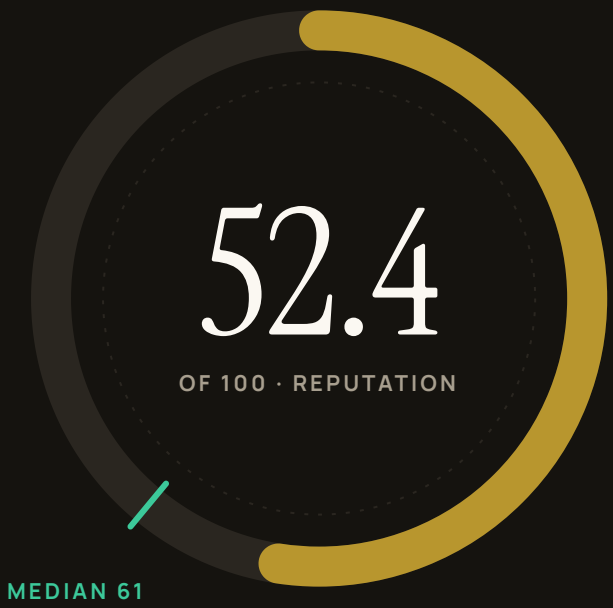
PREPARED FOR

Riverside Dental Co.

Digital Presence Audit

Mount Lawley | Dental | Reporting period 1–30 September 2026 | Sample report



−5 points vs August (57.4)

61 industry median for dental practices

90 days to close the 8.6-point gap on the plan inside

An independent analysis of online reputation, social performance and competitive position — with a prioritised, revenue-ranked action plan.

The month in one read

Your reputation score fell 5 points to 52.4/100, 8.6 points below the 61 industry median. Right now 12 unanswered negative reviews are the single biggest drag on your 4.22★ rating and local visibility. The clearest revenue lever this quarter is fixing the 9 critical website × GBP mismatches — most take under an hour.

GOOGLE RATING	REVIEW RESPONSE	AVG ENGAGEMENT	POSTING CADENCE
4.22★	22%	1.8%	2.1/wk
▼ 0.04 vs Aug	▼ Median is 34%	▼ Median is 3.2%	Target 4 / week

DO THESE TWO THINGS FIRST

1 Respond to all 12 unanswered negative reviews

Owner responses lift conversion and signal active management. Templates for your most common complaint themes are on page 17.

2 Double your Reels output to 2 per week

Reels earn 3.2% engagement for you — 2.7× your static posts, yet make up only 19% of what you publish.

INSIDE THIS REPORT

01	Google reviews health	03	05	Social scorecard	08	09	Website × GBP	14
02	Aspect sentiment	05	06	Content gap	09	10	Reputation score	15
03	Review velocity	06	07	Competitor benchmark	10	11	Priority action plan	16
04	Staff signals	07	08	AI search visibility	11	12	Impact & effort	18

01 Google Reviews Health

You hold a 4.22★ rating across 242 reviews, but a 22% response rate (median 34%) leaves 12 negative reviews unanswered in public — mostly about phone/hold and billing. The words patients use most in praise are “gentle”, “excellent” and “great”. Replying to every negative and fixing the process behind the top complaint is the fastest way to protect and lift that rating.

RESPONSE RATE VS MARKET −12 pts

Riverside Dental Co. 22%

Industry median 34%

Hyde Park Dental Studio 78%

12 negative reviews still awaiting a public reply

REVENUE OPPORTUNITY

+12–18%

lift in new-patient enquiries

Moving from 4.22★ to 4.5★ is associated with a 12–18% lift in new-patient enquiries for clinics in your bracket.

COMPETITOR REVIEW COMPARISON

PRACTICE	RATING	REVIEWS	RESPONSE
Riverside Dental Co. (you)	**4.22**	**242**	**22%**
Hyde Park Dental Studio	4.8	418	78%
Walcott Family Dental	4.5	207	55%
Lincoln St Dental	4.3	163	41%

