

*THE DEFINITIVE GUIDE TO*

# DENTAL SEO

Now Powered by AI SEO + Google AIO  
Optimisation



***THE STATE OF***

# **DENTAL SEARCH IN AUSTRALIA**

Australia has over 26,000 registered dental practitioners across more than 7,000 practices. Competition has never been more intense — and the battleground has moved online.

**97%**

of **patients research** their dentist online before booking

**76%**

of **"dentist near me" searches** result in a same-day contact

**#1**

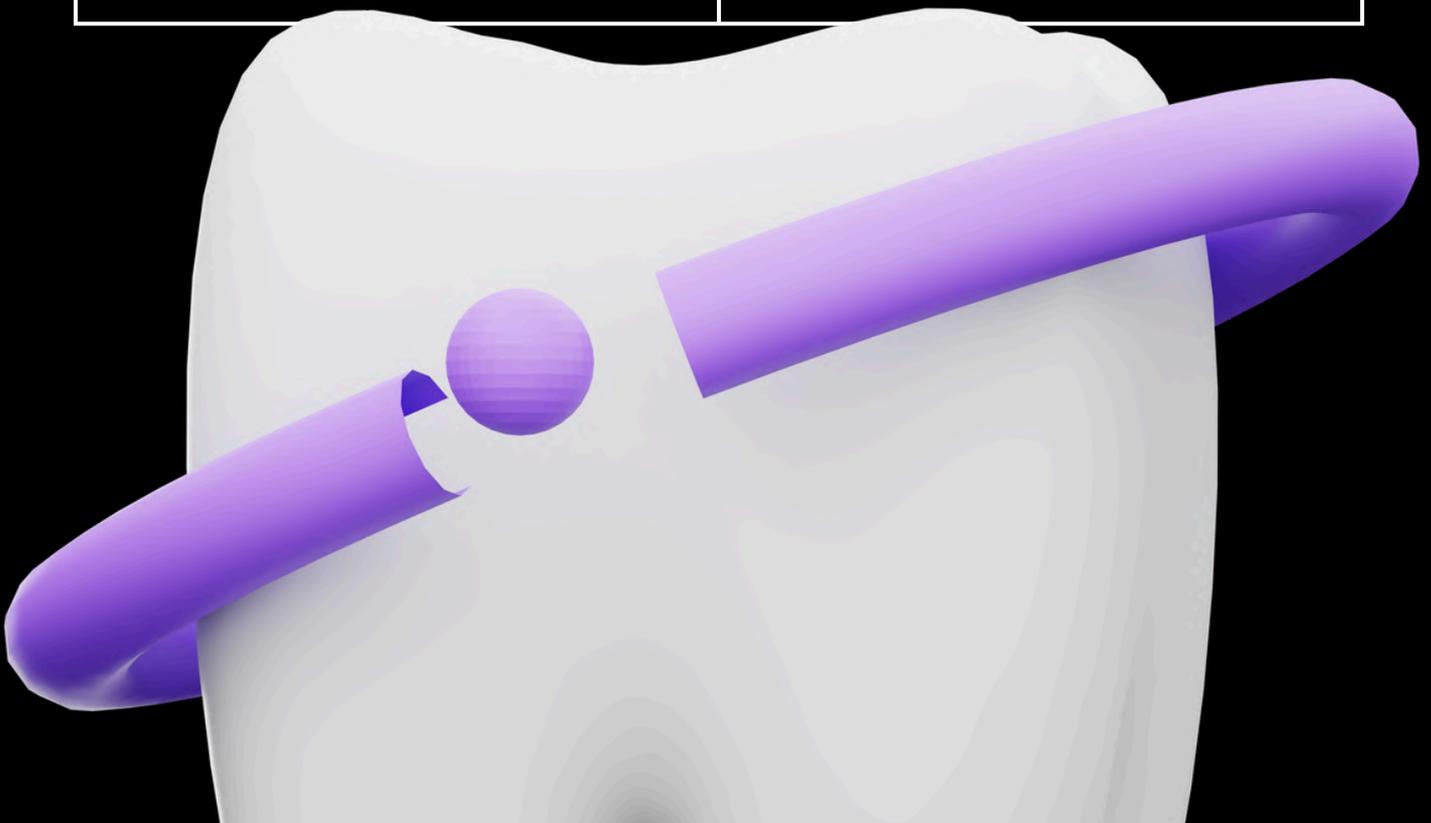
position on Google captures up to **31.7% of all clicks**



# WHAT PATIENTS ARE SEARCHING FOR

The way Australians search for dental care is highly specific. Understanding search intent is the first step toward capturing these patients before your competitors do.

