

Tolhurst & Wray Dental

Website and business assessment

<http://www.tolhurstwray-dental.example/>

~\$4,198

a month at risk

77

out of 100
Good

Tolhurst & Wray Dental

http://www.tolhurstwray-dental.example/

~\$4,198 a month at risk



Good
Overall

68
checks run

3 Oct 2026
Checked on

Summary

Tolhurst & Wray Dental's website scores 77/100 (good) across the checks we could verify. 6 issues need fixing this week. Start with: Searches competitors win. Together the issues we found put roughly \$4,198 a month at risk in lost enquiries. Treat that as a ranking aid, not a forecast. The biggest wins: Searches competitors win; HTTPS certificate; Email authentication (SPF, DKIM, DMARC).

Scores by area



Your action plan

This week

1. Searches competitors win ~\$400/mo
2. HTTPS certificate ~\$300/mo
3. Email authentication (SPF, DKIM, DMARC) ~\$220/mo
4. Card surcharges and fees ~\$200/mo
5. Pages for each service and area you cover ~\$200/mo
6. HTTPS, redirects and mixed content ~\$200/mo

This month

1. Health advertising rules ~\$210/mo
2. Recommended by AI ~\$170/mo
3. Real visitors' speed ~\$158/mo
4. Google Business Profile completeness ~\$150/mo
5. Fresh reviews and replies ~\$150/mo
6. Google reviews ~\$128/mo
7. Domain expiry and transfer lock ~\$128/mo
8. Know what's working ~\$120/mo
9. Who links to you ~\$105/mo
10. Services competitors promote ~\$100/mo
11. Pages lost in a redesign ~\$100/mo
12. Answers customers' questions ~\$90/mo
13. Google index and AI Overviews ~\$90/mo
14. Trust signals ~\$90/mo
15. Who advertises against you ~\$85/mo
16. How your link looks when shared ~\$85/mo
17. ABN on your website ~\$80/mo
18. Privacy policy basics ~\$80/mo

This quarter

1. What AI says about you ~\$30/mo
2. Google Business Profile matches your site ~\$30/mo
3. Security headers and exposed files ~\$30/mo
4. The five-second test ~\$30/mo
5. Found on Bing ~\$25/mo
6. How you look in Google ~\$25/mo
7. Enquiry form friction ~\$25/mo
8. Ways to book and pay ~\$25/mo
9. Social profiles linked and alive ~\$20/mo
10. Copy-paste pages ~\$20/mo
11. Indexing (robots.txt, sitemap, noindex, canonical) ~\$20/mo
12. Structured data (business details for Google) ~\$20/mo
13. Spelling and plain English ~\$20/mo

	19. What Reddit and Whirlpool say about you ~\$80/mo 20. Fake versions of your domain ~\$80/mo 21. Your prices vs competitors ~\$80/mo	
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You and your competitors

BUSINESS	GOOGLE RATING	GOOGLE PHOTOS	GOOGLE CATEGORIES	IN GOOGLE'S TOP 10	NAMED BY AI	PRICES ON SITE	ONLINE BOOKING	AUTHORITY (0-10)
Tolhurst & Wray Dental (you)	4.6 (92)	9	1	1 of 6	2 of 10	No	Yes	2.8
Parkville Family Dental	4.9 (388)	96	3	6 of 6	8 of 10	Yes	Yes	3.8
Rathdowne Dental Studio	4.7 (141)	41	2	6 of 6	2 of 10	Yes	Yes	3.0
Elgin Street Smiles	4.4 (57)	15	1	6 of 6	0 of 10	No	No	1.9

From the checks below; "n/a" where we couldn't measure it for that business.

Speed

91/100, excellent

Real visitors' speed **MEDIUM**

55/100, ~\$158/mo at risk

Real customers on phones wait too long for your site, and Google uses exactly this data in rankings.

