

# Canadian Dental Website SEO Readiness Study 2026

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

**16,306**

unique website domains  
attempted

**11,820**

domains successfully audited

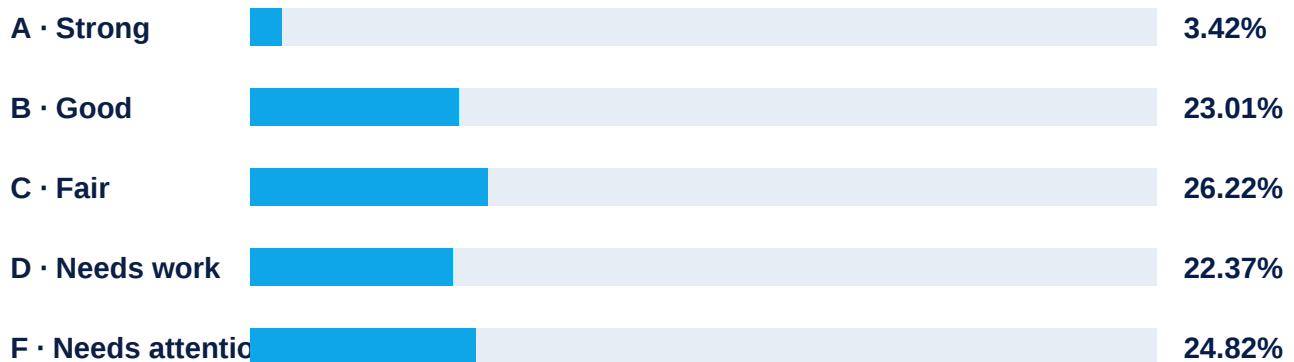
**72.49%**

of attempted domains  
auditable

# Key findings

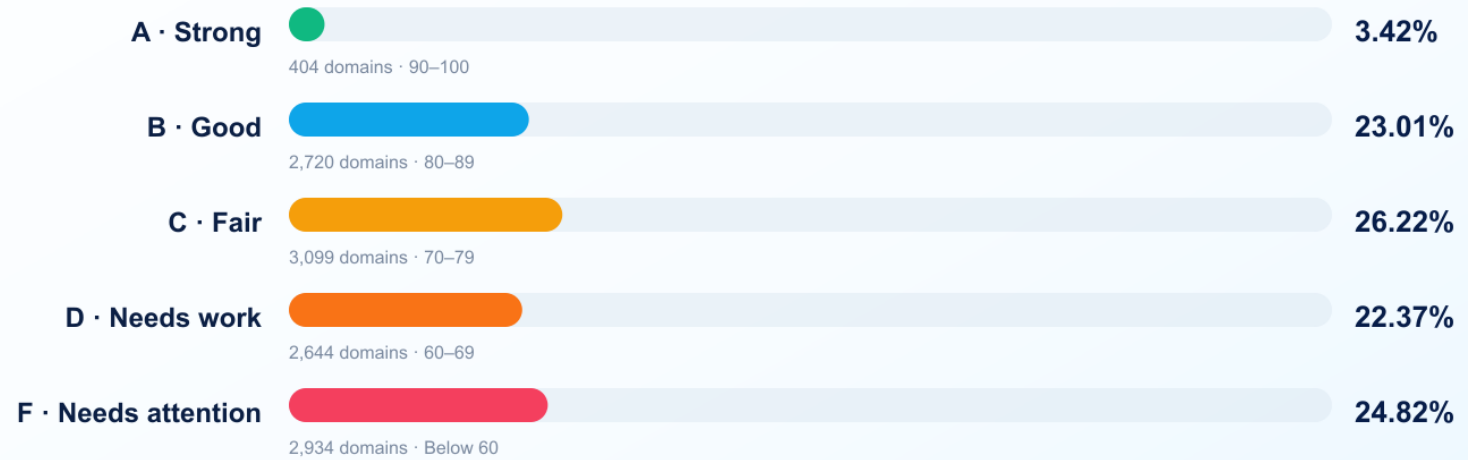
- Among 11,820 audited websites, the median DentalPresence Score was 71.
- 3.42% of audited domains reached the A band; 24.82% scored an F.
- 94.43% had aggregateRating structured data (11,121 domains) — the most common machine-readable signals gap.
- 69.08% had images missing alternative text (8,136 domains) — the most common website fundamentals gap.
- 78.52% had insurance or payment page not detected (9,247 domains) — the most common patient journey and trust gap.
- The largest single crawl-accessibility failure was dns failure, affecting 16.49% of attempted domains.

