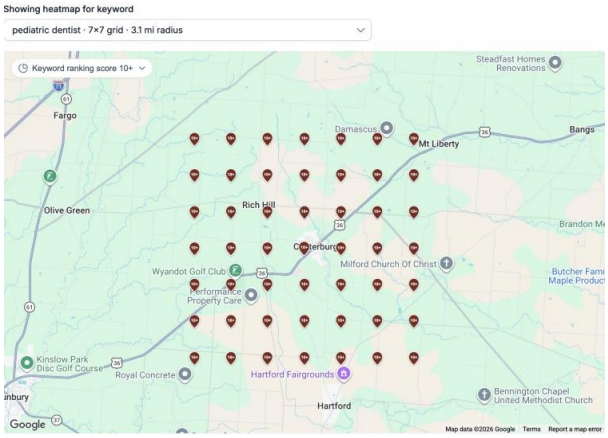
dentist near me · average 1.1



dentist · average 1.0

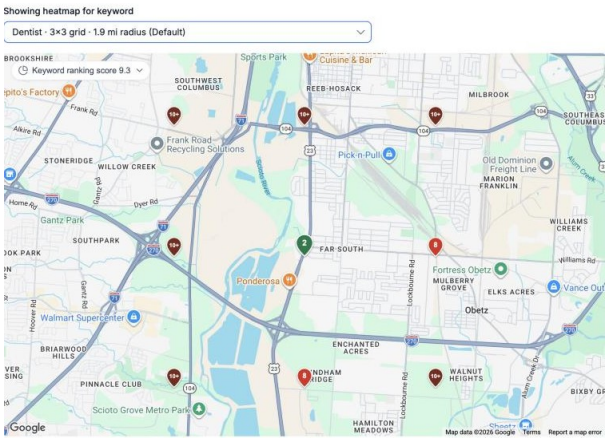


emergency dentist · average 5.1

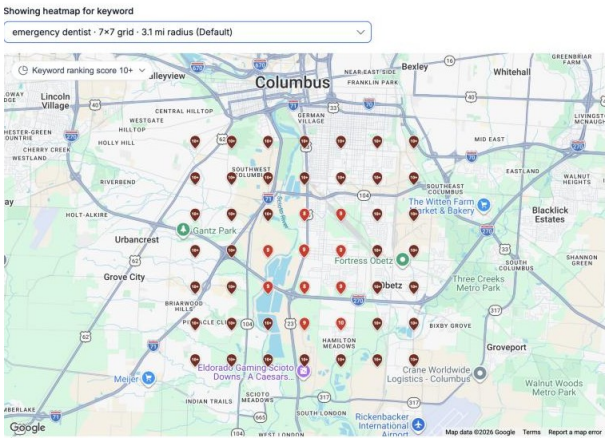


pediatric dentist · 10+

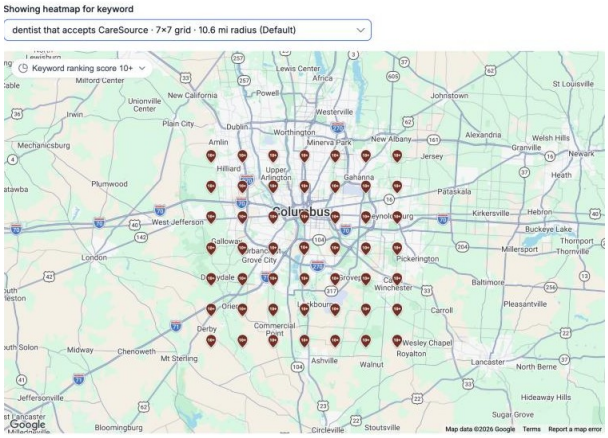
South High



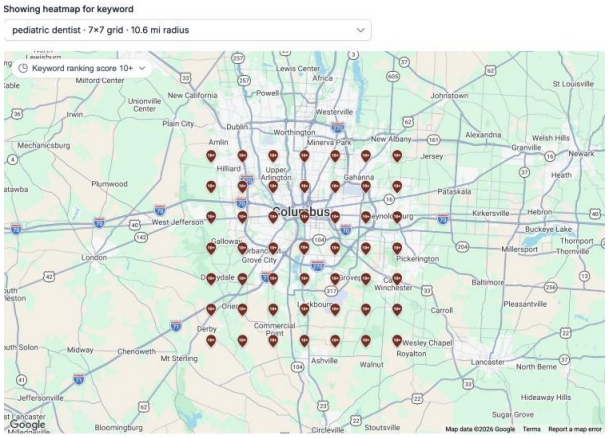
dentist · average 9.3



emergency dentist · 10+



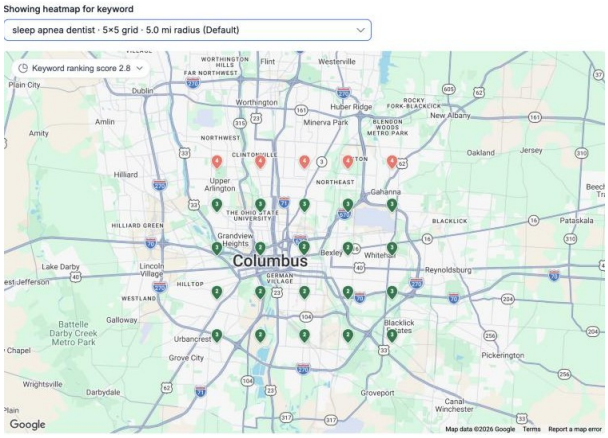
dentist that accepts CareSource · 10+



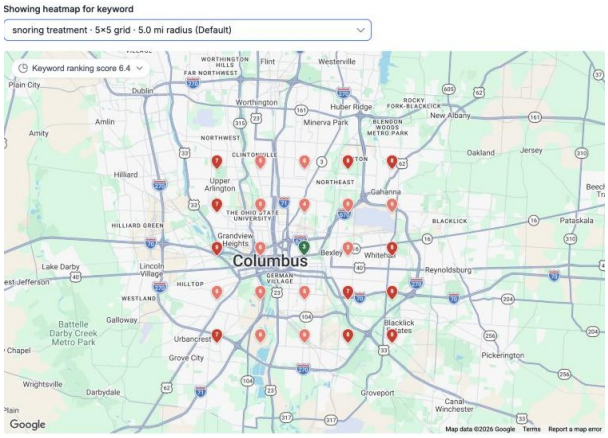
pediatric dentist · 10+

Metz Center

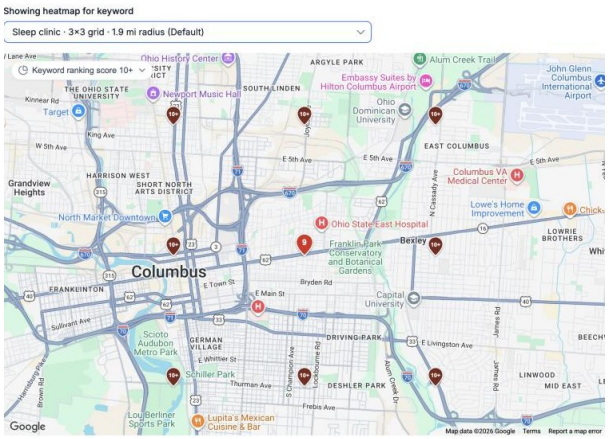
Scanned on the only Google profile at this address, which is still the previous practice's listing.



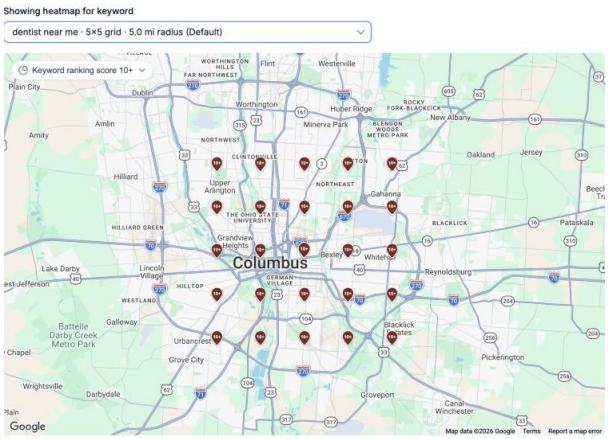
sleep apnea dentist · average 2.8



snoring treatment · average 6.4



sleep clinic · 10+



dentist near me · 10+

Phone numbers, listings and reviews

Google uses a business's name, address and phone number to confirm it is looking at the same business across the web. When those differ between the Google profile, the website and the directories, Google trusts all of them less. Right now each office has three numbers in circulation.

Office	Google profile	Website header	Also found on the site	Listing accuracy
Sunbury	(740) 480-2015	740-756-6915	740-965-4090 in the footer	61%
Centerburg	(740) 480-2970	740-573-7130	740-480-8162 in the footer	64%
South High	(614) 983-3060	614-714-5755	614-497-0012 in the footer, 614-363-2462 in the call link, 614-768-3504 in the body	64%
Metz Center	(614) 252-4444	614-252-4444	Consistent, but every listing is under the previous practice name	59%

The profile numbers and the header numbers are call-tracking numbers from the current marketing setup, and the footer numbers are the original office lines. Tracking is fine, but the way it is implemented is publishing two or three numbers per office to the open web, and some have already leaked into directories. The fix is to put the Google profile number in the page HTML and swap the tracking number in with a script after the page loads, so crawlers always see one number. Then clean the directories: Facebook and Showmelocal do not match for Sunbury, Facebook and MapQuest list Centerburg as plain "Anthony Dental Care" with no phone, and South High still appears under its old name on ProvenExpert and TrustAnalytica.

