

SEO Project for Kingswells Dental Practice



A brief demonstration of some of my current search engine optimization skills

By Nuku Saladyn Shah

Introduction

I will be conducting an SEO (Search Engine Optimization) audit for Kingswells Dental Practice website. For reference, here is the link: <https://www.kingswellsdentalpractice.co.uk/>

For this project I will be using basic SEO tools such as:

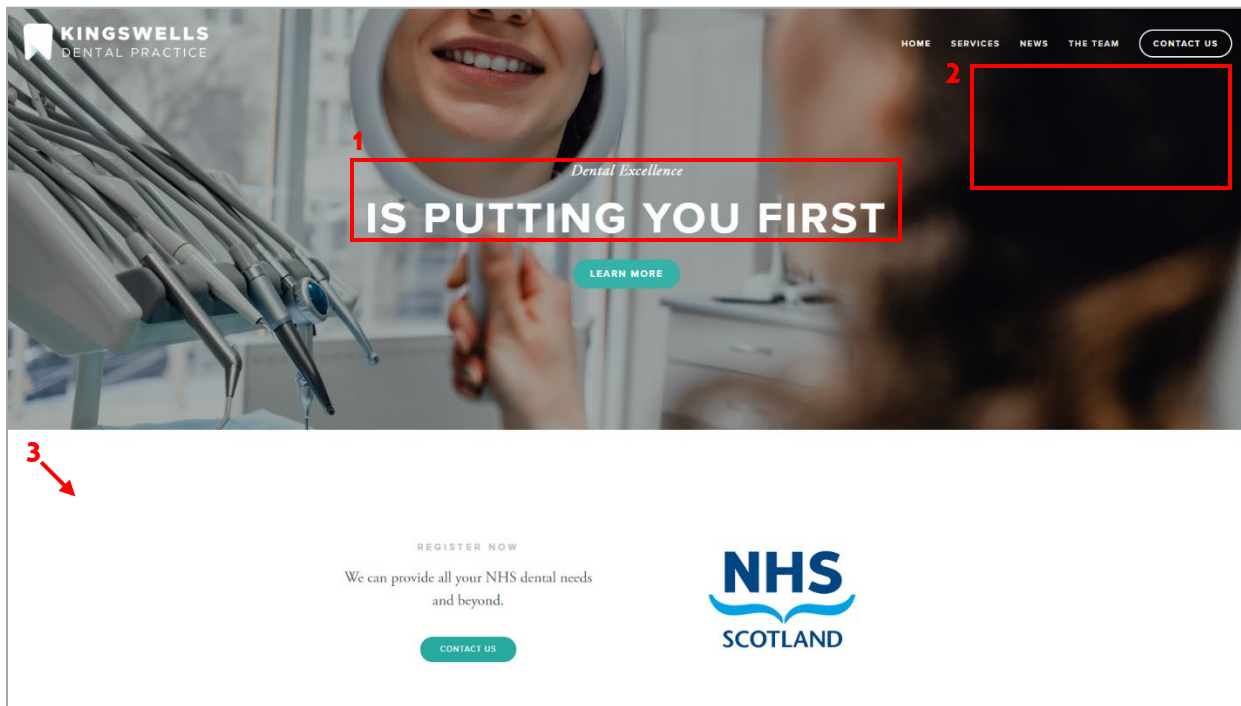
- Moz Open site explorer
- SEMrush
- Screaming Frog
- Schema.org
- GT Metrix

This audit has been divided into 3 main sections of SEO:

- On-Page SEO
- Technical SEO
- Off-Page

On-Page SEO

Website Header and Home Page Elements



Issues noted:

1. The word choice in the main sentence and button names that can be improved.
2. Missing CTA and phone number in the website's hero section.
3. Missing elements from the home page.

Solution:

1. Since the "Learn More" button directs visitors to the Dental Treatments page, it is better to change this sentence and use a call-to-action. For example: "Check Our Dental Treatments". Other thing is to change the button name to "View Services" instead of "Learn More".
2. Adding CTA and phone number in the blank spaces to show professionalism and accessibility. This gives visitors confidence that they can contact you easily, which increases the trust and credibility of your business.
3. Instead of having a lot of white space on the homepage, try to add some elements that can improve the ranking and quality of your website such as content (with titles and sub-headings), supporting images, benefits, social proof, etc.

Keyword Analysis

After learning what the client does on their website, I performed simple keyword research for the following: dental practice and dental treatments (this is an example for the keywords in general).

The following are screenshots of my research and I have highlighted the keywords that I would suggest for the client to include in their content so that they can rank for those terms on the Search Engine Results Page (SERP). I would recommend targeting keywords that have low to medium difficulty and decent search volume.