WHERE YOU LEAD

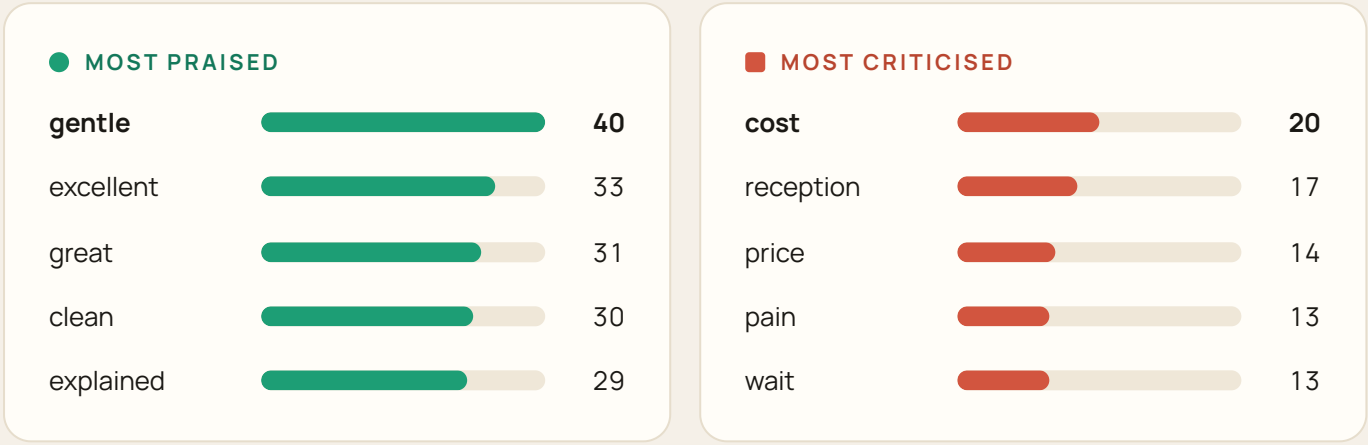
You rank **2nd** of 4 on review volume with 242 reviews.

WHERE YOU TRAIL

The lowest rating in your set — **4.22★** against 1 practice at 4.8★.

What patients are *actually* saying

The words that appear most often in your reviews, and the negatives still waiting for a reply.



Mentions across all reviews. Bars share one scale so praise and criticism compare directly.

UNANSWERED NEGATIVE REVIEWS · MOST RECENT FIRST

12 awaiting response

DATE	STARS	SUMMARY	THEME
Sep 2026	★★☆☆☆	Waited 40 minutes past my appointment time with no update. …	Wait time
Sep 2026	★☆☆☆☆	Billed incorrectly and it took three phone calls and a formal co…	Billing
Sep 2026	★☆☆☆☆	My filling fell out after 6 weeks. Was told there'd be a full charg…	Billing
Aug 2026	★☆☆☆☆	Felt rushed through the consult. On hold 11 minutes just to res…	Phone/Hold
Aug 2026	★★☆☆☆	Called to reschedule and told there was a 6-week wait for a sta…	Wait time

57%
OF NEGATIVES

READ THIS

57% of your negative reviews cluster into just two themes — Phone/Hold and Billing. Both are operational, not clinical — fixable without touching care quality.

02 Aspect-Based Patient Sentiment

Eight dimensions of the patient experience, scored independently from −1 to +1 — beyond the overall star rating.



STRONGEST DIMENSION

+0.81 Anxiety Management

Well above the Perth median — use this in your marketing.

MOST URGENT GAP

−0.44 Pricing Transparency

"Quoted one price, invoiced another" — fix the process behind it first.

03 Review Velocity & Momentum

Is your reputation accelerating or slowing? This shows the trajectory before it appears in your star rating.

