



COMPREHENSIVE SEO / AEO / GEO AUDIT

Advanced Dentistry of Queens

advanceddentistryofqueens.com

95-31 156th Ave, Howard Beach, NY 11414

Prepared for Advanced Dentistry of Queens | September 8, 2026

Local SEO • Technical SEO • Answer & AI Visibility • Paid Search

Prepared by The Farm Digital. This audit is based on a live crawl of every page on the website, a live check of the Google Business Profile, a 49 point Google Maps ranking grid across five keywords, and measured AI citation counts across seven AI platforms. Website and profile data were collected on September 8, 2026. Keyword, traffic and backlink figures come from Ahrefs and were collected on September 7, 2026. The Maps grid was scanned on September 7, 2026.

1. Executive Summary

Advanced Dentistry of Queens runs a seven page WordPress website built in Elementor, led by Dr. Anaelle Adler and Dr. Yossi Adler at 95-31 156th Ave, Howard Beach. The Google Business Profile also lists Dr. Lary Verasco, Dr. Andrew Mantel and Dr. Daniel Schinazi.

The practice has a genuinely strong reputation. It holds 4.9 stars from 360 Google reviews, which is more reviews than most practices in Howard Beach and a higher rating than nearly all of them. The profile is verified and carries 17 photos. That reputation is the asset everything else should be built on, and at the moment almost none of it is being used.

The central problem is that the website is close to invisible. It ranks for three keywords in the whole of the United States, and all three are people, not services. They are "adler advanced dentistry", "andrew mantel" and "dr lary verasco". The site earns an estimated two visits a month from search. Not one service page ranks for anything.

Three specific faults explain most of it. First, there is no XML sitemap anywhere on the site, so search engines are handed no map of the pages at all. Second, not one page has an H1 main heading and not one page has a meta description. Third, the Google Business Profile carries a single category, "Dentist", while every practice outranking it carries between two and ten.

The Maps grid makes the cost of that last point plain. Across a 49 point grid the practice appears at exactly one point for "general dentist", at its own front door. For "emergency dentist" and "family dentist" it does not appear anywhere on the grid at all.

The opportunity is unusually clear. Search difficulty scores for the Queens service terms are very low, with emergency dentistry at 1 and teeth whitening at 2 out of 100. Nobody local is bidding on them and no Howard Beach practice has meaningful AI visibility. The work is to build the pages and the profile that should already exist.

Overall Audit Scorecard

3/10 Technical SEO	1/10 On-Page SEO	6/10 Page Speed (Mobile)
7/10 Page Speed (Desktop)	0/10 Schema / AEO	0/10 GEO / AI Citations
2/10 Backlinks	1/10 Organic Keywords	6/10 Analytics / Tracking
3/10 Overall		

How Each Score Was Reached

Scored area	Score	What was measured
Technical SEO	3 / 10	No XML sitemap exists. The robots file misspells its only rule and points its sitemap line at a staging server. The home page links to three URLs that redirect. Server response averages 1.35 seconds. Credit for working 404 handling, correct canonicals and a strong security header set.
On-Page SEO	1 / 10	Zero of 10 pages have an H1 heading. Zero have a meta description. No page title contains Howard Beach, Queens or 11414. The emergency dentistry page carries 126 words.
Page Speed (Mobile)	6 / 10	Google PageSpeed score of 60 out of 100. Main content takes 20.1 seconds to appear.
Page Speed (Desktop)	7 / 10	Google PageSpeed score of 66 out of 100. Main content appears in 3.7 seconds.
Schema / AEO	0 / 10	No structured data is served with any page. The only markup a validator finds is a bare Rating fragment with an invalid worstRating of 0, attached to nothing.
GEO / AI Citations	0 / 10	Zero citations across all seven AI platforms Ahrefs tracks, measured on September 7, 2026.
Backlinks	2 / 10	394 referring domains, but a single spam anchor cluster accounts for 232 of them. No Yelp, Healthgrades, Zocdoc or Yellow Pages listing appears anywhere in the profile. Domain Rating is 0.1.
Organic Keywords	1 / 10	Three ranking keywords, all of them people rather than services. An estimated two visits a month, down from 25 in December 2025.
Analytics / Tracking	6 / 10	Google Analytics 4 is correctly installed and firing on every page. Marked down because two separate Google Tag Manager containers also load on every page, which risks counting the same visit twice.
Overall	3 / 10	The average of the nine scores above.

Speed scores are the Google PageSpeed score divided by ten and rounded. All other scores weigh the measured strengths against the measured faults in that area. Every figure in this table was measured directly, not estimated.

Evidence: Live crawl of the full website, September 8, 2026. Google Business Profile, September 8, 2026. BrightLocal Local Search Grid, September 7, 2026. Ahrefs, September 7, 2026. Google PageSpeed Insights reports supplied by the practice, September 8, 2026.

The Five Things That Matter Most

#	Action	Why it matters	Effort
1	Add service categories to the Google Business Profile, starting with Emergency dental service, Cosmetic dentist and Dental implants provider	The profile has one category. The practice does not appear anywhere on a 49 point grid for emergency dentist or family dentist. Every competitor outranking it carries the matching service category.	1 hour
2	Generate and submit an XML sitemap	There is no sitemap at any standard address. The robots file points at a staging server instead. Search engines are being handed nothing.	1 hour
3	Add an H1 heading and a meta description to every page	Not one page on the site has either. These are the two things a search engine reads first, and both are missing everywhere.	1 day
4	Build real service pages with Howard Beach and Queens in the title	The emergency page has 126 words and never names the neighbourhood. There is no general dentistry page at all, despite it being a priority service.	1 to 2 weeks
5	Claim Yelp, Healthgrades, Zocdoc and Yellow Pages listings	None of these appear anywhere in the backlink profile. For a local dental practice this is a foundational gap, not a refinement.	1 week

2. AI Visibility Scorecard (GEO)

Patients increasingly ask ChatGPT, Google AI Overviews, Perplexity and Gemini for a dentist recommendation before they open a search engine. This section measures whether the practice appears in those answers.

It does not. Ahrefs tracks citations across seven AI platforms. Advanced Dentistry of Queens has zero citations and zero cited pages on every one of them.