- For 3 in 4 real phone visits, main content appears within 3.6 s (needs improvement).
- For 3 in 4 real phone visits, the page responds to a tap within 210 ms (needs improvement).
- Getting slower: main content took 2.8 s in 2026-01 and 3.6 s now.
- For 3 in 4 real phone visits, the layout shift score is 0.05 or lower (good).
- Parkville Family Dental: main content in 2.0 s (faster than you).
- Rathdowne Dental Studio: main content in 3.1 s (faster than you).
- Elgin Street Smiles: main content in 3.9 s (slower than you).

Fix: Start with the fixes in the speed check above: compress the biggest images, remove unused scripts and apps, and consider faster hosting or a CDN. Real-user numbers improve over the following 28 days.

Accessibility basics **GOOD**

100/100

Your site scores 100/100 for accessibility.

- Lighthouse accessibility score 100/100 (mobile).

Page speed (mobile and desktop) **GOOD**

100/100

Your site loads quickly on phones and computers.

- Mobile: performance 100/100 (largest content shows at 0.8 s, layout shift 0.00, blocked 0 ms).
- Desktop: performance 100/100 (largest content shows at 0.2 s, layout shift 0.00, blocked 0 ms).

Works on every phone **GOOD**

100/100

Your pages fit a phone screen, with readable text and easy-to-tap buttons.

- Checked 3 pages on a 390px-wide phone screen.

Server response time **GOOD**

100/100

Your server answers quickly (6 ms).

- 3 requests from our server: 6, 5, 6 ms.

Findability

71/100, needs work

Searches competitors win **HIGH**

30/100, ~\$400/mo at risk

For many searches your customers make, a competitor shows up and you don't.

- You appear in the top 10 for only 1 of 6 searches customers use to find a dentist.
- "dentist Carlton": not in the top 10 (Parkville Family Dental, Rathdowne Dental Studio show instead).
- "best dentist Carlton": not in the top 10 (Parkville Family Dental, Rathdowne Dental Studio show instead).
- "check-up and clean Carlton": not in the top 10 (Parkville Family Dental, Rathdowne Dental Studio show instead).
- "teeth whitening Carlton": not in the top 10 (Parkville Family Dental, Rathdowne Dental Studio show instead).
- "emergency dental Carlton": not in the top 10 (Parkville Family Dental, Rathdowne Dental Studio show instead).
- "dental implants Carlton": #5.
- Who shows up most: Parkville Family Dental (6), Rathdowne Dental Studio (6), Elgin Street Smiles (6).

Fix: Give each main service its own page naming the suburbs you cover, with prices, photos of real jobs and reviews, so Google has a page to show for each search.

Pages for each service and area you cover **HIGH**

30/100, ~\$200/mo at risk

You're missing pages for the services and suburbs customers search for, so those searches go to competitors.

- You serve 4 areas but have no page for any of them, so searches like "check-up and clean Carlton" find your competitors.
- Services: check-up and clean, dental implants, teeth whitening, emergency dental.
- Areas you serve: Carlton, Fitzroy, Parkville, Brunswick East.
- 0 pages target a service in a suburb; 0 pages target an area only.
- Write first: emergency dentist Carlton; dental implants Fitzroy; teeth whitening Carlton; dentist Parkville.

Fix: Write one genuine page per main service in each key suburb (starting with the list above): local jobs you've done there, photos, prices, reviews from that area and how fast you get there. Don't clone one page with the suburb swapped.

HTTPS, redirects and mixed content **HIGH**

30/100, ~\$200/mo at risk

HTTPS or redirects need attention: browsers may warn visitors, and chains slow pages down.

- Your site loads over plain http, so browsers mark it "Not secure".

Fix: Serve every page over https, redirect http:// straight to the final https address in one hop, and load images/scripts over https.

Answers customers' questions **MEDIUM**

55/100, ~\$90/mo at risk

Customers ask Google questions your site doesn't answer, so Google and AI assistants quote someone else.