MOMENTUM SCORE

−2.4 ↘

Declining

REVIEWS IN SEP

4

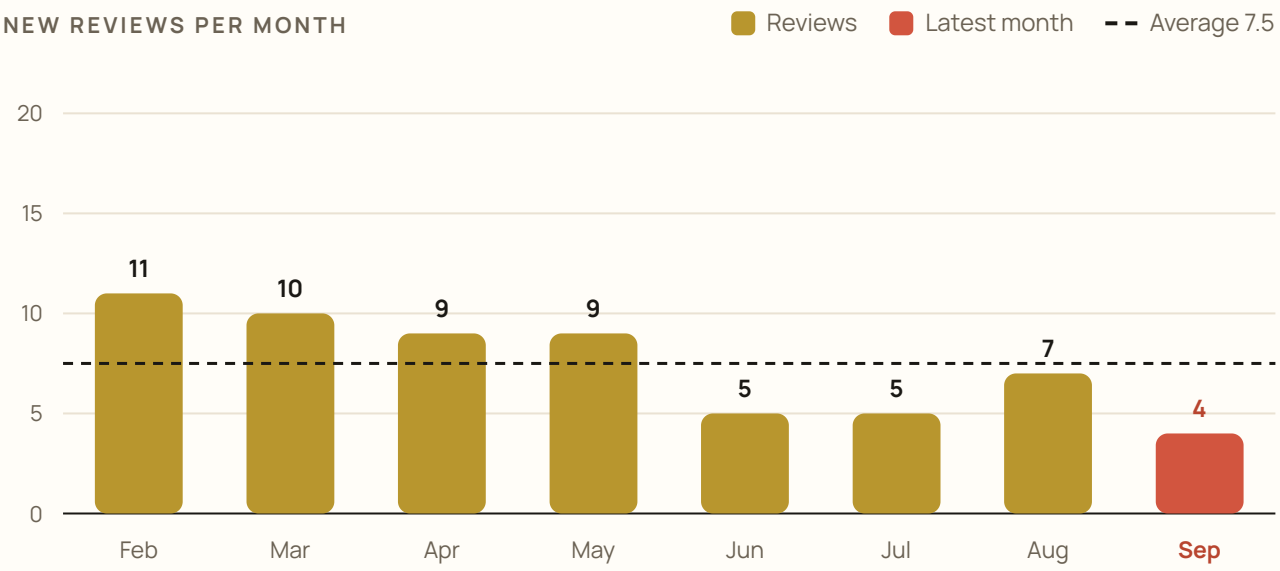
vs 8.0 a month on average before

90-DAY RATING PROJECTION

4.1★

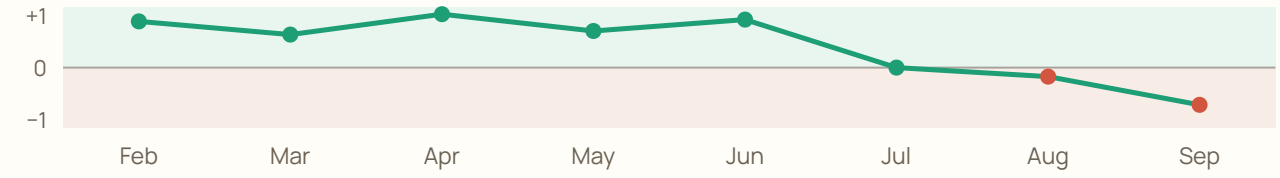
down from 4.2★ today

NEW REVIEWS PER MONTH



AVERAGE SENTIMENT OF NEW REVIEWS

scale −1 to +1



⚠ **Reputation event detected in Aug:** Billing disputes and double-booking incidents. Negative review volume spiked to twice the recent average — respond to every flagged review.

8–15 **Reverse the slowdown:** a post-visit SMS review request (action 4, page 16) could add 8–15 new reviews a month.

04 Staff Sentiment Signals

Extracted from review text — how individual team members are perceived by patients.

TEAM HEALTH INDICATOR

+0.34 vs **+0.42** Perth median



−1 Negative · 0 Neutral · Positive +1

Your team · Perth median

S

Dr Sarah

DENTIST

+0.78

41 reviews

"Dr Sarah is amazing with anxious patients"

"Made my son feel completely at ease"

R

Reception team

FRONT DESK

−0.31

23 reviews · **risk flag**

"Had to chase reception three times for my x-ray report"

"On hold ll minutes just to reschedule"

H

Hygienist

HYGIENIST

+0.55

17 reviews

"Thorough clean without being rough"

"Checked on my sensitivity afterwards"

STAR PERFORMER · DR SARAH

"Dr Sarah is fantastic with anxious patients"

Use this quote in your GBP description and on your website.

RISK · RECEPTION TEAM

Unresponsive to wait time and billing complaints

Training intervention recommended within 30 days.

05 Social Media Scorecard

You post 2.1 times a week against a 4-a-week target, and your 1.8% engagement trails the 3.2% benchmark. Reels are your best format at 3.2% engagement — lean into them.

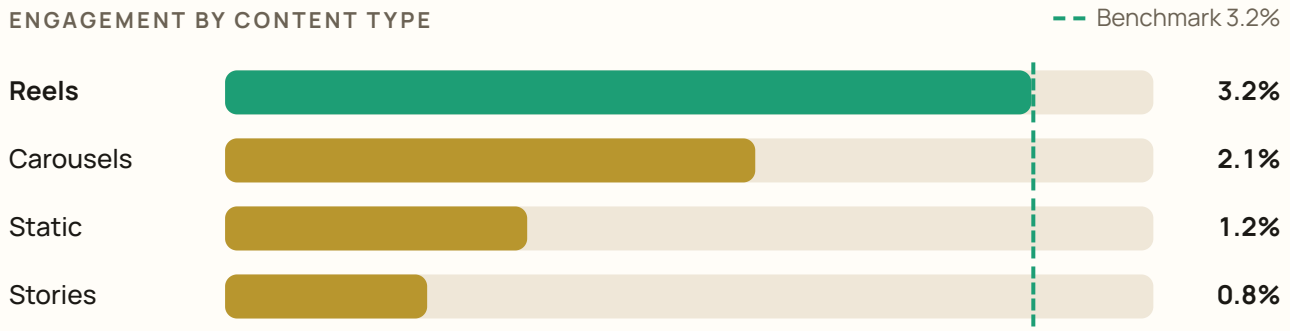
Instagram
@riversidedental

2,340	+3.1%	1.8%
FOLLOWERS	90-DAY GROWTH	ENGAGEMENT

Facebook
Riverside Dental Co.