For optimal results, these keywords can also be included in the title tags, meta descriptions, and within the content/ copywriting itself since Google really like long-form content.

<input type="checkbox"/> Keyword	Intent	Volume	Trend	KD %
<input type="checkbox"/> dental practice >>	C	6.6K		41
<input type="checkbox"/> dental practice near me >>	T	6.6K		53
<input type="checkbox"/> bhandal dental practice >>	N	5.4K		41
<input type="checkbox"/> scott arms dental practice >>	N	5.4K		26
<input type="checkbox"/> dental practices >>	C	4.4K		59
<input type="checkbox"/> dental practices near me >>	T	3.6K		66
<input type="checkbox"/> church street dental practice >>	I C	2.9K		34
<input type="checkbox"/> nhs dental practice near me >>	T	2.9K		48

<input type="checkbox"/> nhs dental treatment >>	I	1.3K		65	0.80	0.06	23.4M
<input type="checkbox"/> private dental treatment price list uk >>	T	1.3K		16	0.00	0.01	26.6M
<input type="checkbox"/> which benefits entitle you to free dental treatment >>	I	1.3K		46	0.41	0.02	303K
<input type="checkbox"/> cost of nhs dental treatment >>	I	1.0K		60	0.68	0.02	7.9M
<input type="checkbox"/> dental treatment >>	I	1.0K		66	1.17	0.30	688M
<input type="checkbox"/> does pip entitle you to free dental treatment >>	I	880		35	0.77	0.01	185K
<input type="checkbox"/> free dental treatment for over 60s >>	I C	880		51	0.73	0.05	1.9M

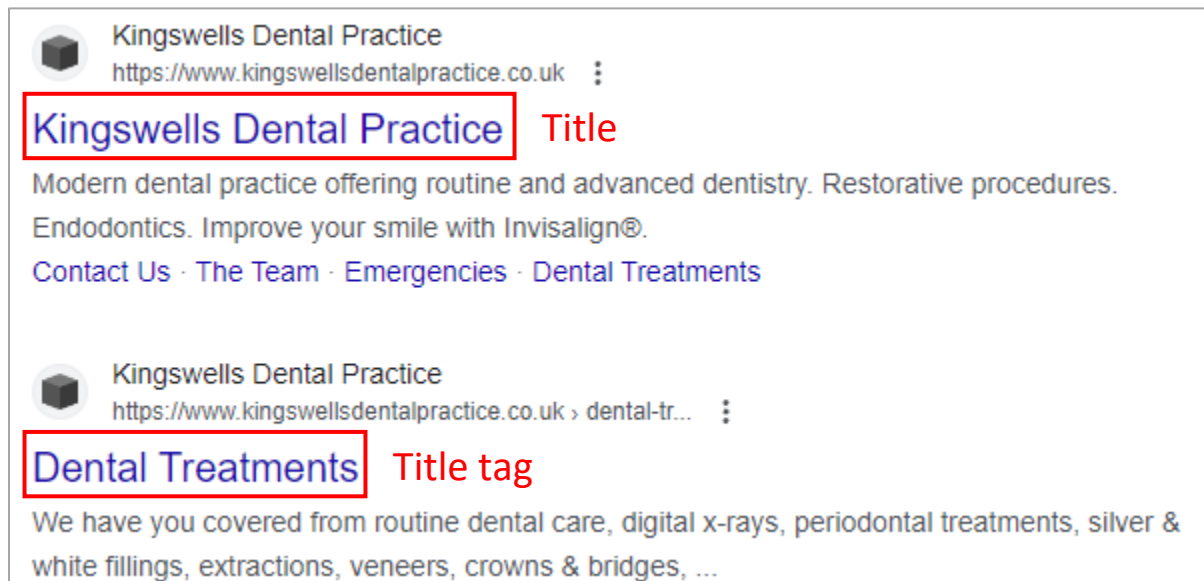
Title Tags

A title tag is a website element that represents the title of a webpage. Title tags are crucial because they can impact your SEO ranking, search engines such as Google use them to determine what your page is about. And how relevant it is to each user's query.

