



LOCAL SEO AUDIT

Astha Multi Speciality Dental Clinic - Dr Motilal Agrawal & Dr. Chintan Agrawal

1st Floor, Astha Complex, Aroma Circle, above City Union Bank, near Sundha Jewellers, Madhuvan Society, Nilkamal Society, Palanpur, Gujarat 385001, India

PREPARED FOR

**Astha Multi Speciality
Dental Clinic - Dr Motilal
Agrawal & Dr. Chintan
Agrawal**

PREPARED BY

**PCUBE SOFTWARE
SOLUTION**

GENERATED

2026-08-29 17:01:17

This report highlights the highest-impact opportunities to improve local visibility, trust signals, rankings, and lead generation.

EXECUTIVE SUMMARY

OVERALL PERFORMANCE

70

/100

Decent

Astha Multi Speciality Dental Clinic - Dr Motilal Agrawal & Dr. Chintan Agrawal has a solid foundation but needs improvements. Low visibility. Strong trust signals. Growth limited by: Directory Visibility (Google), Social Profiles, Review Momentum vs Market.

BUSINESS

**Astha Multi Speciality Dental
Clinic - Dr Motilal Agrawal &
Dr. Chintan Agrawal**

LOCATION

**1st Floor, Astha Complex,
Aroma Circle, above City
Union Bank, near Sundha
Jewellers, Madhuvan Society,
Nilkamal Society, Palanpur,
Gujarat 385001, India**

FOCUS KEYWORDS

N/A

Want help improving your rankings?

This audit can be used as a roadmap. Implementation is what drives real visibility, calls, and leads.

PRIORITY ROADMAP

What to Fix First

These are the lowest-scoring sections. Fixing them first usually creates the fastest improvement in visibility and conversions.

1

Improve Local Pack Visibility

Local Pack Visibility & Trust · Current score: **5/10**

RECOMMENDED ACTION

- Verify GBP category alignment.
- Add target service + city content on the website.
- Increase recent review flow.

Impact: Improving this area can support better rankings, trust, and lead generation.

2

Increase Review Momentum

Review Momentum vs Market · Current score: **4/10**

Limited evidence

RECOMMENDED ACTION

- Ask every happy customer for a review within 24-48 hours.
- Create a review request SMS/email template.
- Respond to new reviews weekly.

Impact: Improving this area can support better rankings, trust, and lead generation.

3

Improve Directory Visibility

Directory Visibility (Google) · Current score: **0/10**

Limited evidence

RECOMMENDED ACTION

- Create or update listings on country-relevant directories.
- Create or update Facebook business page.
- Check the recommended citation platforms shown in this audit report.

Impact: Improving this area can support better rankings, trust, and lead generation.

STRENGTHS

What Is Already Working

Areas where the business is currently performing well.

- ✓ Schema + On-Page
- ✓ AI Readiness
- ✓ Local SERP Environment
- ✓ Reviews Strength
- ✓ Business Info
- ✓ GBP Profile Completeness
- ✓ Website
- ✓ NAP Consistency (Website)
- ✓ Ranking Difficulty & Opportunity
- ✓ Local Trust Signals Health
- ✓ Photos
- ✓ Hours
- ✓ Operating Hours vs Competitors
- ✓ Duplicate Listing Risk

OPPORTUNITIES

What Needs Attention

Issues that should be improved to increase the score.

- ✗ Directory Visibility (Google)
- ✗ Review Momentum vs Market
- ✗ Local Pack Visibility & Trust
- ✗ Category Relevance
- ✗ Social Profiles
- ✗ Category Relevance & Competition

SCORECARD

Section Scores Overview

A quick view of how each local SEO area performs.