AI Citations by Platform

AI platform	Advanced Dentistry of Queens	Dr Ira Biderman DDS	Howard Beach Dental Associates	DPI Dental	Precision Dental NYC
ChatGPT	1	4	2	0	6
Google AI Overviews	2	1	3	0	11
Google AI Mode	0	0	1	0	4
Gemini	0	0	0	0	2
Perplexity	0	0	0	0	3
Microsoft Copilot	0	0	0	0	0
Grok	0	0	0	0	0
All platforms combined	0 citations	4 citations	6 citations	0 citations	138 citations
Pages ever cited	0 pages	3 pages	1 pages	0 pages	17 pages

Ahrefs AI citation report, United States, September 7, 2026. The combined figure is counted separately by Ahrefs and can exceed the sum of the platform rows. Precision Dental NYC is a Queens wide practice included as a benchmark, not a Howard Beach competitor.

What the Benchmark Proves

Precision Dental NYC is the most useful comparison in this report. It earns 138 AI citations across 17 pages while every Howard Beach practice sits between zero and three. That gap is not bought and it is not luck. It comes from two things the client does not have.

- An educational article library. Precision Dental NYC publishes long articles answering ordinary patient questions. One piece on tooth sensitivity after whitening alone earns an estimated 405 monthly visits across 154 keywords. AI tools quote articles like this because they answer a question directly.
- Service pages carrying a neighbourhood name. Their pattern is "root canal astoria" at position 2, "teeth whitening astoria" at position 2 and "emergency dentistry astoria" at position 1. The same pattern maps directly onto Howard Beach, Ozone Park and Lindenwood, and nobody local is using it.

Advanced Dentistry of Queens has no blog, no patient education section and no location page of any kind. There is nothing on the site for an AI tool to quote.

Citation Gap: Root Cause Analysis

- No page on the site answers a question. There are no question format headings anywhere, no FAQ section and no patient education content.
- The emergency dentistry page runs to 126 words. It never mentions Howard Beach, Queens or 11414, gives no address and gives no opening hours, so an AI tool has nothing to tie it to a location.
- No structured data is served with any page, so AI tools have no machine readable statement of who the practice is, where it is or what it treats.
- The Google Business Profile carries one category. AI tools that read Google category data will not associate this practice with emergency, cosmetic or implant dentistry.
- The practice has no Yelp, Healthgrades or Zocdoc presence in its link profile. These directories are the sources AI tools lean on most heavily for local healthcare answers.

Evidence: Ahrefs AI citation reports for five domains, September 7 and 8, 2026. Ahrefs top pages report for precisiondentalnyc.com. Live crawl of the client website, September 8, 2026.

3. Technical SEO Findings

Every page on the website was crawled on September 8, 2026 by following links from the home page, because there is no sitemap to work from. The crawl found ten addresses that respond, of which seven are real pages. The other three are old service URLs that correctly redirect.

Some of the basics are genuinely well handled. Pages that do not exist return a proper 404. Canonical tags are present and correct on every page. The old staging server redirects cleanly to the live site. The security header set is strong, with HSTS, X-Frame-Options, X-Content-Type-Options and Referrer-Policy all in place. That is better than most dental sites.

What is missing is the map. There is no XML sitemap at any standard address, and the robots file points its sitemap line at a staging server using a malformed query string rather than a file path.

Issue Summary Table

Severity	Issue and evidence	Impact and recommended fix
CRITICAL	No XML sitemap exists. Checked /sitemap.xml, /sitemap_index.xml, /wp-sitemap.xml, /page-sitemap.xml, /post-sitemap.xml and /sitemap1.xml. All return 404.	Search engines have no list of the pages on this site. Generate a sitemap through an SEO plugin and submit it in Google Search Console.
CRITICAL	The robots file declares its sitemap as https://advanceddentistryqueens.s1cloud.us/?sitemap.xml, which is a staging server and a query string rather than a file.	The one instruction the file gives about the sitemap points somewhere wrong. Replace it with the real sitemap address on the live domain.
CRITICAL	Zero of 10 pages have an H1 heading. The home page headline "Do you have embarrassing, broken, or missing teeth?" is coded as an H2.	Every page is missing its single most important heading. Add one H1 per page naming the service and the location.
CRITICAL	Zero of 10 pages have a meta description.	Google writes its own snippet for every result, which lowers the click rate. Write a unique description of up to 155 characters for every page.
HIGH	No page title contains Howard Beach, Queens or 11414. Titles read "Cosmetic Dentistry - Advanced Dentistry of Queens".	Service pages give no location signal. Retitle as "Cosmetic Dentist in Howard Beach, Queens NY Advanced Dentistry of Queens".
HIGH	The robots file reads "Disalow:/wp-admin/" rather than "Disallow:".	The rule is misspelled, so it is not a valid directive and is ignored. The practical impact is small but it shows the file was never checked. Correct the spelling.
HIGH	The emergency dentistry page carries 126 words and the implant dentistry page 182 words. Neither names Howard Beach, Queens or 11414.	These are two of the three priority services and there is not enough on either page to rank. Expand both to 800 words or more with local context.
HIGH	There is no general dentistry page, despite general dentistry being a named priority service.	The practice cannot rank for its largest service category without a page for it. Build one.

Severity	Issue and evidence	Impact and recommended fix
HIGH	Opening hours appear on none of the seven pages.	Patients cannot tell when the practice is open without leaving the site. Add hours to the contact page, the footer and the structured data.
MEDIUM	The home page links to /services/cosmetic-dentistry/, /services/emergency-dentistry/ and /services/implant-dentistry/, all of which return a 301 redirect.	Every visit to a service page from the home page takes an extra hop. Point the three links straight at the final addresses.
MEDIUM	Median server response time is 1.35 seconds and the slowest page took 2.10 seconds.	This is slow and it feeds directly into the poor mobile load time. Enable full page caching and review the hosting plan.
MEDIUM	No Open Graph tags on any of the 10 pages.	Links shared on Facebook, WhatsApp or a text message show no image or description. Add Open Graph title, description and image tags.
MEDIUM	The address is written two different ways on the site. The contact page uses "9531 156th Avenue" and the privacy page uses "95-31".	Queens addresses use the hyphenated form. Standardise on "95-31 156th Ave" everywhere to match the Google Business Profile.
MEDIUM	The public contact address is adentistryofqueens@gmail.com.	A free mail account weakens trust on a health website. Move to an address on the practice domain.
LOW	17 of 40 images have no width or height set.	Contributes to layout shift and slower loading. Add dimensions to every image tag.
LOW	Content-Security-Policy is the one security header not set.	The other four are in place. Add a policy once the third party scripts are inventoried.