Title tags should include the following:

- Keywords that are relevant and targeting the type of treatments/ services you offer
- Character count should be 50-55 characters, not more than 60
- Recommended to stick to a maximum length of 575 pixels

Screenshot from Google (site: <https://www.kingswellsdentalpractice.co.uk/>)



Screenshot from the Screaming Frog site crawl displaying the title tags of the website:

1	https://www.kingswellsdentalpractice.co.uk/	1	Kingswells Dental Practice
2	https://www.kingswellsdentalpractice.co.uk/news	1	News – Kingswells Dental Practice
3	https://www.kingswellsdentalpractice.co.uk/dental-treatments	1	Dental Treatments – Kingswells Dental Practice
4	https://www.kingswellsdentalpractice.co.uk/contact	1	Contact Us – Kingswells Dental Practice
5	https://www.kingswellsdentalpractice.co.uk/childsmile	1	Childsmile and Children's Dental Services – Kingswells Dental Practice
6	https://www.kingswellsdentalpractice.co.uk/team	1	The Team – Kingswells Dental Practice
7	https://www.kingswellsdentalpractice.co.uk/referrals	1	Endodontics Referrals – Kingswells Dental Practice
8	https://www.kingswellsdentalpractice.co.uk/privacy-policy	1	Privacy Policy – Kingswells Dental Practice
9	https://www.kingswellsdentalpractice.co.uk/emergencies	1	Dental Emergencies – Kingswells Dental Practice
10	https://www.kingswellsdentalpractice.co.uk/news/2019/10/7/welcome	1	Welcome! – Kingswells Dental Practice

Issues noted: Most of the title tags are already targeting a specific keyword, but there's one title tag that exceeds 60 characters and 600 pixels (sentences that are marked in red).

Solution: You can reduce your wording on certain title tags, for example: Children Dental Services - Kingswells Dental Practice. Another suggestion is to add a separate page for your list of treatments and services, to provide more content to the audience and on the other hand can also help your website rank better.

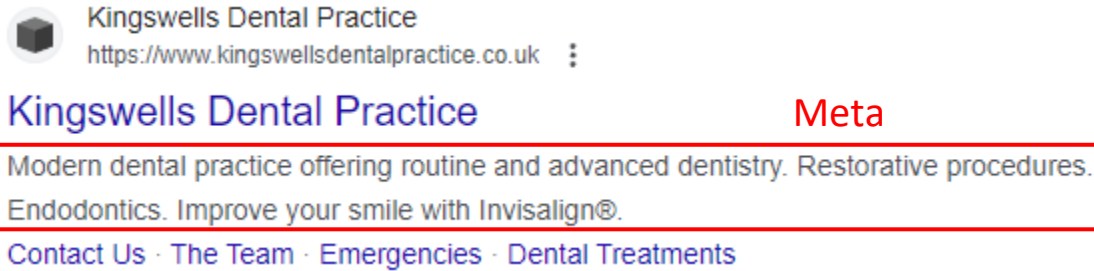
Example for the Home Page: Kingswells Dental Practice – Your Dental Expert

Meta Descriptions

A meta description element provides readers with a brief, relevant explanation of what a certain page is about. They function as a pitch, convincing the user that the website is exactly what they are looking for.

Note: Google can sometimes re-write your meta descriptions if it feels like the ones, you have been not currently optimized or relevant.

Screenshot from Google (site: <https://www.kingswellsdentalpractice.co.uk/>)



Kingswells Dental Practice
<https://www.kingswellsdentalpractice.co.uk>

Kingswells Dental Practice

Meta

Modern dental practice offering routine and advanced dentistry. Restorative procedures. Endodontics. Improve your smile with Invisalign®.

Contact Us · The Team · Emergencies · Dental Treatments

Screenshot from the Screaming Frog site crawl displaying the meta descriptions of the website:

Address	Occurrences	Meta Description 1
1 https://www.kingswellsdentalpractice.co.uk/	1	Modern dental practice offering routine and advanced dentistry. Restor...
2 https://www.kingswellsdentalpractice.co.uk/news	1	News
3 https://www.kingswellsdentalpractice.co.uk/dental-treatments	1	We have you covered from routine dental care, digital x-rays, periodontal...
4 https://www.kingswellsdentalpractice.co.uk/childsmile	1	Childsmile
5 https://www.kingswellsdentalpractice.co.uk/contact	1	Contact Us
6 https://www.kingswellsdentalpractice.co.uk/team	1	Our Team
7 https://www.kingswellsdentalpractice.co.uk/referrals	1	Use our easy online referral system for access our Endodontics Service.
8 https://www.kingswellsdentalpractice.co.uk/privacy-policy	1	
9 https://www.kingswellsdentalpractice.co.uk/emergencies	1	Emergency Treatments
10 https://www.kingswellsdentalpractice.co.uk/news/2019/10/7/welcome	1	

Meta Description		
All	10	100%
Missing	2	20%
Duplicate	0	0%
Over 155 Characters	2	20%
Below 70 Characters	5	50%
Over 985 Pixels	2	20%
Below 400 Pixels	5	50%
Multiple	0	0%
Outside <head>	0	0%

Issues noted: Screaming frog has detected 2 missing meta descriptions, 2 meta descriptions that exceed 155 characters or 985 pixels, and 5 meta descriptions below 70 characters or 400 pixels.

