



RESEARCH REPORT | AUGUST 2026

U.S. Dental Website SEO Readiness Study 2026

A nationwide analysis of technical foundations, patient-conversion paths, local signals, and machine-readable content across public dental-practice websites.

71,323 domains attempted.

20,918 could not be scored. 50,405 completed the audit.

77 Median score	74.25% Images missing alt text	68.70% No contact form detected
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Collection window: 2-3 August 2026 | Methodology: dps-37-v1 | Aggregate findings only

dentalpresence.in/case-studies/us-dental-website-readiness-2026



EXECUTIVE SUMMARY

What 50,405 U.S. dental websites reveal about SEO readiness

The median representative-domain score was **77**, with a mean of **74.13**. Half of audited domains scored between 67 and 84. Only 5.02% reached the A band, while 29.73% scored below 70.

The recurring gaps were practical rather than exotic. Images lacked alternative text on 74.25% of audited domains, a contact or inquiry form was not detected on 68.70%, and an emergency-services page was not detected on 58.40%.

71,323
Domains attempted

50,405
Successfully audited

70.67%
Auditable rate

DentalPresence Score distribution across 50,405 websites



Only 5.02% reached the A band; 29.73% scored below 70.

A band (90-100)



5.02% · 2,528 domains

B band (80-89)



36.52% · 18,406 domains

C band (70-79)



28.74% · 14,488 domains

D band (60-69)



16.84% · 8,487 domains

F band (below 60)



12.89% · 6,496 domains

Source: DentalPresence U.S. Dental Website SEO Readiness Study 2026 · dps-37-v1

dentalpresence.in/research/2026



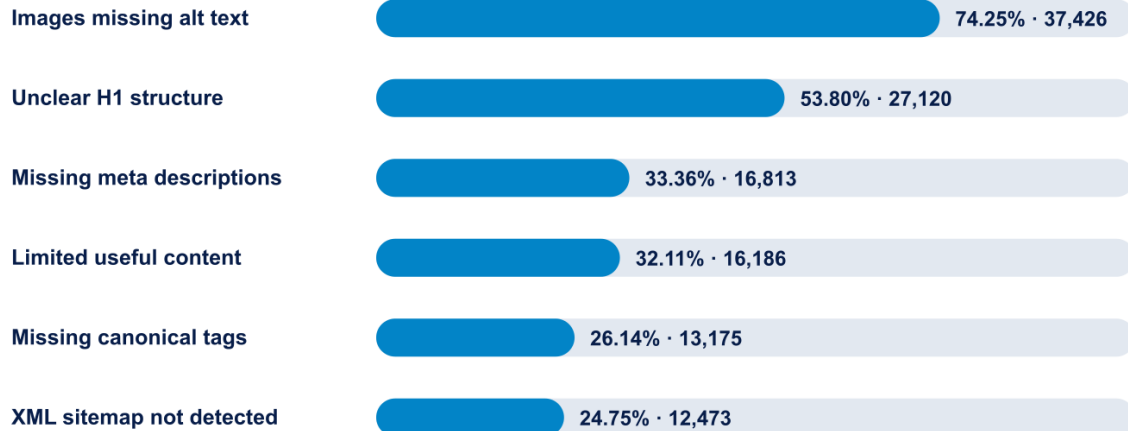
WEBSITE FUNDAMENTALS

Accessibility and page structure are the largest visible gaps

Images missing alternative text was the most prevalent website-fundamentals finding: **37,426 of 50,405 audited domains (74.25%)**. Unclear H1 structure followed at 53.80%.

74.25% had images missing alternative text

Website fundamentals findings across 50,405 audited U.S. dental domains.



Source: DentalPresence U.S. Dental Website SEO Readiness Study 2026 · dps-37-v1

dentalpresence.in/research/2026

Interpretation: findings describe signals observed on the homepage and up to two linked pages. A signal not detected in this bounded crawl may exist elsewhere or may be injected only after JavaScript rendering.



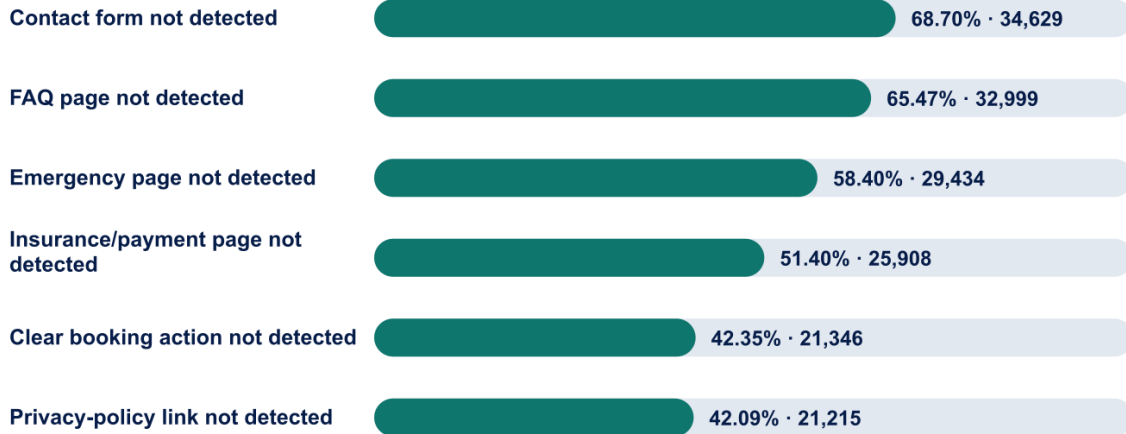
PATIENT JOURNEY

The discovery-to-booking path is often incomplete

A contact or inquiry form was not detected on **34,629 domains (68.70%)**. More than half also had no detected FAQ, emergency-services, or insurance/payment page within the bounded scan.

