DENTALPRESENCE RESEARCH

Australian Dental Website SEO Readiness Study 2026

Technical SEO, patient conversion, and machine-readable signals across independently crawled dental practice websites.

8,365
unique website domains attempted

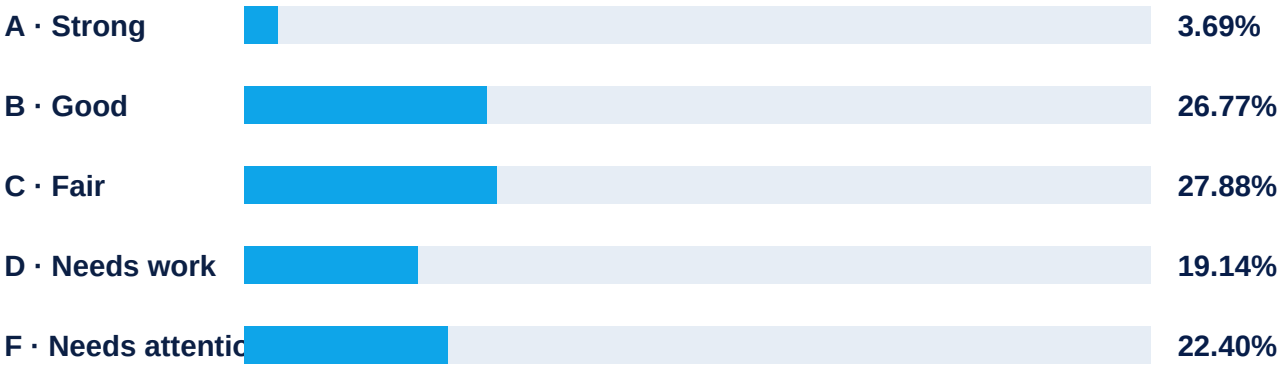
6,313
domains successfully audited

75.47%
of attempted domains auditable

Key findings

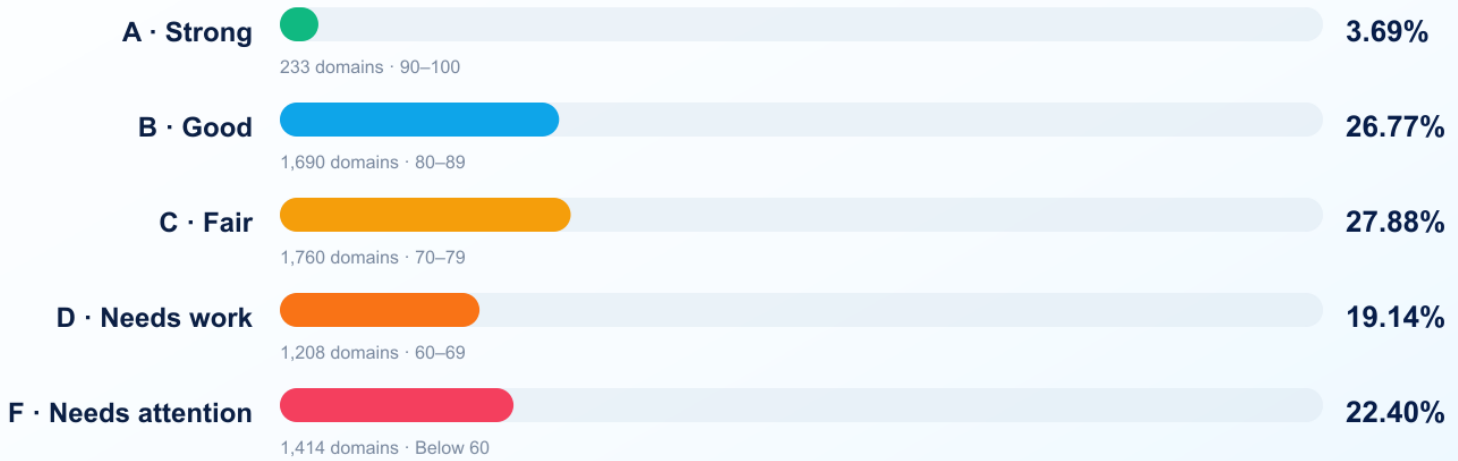
- Among 6,313 audited websites, the median DentalPresence Score was 73.
- 3.69% of audited domains reached the A band; 22.40% scored an F.
- 93.72% had aggregateRating structured data (5,909 domains) — the most common machine-readable signals gap.
- 72.86% had images missing alternative text (4,594 domains) — the most common website fundamentals gap.
- 72.64% had fAQ page not detected (4,580 domains) — the most common patient journey and trust gap.
- The largest single crawl-accessibility failure was dns failure, affecting 13.60% of attempted domains.