Top Short-Tail Searches	High-Intent Long-Tail Searches
Dentist near me	AHPRA registered dentist
Emergency dentist [suburb]	Wisdom tooth removal [suburb]
Dental implants cost Australia	Invisalign [city] price
Teeth whitening [city]	Root canal specialist near me
Family dentist [suburb]	Bulk-billing dentist [suburb]



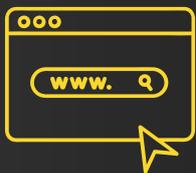
# WHY YOUR PRACTICE IS INVISIBLE ONLINE

Most dental practices in Australia have a website. Very few have a strategy. Without intentional SEO, your site sits on page three or four of Google — where patients simply do not look.



## No Local SEO Foundation

Your Google Business Profile is incomplete or inconsistent. Patients searching "dentist in [suburb]" cannot find you in the local map pack.



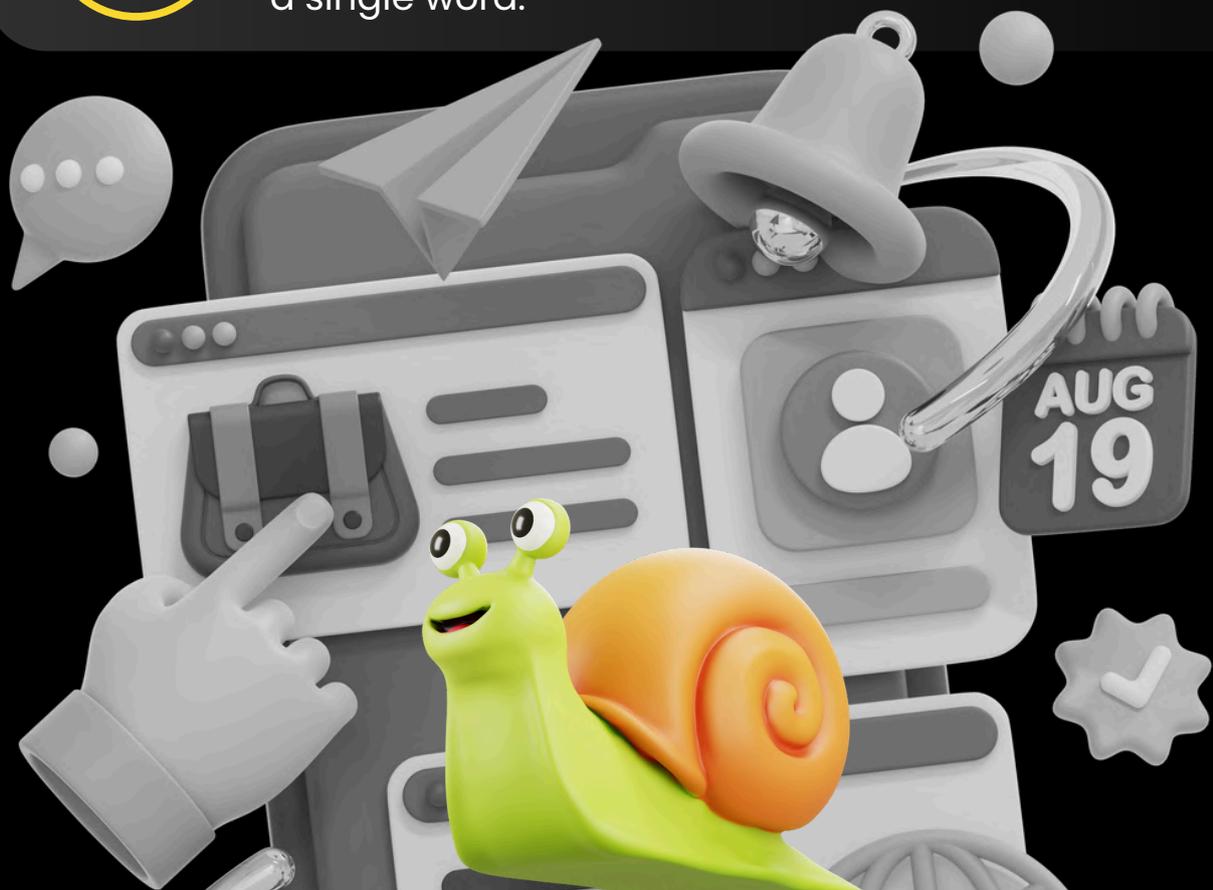
## Generic, Underperforming Content

Service pages that say "we offer general dentistry" rank for nothing. Google rewards specificity, depth, and topical authority.