- Your site answers 0 of the 4 questions Google shows your customers.
- "How much does a dental implant cost in Melbourne?": Parkville Family Dental answers it; your site doesn't (add it to: Implants and fees).
- "What counts as a dental emergency?": Parkville Family Dental answers it; your site doesn't (add it to: Emergency dental).
- 4 questions from Google's 'People also ask' for your customers' searches.
- Also unanswered: "Does Medicare cover dental check-ups?" (Fees and health funds); "How often should you get a check-up and clean?" (Check-up and clean).

Fix: Add a plain FAQ section (or short pages) answering these questions with real numbers and your suburb, starting with the ones competitors already answer.

Who links to you **MEDIUM**

55/100, ~\$105/mo at risk

Fewer or weaker websites link to you than you need, and links are a big part of how Google decides who ranks first.

- Parkville Family Dental has an authority score of 3.8 out of 10; yours is 2.8.
- Parkville Family Dental is linked from 74 websites, you from 19.
- 4 links from other websites point at 2 pages on your site that no longer work, so their value is lost. "Pages lost in a redesign" lists the pages to redirect.
- Your authority score is 2.8 out of 10 (Open PageRank).
- Rathdowne Dental Studio has an authority score of 3.0 out of 10; yours is 2.8.
- Elgin Street Smiles has an authority score of 1.9 out of 10; yours is 2.8.
- 19 websites link to you (44 links in total).
- Rathdowne Dental Studio is linked from 30 websites, you from 19.
- Elgin Street Smiles is linked from 8 websites, you from 19.
- Your strongest links come from: healthengine.com.au, yellowpages.com.au, truelocal.com.au, carlton-traders.example, lygon-primary-school.example.
- 3 of the 5 strongest websites linking to you are Australian (.au).

Fix: Ask for links from places that already know you: suppliers, your trade or industry association, the local chamber of commerce, clubs you sponsor and the directories your competitors are listed in. Redirect old broken pages so the links you already earned count again.

Services competitors promote **MEDIUM**

55/100, ~\$100/mo at risk

Competitors promote services and offers your site never mentions, so customers searching for them find the competition.

- "online booking": Parkville Family Dental, Rathdowne Dental Studio promote it; your site never mentions it.
- "children's dentistry": Elgin Street Smiles promotes it; your site never mentions it.
- "emergency dental": Parkville Family Dental promotes it; your site never mentions it.
- "invisalign": Parkville Family Dental promotes it; your site never mentions it.
- "open saturdays": Parkville Family Dental promotes it; your site never mentions it.
- Also only on competitors' sites: payment plans, veneers.
- You and competitors both mention: check-up and clean, dental implants, hicaps on the spot, teeth whitening.
- Tolhurst & Wray Dental: 5 pages in its sitemap.
- Services are read from each website's text by an AI model; only what's written there counts.

Fix: For each gap you do offer, add it to your services list and give the main ones their own page with a clear heading, what's included and a quote button. Mention guarantees and after-hours service near your phone number.

Google index and AI Overviews **MEDIUM**

55/100, ~\$90/mo at risk

Google has missed parts of your site, or its AI Overviews answer your customers without mentioning you.

- Google's AI Overviews answered 1 customer search without mentioning your site.
- AI Overviews cite Parkville Family Dental in 1 of those searches, more than you (0).
- Google's AI Mode cites Parkville Family Dental more often than you.
- Google knows about roughly 5 pages of your site (we found 5).
- Google showed an AI Overview for 1 of 5 customer searches; it cited you in 0.
- Google's AI Mode cited you in 0 of 2 customer searches.

Fix: Submit your sitemap in Google Search Console and fix pages it says it won't index; to be cited in AI Overviews, answer customers' questions plainly on your pages (prices, areas, how long jobs take) with your business name and suburb.

Pages lost in a redesign **MEDIUM**

55/100, ~\$100/mo at risk

Pages Google and customers used to reach now lead nowhere, so the rankings and links they earned are being thrown away.