Solution: It is important to have a meta description for every page. Your primary keyword and related terms should be within the copy. And keep the character count around 150-155 characters, not more than 160 characters.

Example: This is an example of a meta description you might consider using on your contact us page – “Looking for high-quality dental care in Aberdeen? contact Kingswells Dental Practice now for skilled dentists and a friendly, caring atmosphere.”

Header Tags

Header tags, also known as heading tags, are used to differentiate between headings and subheadings on a webpage. They are ranked in order of importance, from H1 to H6, with H1s commonly serving as titles.

Screenshot from the Screaming Frog site crawl displaying the header tags of the website:

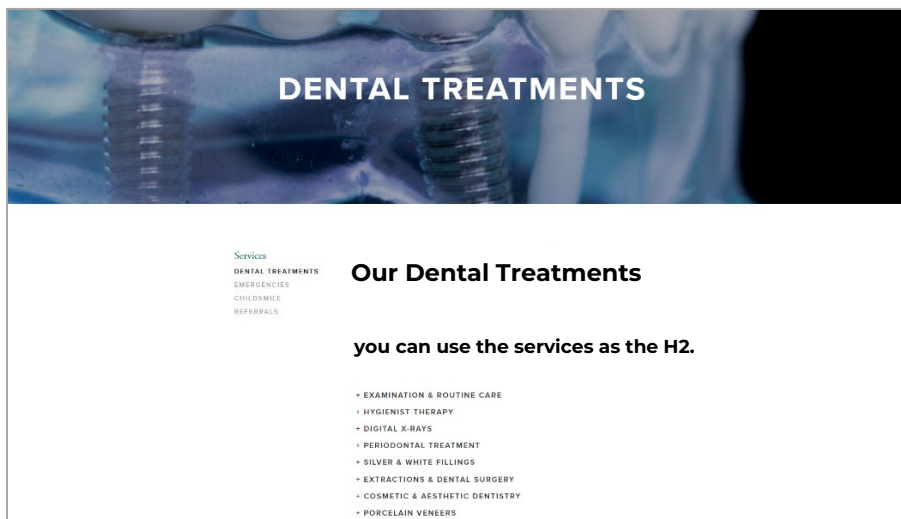
	Address	Occurrences	H1-1
1	https://www.kingswellsdentalpractice.co.uk/		1 Kingswells Dental Practice
2	https://www.kingswellsdentalpractice.co.uk/news		2 Kingswells Dental Practice
3	https://www.kingswellsdentalpractice.co.uk/childsmile		2 Kingswells Dental Practice
4	https://www.kingswellsdentalpractice.co.uk/contact		1 Kingswells Dental Practice
5	https://www.kingswellsdentalpractice.co.uk/dental-treatments		2 Kingswells Dental Practice
6	https://www.kingswellsdentalpractice.co.uk/team		1 Kingswells Dental Practice
7	https://www.kingswellsdentalpractice.co.uk/referrals		2 Kingswells Dental Practice
8	https://www.kingswellsdentalpractice.co.uk/privacy-policy		2 Kingswells Dental Practice
9	https://www.kingswellsdentalpractice.co.uk/emergencies		2 Kingswells Dental Practice
10	https://www.kingswellsdentalpractice.co.uk/news/2019/10/7/welcome		2 Kingswells Dental Practice

	Address	Occurrences	H2-1
1	https://www.kingswellsdentalpractice.co.uk/dental-treatments		2 Dental Services
2	https://www.kingswellsdentalpractice.co.uk/emergencies		2 Out of hours
3	https://www.kingswellsdentalpractice.co.uk/contact		2 REGISTRATION FORM
4	https://www.kingswellsdentalpractice.co.uk/		1 Subscribe
5	https://www.kingswellsdentalpractice.co.uk/news		1 Subscribe
6	https://www.kingswellsdentalpractice.co.uk/referrals		1 Subscribe
7	https://www.kingswellsdentalpractice.co.uk/privacy-policy		1 Subscribe
8	https://www.kingswellsdentalpractice.co.uk/news/2019/10/7/welcome		1 Subscribe
9	https://www.kingswellsdentalpractice.co.uk/childsmile		2 Wondering about Fluoride?

Issues noted: Screaming frog shows that there are a lot of same headers and not targeting keywords related to each page of the website. H1 tags are used to denote the most important text, such as the main theme or title of a content. H2 and following tags are commonly used as subheadings.