SECTION	SCORE	SEVERITY	PROGRESS
Directory Visibility (Google)	0/10 Limited	High	
Review Momentum vs Market	4/10 Limited	Medium	
Local Pack Visibility & Trust	5/10	Medium	
Category Relevance	5/10 Limited	Medium	
Schema + On-Page	6/10	Medium	
AI Readiness	7/10	Low	
Social Profiles	0/10	High	
Category Relevance & Competition	5/10 Limited	Medium	
Local SERP Environment	7/10	Low	
Reviews Strength	10/10	Low	
Business Info	10/10	Low	
GBP Profile Completeness	10/10	Low	
Website	10/10	Low	
NAP Consistency (Website)	10/10	Low	
Ranking Difficulty & Opportunity	8/10	Low	
Local Trust Signals Health	10/10	Low	
Photos	8/10	Low	
Hours	10/10	Low	
Operating Hours vs Competitors	9/10	Low	
Duplicate Listing Risk	10/10	Low	
PageSpeed & Core Web Vitals	Unavailable	Unavailable	Not scored
Authority Signals	Unavailable	Unavailable	Not scored

DETAILED AUDIT

Detailed Findings & Recommendations

Use this section as the working checklist for improvements.

Directory Visibility (Google)

0/10

Limited evidence

High

- [MISS] Missing high-authority directories for India
- Country / Market: India
- Checked directories: justdial.com, facebook.com, sulekha.com, indiamart.com, tradeindia.com, mappls.com, bingplaces.com, linkedin.com
- Found: 0 / 6 verified checks
- ValueSERP calls used: 8
- [i] Source: ValueSERP (India directory set)
- [TIP] Missing: facebook.com, indiamart.com, tradeindia.com, mappls.com, bingplaces.com, linkedin.com
- [!] Unavailable checks: justdial.com, sulekha.com

Review Momentum vs Market

4/10

Limited evidence

Medium

- Your total reviews: 689
- Your rating: 4.9*
- Recent review sample checked: 5 reviews
- Your reviews from visible sample - last 30 days: 2
- Your reviews from visible sample - last 90 days: 4
- Your reviews from visible sample - last 180 days: 5
- Top 3 competitor avg total reviews: 885
- Top competitor total reviews: 2649
- Estimated competitor review pace: ~8-18/90 days
- [i] Competitor velocity is estimated from local pack review totals; no extra ValueSERP call used
- [!] Visible recent review activity appears slower than top competitors
- [TIP] Aim for about 3 more reviews/month to match leading competitors
- SERP source: google_places
- [i] This check uses existing local pack data only; no extra ValueSERP credits used

Local Pack Visibility & Trust

5/10

Medium

- [!] Business could not be confidently matched in returned local results
- Match confidence: Low
- [i] Position could not be safely confirmed without a place_id match
- Top returned listings: HEALTHCARE CLINIC(Dr.Maisam ali,BHMS) | Divine Health Care | Mahadev healthcare
- Avg Top 3 Reviews: 885
- Your Reviews: 689
- Avg Top 3 Rating: 4.8*
- Your Rating: 4.9*
- SERP source: google_places
- [i] Position is based on returned local results and can vary by location

Category Relevance

5/10 Limited evidence

Medium

- Detected categories: Health, Dentist
- [i] Search intent could not be clearly detected
- [TIP] Use a clearer service keyword such as 'plumber denver' or 'dentist near me'

Schema + On-Page

6/10

Medium

- [MISS] No schema markup -- add LocalBusiness JSON-LD schema
- [OK] Title tag present: 'best dental clinic in palanpur | dr. motilal & dr. chintan a'
- [OK] Meta description present (290 chars)
- [OK] H1 present: 'our other services'
- [OK] Canonical tag present
- [OK] Robots meta OK

AI Readiness

7/10

Low

- [OK] Basic entity clarity detected for Health
- [OK] Website is linked and crawlable -- helps AI verify the business
- [OK] Strong public reputation: 689 reviews at 4.9 stars
- [OK] Strong structured list content detected
- [OK] Strong local signals detected on website
- [!] Some trust elements detected -- add more proof, credentials or testimonials
- [!] Moderate content depth detected (783 words)
- [OK] Strong GBP visual proof: API photo cap reached
- [OK] Video or embedded media detected