## Slow & Mobile-Unfriendly Website

Over 68% of dental searches happen on mobile. A slow or clunky site loses patients before they read a single word.





### **No Online Reviews Strategy**

Practices with fewer than 20 Google reviews are passed over daily. Trust signals are now a core ranking factor.



### **Zero Backlink Authority**

Google ranks websites that other reputable sites reference. Most dental practices have thin or no backlink profiles.



### **Not Visible in AI Search Results**

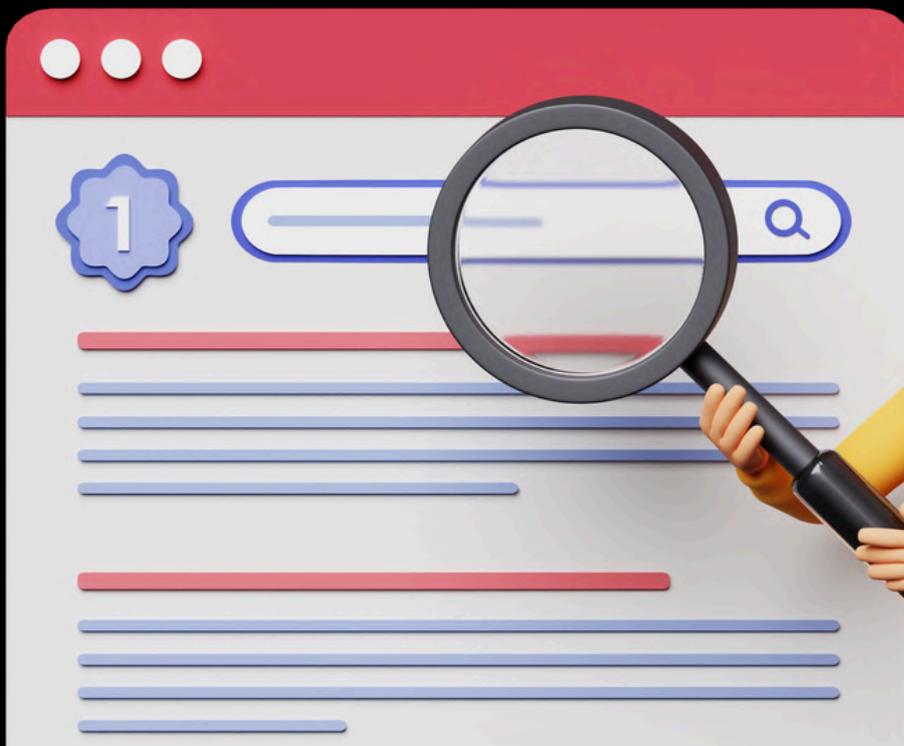
Google's AI Overviews and AI-generated answers are replacing traditional results. If your content is not structured for AI — you are being skipped entirely.



# *HOW GOOGLE'S AI IS* **CHANGING** **DENTAL** **SEARCH** IN **2026**



Google's AI Overviews (AIO) now appear at the very top of results for many health and dental queries. This is the most significant shift in dental search since mobile-first indexing – and it rewards practices that invest in structured, authoritative content.



# WHAT AI OVERVIEWS MEAN FOR YOUR PRACTICE



AI Summaries Appear Before Organic Results



Voice & Conversational Search Is Growing



Cited Practices Win Passive Brand Authority



AEO & GEO: The Next Frontier



# HOW 21 WEBS AI SEO OPTIMISES FOR THESE SIGNALS

Technical AI Signals	Content AI Signals
FAQ schema markup (FAQPage JSON-LD)	E-E-A-T content authority signals
Structured data: DentalClinic + LocalBusiness	Mobile-first Core Web Vitals
Short, direct answer paragraphs	Conversational long-tail keywords
Intent-clustered service pages	AI-friendly content formatting



# 10 DENTAL SEO TIPS

## FROM THE *21 WEBS* TEAM

### **CLAIM AND FULLY OPTIMISE YOUR GOOGLE BUSINESS PROFILE**

Set your primary category to "Dentist", add all services, upload at least 10 photos, and enable appointment links. An incomplete GBP profile is leaving bookings on the table every single day.