Solution: You should use header tags to provide structure and context. Make at least 1 header per one page, following with the subheadings that include relevant keywords. And be sure to keep your header tags brief and to the point, making it easier for search engines and users to understand the subject of the content.

Example for the Treatments Page: “Our Dental Treatments” could be assigned as an H1 header tag. And all of the services/ treatments that you provide can serve as the H2 tag.

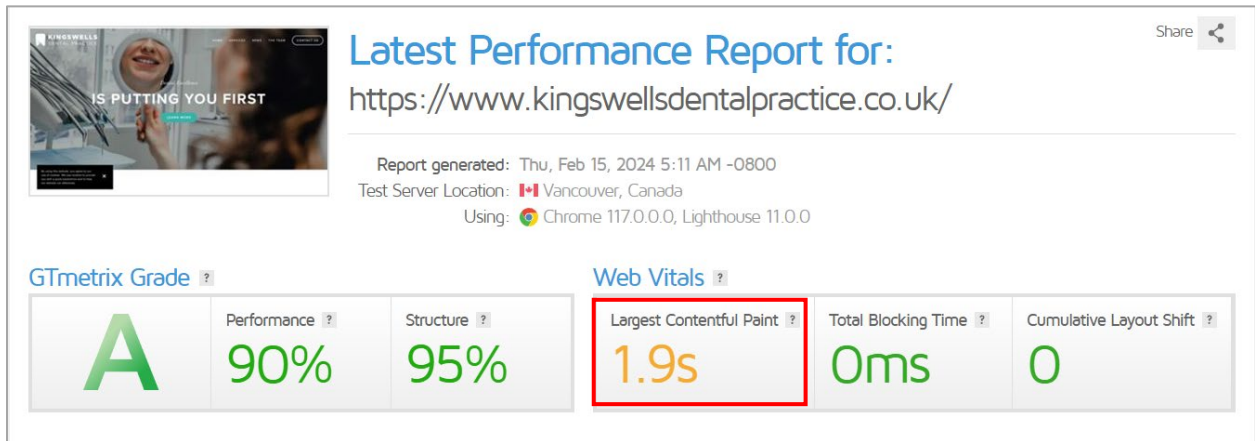


Technical SEO

Site Speed Analysis

Page speed (sometimes known as "load speed") refers to how quickly the content of a page loads. Fast page speed is vital for SEO and your website. Page load speed is a confirmed ranking factor on both desktop and mobile. In other words, faster load times (along with other important signals) can contribute to higher rankings.

Screenshot from GT Metrix results for page speed:



Issues noted: Kingswells Dental practice is loading at 1.9 seconds, which can be improved to be faster and more efficient. But overall, the website has good performance and structure.

Solution: LCP measures how long it takes for the largest content element (e.g. a hero image or heading text) on your page to become visible within your visitors' viewport. For a good user experience, aim for an LCP of 1.2 seconds or less.

404 pages or Broken Links

A 404-error code is generated when a user tries to access a webpage that doesn't exist, has been moved, or has a dead or broken link. The 404-error code is one of the most common errors encountered by web users. 404 pages can hurt SEO if they impact important pages with traffic or backlinks, or if they result from poor website management.

Screenshot from the Screaming Frog site crawl displaying the client error (4xx) of the website:

	Address	Content Type	Status Code
1	https://128harleystreetdentalsuite.com/implants-expert-3/	text/html; charset=UTF-8	404
2	https://www.researchgate.net/profile/Serpil_Djermal	text/html; charset=UTF-8	403
3	https://www.researchgate.net/post/What_is_the_success_rate_of_maryland_bridges_Also...	text/html; charset=UTF-8	403
4	https://www.electriceeth.com/uk/emergency-dentist/	text/html; charset=UTF-8	404
5	https://thedentalcentreondon.com/wp-content/uploads/2015/09/Dental-crown.png	text/html; charset=UTF-8	404
6	https://www.sharecare.com/health/orthodontic-braces/see-orthodontist-treat-crooked-teeth	text/html; charset=utf-8	404
7	https://www.nus.org.uk/articles/nus-sets-out-safety-net-needs-for-students	text/html; charset=utf-8	404

▼ Response Codes		
▼ Internal & External		
All	471	100%
Blocked by Robots.txt	135	28,66%
Blocked Resource ⓘ	0	0%
No Response	6	1,27%
Success (2xx)	298	63,27%
Redirection (3xx)	25	5,31%
Redirection (JavaScript) ⓘ	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	7	1,49%
Server Error (5xx)	0	0%

Issues noted: There are 7 broken links on the websites. Google aims to recommend useful and up-to-date websites. Excessive broken links can indicate that a site is not regularly updated or poorly maintained.