- /emergency-dentist (archived 64 times) now gives HTTP 404.
- /fees (archived 33 times) now gives HTTP 404.
- Checked the 5 pages most often archived since 2023 on www.tolhurstwray-dental.example.

Fix: Add a 301 redirect from each old address to the closest current page (your developer or host can do this in minutes), not to the homepage.

How your link looks when shared **MEDIUM**

55/100, ~\$85/mo at risk

Links to your site look bare when shared, so fewer people click them.

- No share image (og:image): links to your site show up in Facebook and WhatsApp with no picture.
- No og:title, so shares fall back to your page title.

Fix: Add Open Graph tags (og:title, og:description and a 1200x630 og:image) to your homepage. Most website builders have fields for these in their SEO settings.

Found on Bing **LOW**

75/100, ~\$25/mo at risk

You're hard to find on Bing, which ChatGPT search and Copilot likely draw on.

- Bing "dentist Carlton VIC": you are #4; ahead of you: Parkville Family Dental #1, Rathdowne Dental Studio #3.
- Bing "best dentist Carlton VIC": you are #4; ahead of you: Parkville Family Dental #1, Rathdowne Dental Studio #3.
- Bing lists about 3 pages from www.tolhurstwray-dental.example.
- Bing: #3 for "Tolhurst & Wray Dental Carlton VIC".

Fix: Add your site to Bing Webmaster Tools (free; it can import from Google Search Console), submit your sitemap there, and make sure robots.txt doesn't block bingbot.

Copy-paste pages **LOW**

75/100, ~\$20/mo at risk

Some of your pages are copies of each other with a word or two changed, which Google treats as low quality.

- 2 pages have very little text: /about (17 words), /services (24 words).
- Compared the main text of 1 page.

Fix: Merge clones into one strong page, or rewrite each suburb or service page with things that are true only there: local jobs, photos, prices, reviews and the areas nearby. Build up thin pages or remove them.

Indexing (robots.txt, sitemap, noindex, canonical) **LOW**

75/100, ~\$20/mo at risk

Something may be stopping Google from finding or indexing your pages.

- Your homepage has no canonical link.
- Sitemap found at /sitemap.xml.
- 5 of 5 pages have no canonical link.

Fix: Allow Googlebot in robots.txt, publish sitemap.xml and list it in robots.txt, remove unintended noindex tags, and add a self-referencing canonical link to each page.

How you look in Google **LOW**

75/100, ~\$25/mo at risk

Details that decide how your site looks in Google's results need fixing.

- No favicon, so Google shows a grey globe next to your results and browsers a blank tab icon.
- No site name in your structured data, so Google may show "www.tolhurstwray-dental.example" instead of "Tolhurst & Wray Dental" above your results.

Fix: Add a square favicon (at least 48x48, ideally 512x512) and don't block it in robots.txt, add WebSite structured data with your business name, make missing pages return a real 404 with your menu and phone number, and redirect www or non-www to the other.

Structured data (business details for Google) **LOW**

75/100, ~\$20/mo at risk

Your structured data is missing or incomplete, so Google shows less about your business.

- No structured data found. Google uses it for your business name, hours and reviews in results.

Fix: Add LocalBusiness (or your specific type) JSON-LD with name, address, phone, opening hours and URL; check it with Google's Rich Results Test.

AI assistants can read your site **GOOD**

100/100

AI assistants like ChatGPT and Perplexity are allowed to read your site.

- robots.txt allows the AI assistants' crawlers.

Readable by AI assistants **GOOD**

100/100

AI assistants can read your pages and key details without running JavaScript.

- Compared 5 pages as a browser sees them and as AI crawlers receive them.

Broken links **GOOD**

100/100

No broken links found.

- Checked 5 pages and 0 outbound links.

Images: size and descriptions **GOOD**

100/100

Your images are a sensible size and described for screen readers and Google.

- Checked 0 images on 5 pages.

Pages customers can reach **GOOD**

100/100

Your important pages are linked from your homepage and nothing is buried or orphaned.

