

SEO Audit: Orthodontic & Dental Clinic, Bellandur

Orthodontic & dental clinic · Bellandur, Bengaluru · 200+ Google reviews · Audited on 2 Oct 2026

16

issues found

7

high priority

6

medium priority

3

low priority

1. Google Business Profile

#	WHAT WE FOUND	HOW TO FIX IT	PRIORITY
1	Business name has extra keywords added (area + service)	Use the real clinic name only. Keyword names break Google's rules and can get the profile suspended.	High
2	Rating 4.5★ while top nearby clinics show 4.8–4.9★	Ask every patient for a review after the visit and reply to every review within 48 hours.	Medium

2. NMC rules & patient trust

#	WHAT WE FOUND	HOW TO FIX IT	PRIORITY
3	Homepage title and H1 call the doctor the "Best Orthodontist"	Remove "Best". Use "Orthodontist in Bellandur, Bengaluru – MDS Specialist".	High
4	Patient testimonials section on the homepage	Remove testimonials from the site. Link to the Google reviews page instead.	High
5	Before/after "smile transformation" content	Remove before/after claims. Explain the treatment steps instead.	High
6	Price comparison against the "Bangalore market"	Show only your own price range and what changes the cost.	Medium
7	Claims "painless treatments"	Use "treatment with local anaesthesia to reduce pain".	Medium
8	No dental council registration number for the doctors	Add each doctor's registration number under their name.	High

3. Website & technical SEO

#	WHAT WE FOUND	HOW TO FIX IT	PRIORITY
9	No privacy policy link and no consent line (DPDP Act, 2023)	Add a privacy policy page and link it in the footer and on every enquiry form.	High
10	No tap-to-call phone link on the homepage	Add a "Call now" button with a tel: link at the top on mobile.	Medium
11	No WhatsApp button	Add a floating WhatsApp button for appointment requests.	Low
12	Schema has only "Organization" – no Dentist or Physician markup	Add Dentist schema (address, hours, phone) and Physician schema for each doctor.	Medium
13	An Invisalign area page has no H1 heading	Add one H1 per page, e.g. "Invisalign Near Varthur – Clinic in Bellandur".	Medium
14	Many area pages (Varthur, Marathahalli, HSR Layout) with no clinic in those areas	Merge into one strong page per treatment. Keep area pages only where you have a branch.	High
15	Homepage title targets "Bangalore", not Bellandur where the clinic is	Put the clinic's area in the title: "... in Bellandur, Bengaluru".	Low
16	Spelling mistake of the area name in the main menu	Correct to "Bellandur".	Low

About this audit: RankWebsite audited this real clinic on 2 Oct 2026 using only its public website and Google Business Profile. It is not a client project. We do not publish another clinic's name without its permission. Your free audit covers the same checks for your clinic.