Solution: One of the solutions is to use redirects. If you need to move a page to another location, implement a 301 redirect to prevent the page from crashing to a 404. A 301 redirect tells the Internet and Google that your page has moved permanently to a new URL. This redirect will send users from the old page to the new one.

Schema Markup

Schema markup, sometimes referred to as structured data, is code you add to your webpages to help search engines better understand your content. Schema markup is important can help the website to get more traffic, enhance the website's appearance in search results, and give a competitive edge.

Screenshot from schema.org:

The screenshot shows the Schema.org website interface. At the top, there is a navigation bar with 'Schema.org', 'Documentation', 'Schemas', and 'About'. A search bar is located on the right. Below the navigation bar, the URL 'https://www.kingswellsdentalpractice.co.uk/' is displayed. The main content area shows a detected schema for 'Organization' and 'LocalBusiness'. The schema is represented as a table with the following structure:

Detected	0 ERRORS	0 WARNINGS	3 ITEMS
Organization	0 ERRORS	0 WARNINGS	1 ITEM
LocalBusiness	0 ERRORS	0 WARNINGS	1 ITEM
Website	0 ERRORS	0 WARNINGS	1 ITEM

Below the table, there is a code editor showing the HTML code for the schema markup. The code includes various meta tags and script tags for the schema.org markup, such as:

```

<meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
<meta name="viewport" content="width=device-width, initial-scale=1">
<!-- This is Squarespace. --><!-- llama-round-acyc -->
<base href="" />
<title>Kingswells Dental Practice</title>
<meta http-equiv="Accept-CH" content="Sec-CH-UA-Platform-Version, Sec-CH-UA-Model" /><link rel="icon" type="image/x-icon" href="" />
<link rel="canonical" href="https://www.kingswellsdentalpractice.co.uk/" />
<meta property="og:site_name" content="Kingswells Dental Practice" />
<meta property="og:title" content="Kingswells Dental Practice" />
<meta property="og:url" content="https://www.kingswellsdentalpractice.co.uk/" />
<meta property="og:type" content="website" />
<meta property="og:description" content="Modern dental practice offering routine and advanced dentistry. Restorative procedures." />
<meta property="og:image" content="http://static1.squarespace.com/static/5d6699b2b08d470001a0022e/t/5d673000f38c0b4c6e8f265f/15712380" />
<meta property="og:image:width" content="1472" />
<meta property="og:image:height" content="815" />
<meta itemprop="name" content="Kingswells Dental Practice" />
<meta itemprop="url" content="https://www.kingswellsdentalpractice.co.uk/" />
<meta itemprop="description" content="Modern dental practice offering routine and advanced dentistry. Restorative procedures. Endodontics. Improve your smile with Invisalign®. Cosmetic dentistry and facial aesthetics (wrinkle treatments, dermal fillers, lip fillers)." />
<link rel="preconnect" href="https://images.squarespace-cdn.com" />
<script type="text/javascript" src="/use.typekit.net/1k/VlBq7kx8U64VvUx14E3T0h_9Kt0LkVx1a5y007fexvffH4UJLFRbH52jHdMqf" />
<script type="text/javascript">try{Typekit.load()}catch(e){}/script>
<script type="text/javascript" crossorigin="anonymous" defer="defer" nomodule="nomodule" src="//assets.squarespace.com/@sqsp/ol" />
<script type="text/javascript" crossorigin="anonymous" defer="defer" src="//assets.squarespace.com/@sqsp/polyfiller/1.6/modern.js" />
<script type="text/javascript">SQUARESPACE_ROLLUPS = {};</script>
<script>(function(rollups, name) { if (!rollups[name]) { rollups[name] = {}; } rollups[name].js = ["/assets.squarespace.com/universal/scripts/compressed/extract-css-moment.js-vendor-675" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/extract-css-moment.js-vendor-675" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/extract-css-moment.js-vendor-675" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/common-vendors-stable-9f0f44a7a2a" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/common-vendors-d2f17062c1442f3e8" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/common-30e3dc7cc821e18d836e-wln-e" />
<script crossorigin="anonymous" src="//assets.squarespace.com/universal/scripts/compressed/performance-86a78562a1efc1c19e7-n" />
<script data-sqs-type="imgloader-bootstrap" type="module">if(window.Imgloader) window.Imgloader.bootstrap({, docum

```


Issues noted: No issue, the website already has 3 types of schema markups.