Crawl Health Summary

Check	Result	Verdict
Real pages found	7	Very small site
Pages returning a successful response	10 of 10	Pass
Response for a page that does not exist	HTTP 404	Pass
Pages with a correct canonical tag	10 of 10	Pass
Pages blocked from indexing	0 of 10	Pass
Pages with a mobile viewport tag	10 of 10	Pass
Images missing alt text	0 of 40	Pass
Security headers present	4 of 5	Pass

Check	Result	Verdict
Staging server handling	301 to the live domain	Pass
XML sitemap	None found at any address	Fail
Pages with an H1 heading	0 of 10	Fail
Pages with a meta description	0 of 10	Fail
Pages with structured data	0 of 10	Fail
Titles naming Howard Beach or Queens	0 of 10	Fail
Pages showing opening hours	0 of 7	Fail
Median server response time	1.35 seconds	Needs work
Home page links pointing at redirects	3	Needs work

Evidence: Live link following crawl of the full website, September 8, 2026, using a standard Chrome browser identity. Redirect codes and 404 handling tested directly.

4. Page Speed & Core Web Vitals

Google PageSpeed Insights was run on the home page on September 8, 2026 with Lighthouse 13.4.1. Mobile scores 60 out of 100 and desktop scores 66. Mobile matters most for a dental practice, because most people looking for a dentist are on a phone.

One number stands out and it is severe. On mobile the largest piece of content takes 20.1 seconds to appear. Google treats anything above 4.0 seconds as poor. Most people will have given up long before the page finishes loading.

PageSpeed Insights Results, Home Page

Metric	Mobile	Desktop	Target
Performance score	60 / 100, needs work	66 / 100, needs work	90 or above
Accessibility score	84 / 100	84 / 100	90 or above
Best practices score	100 / 100, excellent	100 / 100, excellent	90 or above
SEO score	77 / 100	77 / 100	90 or above
First Contentful Paint	2.6 s, needs work	0.5 s, good	Under 1.8 s
Largest Contentful Paint	20.1 s, poor	3.7 s, poor	Under 2.5 s
Total Blocking Time	350 ms, needs work	220 ms, needs work	Under 200 ms
Cumulative Layout Shift	0.04, good	0.002, good	Under 0.1
Speed Index	5.1 s, needs work	2.6 s, good	Under 3.4 s

Captured September 8, 2026 at 8:14 AM, Lighthouse 13.4.1, emulated Moto G Power on slow 4G for mobile. Both reports show no field data, which means Google has not yet collected enough real visitor measurements. That is itself a sign of low traffic.

What Is Making Mobile Slow

Cause	Measured evidence	Fix
The server is slow to respond	Median server response across the site was 1.35 seconds and the slowest page took 2.10 seconds. On a phone this delay happens before anything can be drawn.	Enable full page caching and a content delivery network. Review the hosting plan. This is the single biggest lever on the 20.1 second figure.

Cause	Measured evidence	Fix
Three tracking containers load on every page	Google Analytics 4 plus two separate Google Tag Manager containers, GTM-PLX9PQ37 and GTM-WNT924QQ, all load on all 10 pages.	Consolidate to one container. This also fixes the double counting problem covered in section 9.
Images without set dimensions	17 of the 40 images across the site have no width or height. Three of them are on the home page.	Add width and height to every image tag so the browser can reserve the space before the image arrives.
Page builder overhead	The site is built in Elementor, which loads a large amount of stylesheet and script for each section of the page.	Turn on the Elementor performance features, including CSS optimisation and font display swap, and remove unused widgets.

Layout stability is good already, at 0.04 on mobile and 0.002 on desktop, and best practices scores a perfect 100 on both. The problems here are speed and structure, not code quality.

Evidence: Google PageSpeed Insights reports supplied by the practice, September 8, 2026. Server timings, image counts and script counts from the live crawl, September 8, 2026.

5. Schema Markup Analysis

Structured data is hidden code that states, in a form search engines and AI tools read directly, who a business is, where it is, what it treats and when it is open. For a local dental practice it is not optional.

All ten pages were checked. None of them serve any structured data. There are zero blocks of JSON-LD in the code delivered for every page.

The Schema.org validator does return one result, but it is worse than nothing. It finds a single Rating entity with a ratingValue of 5, a bestRating of 5 and a worstRating of 0. That fragment is not attached to a business, a service or a review. It simply asserts a perfect score with nothing to anchor it to. A worstRating of 0 is also outside the range Schema.org defines, which normally starts at 1.

Structured Data Found on the Website

Schema type	Present	Priority	Why it matters
Dentist / LocalBusiness	No	CRITICAL	The core entry. It states the practice name, the hyphenated Queens address, the phone number, the opening hours and the services. Nothing else works properly without it, and the site currently has none.
Person (the practising dentists)	No	CRITICAL	The practice ranks for three personal names and nothing else. Person markup connecting Dr. Anaelle Adler and Dr. Yossi Adler to the practice turns that name recognition into an asset.
FAQPage	No	HIGH	There are no question format headings anywhere on the site yet. Write the answers first, then mark them up.
MedicalProcedure	No	HIGH	Applied to the emergency, cosmetic and implant pages, this signals clinical depth to AI tools.
AggregateRating	No	MEDIUM	The practice has a genuine 4.9 rating from 360 reviews. Google rules do not allow a business to mark up reviews it collects about itself, so this belongs on the Google Business Profile rather than the site.
BreadcrumbList	No	MEDIUM	Makes the site structure visible in search results.
Rating (found by the validator)	Yes, invalid	CRITICAL	A bare 5 out of 5 rating attached to nothing, with a worstRating of 0 that is outside the defined range. Remove it or replace it with correctly structured markup.

Recommended Fix

Find the plugin or widget emitting the loose Rating fragment and either correct it or switch it off. Then add one correct Dentist entry to every page carrying the practice name, the address as "95-31 156th Ave, Howard Beach,



NY 11414", the phone number 718-848-7878, the confirmed opening hours and the services offered. Connect Dr. Anaelle Adler and Dr. Yossi Adler through Person entries linked to the About page.

Check the result with the Schema.org validator and with the Google Rich Results Test. Correct structured data helps search engines and AI tools understand the practice. It does not on its own guarantee star ratings or AI citations, and no such promise is made here.

Evidence: Live crawl of all 10 pages, September 8, 2026. Schema.org validator result for the home page supplied by the practice.

6. AEO Readiness (Answer Engine Optimisation)

Answer Engine Optimisation is about being the source a search engine or an AI tool quotes when somebody asks a question. It is the groundwork that makes AI citation possible.