### **CREATE A DEDICATED PAGE FOR EVERY SERVICE YOU OFFER**

"General Dentistry" as one catch-all page ranks for nothing. Build individual pages for dental implants, Invisalign, teeth whitening, emergency dental, and more — each targeting suburb-specific keywords.

### **TARGET SUBURB + SERVICE KEYWORDS SPECIFICALLY**

Rank for "dentist in [suburb]" by creating suburb-specific landing pages that reference local landmarks, catchment areas, and community context. Google rewards hyperlocal relevance.

### **BUILD A CONSISTENT REVIEW GENERATION SYSTEM**

Ask every satisfied patient for a Google review. Automated SMS follow-ups after appointments are the most effective method. Aim for 10 new reviews per month to outpace competitors.



● **WRITE CONTENT THAT ANSWERS PATIENTS' REAL QUESTIONS**

"How much do dental implants cost in Australia?" is searched thousands of times monthly. Answer it with a transparent, informative page and you will rank — and earn patient trust before the first call.

● **OPTIMISE FOR AI OVERVIEWS WITH FAQ SCHEMA**

Structure your FAQ sections with proper JSON-LD schema markup. AI Overviews frequently pull from FAQ-formatted content. This is one of the fastest ways to gain AI search visibility.

● **FIX YOUR WEBSITE SPEED BEFORE ANYTHING ELSE**

A dental website that takes more than 3 seconds to load on mobile is losing the majority of its mobile visitors. Compress images, use a CDN, and resolve Core Web Vitals issues first.



● **BUILD CITATIONS ACROSS AUSTRALIAN HEALTH DIRECTORIES**

Ensure your practice is listed consistently on Healthdirect, HotDoc, HealthEngine, True Local, and AHPRA's own directory. Consistent NAP (Name, Address, Phone) across 50+ directories strengthens local rankings significantly.

● **PUBLISH AUTHORITY CONTENT THAT EARNS BACKLINKS**

Educational articles — "Signs You May Need a Root Canal" or "Dental Implant vs. Bridge: Which Is Right for You?" — attract links from health websites and journalists, building domain authority over time.

● **TRACK ENQUIRIES, NOT JUST RANKINGS**

Rankings are vanity; enquiries are reality. Set up call tracking, form conversion monitoring, and Google Analytics goals so you know exactly how many new patient bookings SEO is generating each month.



# THE 6 PILLARS OF DENTAL SEO

1

## Local SEO & Google Map Pack

Dominating suburb-specific searches with optimised Google Business Profile, local citations, and location-targeted service pages.

2

## On-Page Content Optimisation

Treatment-specific pages targeting high-intent keywords like "dental implants Melbourne" with proper headings, schema, and internal linking.

3

## Technical SEO & Core Web Vitals

Fast load speeds, mobile optimisation, secure HTTPS, XML sitemaps, and crawl error resolution to earn Google's technical trust.



**4**

## **AHPRA-Compliant Authority Content**

Blog posts, FAQs, and educational articles that build topical authority within Australian health advertising regulations.