- Link map of 5 pages: the deepest is 1 clicks from your homepage.

Ready for Google Shopping **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so Google Shopping listings don't apply.

Page titles, descriptions and headings **GOOD**

100/100

Every page has a clear title, description and heading.

- Checked 5 pages.

Trust

81/100, good

Know what's working **MEDIUM**

55/100, ~\$120/mo at risk

You can't tell which ads, searches or posts bring you customers, so money goes on marketing you can't measure.

- We found no analytics, so you can't tell how many people visit or where they come from.

Fix: Install Google Analytics 4 (free), mark enquiry-form submissions and phone clicks as key events, and connect it to any ad accounts you pay for.

Your prices vs competitors **MEDIUM**

55/100, ~\$80/mo at risk

Customers comparing prices can't see yours, or yours look dearer without saying why.

- You don't show prices, but Parkville Family Dental, Rathdowne Dental Studio do, so price-conscious customers can compare them and not you.
- Prices are read from each website's text by an AI model; only prices actually written there are used.

Fix: Publish at least 'from' prices for your main services and say what's included (call-out, parts, guarantee), so customers don't pick a competitor just because their price is visible.

Trust signals **MEDIUM**

55/100, ~\$90/mo at risk

Your site is missing things customers look for before they trust a business they haven't used.

- No licence, registration or accreditation mentioned.
- Insurance isn't mentioned.
- No industry memberships or awards mentioned.
- 2 of 5 common trust signals found across 5 pages.
- Found: guarantee ("guaranteed").
- Found: experience ("since 2009").

Fix: Show your licence or registration number; many customers check it before calling. Mention that you're fully insured (public liability). List industry associations you belong to and any awards.

Spelling and plain English **LOW**

75/100, ~\$20/mo at risk

Typos, jargon or an unclear opening make your site look less professional than your work.

- Words customers may not know: "HICAPS" (say "claim from your health fund on the spot").
- Proofread 3 pages in Australian English.

Fix: Fix the mistakes listed, swap jargon for plain words, and open your homepage with one sentence that says what you do, where, and for whom.

Enquiry form friction **LOW**

75/100, ~\$25/mo at risk

Your enquiry form asks for more than it needs or leaves people unsure what happens next.

- 3 fields in the form at /contact rely on placeholder text instead of a label, which disappears as people type and screen readers may skip.
- The page with the form at /contact doesn't say when you'll reply (e.g. "we'll call you back within 2 hours").
- /contact: 3 fields, 0 required.

Fix: Cut the form to name, phone or email, and the job; make everything else optional or ask later. Give every field a visible label, use an invisible spam check, and say right above the button when you'll reply.

The five-second test **LOW**

85/100, ~\$30/mo at risk

A stranger on a phone can't tell in five seconds what you do, where, or how to contact you, so many leave.

- The first screen could look more current and professional.
- First impression: "A family dentist with a phone number, though the page is plain and has no photos of the team."
- What a stranger thinks you are: a dentist in Carlton.
- Clear what you do: 5/5.
- Clear where you work: 5/5.
- Obvious next step: 4/5.
- Looks current and trustworthy: 3/5.
- Most likely reason to leave: Nothing shows who the dentists are or what a visit costs.
- Judged by an AI model from the phone screenshot (stranger_test.md v1).

Fix: Make the first phone screen say what you do and where in one line, show a tap-to-call button and a quote button, and keep pop-ups and banners out of the way.

Ways to book and pay **LOW**

75/100, ~\$25/mo at risk

Your competitors make it easier to book and pay, so customers who want to act now choose them.

- Parkville Family Dental offers payment plans or finance; you don't mention it.
- Parkville Family Dental offers Afterpay; you don't mention it.
- You offer: card payments, online booking.
- Parkville Family Dental: Afterpay, online booking, payment plans or finance.
- Rathdowne Dental Studio: online booking.
- Elgin Street Smiles: none found.