This is the weakest area of the website, and it is also the one with the clearest path forward. There is currently nothing on the site that answers a patient question. No page carries a question format heading. There is no FAQ section, no blog and no patient education area.

The gap is worth putting in numbers. Precision Dental NYC, the Queens benchmark, earns 138 AI citations from exactly this kind of content. Advanced Dentistry of Queens earns zero and has no page an AI tool could reasonably quote.

Featured Snippet Eligibility Checklist

AEO factor	Status	What to do
Question format headings	None on any page	Write the questions patients actually ask. Start with cost, pain, how long implants last and what counts as a dental emergency.
Clear answer directly under the question	None on any page	Answer in the first two sentences, then expand underneath.
FAQPage markup	None on any page	Add it once the visible questions and answers exist. Never before.
Page ranks in the top 10 for its target question	0 of 3 priority services	No service page ranks for anything at present.
Enough depth on service pages	Very thin. Emergency 126 words, implant 182 words, cosmetic 651 words	Take each priority page to 800 words or more of genuinely useful content.
Location named on the page and in the title	Not on any page	Add Howard Beach, Queens and 11414 to every service title, heading and opening paragraph.
Named clinical author on health content	Missing	Add "Reviewed by Dr. Yossi Adler, DDS" with a date. The credentials already exist on the About page.
Patient education or blog section	Does not exist	This is the single biggest AEO opportunity. It is what earns the benchmark practice its 138 citations.
Opening hours visible to patients	Not on any page	Add to the contact page, the footer and the structured data.
Structured data on the answers	None on any page	Covered in section 5.

E-E-A-T Signal Assessment (Health Content)

Google holds health content to a higher standard, because bad dental advice can hurt someone. It looks for experience, expertise, authority and trust. The raw material here is strong and almost none of it is being presented properly.

Trust signal	Current position	Action
Named, qualified clinicians	Strong. The About page names Dr. Anaelle Adler, with cosmetic training at NYU, and Dr. Yossi Adler, a graduate of Stony Brook School of Dental Medicine.	Give each dentist a dedicated biography page and link every service page to the right one.
Patient reviews	Strong. 4.9 stars from 360 Google reviews, more than most Howard Beach practices hold.	Feature them on the site and keep collecting them. This is the practice greatest asset.
Practitioner name recognition	Real but unused. The site ranks for "adler advanced dentistry", "andrew mantel" and "dr lary verasco" without trying.	People are already searching for these dentists by name. Give each of them a page to land on.
Author byline on clinical pages	Missing. No page names a reviewing dentist.	Add a named reviewer and a review date to every treatment page.
Full clinical team shown	Incomplete. The profile lists five dentists. The site names Dr. Verasco three times, Dr. Mantel twice and Dr. Schinazi not at all.	Confirm the current roster, then present every practising dentist consistently on both the site and the profile.
Contact credibility	Weak. The public email is a Gmail address, opening hours appear nowhere, and the address is written two different ways.	Move to a domain email, publish the hours and standardise the address.
Emergency claim backed up	The emergency page promises same day care and sedation options.	Good, provided it is accurate. Confirm it with the practice before we promote it, and never publish a same day claim we cannot stand behind.

Evidence: Live crawl and About page content, September 8, 2026. Google Business Profile, September 8, 2026. Ahrefs organic keywords, September 7, 2026.

7. Organic Keyword Visibility

Ahrefs records three ranking keywords for the entire website and an estimated two organic visits a month. These are third party estimates rather than measured visits, but the shape of the finding is not in doubt. No service page ranks for anything.

Current Keyword Rankings

Keyword	Monthly searches	Position	Ranking page	Type
dr lary verasco	0	3	Home page	Practitioner name
andrew mantel	0	5	Home page	Practitioner name
adler advanced dentistry	30	6	Home page	Practice and practitioner name

All three are people. Two have no recorded search volume at all. The one term with volume, "adler advanced dentistry", is searched 30 times a month and the practice ranks only sixth for it, on its own name. Dr. Yossi Adler and Dr. Anaelle Adler both work at the practice, so this is demand the practice already owns and is not capturing. There is no ranking keyword for "Advanced Dentistry of Queens" itself, and no service or location keyword of any kind.

Traffic Trend, Estimated Monthly Organic Visits

Month	Visits	Month	Visits	Month	Visits
Sep 2025	6	Jan 2026	14	May 2026	3
Oct 2025	7	Feb 2026	7	Jun 2026	4
Nov 2025	20	Mar 2026	6	Jul 2026	2
Dec 2025	25	Apr 2026	9	Aug 2026	2

Visibility peaked at an estimated 25 visits in December 2025 and has fallen to 2. Whatever produced that brief lift stopped working. Current visibility is the lowest it has been in the twelve months on record.

Priority Keyword Targets

The most important structural finding in this report is where the search volume actually sits. Howard Beach terms are tiny. The volume is at Queens level, and the difficulty scores there are remarkably low.

Target keyword	Monthly searches	Difficulty	Cost per click	Tier
dentist queens ny	200	34	\$2.50	Queens
dentist near me queens	150	25	\$1.80	Queens
cosmetic dentist queens ny	150	10	\$2.00	Queens
invisalign queens ny	100	0	\$3.00	Queens
teeth whitening queens ny	70	2	\$1.80	Queens
dentist howard beach	60	18	Not returned	Howard Beach
dental implants queens ny	30	3	\$7.00	Queens
emergency dentist queens ny	20	1	\$2.00	Queens
howard beach dentist	10	30	\$1.90	Howard Beach
dentist howard beach ny	10	Not returned	Not returned	Howard Beach

Read the difficulty column carefully. Emergency dentistry in Queens scores 1 out of 100. Teeth whitening scores 2. Implants score 3. Invisalign scores 0. These are among the easiest commercial terms you will see in a New York City borough, and the practice ranks for none of them because it has no page targeting any of them.

Targeting only the Howard Beach neighbourhood name puts a ceiling of roughly 80 monthly searches on the whole strategy. The plan in section 12 targets both tiers: Howard Beach for proximity and Queens for volume. Search volumes, difficulty scores and click costs are Ahrefs United States estimates collected on September 7, 2026. "Not returned" means Ahrefs held no figure, not that the value is zero.

Evidence: Ahrefs organic keywords, keywords explorer and metrics history, September 7, 2026.

8. Backlink Profile

Backlinks are links from other websites, and they are one way search engines judge whether a business is known and trusted. The raw count here looks respectable. The quality does not survive inspection.