**5**

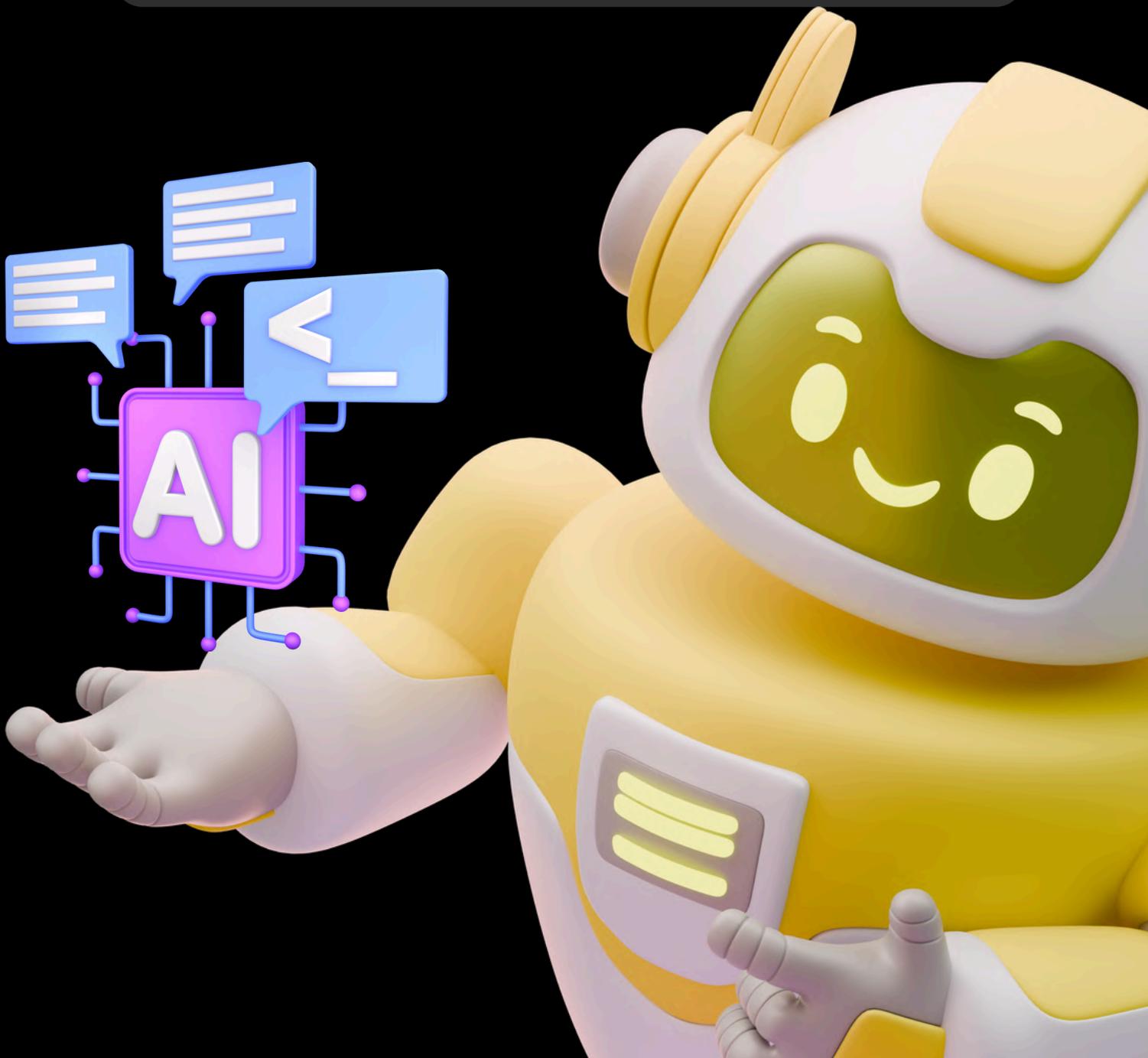
## **Link Building & Digital PR**

Earning high-quality backlinks from health directories, local citations, and industry publications to strengthen domain authority.

**AI**

## **AI SEO: AIO + AEO + GEO Optimisation**

Structuring your content, schema, and FAQs so Google AI Overviews and generative AI engines cite your practice — not a competitor's.



***LOCAL SEO***

# **DOMINATING YOUR SUBURB**

When someone in Northcote, Chatswood, or Fortitude Valley searches for a dentist, Google shows a map pack of three local practices. That map pack drives the majority of new patient enquiries. Being in it is not optional.



# THE LOCAL MAP PACK ADVANTAGE

Practices in the Google Map Pack receive significantly more clicks than organic results below. Position one in the map pack can mean 10–30 new patient enquiries per month from a single suburb alone.

**46%**

of all **Google searches** have local intent

**3X**

more calls from **Map Pack** vs standard listings

**88%**

of **local mobile searches** lead to a call within 24 hrs



# HOW WE BUILD YOUR LOCAL PRESENCE



## **Google Business Profile Optimisation**

Complete profile audit, category selection, service listings, photo strategy, and Q&A management to maximise map pack eligibility.



## **NAP Citation Building**

Consistent Name, Address, and Phone across 50+ Australian directories: HotDoc, HealthEngine, True Local, Healthdirect, and dental-specific directories.