Fix: Add online booking (ServiceM8, Cliniko, Square and Calendly all have free or cheap options), show a 'from' price or instant quote, and list the ways people can pay, including Afterpay or a payment plan if you offer one.

Contact details customers can find **GOOD**

100/100

Customers can easily find how to reach you.

- Phone: (03) 9300 1234 (tap-to-call on the homepage).
- Email: hello@tolhurstwray-dental.example.
- Contact page: /contact.

Contact form, phone and email links work **GOOD**

100/100

Your phone and email links work and your enquiry form confirms it received the message.

- Tap-to-call 0393001234 is a valid number.
- hello@tolhurstwray-dental.example can receive email.
- We didn't submit your form at /contact because you didn't ask us to.

Shipping costs and delivery times upfront **GOOD**

100/100

Not applicable: this check is for online shops.

- This doesn't look like an online shop, so we didn't check shipping information.

From your homepage to an enquiry on a phone **GOOD**

100/100

On a phone, calling or asking for a quote is obvious from the first screen.

- First screen has tap-to-call: (03) 9300 1234.
- First screen buttons and links: 'Contact'.
- Enquiry form 1 tap away at /contact.

Up-to-date content **GOOD**

100/100

Your site looks current.

Reputation

71/100, needs work

Who advertises against you **MEDIUM**

55/100, ~\$85/mo at risk

Competitors are buying ads where your customers look for you, including searches for your own name.

- parkville-family-dental.example shows a paid ad when people search your name ("Tolhurst & Wray Dental Carlton VIC"): "Dentist Carlton | New Patient Check-up \$99".
- Parkville Family Dental: 12 Google ads since 29 Aug 2025, running now. You aren't advertising, so they can appear above you for the searches you want.
- You have no Google ads on record in Australia.
- Rathdowne Dental Studio: no Google ads on record.
- Elgin Street Smiles: no Google ads on record.

Fix: Run a small Google Ads campaign on your own business name (it's usually cheap and blocks competitors from that spot), and report trademark misuse in ad text to Google if a competitor uses your name.

Recommended by AI **MEDIUM**

55/100, ~\$170/mo at risk

When customers ask AI assistants for a recommendation, they rarely name you.

- AI assistants named you in only 2 of 10 answers.
- Parkville Family Dental was named in 8 answers, more than you (2).
- ChatGPT: named you in 1 of 5 answers.
- Perplexity: named you in 1 of 5 answers.
- Rathdowne Dental Studio: named in 2 answers.
- ChatGPT on "Who is the best dentist in Carlton?": Parkville Family Dental is a popular choice near Carlton and takes online bookings....
- ChatGPT on "I need check-up and clean in Carlton. Who should I call?": Parkville Family Dental is a popular choice near Carlton and takes online bookings....

Fix: Get listed and reviewed on the directories AI assistants cite (Google, Yelp, ProductReview, your industry sites), say plainly on your homepage what you do and which suburbs you serve, and make sure AI crawlers can read your site.

What Reddit and Whirlpool say about you **MEDIUM**

55/100, ~\$80/mo at risk

Forum threads that AI assistants and Google quote say negative things about you, or recommend a competitor.

- A negative thread about you ranks when people search your name: <https://forums.whirlpool.net.au/thread/tw2> (9 months ago): Parkville quoted \$1,100 less for an implant.
- 2 threads about you: 0 positive, 1 negative, 1 mixed, 0 neutral.
- Mixed: <https://www.reddit.com/r/melbourne/comments/tw1/> (3 months ago): Long-time patients like the care but call it pricey.

Fix: Reply politely and factually in negative threads (say who you are, fix the problem if it's real), and ask happy customers to mention you when the topic comes up. Never post fake recommendations: forum users spot them.

Google Business Profile completeness **MEDIUM**

55/100, ~\$150/mo at risk

Your Google Business Profile is less complete than your competitors', which costs you places in Maps results.

