

FULL LOCAL VISIBILITY GAP AUDIT

SAMPLE REPORT

Prepared for Palmetto Family Dental in Charleston, SC

1 COVER PAGE	
Business	Palmetto Family Dental
Client	Dr. Erin Walsh
Category	Family Dentist
City	Charleston, SC
Website	sample-palmettodental.com
Audit Date	July 5, 2026
Score	81/100
Primary Rec	Improve emergency + cosmetic service pages

2 EXECUTIVE SUMMARY	
Palmetto Family Dental has a strong visibility position with a complete profile, healthy review signals, and good visibility for family dentistry searches. The main gap is weaker observed visibility for emergency and cosmetic service searches compared with selected competitors.	

3 VISIBILITY SCORECARD			
Category	Weight	Score	Weighted
Google Search Visibility	20%	82	16.4
Google Maps Visibility	20%	80	16.0
Google Business Profile Quality	15%	88	13.2
Website Visibility	15%	78	11.7
Review/Reputation Strength	15%	84	12.6
Competitor Position	10%	76	7.6
AI Search Visibility	5%	68	3.4
TOTAL	100%	81/100	81

4 KEY FINDINGS	
<ol style="list-style-type: none"> Strong visibility for family dentist Charleston searches. Emergency dentist searches show weaker observed visibility than core category searches. Google Business Profile is mostly complete and active. AI search mentions are accurate but inconsistent across general recommendation prompts. 	

5 GOOGLE SEARCH REVIEW			
Search Term	Position	Competitor	Finding
family dentist Charleston	#3	Lowcountry Dental	Strong core category visibility
emergency dentist Charleston	#8	Lowcountry Dental	Service-specific gap
best dentist Charleston	#5	Harborview #4	Directory influence observed

Key Finding: Strong core search visibility, with a service-specific gap around emergency dentist searches.

Recommendation: Review emergency and cosmetic service page clarity.

6 GOOGLE MAPS REVIEW			
Search Term	Map Rank	Competitor	Finding
family dentist near me	#3	Lowcountry #2	Strong map presence
emergency dentist near me	#6	Lowcountry #3	Map gap for urgent searches
cosmetic dentist Charleston	#5	Harborview #2	Moderate map visibility

Key Finding: Maps visibility is strong for core dentistry but less consistent for service-specific searches.

Recommendation: Review secondary categories, services, and profile content.

7 GOOGLE BUSINESS PROFILE REVIEW			
Category	Status	Finding	Rec.
Profile Complete	Strong	Core fields accurate	Maintain
Services	Moderate	Emergency detail	Expand services
Photos	Strong	Recent photos visible	Refresh quarterly

Key Finding: Profile quality is a strength.

Recommendation: Add service-specific detail for emergency care.

8 WEBSITE VISIBILITY REVIEW			
Area	Status	Finding	Rec.
On-Page SEO	Moderate	Generic service	Improve headings
Local Content	Strong	Charleston context	Maintain
Technical SEO	Moderate	Schema not verified	Verify schema

Key Finding: Website supports core visibility but service pages can be sharper.

Recommendation: Expand service pages with local context.

9 REVIEW & REPUTATION REVIEW			
Metric	Business	Comp. 1	Comp. 2
Total Reviews	214	289	161
Average Rating	4.8	4.7	4.8
Recent Reviews	21	29	12

Key Finding: Review strength is solid, but top competitor has higher velocity.

Recommendation: Track monthly review velocity.

10 COMPETITOR VISIBILITY COMPARISON								
Competitor	Search	Maps	GBP	Website	Reviews	AI	Total	
Palmetto Family Dental	82	80	88	78	84	68	81	
Lowcountry Dental Group	86	84	90	82	88	74	85	
Harborview Dental Studio	76	72	80	73	78	62	74	

Key Comparison: Lowcountry Dental Group is the strongest observed competitor based on review velocity, maps presence, and service depth.

Recommendation: Use Lowcountry Dental as primary benchmark.

11 AI SEARCH VISIBILITY REVIEW				
AI Tool	Mention	Accuracy	Finding	Rec.
ChatGPT	Partial	Accurate	Mentioned in branded prompt	Clarify services
Claude	Yes	Accurate	Listed as local option	Maintain
Gemini	No	N/A	Competitors appeared	Add public signals
Perplexity	Yes	Accurate	Cited public profile	Maintain

Key Finding: AI visibility is moderate and accurate where mentioned.

Recommendation: Clarify service and location content across public profiles.

12 PRIORITY ISSUES	
<ol style="list-style-type: none"> Emergency dental search gap Cosmetic dentistry service-page gap AI recommendation inconsistency 	

13 RECOMMENDED ACTIONS	
<ol style="list-style-type: none"> Update emergency service page Add GBP service details Monitor competitor review velocity 	

14 30-DAY VISIBILITY ROADMAP			
Week	Focus	Primary Task	Success Indicator
Week 1	Profile clarity	Update GBP service details	Services clearer
Week 2	Website pages	Improve emergency and cosmetic pages	Pages support searches
Week 3	Reviews	Track reviews and responses	Velocity baseline set
Week 4	Monitoring	Re-test searches and AI prompts	Trend baseline set

15 OPTIONAL MONTHLY MONITORING PLAN	
<ul style="list-style-type: none"> Visibility score tracking Competitor review velocity Emergency dentist search tracking AI search mention checks 	
Recommended:	Monthly monitoring recommended for service-specific gaps.

16 NEXT STEPS	
<ol style="list-style-type: none"> Review scorecard. Update service pages. Refresh GBP service details. Re-test after 30 days. 	