1. Organization schema: Organization schema is a type of structured data. It gives search engines information about your organization or business. Structured data is information in a standardized format that is easy for both humans and software to read.
2. Local business schema: Local business schema is a kind of structured data markup code that can be added to your business' website to make it easier for search engines to identify what type of organization you are and the products or services you provide.
3. Website schema: A Website is a set of related web pages and other items typically served from a single web domain and accessible via URLs.

Solution: If there is anything that can be improved, adding the proper schema markup can help Google understand the website better.

For example, including a review markup can benefit your firm. The review markup includes a star rating at the bottom of your results page item. It informs searchers about what others think about your product, service, or business. This is useful since buyers utilize this information prior to making a purchase.

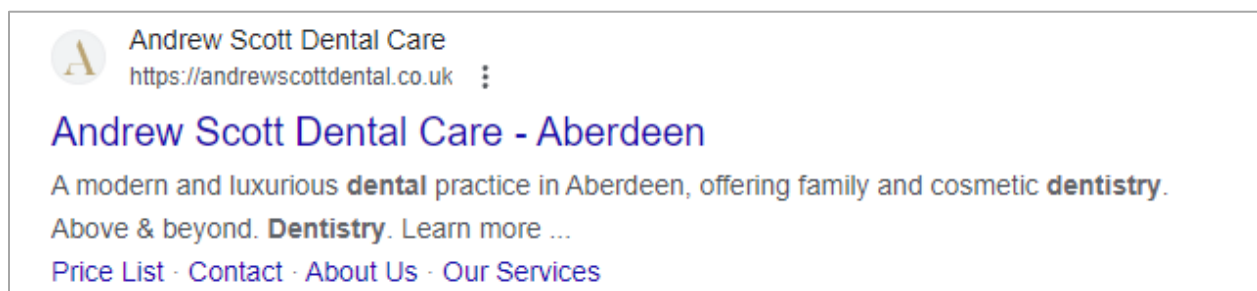
Off Page SEO

Competitive Analysis

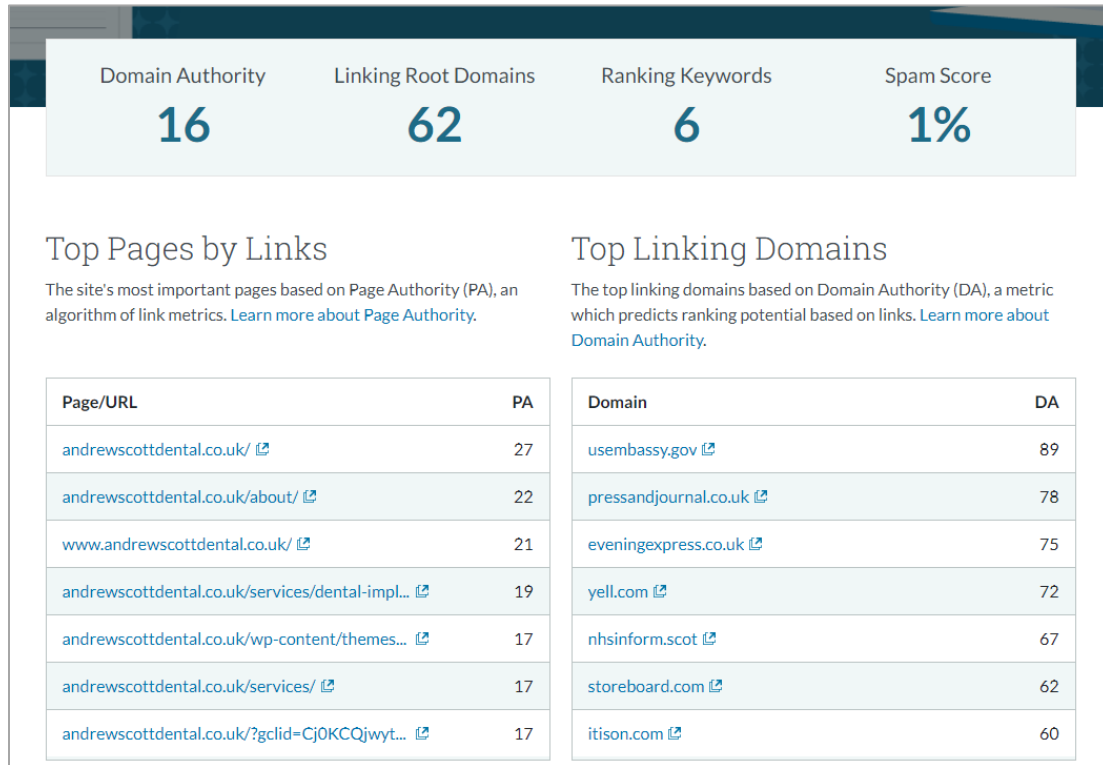
By doing a quick search on Google for the keywords “dental services in Aberdeen” and Moz’s open site explorer, we can quickly see who the competition is for Kingswells Dental Practice.

