

UK Dental Website SEO Readiness Study 2026

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

13,511

unique website domains attempted

9,840

domains successfully audited

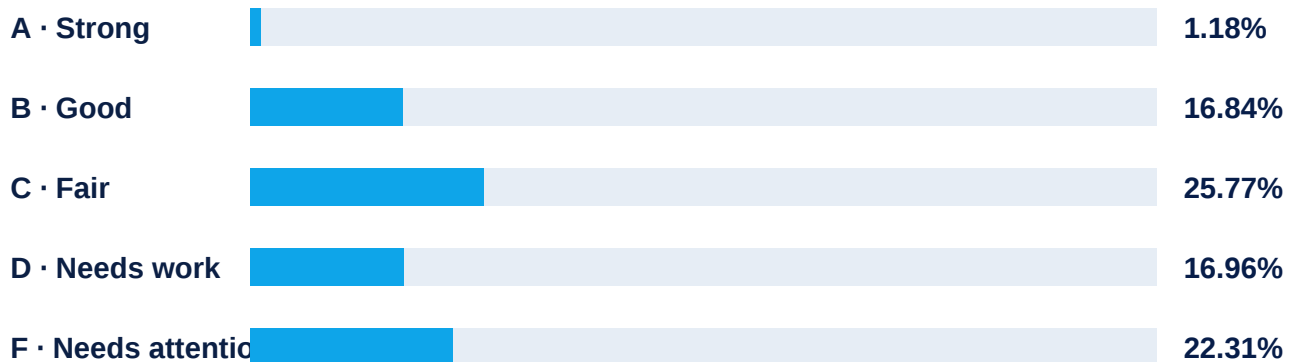
72.83%

of attempted domains auditable

Key findings

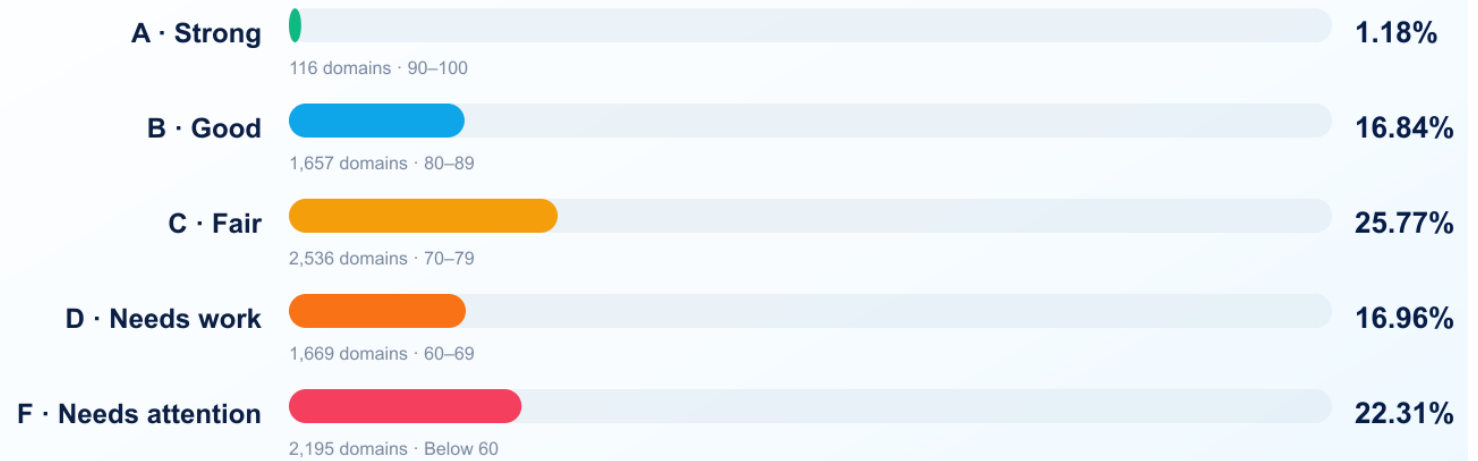
- Among 9,840 audited websites, the median DentalPresence Score was 70.
- 1.18% of audited domains reached the A band; 22.31% scored an F.
- 91.12% had service or treatment structured data (7,861 domains) — the most common machine-readable signals gap.
- 64.46% had images missing alternative text (5,561 domains) — the most common website fundamentals gap.
- 83.30% had insurance or payment page not detected (7,186 domains) — the most common patient journey and trust gap.
- The largest single crawl-accessibility failure was dns failure, affecting 11.53% of attempted domains.