## **Suburb-Specific Landing Pages**

Dedicated pages targeting "dentist in [suburb]" for each of your service areas — purpose-built to rank, not generic duplicates.



## **Review Generation Strategy**

A systematic approach to building 4.5-star+ Google reviews that strengthen local authority and convert hesitant patients.



# AHPRA COMPLIANT CONTENT STRATEGY

Dental marketing in Australia is governed by AHPRA advertising guidelines. The wrong content — even with good intentions — can result in compliance breaches. We know the rules, and we make them work in your favour.



# WHAT AHPRA REQUIRES FROM DENTAL ADVERTISING



## No Unsubstantiated Claims

"Best dentist in Melbourne" or "guaranteed results" are prohibited. All claims must be evidence-based and verifiable.



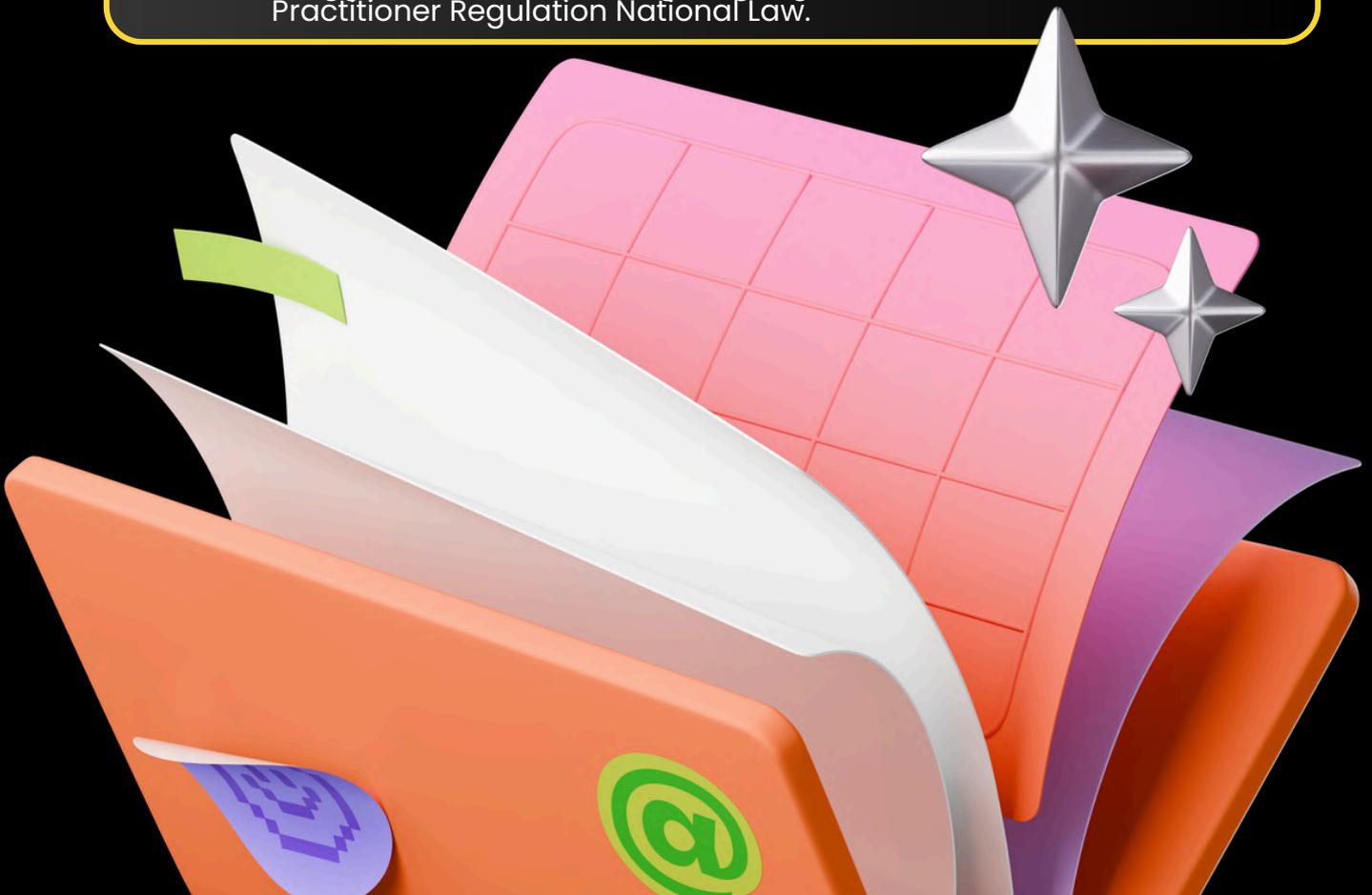
## No Patient Testimonials for Clinical Outcomes

Before/after statements tied to clinical results are restricted. General service testimonials may be used with care and appropriate context.