Reviews are the practice's strongest asset, and the one getting the least attention. About 1,900 Google reviews across the four offices (Sunbury 1,200, Centerburg 462, South High 221, Metz Center 18), almost all five stars; the website's own review feed counts higher because it combines Google with Facebook and other sources. But the reply rate is 51% at every office and the average response time is over 30 days. A six-year-old one-star review at Metz Center has never been answered. A four-month-old one-star review at South High says a listing somewhere claims the office accepts Buckeye Health Plan Medicaid when it does not; that listing needs to be found and corrected, and the review answered, because plan accuracy is the reputation issue for a Medicaid-heavy office.

Metz Center

The Metz Center office is a different situation from the other three and needs its own plan. The practice that operated at 1271 E Broad Street before Anthony Dental Care built a strong reputation in TMJ and dental sleep medicine, much of it through referrals from other dentists and physicians, and that reputation is still what Google sees at the address. The previous practice's website is live, its Google profile is the only one at that location, and all 34 directory listings carry its name. Anthony Dental Care's own Metz Center page is written around sleep apnea, names no dentist, and is missing from the sitemap and the appointment form.

The scans show why this matters. For "sleep apnea dentist" the location ranks second or third across five miles of central Columbus, on a profile with 18 reviews and no marketing behind it. For "dentist near me" it does not appear at all. Converting this listing into a general-dentistry profile would trade a second-place sleep position for a tenth-place general one.

Our recommendation is to keep the sleep identity and bring it under the Anthony Dental Care name:

1. **Confirm who controls the previous practice's domain.** If it was not part of the purchase, acquire it. Its age and backlinks are the main asset.
2. **Take over the existing Google profile rather than creating a new one.** Rename it to reflect both the Metz Center and Anthony Dental Care, keep sleep as the primary category, add Dentist as secondary, update the website link, and reply to all 18 reviews.
3. **Build a Sleep Apnea and Oral Appliance Therapy page on anthonydentalcare.com,** name the dentists who provide it, and point the profile at it.
4. **Redirect the old website to the new pages,** page for page.
5. **Update the 34 listings to the new name.** Address and phone stay the same.
6. **Fix the Metz Center page on the site:** its own title and description, a line acknowledging the location's history, and inclusion in the sitemap, form and footer.
7. **Decide whether sleep is a line of business to grow or a legacy to wind down,** and make the page and profile say one thing. Market general dentistry on the east side through South High and the website, not through this listing.

Marketing and practice systems

From the discovery call, the practice runs Open Dental at Sunbury, Centerburg and South High and Dentrix Ascend at Metz Center. Dental Intelligence currently handles confirmations, online forms and analytics and is being replaced by Practice by Numbers. Whiteboard Marketing manages the website, Google profile posts and Google and Facebook ads; social media is handled in-house; direct mail has been run through Valpak and a targeted Centerburg mailer. Practice ZEBRA is under consideration for marketing attribution.

We have covered the systems question in a separate document, Marketing Systems Recommendation. The short version: complete the Practice by Numbers rollout on the tier that includes its marketing module, use its call tracking and ROI reporting in place of Practice ZEBRA, and do not add a second CRM. Two of its recommendations overlap directly with this audit and are repeated here because they fix ranking problems, not just reporting ones:

- **One phone number per office in the website code,** with any tracking number inserted by script after the page loads. This is what stops tracking numbers leaking into Google profiles and directories.
- **Review requests from one system only,** triggered by the completed appointment and pointed at the correct office's Google profile.

Action plan

In the order we would do it. The first phase removes things that are actively hurting; the later phases build on that.

#	Action	Impact	Phase
1	One phone number per office in the HTML; tracking numbers swapped in client-side; directories corrected	High	1
2	Redirect the duplicate /locations/ pages; fix the location sitemap	High	1
3	Metz Center: take over the Google profile, redirect the old site, update listings, finish the page	High	1
4	Google profiles: reply to every review within 48 hours, add secondary categories (Emergency dental service, Pediatric dentist, Cosmetic dentist), list accepted insurance by office, seed Q&A	High	1
5	Dentist and Organization structured data on the location pages and homepage; AggregateRating on Reviews	High	2
6	Rewrite titles and descriptions site-wide to name all four markets and the word dentist	High	2
7	CareSource and Medicaid: a dedicated insurance page by office, plan names in the South High profile, and the incorrect Buckeye listing found and fixed	High	2
8	Mobile speed: defer render-blocking assets, remove unused CSS and JavaScript, fix cache headers, single menu render	Medium	2
9	Alt text on every image	Medium	2
10	Noindex category, tag and author archives; remove from the sitemap	Medium	2
11	In-body links and FAQ blocks on the top service pages; service links, map embed and photos on each location page	Medium	3
12	Systems: complete the Practice by Numbers rollout with its marketing module and move call tracking and review requests into it (see the separate systems recommendation)	Medium	3
13	Blog: credit the treating dentist on each post, add Columbus-specific and insurance-cost topics	Medium	3
14	Allow AI crawlers in robots.txt so the practice appears in ChatGPT and similar answers	Low	3
15	Tidy orphan URLs with redirects	Low	3