1,980	+0.9%	1.1%
FOLLOWERS	90-DAY GROWTH	ENGAGEMENT

ENGAGEMENT BY CONTENT TYPE



POSTING CONSISTENCY

2.1 / 4 per week

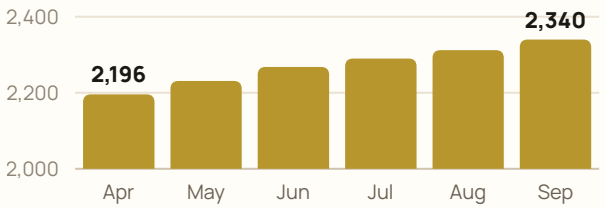
52% of the 4 weekly posts recommended for dental practices in your market.

BEST POST — 6.4%
"What actually happens during a check-up" — patient walkthrough

WEAKEST POST — 0.3%
Generic Happy Friday stock image with no clinic context

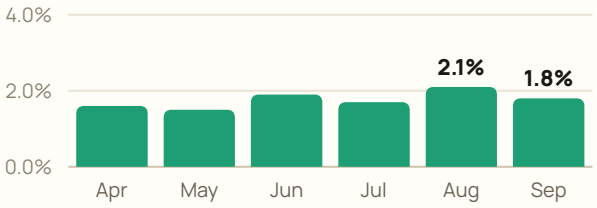
INSTAGRAM FOLLOWERS

+144 in 6 months



ENGAGEMENT RATE

by month



06 Social Content Gap Analysis

Topics you under-post compared with competitors — ranked by engagement opportunity.

Your share of posts Competitors' share of posts

1 Anxiety Reassurance

You		5%
Competitors		22%

4.1% your engagement on this topic

POST IDEA

60-second Reel

'What to expect on your first visit — from the waiting room to the chair.' No jargon, just reassurance.

2 Patient Education

You		8%
Competitors		28%

3.1% your engagement on this topic

POST IDEA

Carousel

'5 signs your old filling needs replacing' — each slide answers a patient question you hear every week.

3 Behind the Scenes

You		0%
Competitors		14%

0.0% your engagement on this topic

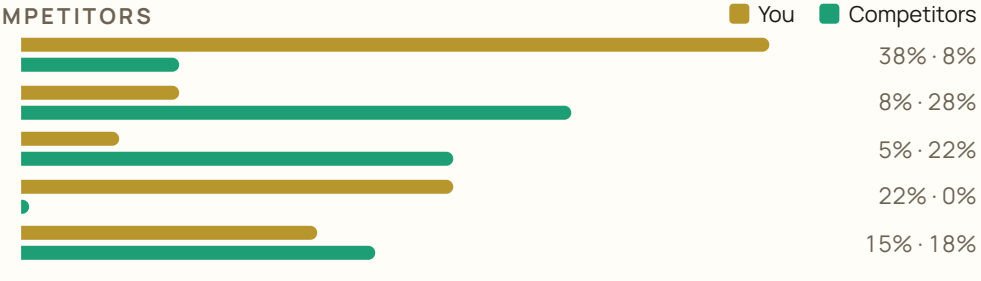
POST IDEA

Reel

30-second sterilisation walkthrough — no voiceover needed, just the process. Builds trust before the first appointment.

→ **Reduce:** Promotions and Seasonal posts generate your lowest engagement but take up a large share of your posting volume. Reallocate that effort to the opportunity topics above.

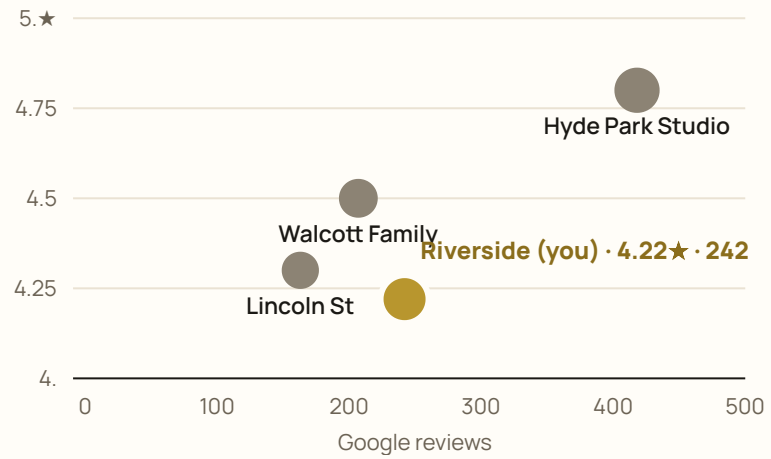
YOUR TOPIC MIX VS COMPETITORS



07 Competitor Benchmark

Hyde Park Dental Studio leads your local set at 4.8★ with a 78% response rate. Matching their consistency — steady review requests and replies — is directly replicable within your current resources.