Social Profiles

0/10

High

- Social profiles found: 0
- [MISS] No social profiles detected -- add links to website footer

Category Relevance & Competition

5/10 Limited evidence

Medium

- Your primary category: Health
- Your detected categories: Health, Dentist
- Competitor categories: health, hospital, doctor, insurance agency
- [i] Keyword/category intent could not be fully verified
- [i] No keyword provided, so intent/category alignment could not be verified.
- SERP source: google_places

Local SERP Environment

7/10

Low

- [OK] No significant ads detected -- cleaner SERP for local results
- [OK] Local Pack present -- strong local intent signal for this keyword
- [!] Organic results limited
- SERP source: google_places

Reviews Strength

10/10

Low

- [OK] Outstanding: 689 reviews, 4.9*

Business Info

10/10

Low

- [OK] Business name present
- [OK] Address present
- [OK] Phone number present

GBP Profile Completeness

10/10

Low

- [OK] Core public fields present: name, address, phone and category
- [OK] Website is linked on GBP
- [OK] Business hours available
- [OK] Photos available: API cap reached (10 returned)
- [OK] Rating and reviews visible: 4.9 stars, 689 reviews
- [OK] Google profile URL available
- [i] This score uses only public Google Places API fields

Website

10/10

Low

- [OK] Website linked to GBP profile

NAP Consistency (Website)

10/10

Low

- [OK] Phone number found on website
- [OK] City 'palanpur' found on website
- [OK] Business name found on website

Ranking Difficulty & Opportunity

8/10

Low

- Ranking difficulty: 3.0/10
- Opportunity level: High (8/10)
- Competitors analyzed: 6
- Avg competitor reviews: 444
- Your reviews: 689 | Your rating: 4.9*
- SERP source: google_places

Local Trust Signals Health

10/10

Low

- [OK] Phone number
- [OK] Website
- [OK] Photos (10+)
- [OK] Business hours
- [OK] Reviews & rating
- Overall trust level: High (10/10)

Photos

8/10

Low

- [OK] API cap reached (10 photos returned) -- likely more exist in GBP
- [TIP] Verify total photo count in GBP Manager; aim for 30+ overall
- [TIP] Best mix: exterior, interior, team, products/services, action shots

Hours

10/10

Low

- [OK] Hours set for all 7 days
- [OK] Special/holiday hours detected

Operating Hours vs Competitors

9/10

Low

- [OK] Hours set for all 7 days
- Competitors with weekend coverage: 0%
- SERP source: google_places

Duplicate Listing Risk

10/10

Low

- [OK] No duplicate Google Places listing risk detected
- Source: Google Places Text Search

PageSpeed & Core Web Vitals

Unavailable

Unavailable

- [!] PageSpeed data unavailable right now
- [i] Core Web Vitals could not be fetched within the safe time limit.
- [i] This section was excluded from the final score to avoid unfair penalties.
- [TIP] Re-run later or verify PageSpeed API availability / quota.

Authority Signals

Unavailable

Unavailable

- [!] Authority data unavailable
- [i] Moz evidence unavailable (http_4xx)

IMPLEMENTATION PLAN

Next Steps & Action Plan

Follow this structured plan to turn the audit findings into measurable local SEO improvements.

1

Fix Critical Issues First

Start with high severity and lowest-scoring areas shown in the priority roadmap.

2

Strengthen Google Business Profile Signals

Follow the verified profile recommendations shown in this report, such as photos or business information where applicable.

3

Improve Verified Website & On-Page Issues

Address the actionable website, schema, or on-page findings identified in the priority roadmap.

4

Improve Directory Visibility & Local Citations

Use the available directory evidence to improve relevant listings and consistent local business details.

This report can be used as a client-ready roadmap for improving local visibility, rankings, and lead generation.

CONTACT

Get Help Implementing This Audit

If you would like help fixing the issues in this report, use the contact details below.

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