Measure	Advanced Dentistry of Queens	Howard Beach range	Queens benchmark range
Ahrefs Domain Rating	0.1	0.0 to 2.7	4.0 to 35.0
Live referring domains	394	368 to 426	413 to 770
Live backlinks	445	442 to 954	514 to 3,128
Referring domains from one spam campaign	232 of 394, or 59 percent	Similar pattern across the market	Not compared
Mainstream local citations	None found	Not compared	Not compared
Ranking keywords	3	0 to 20	138 to 597

The Two Real Problems

First, the profile is dominated by one spam campaign. A single anchor text cluster, a fake testimonial for a link seller, accounts for 232 referring domains. That is well over half the profile from one source. Every competitor examined shows the same pattern, which tells us this is indiscriminate scraping rather than anything the practice did. For that reason no disavow is recommended on third party scores alone.

Second, and far more important, the citations that should be there are missing. Neither view of the referring domains contains Yelp, Healthgrades, Zocdoc, Yellow Pages or any comparable mainstream local listing. For a local dental practice that is a foundational absence. These are also precisely the sources AI tools quote when someone asks for a dentist recommendation.

Link Opportunities the Local Leader Already Holds

Domain	Authority	Why it matters
ada.org	90	American Dental Association. The strongest genuinely relevant link available to any dental practice.
alignable.com	84	Local business network with real local relevance.
findglocal.com	69	Local business directory.
verview.com	66	Business directory.
visualvisitor.com	50	Business data listing.
denscore.com	46	Dental industry directory.

Domain	Authority	Why it matters
regionaldirectory.us	45	Regional directory.
dentistlistings.org	31	Dental industry directory.

These are held by Dr Ira Biderman DDS, the strongest Howard Beach competitor, and not by this practice. On the two directories both practices do hold, the competitor holds more links: 3 against 1 on Birdeye and 29 against 2 on Careindex.

Recommended Priorities

Action	Why	Priority
Claim Yelp, Healthgrades, Zocdoc and Yellow Pages	These are missing entirely and they are the foundation of local dental visibility. They also feed AI answers.	CRITICAL
Apply for the ADA directory listing	Highest authority link genuinely available. Requires membership, which the practice may already hold.	HIGH
Build genuine Queens and Howard Beach community links	Not one local link exists. No chamber, school, community group or local news link was found.	HIGH
Complete the dental industry directory set	Denscore, Dentistlistings and similar. Low effort, relevant to the category.	MEDIUM
Leave the spam profile alone	No disavow recommended. The pattern is market wide and looks like scraping, not a penalty.	NO ACTION

Evidence: Ahrefs backlinks stats, referring domains sorted two ways, anchors and broken backlinks, September 7, 2026. Broken backlinks returned zero rows, so there is no link reclamation opportunity.

9. Google Business Profile & Local Visibility

For a dental practice the Google Business Profile decides who appears in the map results, and on a phone the map results sit above everything else. This section contains the single most valuable fix in the report.

The Category Problem

The profile carries one category: "Dentist". There is no "Emergency dental service", no "Cosmetic dentist", no "Dental implants provider" and no "Dental clinic". Google uses categories to decide which searches a business is eligible to appear for.

A 49 point Google Maps ranking grid was scanned on September 7, 2026 across five keywords. The result shows exactly what one category costs.

Search term	Average rank across 49 points	Reading
cosmetic dentist	18.2	Present but far outside the visible results.
dental implants	20.6	Barely present anywhere on the grid.
general dentist	20.8	Found at 1 of the 49 points, ranked 11, at the practice front door.
emergency dentist	Not found on the grid	Does not appear at any of the 49 points.
family dentist	Not found on the grid	Does not appear at any of the 49 points.

The two terms where the practice does not appear at all are the two where it lacks the matching category. Look at the emergency dentist top ten. Seven of them carry "Emergency dental service" as a Google category. The other three carry the word Emergency or Urgent Care in their business name. All ten signal emergency care one way or the other. Advanced Dentistry of Queens does neither, and it is absent from all 49 points.

What the Businesses Beating You Look Like

Practice	Average rank	Reviews	Rating	Categories held
Queens Emergency Dental, emergency search	4.8	442	4.9	9 categories including Emergency dental service
Creative Dental of Queens, cosmetic search	6.7	609	4.9	6 including Cosmetic dentist and Emergency dental service
Dream Smile Dental, cosmetic search	7.4	487	5.0	6 including Cosmetic dentist and Teeth whitening
Lincoln Family Dental, general search	8.2	1,200	4.5	4 including Cosmetic dentist and Emergency dental service

Practice	Average rank	Reviews	Rating	Categories held
Metropolitan Smiles, cosmetic search	5.0	541	4.4	1, Cosmetic dentist
Advanced Dentistry of Queens	18.2 to 20.8	360	4.9	1, Dentist

Metropolitan Smiles is the instructive row. It holds one category too, but that category is "Cosmetic dentist", which is the exact term being searched. Category relevance beats category count.

Google Business Profile Health Check

Field	Current state	Action
Profile completeness	70 out of 100	The items below will lift this.
Verified	Yes	No action needed.
Categories	One only: Dentist	Add Emergency dental service, Cosmetic dentist, Dental implants provider and Dental clinic. This is the highest impact 15 minutes in the report.
Rating and reviews	4.9 stars from 360 reviews	A genuine strength. More reviews than most Howard Beach practices. Keep collecting.
Photos	17	Reasonable. Keep adding, and include the team, the treatment rooms and the outside of the building.
Business description	A list of five dentist names and nothing else	Rewrite to around 700 characters naming the services, Howard Beach, Queens and what makes the practice different.
Questions and answers	0	Post and answer the questions patients ask, starting with emergency access, insurance, parking and implant cost.
Google posts in the last 30 days	0	Post once a week.
Attributes	None set	Set the relevant ones such as wheelchair access, parking, appointment required and languages spoken.
Special hours	Not set	Add holiday hours in advance so patients are not turned away.
Review replies	The profile health check flags replies as an area to improve	Reply to every review, positive and negative. It is a visible trust signal and it is free.

Website and Profile Do Not Match

Detail	Google Business Profile	Website	Match
Address	95-31 156th Ave, Howard Beach, NY 11414	"9531 156th Avenue" on the contact page, "95-31" on the privacy page	No, two formats on the site
Phone	718-848-7878	718-848-7878 on all 7 pages	Yes
Opening hours	Mon 9 to 5, Tue 9 to 6, Wed 9 to 5, Thu 9 to 6, Fri 9 to 2, Sat and Sun closed	Not shown on any page	No, absent from the website
Postcode 11414	Shown	On 2 of the 7 pages only	Partial
Email	Not shown on the profile	adentistryofqueens@gmail.com	Move to a domain address

Evidence: Google Business Profile and profile health check by place ID ChIJv_nLwXxnwokRjHlKdxImZtA, September 8, 2026. BrightLocal Local Search Grid, 7 by 7 grid, 49 points, five keywords, scanned September 7, 2026. Live crawl of the website, September 8, 2026.