RATING VS REVIEW VOLUME



2nd
for review volume — 242 reviews

4th
for rating — 0.58★ behind the leader

METRIC	RIVERSIDE	HYDE PARK STUDIO	WALCOTT FAMILY	LINCOLN ST
Google rating	**4.22★**	4.8★	4.5★	4.3★
Review count	**242**	418	207	163
Response rate	**22%**	78%	55%	41%
IG followers	**2,340**	6,240	1,880	2,610
Engagement rate	**1.8%**	3.6%	2.2%	1.7%
Posts / week	**2.1**	4.6	2.7	3
Reels share	**19%**	58%	36%	28%

WHERE YOU LEAD

You rank 2nd on review volume and 4th on rating — steady review requests close both gaps.

WHERE YOU TRAIL

Hyde Park Dental Studio leads on engagement, powered by a 58% Reels mix and a 78% response rate.

CONTENT OPPORTUNITY MAP

Topics your competitors avoid that you could own:

- Transparent pricing explainers — no competitor in market posts these
- "Nervous patient" reassurance content series
- Behind-the-scenes sterilisation & safety walkthrough

08 AI Search Visibility

More patients now ask AI before they search a map. We checked three things: does AI trust your website, does it describe you correctly, and does it recommend you?

AUTHORITY

18

AI answers use your website as a source

Yet only 2 of the 16 we read say "Riverside"

Strong base, unnamed

ACCURACY

20/28

AI answers get your key facts right

3 of 4 AI engines say you're closed on Saturdays

Hours wrong

DISCOVERABILITY

15/54

Answers to local questions that name you

Named first for nervous patients, missing for treatments

0 of 13 for treatments

! GOOGLE AI

Cites you, rarely names you

18 answers use your site · in 2 of 6 map packs

✕ CHATGPT

Says you close Saturdays

Right on services and location · wrong on hours both runs

✕ GEMINI

Says you close Saturdays

Otherwise accurate · praises your gentle care

! CLAUDE

Mixes up your name

Listed Rivervale and Riverton clinics as your competitors

WHAT AI SAYS ABOUT YOU · 2 RUNS	CHATGPT	GEMINI	CLAUDE	GOOGLE AI
"What is Riverside Dental Co.?"	✓ Correct	✓ Correct	✓ Correct	No AI answer
"When is Riverside Dental open?"	✕ Closed Sat	✕ Closed Sat	✓ Correct	✕ Closed Sat
"Who competes with Riverside Dental?"	✓ Local	✓ Local	! Wrong suburb	No AI answer
"Is Riverside good for nervous patients?"	✓ Correct	✓ Correct	✓ Correct	✓ Correct

WHAT CHATGPT TELLS PATIENTS

"Riverside Dental Co. on Beaufort Street, Mount Lawley is open weekdays from 8:30am and is *closed on weekends*."

ChatGPT, asked "When is Riverside Dental Co. open?" — same answer on both runs.

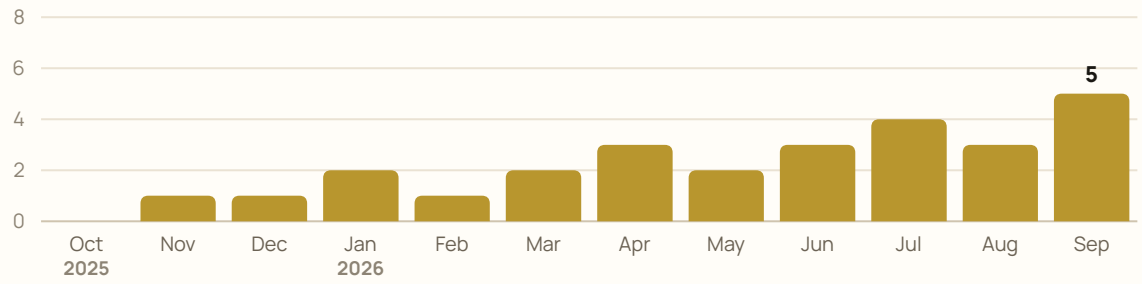
WHY IT HAPPENS

Your website says Saturday 9am–1pm. Your Google profile says Closed. AI assistants trust the Google profile — fix the hours there (5 minutes) and the answers follow within weeks.

Authority — AI already trusts your website

Google's AI answers used your website as a source in **18 answers**, seen by about **11,200 searches a month**. Citations grew from 0 a month a year ago to 5 a month now.