Score distribution



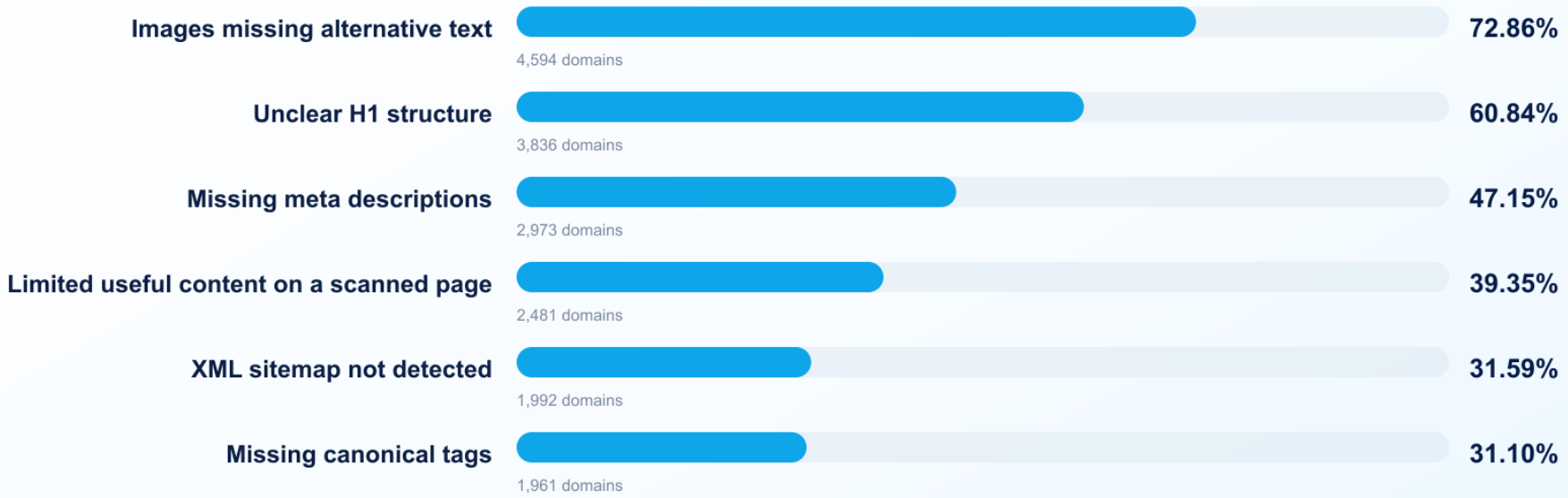
AU COHORT

DentalPresence Score distribution



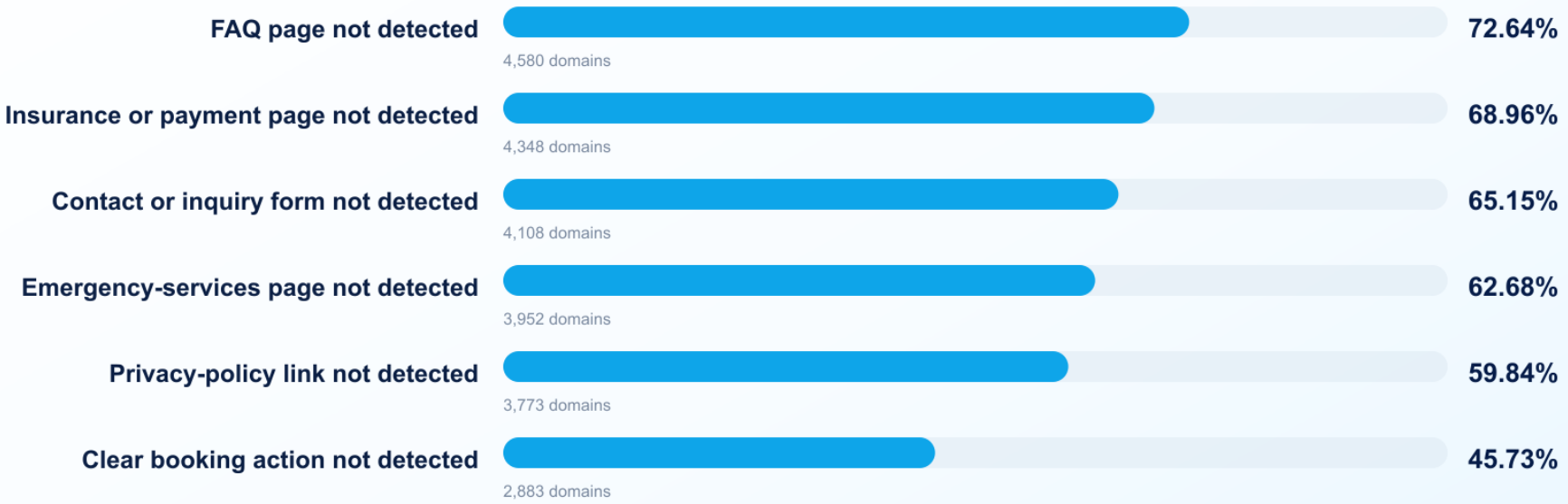
AU COHORT · WEBSITE FUNDAMENTALS

Website fundamentals findings



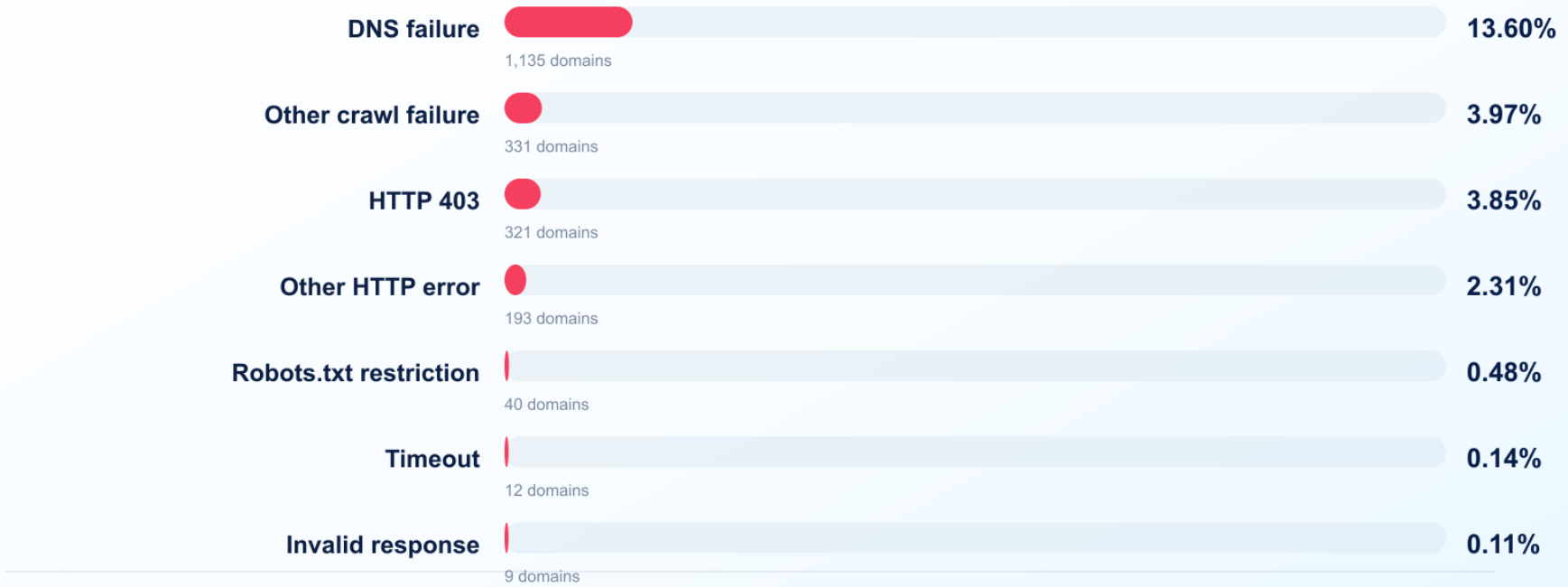
AU COHORT · PATIENT JOURNEY AND TRUST

Patient-journey gaps



AU COHORT · CRAWL ACCESSIBILITY

Crawl accessibility failures



Methodology and limitations

Cohort.
Two completed production runs (2026-08-23 and 2026-08-24) form this cohort. Website-level findings use one deterministic representative candidate for each domain's most recent audit across those runs, avoiding duplicate-domain weighting.

Collection window.
Public pages were crawled on 23–24 August 2026 using methodology dps-37-v1 — the same checks used in the U.S. study. The bounded HTTP crawler inspected robots.txt, sitemap signals, the homepage, and up to two linked internal pages. Browser rendering was not used.

Scoring.
The DentalPresence Score averages four deterministic category scores. Three Local SEO inputs — Google Business Profile, cross-directory NAP consistency, and service coverage — were not evaluated in this open-data cohort, so the Local SEO average is partial and upward-biased.

Sampling.
This is a large matched open-place cohort, not a probability sample of every dental practice in Australia. It should not be used to estimate national market share or infer the quality of any individual practice.

No causal claims.
