

# Local SEO Report — Austin City Dental

May 2026

**75/100** Local SEO Score

## Executive Summary

Austin City Dental is in solid shape with a local SEO score of 75 out of 100, but two specific issues are holding the practice back from ranking higher on Google Maps. First, your Google Business Profile currently has only 10 photos, and Google consistently favors listings with 25 or more photos when deciding which practices appear in the local map results. Adding more photos is a straightforward fix that will directly increase how often potential patients see your listing. Second, your website is not running on HTTPS, which causes Chrome and Safari to display a "Not Secure" warning to visitors and signals to Google that the site does not meet current security standards, both of which hurt your ranking and erode patient trust. On the competitive side, your top competitor Walden Dental has 1,468 reviews compared to your 649, so closing that gap over time will be important for long-term visibility. None of these issues are serious, and all of them are correctable with focused effort. This month we will prioritize getting your website migrated to HTTPS and building out your photo library to at least 25 images so you start seeing stronger map placement right away.

## Issues Found

### 1. Thin Google Business Profile photos [MEDIUM]

Only 10 photos on your profile. Google promotes listings with 25+ photos in the local pack, which means fewer map impressions for you.

### 2. Website missing HTTPS [HIGH]

Chrome and Safari flag your site as 'Not Secure'. Google also downranks non-HTTPS sites in local results.

## Competitor Snapshot

Business	Reviews	Rating
Austin City Dental	649	5/5
Walden Dental	1468	4.9/5
Emergency Dentist of Austin	1409	4.8/5
Tech Ridge Dental	1154	5/5

## Action Plan — Next 30 Days

### 1. Migrate website to HTTPS with SSL certificate [HIGH]

Contact your web host or developer today to install an SSL certificate so your site URL changes from HTTP to HTTPS, protecting patient data and boosting Google rankings.

### 2. Audit and fix all internal HTTP links [HIGH]

After enabling HTTPS, scan your website using a free tool like Screaming Frog to find and update any remaining internal links still pointing to HTTP URLs to prevent mixed-content warnings.

### 3. Upload 20 new Google Business Profile photos [HIGH]

Add at least 20 high-quality photos to your Google Business Profile covering your reception area, treatment rooms, staff, and exterior to improve local search visibility and patient trust.

### 4. Add before-and-after and team headshot photos [MEDIUM]

Photograph your dental team and capture before-and-after smile results (with patient consent) to diversify your Google Business Profile gallery and increase engagement from prospective Austin patients.

### 5. Schedule monthly photo refresh routine [LOW]

Set a recurring monthly calendar reminder to add at least four new photos to your Google Business Profile so your listing stays active and signals relevance to Google's local algorithm.