AI ANSWERS CITING YOUR SITE, BY MONTH — Google AI Overviews · Australia



YOUR PAGE AI USES AS A SOURCE	QUESTIONS	SEARCHES/MO	BEST RANK	NAMED?
Dental anxiety & sedation how to calm nerves before the dentist · sedation dentistry options	3	4,400	#3	Not named
Children's dentistry when should a child first see a dentist · baby teeth care	3	2,900	#4	Not named
Wisdom teeth aftercare dry socket symptoms · what to eat after wisdom teeth	4	2,100	#6	Not named
Teeth whitening does whitening damage enamel · whitening sensitivity	2	1,050	#5	Not named
Home page riverside dental · dentist mount lawley	2	480	#1	Named 2/2

Also cited: Invisalign FAQ and root canal pages — 270 searches a month.

CITED ALONGSIDE YOU — shared answers

healthdirect.gov.au	11
betterhealth.vic.gov.au	8
youtube.com	7
healthline.com	6
teeth.org.au	4

WHAT THIS MEANS

You sit next to healthdirect and Healthline: AI treats your treatment pages as expert health content.

But **only 2 of 16 answers say "Riverside"** — both are searches for your own name. About 10,450 searches a month read your advice without learning who wrote it.

Discoverability — are you the answer?

We asked 4 AI engines 8 questions a local patient might ask, 2 times each. You were named in **15 of 54 answers**. AI already knows you for gentle care. It names you in every answer about nervous patients — and in none about Saturday hours, emergencies, health funds, Invisalign or implants.

PATIENT QUESTION	CHATGPT	GEMINI	CLAUDE	GOOGLE AI	MAP PACK
Best dentist in Mount Lawley	#3 · #4	#2	–	no AI answer	#3
Gentle dentist for nervous patients	#1	#1 · #2	#2 · #1	#2	no pack
Dentist open Saturday near Mount Lawley	–	–	–	–	–
Emergency dentist Mount Lawley	–	–	–	–	no pack
Kids dentist Mount Lawley	#2	#3 · –	–	no AI answer	#2
Invisalign Mount Lawley	–	–	–	–	–
Dental implants Perth	–	–	–	no AI answer	–
HBF preferred dentist Mount Lawley	–	–	–	no AI answer	no pack

named in top 3 · named lower · not named

"#2 · #1" = the two runs differed. Map pack = the 3 clinics on Google's map.

8/8	Nervous patients
7/12	"Best" & kids dentist
0/21	Saturday, emergency & HBF
0/13	Invisalign & implants

WHO AI NAMES INSTEAD

times named in 54 answers

- **Hyde Park Dental Studio · 21**
- Walcott Family Dental · 12
- Lincoln St Dental · 9
- Beaufort Smiles · 7
- Inglewood Dental Care · 6
- Northside Implant Clinic · 5
- Swan Valley Orthodontics · 4

THREE AI FIXES, IN ORDER

1 **Fix Saturday hours and add your health funds on Google** — THIS WEEK

Three of four AI engines say you're closed on Saturdays because your Google profile does, and none can answer "HBF preferred dentist" because no health funds are listed. Both are 5–10 minute fixes on the Website × GBP page.

2 **Put your name on the advice AI already uses** — THIS MONTH

Your anxiety, children's and wisdom-teeth pages feed AI answers seen by about 9,400 searches a month, yet none of them says "Riverside". Add "Written by Dr Sarah Chen, Riverside Dental Co., Mount Lawley" and a booking link.

3 **Turn your nervous-patient strength into treatment answers** — NEXT 60 DAYS

AI already names you first for anxious patients. Bring that into your Invisalign, implant and emergency pages — who treats it, what it feels like, typical cost range — so AI has a reason to recommend you there too.

How we measured, Sep 2026: 4 questions about Riverside Dental and 8 local questions, each asked twice to ChatGPT, Gemini, Claude and Google, searching from Perth. Citation counts: Google AI Overviews, Australia, Oct 2025 – Sep 2026.

09 Website × GBP Cross-Analysis

Your website × GBP cross-analysis found 9 critical mismatches and 2 warnings, with a GBP completeness score of 50/100 — patients see these gaps right before they decide to call. Most are configuration fixes rather than new content, so they can be closed quickly.