The study did not use rankings, traffic, conversions, clinical data, credentials, safety records, or patient outcomes. A failed check is an observable website signal, not proof of lost patients or poor care.

Detection limits.
A signal not detected in three pages may exist elsewhere, be injected only after JavaScript rendering, or use markup the parser did not recognize.

By state or territory

Every state or territory that cleared the 30-attempted-domain reliability floor for the AU cohort. "Reliable sub-analysis" marks those with a large enough audited sample (100+) for a full metric-by-metric comparison; smaller samples still report a median score.

State or territory	Audited	Median	vs. national	Reliable
Australian Capital Territory	113	**74**	+1	Yes
New South Wales	2,064	**72**	-1	Yes
Northern Territory	26	**75.5**	+2.5	Limited sample
Queensland	1,228	**75**	+2	Yes
South Australia	399	**71**	-2	Yes
Tasmania	104	**69**	-4	Yes
Victoria	1,709	**72**	-1	Yes
Western Australia	662	**73**	matching	Yes

Shareable social card

How to cite this study

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Licence for these findings

Underlying data sources

This study's practice cohort was matched using open datasets (Overture Maps Foundation, Foursquare Open Source Places, and country-specific registries where applicable). Each source's own licence governs its underlying data, separately from DentalPresence's CC BY 4.0 licence on the findings above -- see the full attribution list on the study page.