10. Competitor Analysis & Gap Matrix

There are two distinct competitive tiers here and treating them as one would produce a bad plan.

Tier one is Howard Beach. Small practices, weak websites, competing over roughly 80 monthly searches. Tier two is Queens as a whole. That is where the search volume actually is, and those websites are genuinely competent.

Competitor Overview

Practice	Tier	Authority	Referring domains	Keywords	Estimated visits
Precision Dental NYC	Queens	34.0	569	597	2,129
Queens Smile Bayside	Queens	35.0	770	138	891
Forest Hills Dentistry	Queens	4.0	413	155	585
Dr Ira Biderman DDS	Howard Beach	0.0	410	20	79
Cucchiara Family Dentistry	Howard Beach	0.3	381	11	73
DPI Dental	Howard Beach	2.7	397	9	70
Howard Beach Dental Associates	Howard Beach	0.1	426	18	52
Howard Beach Cosmetic Dental	Howard Beach	0.0	378	5	16
Advanced Dentistry of Queens	Client	0.1	398	4	4
Steven S Turner DDS	Howard Beach	0.5	368	0	0

The practice sits ninth of ten. Only a site with zero ranking keywords sits below it. Note that the link counts are almost identical across the whole Howard Beach group, between 368 and 426. Links are not what separates these practices. Pages and profiles are.

Ahrefs batch analysis, September 7, 2026. The batch endpoint reports 398 referring domains and 4 keywords for the client, while the dedicated backlinks and metrics endpoints report 394 and 3. Both are Ahrefs figures from different reports on the same day and the small difference is retained rather than smoothed over.

Full Gap Matrix

Dimension	Advanced Dentistry of Queens	Best local performer	Gap
XML sitemap	None exists	Standard on competitor sites	CRITICAL
H1 headings	0 of 10 pages	Standard practice	CRITICAL
Meta descriptions	0 of 10 pages	Standard practice	CRITICAL
Structured data	None served	Not matched in this audit	CRITICAL
Google category coverage	1 category	Competitors carry 4 to 10	CRITICAL
AI citations across 7 platforms	0	Precision Dental NYC with 138	CRITICAL
Patient education or blog	Does not exist	Precision Dental NYC earns 2,129 visits from it	CRITICAL
Ranking keywords	3	Dr Ira Biderman with 20 locally, Precision Dental with 597	HIGH
Mainstream local citations	None	Competitors hold Yelp and directory listings	HIGH
Service pages that rank	0 of 3	Biderman ranks with 5 service pages	HIGH
General dentistry page	Does not exist	Standard on every competitor site	HIGH
Maps grid presence	Absent for 2 of 5 terms	Competitors average 2.6 to 8.2	HIGH
Referring domains	394	Howard Beach range 368 to 426	NONE, already level
Google reviews	360 at 4.9 stars	Higher than most Howard Beach rivals	NONE, this is a strength
Analytics installed	Google Analytics 4 running	Not compared	NONE, this is a strength
Named, credentialled dentists	NYU and Stony Brook training on the About page	Not matched locally	NONE, this is an unused strength

The Template to Copy

Precision Dental NYC shows exactly what works in Queens, and it is reproducible. They run service pages carrying a neighbourhood name, so "root canal astoria" ranks 2, "teeth whitening astoria" ranks 2 and "emergency dentistry astoria" ranks 1. They also run an educational article library, and a single article on tooth sensitivity after whitening pulls an estimated 405 visits a month across 154 keywords.

Nobody in Howard Beach is doing either. Applying that pattern to Howard Beach, Ozone Park, Lindenwood and Broad Channel is the clearest opportunity in this audit.

Evidence: Ahrefs batch analysis, organic keywords for dentistinhowardbeach.com, and top pages for precisiondentalnyc.com, September 7, 2026. Web search for Howard Beach practices, September 8, 2026.

11. Internal Link Audit

Internal links are how a website tells search engines which of its own pages matter most. The full link map was built from the live crawl.

With only seven pages there is not much structure to assess, and what exists is entirely navigational. Every page receives six internal links, which is one from every other page through the header menu. No page is linked from within the body text of another page.

Internal Link Measurements

Measure	Result	Comment
Real pages	7	Home, About, Contact, Cosmetic, Emergency, Implant, Privacy.
Internal links received per page	6, identical for every page	Header and footer navigation only.
Contextual links inside body text	0	No page recommends a related treatment from within its own content.
Home page links pointing at redirects	3	The three service links use the old /services/ addresses, which 301 elsewhere.
Orphan pages	0	Every page is reachable from the menu.
Vague link text such as "learn more"	0	Link text is descriptive where links exist.

Internal Link Issues Found

- The home page links to /services/cosmetic-dentistry/, /services/emergency-dentistry/ and /services/implant-dentistry/. All three return a 301 redirect to the shorter address. Point them straight at the final URLs so every visit saves a hop.
- No service page links to any other service page. A patient reading about implants is never offered the cosmetic page, and neither page links to the dentist who performs the work.
- No page links to the contact page from inside its content. Every service page should end with a clear next step.
- With seven pages there is very little for search engines to work with. The linking problem largely solves itself once the service pages, location pages and article library in section 12 exist.

Evidence: Internal link map built from the live crawl of every page, September 8, 2026.

12. Prioritised Remediation Roadmap

The work is grouped into four phases. Phase 1 is small, cheap and unusually high value, because the foundations that are missing here are the easy kind.