9	2	0	50/100	6
CRITICAL	WARNINGS	PASSING	GBP SCORE	HIGH IMPACT

CHECK	STATUS	FINDING	FIX TIME	IMPACT
Services: Website → GBP	× Critical	10 services on website not in GBP: Check-ups & X-rays, Invisalign, Dental Implants, Teeth Whitening, Emergency Dentistry...	30 min	● High
Booking Pathway	× Critical	No appointment URL set in GBP (tap Website from Maps → no direct booking path)	10 min	● High
Schema Markup	× Critical	No LocalBusiness/Dentist schema found on website (detected types: none)	2 hrs (developer)	● High
Business Hours	× Critical	2 hours mismatch(es): Saturday: website says open (Saturday 9am – 1pm), GBP shows Closed; Opening time: website 8am vs GBP 8:30am	5 min	● High
Website Claims vs Review Reality	× Critical	4 promise(s) contradicted by review data: 'gentle painless dentistry' contradicted by review theme: Rushed, Clinical; 'we respect your time and run o...	Operational or 30 min copywriting	● High
Health Fund Attributes	× Critical	Website lists 5 health funds (Medibank, BUPA, HBF) but GBP has 0 health fund attributes set	10 min	● Medium
NAP Consistency	× Critical	2 mismatch(es): Name: website='Riverside Dental Co.' vs GBP='Riverside Dental'; Address: website='142 Beaufort Street, Mount Lawley WA 6050' vs GBP='...	15 min	● Medium
GBP Description Keywords	× Critical	Description is generic with 0/4 keyword signals (suburb + top services)	20 min	● Medium
Photo Count & Recency	× Critical	GBP has 4 photos vs top competitor's 46 (42 photo gap)	2 hrs (photography)	● Low
Mobile Performance	! Warning	Page load 4.8s (target <3s) — ~55% mobile bounce rate; Google PageSpeed mobile score: 43/100 (poor); Phone number not visible above the fold on mobil...	4–8 hrs (developer)	● High
Team Profiles / E-E-A-T	! Warning	Clinician names not mentioned in GBP description (YMYL trust gap)	1–2 hrs	● Medium

BOTTOM LINE Most of these are configuration fixes, not new content. 6 are high-impact — the details a patient checks just before they call or book — and most of those take under an hour to fix.

10 Unified Reputation Score

A single 0–100 composite of everything that shapes how a prospective patient sees you online. This is the number to track month over month.

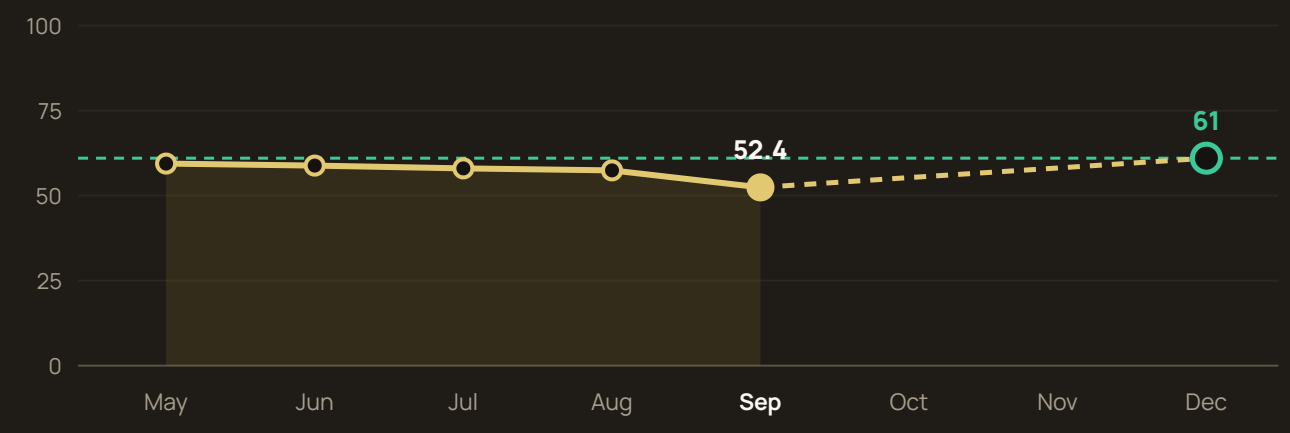


−5	57.4	61
vs last	previous	median

HOW THE SCORE BREAKS DOWN

Google star rating	**24.1** / 30
Review response rate	**4.3** / 20
Social engagement vs median	**14.1** / 25
Posting consistency	**7.9** / 15
Competitive position	**2** / 10

SCORE TRAJECTORY



Your Reputation Score is held back mainly by review response rate (4.3/20) and posting consistency (7.9/15) — both entirely within your control, and neither needs ad spend.

11 Priority Action Plan

Five actions, ranked by revenue impact — not by ease. Do them in order. Each is tied to evidence from your own data.

1 Reply to all 12 unanswered negative reviews this week

Your response rate is 22% vs 78% for Hyde Park Dental Studio. Unanswered negatives are the #1 score drag, estimated to deter 36 patients a month.

IMPACT	HIGH
EFFORT	LOW
WHEN	THIS WEEK

2 Fix the critical website × GBP issues — start with Services: Website → GBP

9 critical mismatches and 2 warnings found between your website and GBP. First fix: Add all services from your website to GBP → Edit Profile → Services. Include specific treatment names, not just 'General Dentistry' (30 min).