Score distribution

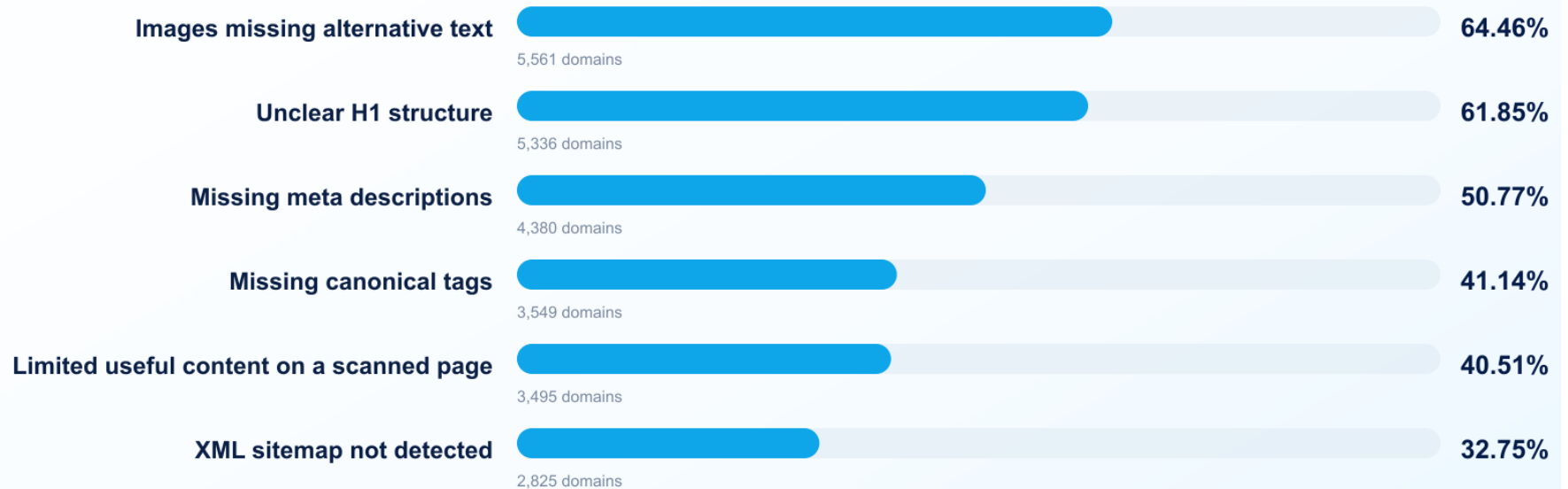


GB COHORT

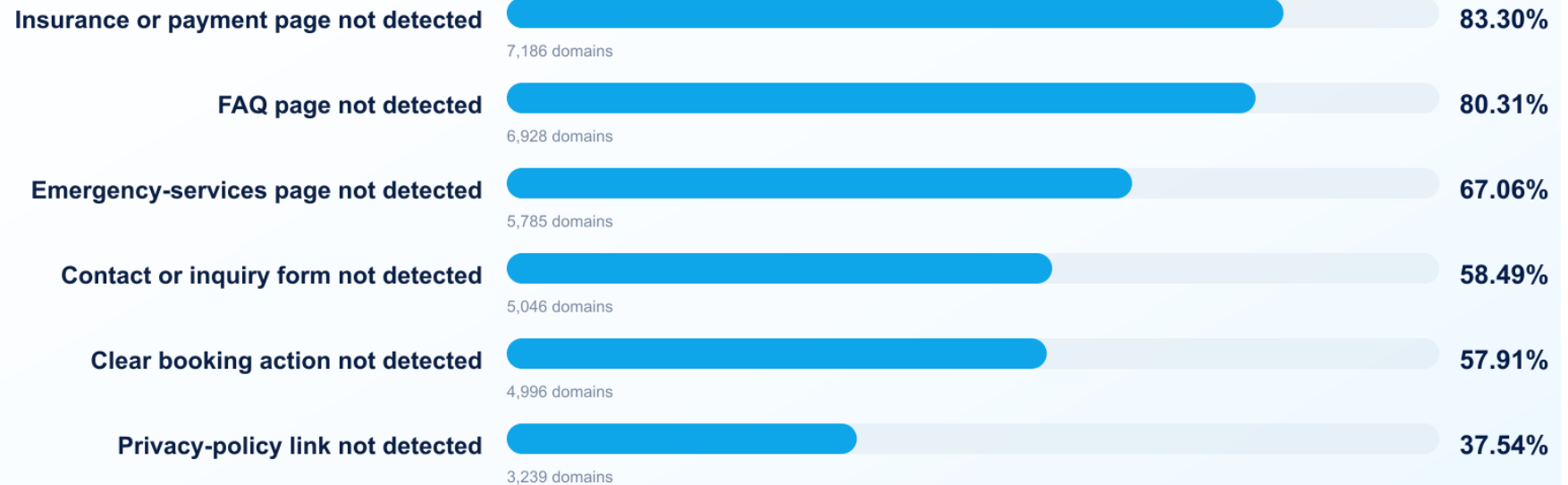
DentalPresence Score distribution



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 the United Kingdom. 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 nation

Every nation that cleared the 30-attempted-domain reliability floor for the GB 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.

Nation	Audited	Median	vs. national	Reliable
England	7,326	71	+1	Yes
Northern Ireland	240	66	-4	Yes
Scotland	778	67	-3	Yes
Wales	283	70	matching	Yes

DENTALPRESENCE RESEARCH

UK Dental Website SEO Readiness Study 2026

Independent audit of 9,840 dental websites

9,840

domains audited

70

median DentalPresence Score

72.83%

of attempted domains auditable

dentalpresence.in

How to cite this study

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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.