## Score distribution

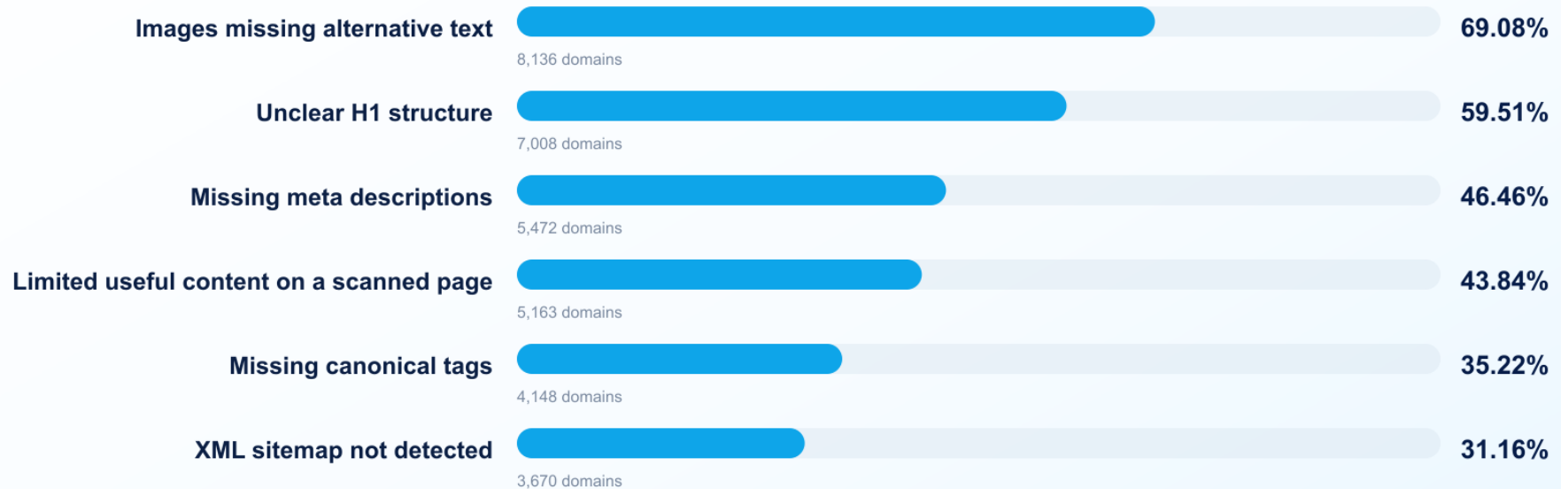


CA COHORT

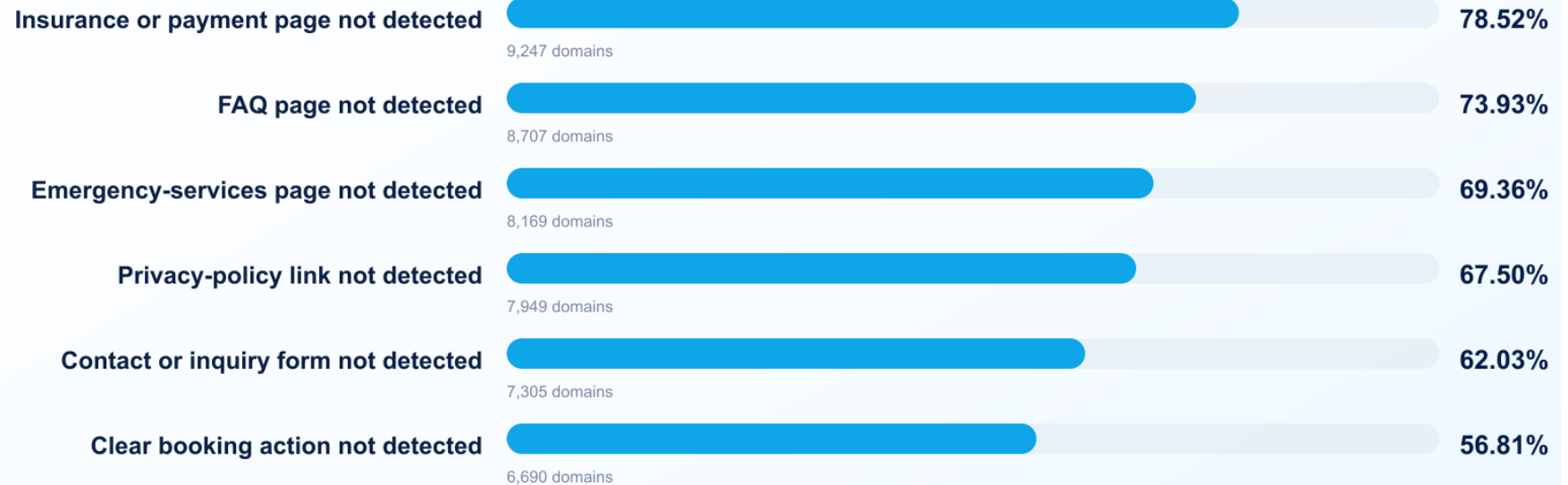
## DentalPresence Score distribution



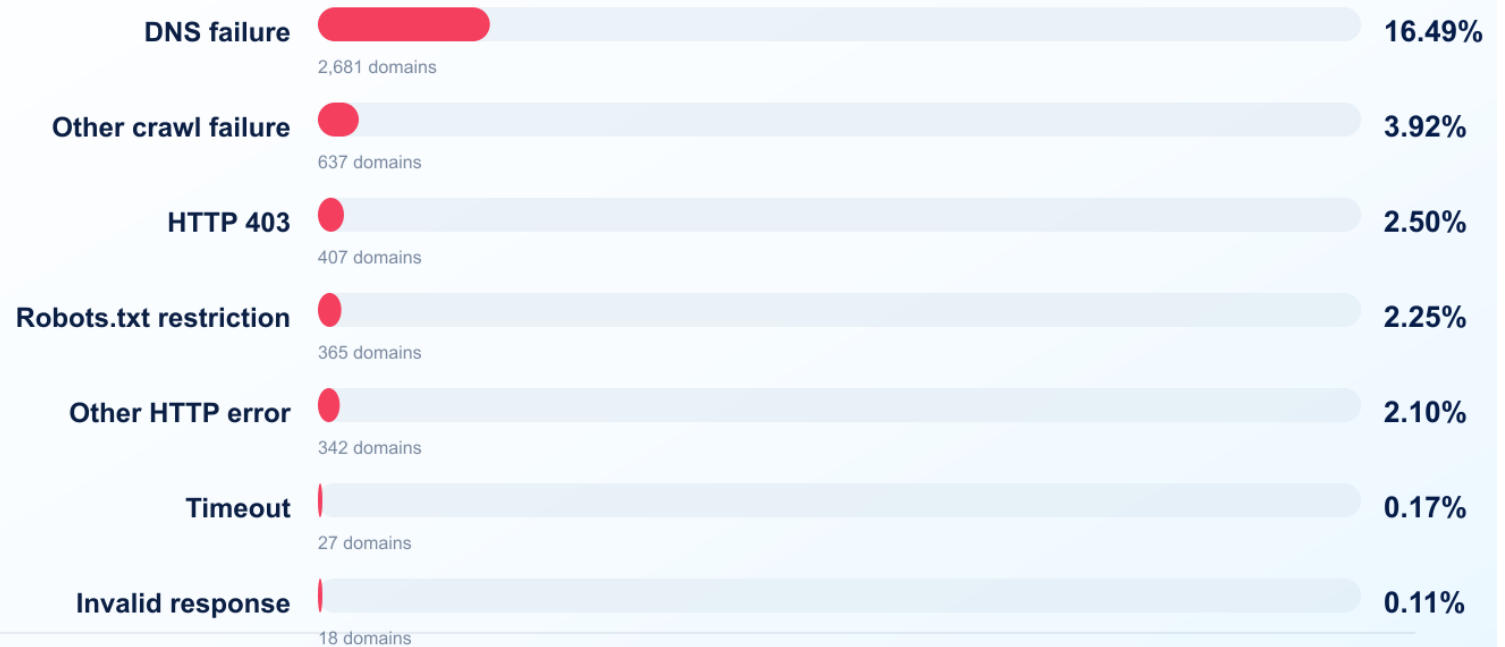
## Website fundamentals findings



## Patient-journey gaps



## 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 Canada. 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 province

Every province that cleared the 30-attempted-domain reliability floor for the CA 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.

| Province                  | Audited | Median    | vs. national | Reliable       |
|---------------------------|---------|-----------|--------------|----------------|
| Alberta                   | 1,627   | <b>75</b> | +4           | Yes            |
| British Columbia          | 1,952   | <b>72</b> | +1           | Yes            |
| Manitoba                  | 275     | <b>71</b> | matching     | Yes            |
| New Brunswick             | 138     | <b>66</b> | -5           | Yes            |
| Newfoundland and Labrador | 86      | <b>68</b> | -3           | Limited sample |
| Nova Scotia               | 206     | <b>69</b> | -2           | Yes            |
| Ontario                   | 5,304   | <b>71</b> | matching     | Yes            |
| Prince Edward Island      | 36      | <b>70</b> | -1           | Limited sample |
| Quebec                    | 1,892   | <b>66</b> | -5           | Yes            |
| Saskatchewan              | 261     | <b>71</b> | matching     | Yes            |

Excluded as too thin to report reliably (each under 30 attempted domains): Northwest Territories, Nunavut, Yukon. Their domains are still counted in the national totals.

DENTALPRESENCE RESEARCH

# Canadian Dental Website SEO Readiness Study 2026

Independent audit of 11,820 dental websites

**11,820**

domains audited

**71**

median DentalPresence Score

**72.49%**

of attempted domains auditable

[dentalpresence.in](https://dentalpresence.in)

# How to cite this study

DentalPresence. (2026). Canadian Dental Website SEO Readiness Study 2026 (dps-37-v1): An analysis of 11,820 successfully audited dental practice websites in Canada.  
<https://dentalpresence.in/case-studies/ca-dental-website-readiness-2026>

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## 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.