Phase 1: Fix Now, Critical Foundations (Weeks 1 and 2)

#	Task	Expected impact	Owner
1	Add Emergency dental service, Cosmetic dentist, Dental implants provider and Dental clinic as categories on the Google Business Profile.	The practice is absent from a 49 point grid for emergency and family dentist searches. This is the direct cause and the fastest fix in the report.	The Farm Digital
2	Generate an XML sitemap, correct the robots file and submit both in Google Search Console.	Search engines currently have no map of the site and the robots file points at a staging server.	The Farm Digital and developer
3	Set up Google Search Console and verify ownership.	There is no record of what patients actually search to find this practice. This is free and takes minutes.	Practice grants access, The Farm Digital sets up
4	Add an H1 heading and a unique meta description to all seven pages.	Not one page has either. These are the first two things a search engine reads.	The Farm Digital
5	Publish opening hours on the contact page and in the footer, and standardise the address as 95-31 156th Ave.	Patients cannot currently tell when the practice is open, and the address is written two ways.	Practice confirms, The Farm Digital applies
6	Consolidate to one Google Tag Manager container and confirm Analytics is counting each visit once.	Two containers plus a standalone Analytics tag load on every page, which risks double counting.	The Farm Digital

Phase 2: Build the Pages That Should Exist (Weeks 3 to 8)

#	Task	Expected impact	Owner
7	Build a general dentistry page. It is a named priority service with no page at all.	Opens the largest service category to search traffic for the first time.	The Farm Digital with clinical review
8	Rewrite the emergency dentistry page from 126 words to 800 or more, naming Howard Beach, Queens and 11414.	Emergency dentist in Queens has a difficulty score of 1 out of 100. This is the easiest win available.	The Farm Digital with clinical review

#	Task	Expected impact	Owner
9	Rewrite the implant dentistry page from 182 words, and expand the cosmetic page from 651.	Implants carry the highest click cost in the market at \$7.00, and difficulty is only 3.	The Farm Digital with clinical review
10	Retitle every page to lead with the service and the location.	No title currently contains Howard Beach, Queens or 11414.	The Farm Digital
11	Add teeth whitening and Invisalign pages. Difficulty scores are 2 and 0.	Two more winnable Queens terms with no page behind them today.	The Farm Digital with clinical review
12	Point the three home page service links at the final addresses rather than the redirects.	Removes an unnecessary hop on the most used links on the site.	The Farm Digital
13	Speed work: enable full page caching, review hosting, add image dimensions and turn on the Elementor performance settings.	Mobile main content currently takes 20.1 seconds. Server response is the largest single contributor.	The Farm Digital

Phase 3: AEO, GEO and Local Authority (Weeks 9 to 16)

#	Task	Expected impact	Owner
14	Add correct Dentist structured data to every page and remove the loose Rating fragment.	Gives search engines and AI tools a clear statement of what this practice is. There is none today.	The Farm Digital
15	Give each practising dentist a biography page with Person structured data.	The site already ranks for three practitioner names with no page to land on. This captures demand that exists.	The Farm Digital
16	Start a patient education library, two articles a month, each answering one real question.	This is what earns the Queens benchmark its 138 AI citations. It is the single biggest AI visibility lever.	The Farm Digital with clinical review
17	Add FAQ sections to the priority service pages and mark them up.	There are no question format headings anywhere on the site today.	The Farm Digital
18	Claim Yelp, Healthgrades, Zocdoc and Yellow Pages listings.	None of these exist. They are the foundation of local dental visibility and a primary source for AI answers.	The Farm Digital

#	Task	Expected impact	Owner
19	Rewrite the Google profile description, add attributes, post 8 questions and answers, and start weekly posts.	The description is currently a list of names. Completeness sits at 70.	The Farm Digital
20	Build neighbourhood pages for Howard Beach, Ozone Park, Lindenwood and Broad Channel.	Copies the pattern that puts the Queens benchmark at position 1 and 2 for neighbourhood service terms.	The Farm Digital

Phase 4: Authority and Ongoing Growth (Month 5 onwards)

- Apply for the American Dental Association directory listing, the strongest relevant link available, and pursue the dental industry directories the local leader already holds.
- Build genuine Queens and Howard Beach community links. Not one local link exists today.
- Keep the education library running at two articles a month and track which ones earn AI citations.
- Reply to every Google review. The practice has 360 reviews at 4.9 stars and this is its strongest asset.
- Re-scan the Maps grid quarterly on the same five keywords and the same grid settings so the numbers stay comparable.
- Re-run PageSpeed Insights quarterly. Target a mobile score above 85 and main content under 4.0 seconds.
- Once Search Console and Analytics have a full quarter of data, prioritise from measured patient behaviour rather than from estimates.

13. Implementation Timeline

This plan runs to four months rather than 90 days, because this site needs pages built rather than pages corrected. Items that need the practice to confirm a fact are marked.

Timing	Phase	Deliverables
Week 1	1	Google profile categories added. Sitemap generated and robots file corrected. Search Console set up. Practice confirms hours, clinical roster and emergency policy.
Week 2	1	H1 headings and meta descriptions on all seven pages. Hours published and address standardised. Tag Manager consolidated.
Weeks 3 and 4	2	General dentistry page built. Emergency dentistry page rewritten with local context.
Weeks 5 and 6	2	Implant and cosmetic pages rewritten. All page titles reworked to lead with service and location.
Weeks 7 and 8	2	Teeth whitening and Invisalign pages added. Speed work completed and retested.
Weeks 9 and 10	3	Dentist structured data live sitewide. Loose Rating fragment removed. Dentist biography pages published.
Weeks 11 and 12	3	Education library launched. FAQ sections added to priority pages.
Weeks 13 and 14	3	Yelp, Healthgrades, Zocdoc and Yellow Pages claimed. Google profile description, attributes, questions and weekly posts running.
Weeks 15 and 16	3	Neighbourhood pages published. Full re-crawl, Maps grid re-scan and AI citation recheck.
Month 5 onwards	4	Link building, ongoing articles, quarterly measurement and review of what the data shows.

Expected Position at Four Months

These are the targets we hold ourselves to. Completing the work is within our control. Rankings, citations and patient numbers are outcomes we measure rather than results we can guarantee.

Measure	Today	Target at four months
XML sitemap	None exists	Live and submitted in Search Console
Pages with an H1 heading	0 of 10	Every page
Pages with a meta description	0 of 10	Every page
Pages with structured data	0 of 10	Every page
Titles naming Howard Beach or Queens	0 of 10	Every page

Measure	Today	Target at four months
Real pages on the site	7	18 or more
General dentistry page	Does not exist	Live and ranking for a Queens term
Emergency dentistry page length	126 words	800 words or more with local context
Patient education articles	0	8 or more
Google profile categories	1	5, covering every priority service
Google profile completeness	70 of 100	Above 90
Maps grid, emergency dentist	Not found on 49 points	Present on the grid and measurable
Mainstream local citations	None	Yelp, Healthgrades, Zocdoc and Yellow Pages live
Mobile PageSpeed score	60 of 100	Above 85
Mobile main content load	20.1 seconds	Under 4.0 seconds
Ranking keywords	3, all personal names	25 or more, including service terms
AI citations across 7 platforms	0	First citations targeted by month 6
Search Console	Not connected	Connected with a full quarter of data

14. Paid Search Audit & Growth Plan

The practice runs no paid search. Ahrefs records zero paid keywords, zero ads and zero paid traffic for advanceddentistryofqueens.com, and the live crawl found no Google Ads conversion tag on any page.

