Sample Local SEO Audit

Dental Clinic, Sharjah

Mohammad Moshiur Reza
Dental SEO & AI Search Consultant

Clinic: name withheld | Area: Al Majaz, Sharjah | Prepared by Mohammad Moshiur Reza

What my Sharjah research shows

42	17	22
Sharjah dental clinics reviewed	have **no website** at all (about 4 in 10)	show **no online booking option** (about 5 in 10)

This sample shows how I audit one clinic: five problems that cost patients, and the fix for each. The same method applies to your clinic.

#	Problem	Why it costs patients	The fix
1	**Google Business Profile is thin**	Generic category, no treatment list, few photos. Patients searching "dental implants Al Majaz" see a clinic that looks incomplete.	Set the right primary category. Add every treatment as a service. Upload real clinic and team photos. Post updates each month.
2	**Reviews are few and unanswered**	Patients compare clinics by review count and recency. Silence from the clinic looks like neglect.	Send a simple review request after each visit (WhatsApp or QR code). Reply to every review within 48 hours.
3	**One "Services" page for everything**	Implants, Invisalign, and whitening all compete on a single page. Google cannot match a specific search to a specific page.	Build one page per treatment. Use one main keyword per page. Add pricing guidance, FAQs, and before-and-after proof.
4	**No easy way to book**	Patients decide fast. If booking takes more than one tap, many call the next clinic on the map.	Add a click-to-WhatsApp button and a short booking form on every page. Mirror the same link on the profile.
5	**Weak local trust signals**	No doctor profiles, inconsistent name, address and phone across listings, no area relevance.	Add doctor pages with credentials. Make name, address and phone identical everywhere. Add local business schema.

What happens next

Week 1: profile and booking fixes. **Weeks 2 to 4:** treatment pages and trust signals. **Month 2 onward:** reviews, local content, and monthly tracking. Local SEO takes time. Most clinics see early movement in the first few months. I do not promise a #1 ranking.

Want this audit for your clinic? It is free.

moshiurreza.com/free-seo-audit | WhatsApp +880 1961 590991 | info@moshiurreza.com

Note: This is an illustrative sample. The clinic is anonymised and the findings reflect common issues seen in my research of Sharjah dental clinics. Counts are from my own review of public Google Maps and website data, and may change over time.