



PREPARED BY TEXASBLT, SAN ANTONIO

TexasBLT

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Sample Local Visibility Checkup

A real checkup, shortened and anonymized. The business is a newer dental practice in north San Antonio. We removed its name, address and the names of nearby competitors. Data collected October 2026.

At a glance

The practice has a spotless profile and a perfect rating, but it is new and competes against offices with 3 to 50 times as many reviews. It ranks well for its own ZIP code and is close to invisible for the wider neighborhood searches and AI assistant questions that bring in new patients.

5.0

Google rating

34 reviews, all 5-star

#5

"dentist" + its own
ZIP code

Google Maps

Not in top 20

"dentist near" + its
neighborhood

Google Maps

0 of 5

AI-style answers
naming the
practice
patient-style
questions, not
searching by name

Scorecard

Scores are our assessment on a 10-point scale, based on the data we collected.

Area	Score	Why
Google Business Profile	8	Claimed, 6 categories, hours, booking link, description. Only 26 photos (nearby competitors show 84 to 649).
Reviews	6	Perfect 5.0 and a strong pace, but low volume. Only 2 of the last 19 have an owner reply.
Google Maps rankings	4	#5 for the home ZIP. Not in the top 20 for neighborhood or citywide family searches.
AI assistant visibility	2	Named only when someone already knows the practice name.
Website	7	Secure, mobile-ready, good titles and schema. Page text needs JavaScript to load, and the home page map pin is wrong.



Area	Score	Why
Directories and consistency	6	Bing and Apple Maps are correct. A doctor directory still shows the dentist at a previous office.
Overall	33 / 60	Strong foundation with clear, fixable gaps.

What we found

- ✗ The map on the home page pointed about **4.5 miles** from the real office, so directions could send a new patient the wrong way.
- ✗ A doctor directory still listed the dentist at her **previous office**, with a different phone number.
- ✗ Owner replies stopped two months earlier: **2 of the last 19** reviews had a reply.
- ✗ AI answers for "Saturday hours" and "anxious patients" recommended other offices, even though those are this practice's strengths.
- ✓ Hours, name and phone matched across Google, Bing, Apple Maps and the website.

Top 5 fixes

1. **Fix the home page map.** Replace the placeholder map with the practice's real Google listing.
2. **Correct outside listings.** Update the doctor directory to the current address and phone.
3. **Reply to every review and ask every patient.** One review link by text after each visit, the same message to every patient.
4. **Make the website readable to AI crawlers.** Put the page text in the HTML, give each page its own description and add FAQ content.
5. **Build neighborhood relevance.** Weekly photos, Google posts, a full services list and local "best of" listings that AI answers cite.

Our promise, in plain words. No one can honestly guarantee a #1 spot on Google or in AI answers, so we don't. We follow Google's review rules: we ask every customer the same way, never pay for reviews and never filter out unhappy ones.



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