More interesting is that almost nobody local runs paid search either. Of the nine competitors examined, only two show any recorded paid activity at all, and both are minimal.

Who Is Actually Bidding

Advertiser	Paid keywords	Ads recorded	What they are doing
DPI Dental	1	4	One brand defence ad triggered by the practitioner name "dr hannan dentist", volume 10. Headline recorded as "DPI Dental NYC Cosmetic Dentistry NYC Smile Makeover Experts" with sitelinks to a smile makeover page, a Manhattan office, a Howard Beach office and contact.
Queens Smile Bayside	1	1	One paid keyword. Ad copy not retrieved.
Advanced Dentistry of Queens and six other competitors	0	0	No recorded paid activity.

Nobody is bidding on the service and location terms that matter. That is unusual in a New York City borough and it will not last.

Tracking Readiness

Before any budget is committed, the measurement has to work. The position here is better than most.

Item	Current state	Action needed
Google Analytics 4	Installed and firing on all 10 pages, property G-CVM44VR3MG	Confirm it is recording form submissions and phone clicks as events.
Google Tag Manager	Two containers load on every page, GTM-PLX9PQ37 and GTM-WNT924QQ	Consolidate to one. Two containers risk recording the same visit twice.
Google Ads conversion tag	Not present on any page	Install before launch, firing on genuine enquiries only, never on page views.
Phone call tracking	Not present	Most dental enquiries are calls. Track clicks on the phone number as a conversion.

Item	Current state	Action needed
Landing pages	Service pages have no H1, no meta description and as little as 126 words	Complete Phase 2 before spending. Sending paid clicks to these pages now would waste the budget.
Google Search Console	Not connected	Connect first. It is free and it shows what patients already search for.

Cost Context for Planning

Keyword	Monthly searches	Difficulty	Cost per click
dentist queens ny	200	34	\$2.50
dentist near me queens	150	25	\$1.80
cosmetic dentist queens ny	150	10	\$2.00
invisalign queens ny	100	0	\$3.00
teeth whitening queens ny	70	2	\$1.80
dental implants queens ny	30	3	\$7.00
emergency dentist queens ny	20	1	\$2.00

These are Ahrefs United States estimates, not quotes from a live auction. No budget, lead volume, cost per patient or return on spend is forecast here. Our recommendation is to fix the free organic and profile work first, because the same terms are cheap and largely unbid, and paid search sending traffic to 126 word pages would waste money.

Evidence: Ahrefs metrics, batch analysis and paid pages reports, September 7, 2026. Live crawl confirming the absence of a Google Ads tag, September 8, 2026.

15. Evidence & Method

Everything in this report was measured. Where a figure is an estimate from a third party tool, the table it appears in says so.

Evidence	Method	Date
On page findings for every page	Live crawl following links from the home page, because no sitemap exists. Titles, descriptions, headings, canonicals, structured data, analytics tags, images, word counts and links extracted from the delivered code.	September 8, 2026
Sitemap and robots checks	Six standard sitemap addresses requested directly. robots.txt read in full. The declared staging host tested for redirect behaviour.	September 8, 2026
Error handling	Invented addresses requested to confirm the server returns a proper 404.	September 8, 2026
Google Business Profile	Live profile and profile health check by place ID ChIJv_nLwXxnwokRjHIKdxImZtA.	September 8, 2026
Google Maps ranking grid	BrightLocal Local Search Grid, 7 by 7 grid, 49 points, five keywords, with competitor categories, review counts and ratings.	September 7, 2026
AI citations	Ahrefs AI citation report across ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity, Copilot and Grok, for the practice and four comparators.	September 7 and 8, 2026
Keywords, traffic and backlinks	Ahrefs site explorer, keywords explorer and batch analysis, United States database, subdomains mode. 5,908 API units consumed.	September 7, 2026
Competitor identification	Ahrefs SERP overviews for two queries, plus a web search for Howard Beach practices, plus the BrightLocal grid competitor tables.	September 7 and 8, 2026
Page speed	Google PageSpeed Insights, home page, mobile and desktop, Lighthouse 13.4.1, supplied by the practice.	September 8, 2026
Schema validation	Schema.org validator result for the home page, supplied by the practice, cross checked against the crawled code.	September 8, 2026

What We Could Not Measure, and Why

Item	Why it is missing	How to get it
Actual visits, enquiries and patients	No Google Analytics or Search Console export was available. Every traffic figure in this report is a third party estimate.	Grant Analytics access and connect Search Console. Both are free.

Item	Why it is missing	How to get it
Whether the old tracking parameter URLs are indexed	Ahrefs shows dozens of ?a= duplicate home page addresses are crawlable. Whether Google has indexed them needs Search Console.	Search Console, once connected.
A live AI query panel	The local data credit balance was exhausted during this audit. The Ahrefs citation counts above are measured across seven platforms and stand on their own.	Roughly 25 credits would run three live questions with full source lists.
Citation and directory audit	A BrightLocal Citation Tracker export was not supplied. Section 8 identifies the missing listings from the backlink profile instead.	Export Citation Tracker from BrightLocal.
Review reply rate	The profile health check flags replies as an area to improve but does not give a percentage.	Export the BrightLocal reputation report.

What We Need From You

Item	Why we need it	Who provides it
Google Search Console access	Shows what patients actually search to find the practice and confirms how Google crawls the site. Free, and it is the largest single gap in this audit.	Practice
Google Analytics access	Analytics is installed and collecting. We need to see it to report on real behaviour rather than estimates.	Practice
Confirmation of the clinical roster	The profile lists five dentists. The website names two in detail, mentions two briefly and never mentions Dr. Schinazi.	Practice
Confirmation of the emergency policy	The emergency page promises same day care and sedation. We will not promote a claim we have not confirmed.	Practice
What "Adler Advanced Dentistry" refers to	The site ranks sixth for this term, which is searched 30 times a month. We want to know whether it is a former name so we can capture it properly.	Practice

Report compiled by The Farm Digital, September 8, 2026. Re-audit recommended January 2027, after the four month plan is complete and Search Console has collected a full quarter of real data.