68.70% had no detected contact or inquiry form

Patient-journey gaps across 50,405 audited U.S. dental domains.



Source: DentalPresence U.S. Dental Website SEO Readiness Study 2026 · dps-37-v1

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These are observable patient-journey elements, not a claim about lead loss, practice quality, clinical care, or business performance.



MACHINE-READABLE SIGNALS

Structured-data prevalence needs careful interpretation

The study reports whether selected structured-data types were detected. Absence is an observation, not an automatic recommendation and not a rich-result guarantee. FAQ rich results are generally limited to authoritative government and health sites, and self-serving review markup is ineligible for review stars.

Structured-data type not detected	Domains	Audited cohort
FAQPage	48,171	95.57%
Service or treatment	46,323	91.90%
AggregateRating	45,899	91.06%
BreadcrumbList	32,057	63.60%
Dentist or LocalBusiness	19,518	38.72%

Average category scores

Category	Average score	Interpretation
Website fundamentals	60.96	Weakest fully evaluated category
AI visibility	68.14	Machine-readable and content signals
Patient trust	69.87	Conversion and reassurance signals
Local SEO	97.16	Partial and upward-biased in this open-data run



CRAWL ACCESSIBILITY

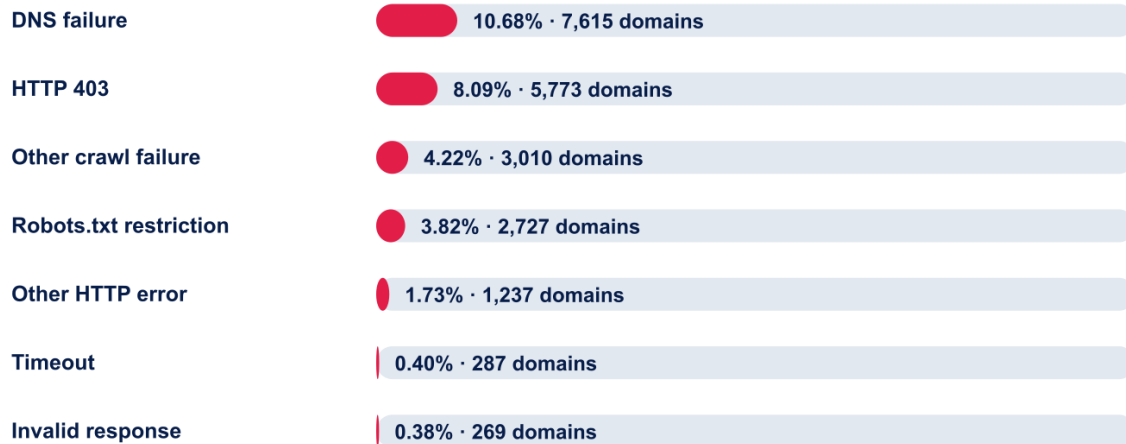
Nearly three in ten attempted domains could not be scored

Of 71,323 normalized domains, 50,405 completed the HTTP audit and **20,918 (29.33%) did not**. DNS failures were the largest single cause, followed by HTTP 403 responses.

20,918 of 71,323 attempted domains could not be scored



Failure rates below use all attempted U.S. dental domains as the denominator.



Source: DentalPresence U.S. Dental Website SEO Readiness Study 2026 · dps-37-v1

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These outcomes describe reachability from the bounded crawler. They do not measure the SEO quality of inaccessible sites and do not distinguish every possible firewall, hosting, or bot-management policy.



RECOMMENDED SEQUENCE

A practical five-step improvement plan

1. Make the site reliably reachable	Verify DNS, HTTPS, redirects, robots.txt, and server or firewall rules.
2. Shorten the path from research to contact	Provide visible booking, tap-to-call, and inquiry options. Link emergency, insurance, privacy, and FAQ information clearly.
3. Strengthen page structure and accessibility	Use one descriptive H1, useful titles and descriptions, factual image alt text, self-referencing canonicals, and clear internal links.
4. Describe the practice and services accurately	Use page-appropriate structured data only when it matches visible content. Validate every implementation before release.
5. Measure outcomes rather than assuming them	Record a baseline, ship a bounded set of fixes, and compare eligible impressions, clicks, enquiries, and bookings over time.

Use this study as a benchmark, not a diagnosis

A full practice audit should crawl more pages, connect first-party search data, verify listings, and review business goals before prioritizing work.



METHODOLOGY AND CITATION

What this study measures - and what it does not

Cohort. The production run covered 109,408 matched practice-location candidates across 71,323 normalized domains. Website findings use one deterministic representative candidate for each of the 50,405 successfully crawled domains, avoiding duplicate-domain weighting.

Collection window. Public pages were crawled on 2-3 August 2026 using methodology dps-37-v1. 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, 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 U.S. dental office. It should not be used to estimate market share or infer the quality of an 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 revenue or poor care.

How to cite

DentalPresence. (2026). *U.S. Dental Website SEO Readiness Study 2026 (dps-37-v1): A nationwide analysis of 50,405 successfully audited U.S. dental practice websites.*

<https://dentalpresence.in/case-studies/us-dental-website-readiness-2026>

Open downloads

PDF: <https://dentalpresence.in/research/2026/us-dental-website-seo-readiness-2026.pdf>

CSV: <https://dentalpresence.in/research/2026/us-dental-website-seo-readiness-2026.csv>

The CSV contains aggregate findings only. No practice names, domain lists, or per-practice records are published.