Competitor in that area: Andrew Scott Dental Care

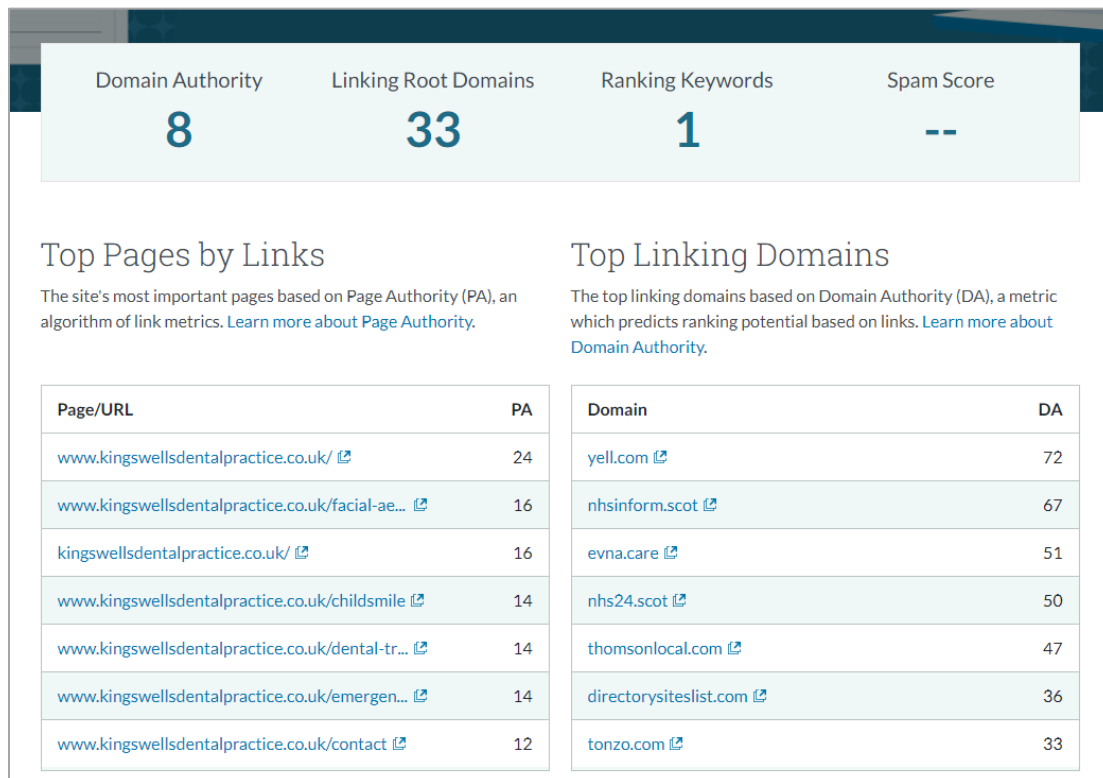
Screenshot from Google:



Below is a screenshot of their stats on Moz Link Site explorer:



Below is a screenshot of your website's stats on Moz Link Site explorer:



From the screenshots above you can see that Andrew Scott Dental Care has a higher domain authority and linking root domains.

Domain Authority (DA) is a Moz-developed search engine ranking score that predicts a website's likelihood of ranking in search engine result pages, ranging from 1 to 100. While Linking Root Domains are the number of unique domains linking to your domain or page. Multiple backlinks from a single domain will be grouped and counted as a one linking root domain.

Keyword rankings refer to your web page's position within search results for a particular keyword search query. When a user searches for the keyword, your ranking URL would be the web page that is listed for that keyword search.

Solution:

Increase your domain authority: You can increase it by getting quality backlinks (a backlink is a link on another website that points to your website), optimizing your content on the website by targeting keywords relevant to your services & business, and lastly by getting your website listed in relevant online directories (websites that provide lists or catalogues of other businesses).

Final Thoughts

- The website is already well designed, and the interface is pleasing in terms of design. But it's still lacking a lot of content such as article, FAQ and the news section needs more update.
- The treatment or service types should have its own separate page with its own article, content, and explanation for better ranking results.
- In terms of keywords targeting, the website still needs a targeted keyword for each specific page to get more optimized.
- There's a lot of multiply or duplicate title tags and meta descriptions, which can be improved.
- Site speed already has a good performance and structure, but the load speed can be sped up a bit to get optimal results.
- Schema markup is detected, it can help google to understand your website better.
- The domain authority should be improved with link building, content optimization, and listing in relevant online directories.