IMPACT	HIGH
EFFORT	LOW
WHEN	THIS WEEK

3 Shift to 2 Reels per week

Reels earn 3.2% engagement for you — 2.7× your static posts — yet make up only 19% of your mix. Hyde Park Dental Studio runs 58% Reels.

IMPACT	HIGH
EFFORT	MED
WHEN	ONGOING

4 Launch a post-visit SMS review request flow

An SMS ask 2 hours post-visit achieves 35%+ conversion (BrightLocal 2025). At 7 new patients a month, targeted messaging adds 8–15 reviews a month.

IMPACT	MED
EFFORT	LOW
WHEN	30 DAYS

5 Own the "transparent pricing" content lane

No competitor in your market posts pricing explainers, and billing is one of your top complaint themes. Pricing content closes the content gap and the trust gap at once.

IMPACT	MED
EFFORT	MED
WHEN	60 DAYS

52.4 → 61 Complete actions 1–3 this month and we project your Reputation Score reaches the industry median of 61 within 90 days — closing the entire competitive gap.

Ready-to-use response templates

Copy, personalise the highlighted parts, and post. Written for your most common complaint themes.

“

FOR PHONE AND RECEPTION ISSUES

Hi [name], thank you for letting us know — being left on hold isn't good enough. We've added a call-back option and extra reception cover at peak times. If you'd like to talk it through, please ask for me directly. — Dr [owner]

“

FOR BILLING SURPRISES

Hi [name], I'm sorry the final cost didn't match what you expected — that's on us to communicate better. We now provide a written estimate before any treatment begins. I'd like to review your account personally; please call the clinic and ask for me. — Dr [owner]

“

FOR WAIT-TIME COMPLAINTS

Hi [name], thank you for the honest feedback — and I'm sorry we kept you waiting on [date]. That's not the standard we hold ourselves to. We've just introduced SMS updates when a clinician is running behind so you can plan around it. I'd value the chance to make your next visit right — please ask for me directly. — Dr [owner]

Content ideas NEXT 4 WEEKS

W1

Reel

“What a check-up actually involves”

Face-to-camera walkthrough.

W2

Reel

“What does a clean really cost?”

Transparent pricing explainer.

W3

Carousel

“5 things to do if you're a nervous patient”

W4

Reel

Behind the scenes

Sterilisation & safety walkthrough.

12 Impact & Effort Map

Every website × Google Business Profile issue, rated by how much it affects new-patient enquiries and how much work it takes to fix. Start in the top-left corner.



#	ISSUE	IMPACT	EFFORT	TIME TO FIX
1	Mobile Performance	High	High	4–8 hrs (developer)
2	Website Claims vs Review Reality	High	High	Operational or 30 min copywriting
3	Schema Markup	High	Medium	2 hrs (developer)
4	Services: Website → GBP	High	Low	30 min
5	Booking Pathway	High	Low	10 min
6	Business Hours	High	Low	5 min
7	Team Profiles / E-E-A-T	Medium	Medium	1–2 hrs
8	Health Fund Attributes	Medium	Low	10 min
9	NAP Consistency	Medium	Low	15 min
10	GBP Description Keywords	Medium	Low	20 min
11	Photo Count & Recency	Low	Medium	2 hrs (photography)

3 QUICK WINS THIS WEEK

Services: Website → GBP · Booking Pathway · Business Hours — high impact, and each takes under an hour.

THE BOTTOM LINE

You're *8.6 points* below the industry median of 61 — a gap that looks daunting until you see that three targeted actions close most of it.

Answer your reviews, fix the critical profile issues and publish consistently, and the bulk of the gap closes within a single quarter with no new ad spend.

52.4 → 61	+12–18%	3 actions
PROJECTED · 90 DAYS	NEW-PATIENT ENQUIRY UPSIDE	TO DO THIS MONTH

Your business. Your data. Your report.

Book a 20-minute call to shape an audit around what matters to you, powered by AI analysis of your own reviews, profiles and competitors.

hello@andalibansari.com

andalibansari.com · Perth WA

Pick the questions AI is asked, the competitors you're measured against and the pages you see.

WHAT EVERY MONTHLY AUDIT COVERS

Google reviews
Rating, response rate, what patients praise and complain about

AI search visibility
What ChatGPT, Gemini, Claude and Google AI say — and who they recommend

Website × Google profile
Every mismatch that stops a patient from calling, rated by impact

Social media
Engagement, posting cadence and the content your competitors win with

Competitor benchmark
How you stack up against the practices patients compare you with

Action plan
Five ranked actions, reply templates and a 4-week content plan

Sample report. Riverside Dental Co., its competitors and every figure in this report are fictional, created to show what a monthly audit looks like.