## Accurate Service Descriptions

Treatment descriptions must reflect realistic outcomes. Exaggeration or misleading language breaches the Health Practitioner Regulation National Law.



# HOW WE TURN COMPLIANCE INTO A RANKING ADVANTAGE

AHPRA-Safe Content Types	High-SEO Content Types
AHPRA-reviewed service pages	Cost transparency articles
Educational treatment explainers	Procedure preparation guides
Evidence-based FAQ content	Post-treatment care content
Practitioner credential pages	Condition and symptom guides



***GOOGLE BUSINESS PROFILE***

# **YOUR 24/7 RECEPTIONIST**

Your Google Business Profile (GBP) is the single most impactful free tool in dental SEO. An optimised GBP appears in the map pack, displays your hours, photos, reviews, and services — and drives direct calls without patients ever visiting your website.



# THE 10 ELEMENTS OF A HIGH-PERFORMING DENTAL GBP

Foundation Elements	Engagement Elements
1. Primary category set to "Dentist"	6. Q&A section answered proactively
2. Complete NAP (name, address, phone)	7. Regular Google Posts (offers + updates)
3. All services listed with descriptions	8. Appointment booking link enabled
4. Photos updated regularly (clinic + team)	9. Products section with treatment options
5. Business description with target keywords	10. Consistent review responses



# THE REVIEW FLYWHEEL

A steady flow of 5-star reviews compounds over time. Practices with 50+ reviews and consistent 4.5-star ratings rank higher, earn more trust clicks, and convert more enquiries. We build systems — not one-off pushes.



# TECHNICAL SEO

## THE FOUNDATION NOBODY TALKS ABOUT

Compelling content cannot rank on a broken website. Technical SEO ensures your site is fast, crawlable, mobile-friendly, and trusted by Google. It is the foundation everything else is built upon – including AI search optimisation.





### Core Web Vitals Optimisation

LCP, FID, and CLS scores directly influence Google rankings. We optimise images, scripts, and server performance to meet Google's thresholds.



### Mobile-First Indexing

Google indexes your mobile site first. We ensure tap targets, font sizes, and layouts deliver a seamless experience on every device.



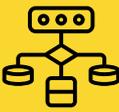
### HTTPS & Site Security

An insecure (HTTP) dental website signals risk to both patients and Google. Full HTTPS is enforced across every page.



### Crawl Budget & XML Sitemap

Sitemaps, robots.txt configuration, and canonical tags ensure Google indexes the right pages – not duplicate or thin content.



### Schema Markup for AI & Rich Results

Implement structured data that explicitly tells AI what your content means. Organisation schema, FAQ schema, local business schema—these aren't optional anymore.



### AI-Assisted Technical SEO Monitoring

21 Webs uses AI tools to monitor your technical health continuously – spotting ranking drops, index issues, and broken paths before they cost you patients.

**53%**

of mobile users **abandon** a site taking over 3 seconds to load

**2s**

is the target **load time** for dental practice pages

**+28%**

avg **ranking lift** after Core Web Vitals fixes



***TURNING WEBSITE VISITORS INTO***

# ***BOOKED*** ✓ **APPOINTMENTS**

SEO brings patients to your website. Conversion rate optimisation (CRO) turns those visitors into real bookings. Without it, you are paying for traffic that leaves without contacting you.

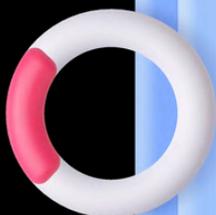
1  
Search

2  
Find

3  
Evaluate

4  
Trust

5  
**Book**



# CONVERSION ESSENTIALS *WE* *OPTIMISE*



## Clear Calls-to-Action

"Book Online" and "Call Now" buttons above the fold on every service page, in the header, and at the base of every article.