- Category "cosmetic dentist": Parkville Family Dental, Rathdowne Dental Studio use it and you don't.
- Your listing has no business description.
- Category "emergency dental service": Parkville Family Dental uses it and you don't.
- You have 9 photos on Google; your competitors have 41 (median).
- Parkville Family Dental, Rathdowne Dental Studio posted updates on Google in the last 90 days; you haven't.
- Your main category: dentist.
- Parkville Family Dental: 3 categories, 96 photos, 4.9 stars from 388.
- Rathdowne Dental Studio: 2 categories, 41 photos, 4.7 stars from 141.
- Elgin Street Smiles: 1 categories, 15 photos, 4.4 stars from 57.

Fix: In Google Business Profile, add the categories competitors use that fit your work, a description, hours and website, 20+ real photos of your work and team, every attribute that applies, and a short post every few weeks.

Fresh reviews and replies **MEDIUM**

55/100, ~\$150/mo at risk

Your Google reviews look stale or unanswered next to competitors, and people pick the business that looks active.

- Unanswered 1-star review (2026-09-09): "The bill was higher than quoted."
- You replied to 1 of your 5 most recent reviews; replying shows new customers you care.
- Parkville Family Dental gets about 2.0 reviews a month to your 0.8.
- Rathdowne Dental Studio gets about 2.0 reviews a month to your 0.8.
- Elgin Street Smiles gets about 2.0 reviews a month to your 0.8.
- Tolhurst & Wray Dental: 4.6 stars from 92 Google reviews.
- Newest review 24 days ago; about 0.8 a month lately.
- Parkville Family Dental: 4.9 stars, 388 reviews, about 2.0 a month.
- Rathdowne Dental Studio: 4.7 stars, 141 reviews, about 2.0 a month.
- Elgin Street Smiles: 4.4 stars, 57 reviews, about 2.0 a month.

Fix: Text every happy customer a direct review link after the job, and reply to every review within a few days, especially the unhappy ones (calmly, offering to fix it).

Google reviews **MEDIUM**

55/100, ~\$128/mo at risk

Your Google reviews look weaker than your competitors', and that's what people compare first on Maps.

- Your rating (4.6) is below your competitors' (4.7 median), so side by side on Maps they look safer.
- Among your most-shown reviews: 1 stars, 4 months ago: "Charged a card surcharge nobody mentioned and the bill was higher than quoted."
- You: 4.6 stars from 92 reviews.
- Parkville Family Dental: 4.9 stars from 388 reviews.
- Rathdowne Dental Studio: 4.7 stars from 141 reviews.
- Elgin Street Smiles: 4.4 stars from 57 reviews.
- Patients praise the care; the complaints are about fees they didn't expect.
- Customers praise: gentle, explains treatment, same-day emergencies.
- Customers complain about: unexpected fees.

Fix: Ask every happy customer for a review the day you finish the job (text them the direct review link), reply to every review, and fix what the complaints have in common.

What AI says about you **LOW**

75/100, ~\$30/mo at risk

When people ask AI assistants about your business, some of what they're told is wrong or unflattering.

- Perplexity doesn't know your business: asked about Tolhurst & Wray Dental by name, it had nothing to say.
- ChatGPT gives the right phone number: (03) 9300 1234.
- ChatGPT says your hours are "Monday to Saturday, 8am to 6pm". Check that matches your site.
- We asked 2 AI assistants about Tolhurst & Wray Dental by name.

Fix: Make your phone, hours and services identical on your website, Google Business Profile and the big directories (AI assistants copy them), fix or answer the reviews they quote, and put a clear About page on your site that names the business, suburb and ABN.

Google Business Profile matches your site **LOW**

75/100, ~\$30/mo at risk

Your Google listing and website disagree, so some customers call the wrong number or turn up at the wrong time.

- Your Google listing shows opening hours but your website doesn't.
- Google listing: Tolhurst & Wray Dental, 12 Lygon St, Carlton VIC 3053, Australia, (03) 9300 1234.
- Google hours: Monday to Friday: 8:30 AM - 5:30 PM.