## Frictionless Booking Forms

Short, mobile-optimised enquiry forms with minimal required fields. Every extra field reduces conversions by up to 11%.



## Trust Signals Throughout

AHPRA registration, team photos, Google review widgets, before/after imagery (where compliant), and accreditation logos.



## Page Speed as a Conversion Tool

A 1-second delay in page response reduces conversions by 7%. Speed is not just a ranking signal – it is a revenue signal.



# THE 21 WEBS

# DENTAL SEO PROCESS

1

## FREE DISCOVERY & AUDIT

We audit your current website, Google rankings, local presence, and competitor landscape. You receive a full performance report before we begin — at no cost.

2

## AI-POWERED KEYWORD & STRATEGY PLAN

AI tools research 100+ dental keywords specific to your services, suburbs, and patient types. Your bespoke SEO roadmap — with intent-clustered keyword groups — is delivered for approval.

3

## TECHNICAL FOUNDATIONS

Site speed, mobile responsiveness, HTTPS, schema markup, Core Web Vitals, and crawl issues are resolved in the first 30 days.



4

#### **AHPRA-COMPLIANT CONTENT & ON-PAGE SEO**

We write or rewrite service pages, location pages, and blog content — all AHPRA-reviewed and optimised for target keywords and AI Overview eligibility.

5

#### **LOCAL SEO & GOOGLE BUSINESS PROFILE**

GBP is fully optimised. Citations are built across 50+ Australian directories. Automated review generation systems are activated.

6

#### **LINK BUILDING & AUTHORITY GROWTH**

We earn authoritative backlinks through health directories, dental associations, local business profiles, and editorial placements.

7

#### **AI SEO & ONGOING OPTIMISATION**

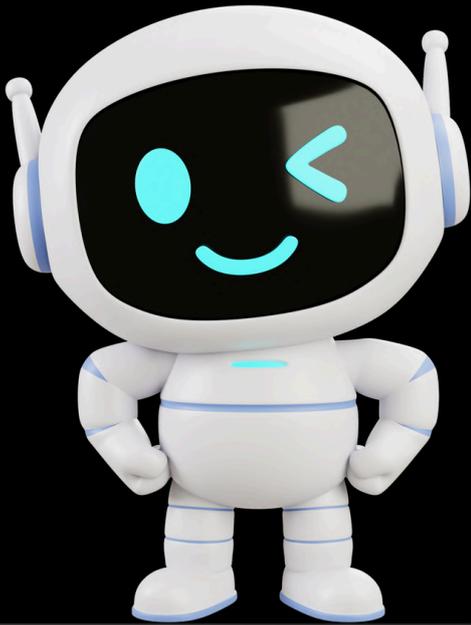
AI tools monitor technical health, identify ranking opportunities, and track AI Overview citations. Monthly reports show ranking movements, traffic growth, and real enquiry volumes.



# CHOOSE YOUR *DENTAL SEO PACKAGE*

Package Feature	IGNITE RANK 3 Keywords	MOST POPULAR BOOST ENGINE 9 Keywords	AUTHORITY SURGE 21 Keywords	BEST CHOICE DOMINANCE MODE 42 Keywords
Keywords Targeted	3	9	21	42
SEO Scope	Local	Local + State	National	National + Global
Contract Term	3 Months	3 Months	6 Months	6 Months
\$0 Setup Fee	YES	YES	YES	YES
Google Business Profile	YES	YES	YES	YES
On-Page Optimisation	YES	YES	YES	YES
Technical SEO Audit	YES	YES	YES	YES
AI Keyword Strategy	Basic	YES	YES	YES
AHPRA Content Writing	1/month	4/month	8/month	12/month
Location (Suburb) Pages	1	Up to 3	Up to 10	Unlimited
Link Building	Basic	Standard	Advanced	Premium
AI SEO & AIO Optimisation	--	YES	YES	YES
Monthly Reporting	Standard	Detailed	Detailed	Executive
Dedicated Account Manager	--	YES	YES	YES
Custom SEO Strategy Doc	--	YES	YES	YES

# START YOUR FREE ***DENTAL SEO AUDIT*** ***TODAY***



- **AI-Powered SEO**
- **Google AIO Ready**
- **AHPRA Compliant**

Phone: 1300 310 120

Email: [sales@21webs.com.au](mailto:sales@21webs.com.au)

Web: [21webs.com.au](http://21webs.com.au)