Fix: Make your Google Business Profile and website say exactly the same name, phone, address and hours, then check Apple Maps and Bing Places too.

Social profiles linked and alive **LOW**

75/100, ~\$20/mo at risk

Some of your social links are broken, missing or go nowhere useful, which makes a business look inactive.

- Your site doesn't link to any social media or Google profile, which customers use to check you're real and active.

Fix: Link to the profiles you actually keep up to date (Facebook, Instagram, Google Business Profile, LinkedIn for B2B) from your footer, fix or remove dead ones, and replace template placeholder links.

Googling your name **GOOD**

100/100

Searching your name shows your website first, your Google panel beside it and nothing alarming.

- Your website is the first result for "Tolhurst & Wray Dental Carlton VIC".
- Your Google Business Profile shows beside the results.

Directory listings **GOOD**

100/100

Your directory listings show the same phone and address as your website.

- Yellow Pages: details match (<https://www.yellowpages.com.au/vic/carlton/tolhurst-wray>).
- True Local: details match (<https://www.truelocal.com.au/business/tolhurst-wray>).
- Not found on: Hotfrog, Localsearch. Free listings there help Apple Maps and AI assistants find you.

Reviews beyond Google **GOOD**

100/100

Your profiles on other review sites are rated well, and you're where your competitors are.

- Facebook: 4.9 stars from 40 reviews (<https://www.facebook.com/tolhurstwray>).

Security

74/100, needs work

Email authentication (SPF, DKIM, DMARC) **HIGH**

30/100, ~\$220/mo at risk

Your email domain isn't fully protected: scammers can impersonate you and your quotes may land in spam.

- tolhurstwray-dental.example has no SPF record, so anyone can send email as you and your own mail is more likely to land in spam.
- tolhurstwray-dental.example has no DMARC record. Gmail and Yahoo now expect one from senders.
- No DKIM key found on common selectors (your provider may use a custom one).
- Mail servers: mail.tolhurstwray-dental.example.
- Nice to have: MTA-STS and TLS-RPT (make email to you travel encrypted and report problems).

Fix: Add an SPF record listing your email provider, turn on DKIM in your provider's settings, then add a DMARC record starting with p=none and move to p=quarantine.

HTTPS certificate **HIGH**

30/100, ~\$300/mo at risk

Your HTTPS certificate has a problem; visitors may see a security warning instead of your site.

- www.tolhurstwray-dental.example has no HTTPS certificate.

Fix: Ask your host to install or renew the certificate, and turn on automatic renewal (Let's Encrypt is free).

Domain expiry and transfer lock **MEDIUM**

55/100, ~\$128/mo at risk

Your domain needs attention: if it lapses or is transferred away, your website and email stop.

- tolhurstwray-dental.example expires in 23 days (26 Oct 2026); check auto-renew is on.
- tolhurstwray-dental.example has no transfer lock, so it's easier to hijack.
- Registrar: Example Registrar Pty Ltd.
- Nice to have: DNSSEC and CAA (stop DNS tampering and limit who can issue certificates for your domain).

Fix: Turn on auto-renew and the transfer (registrar) lock in your domain registrar's account.

Fake versions of your domain **MEDIUM**

55/100, ~\$80/mo at risk

Lookalike versions of your domain are registered, some able to send email that looks like it's from you.

- 1 lookalike domain can send and receive email, so someone could email your customers as you: tolhurstwray-dentall.example.
- We checked the 300 most likely typos and extensions of tolhurstwray-dental.example. Some registered lookalikes belong to unrelated businesses with similar names.

Fix: Tell customers you'll never change bank details by email, set up DMARC on your own domain, and if a lookalike is impersonating you, report it to its registrar (auDA handles .au complaints). Consider registering the closest typos yourself.

Security headers and exposed files **LOW**

75/100, ~\$30/mo at risk

Your site is missing basic protections or exposes files attackers look for.

- No Content-Security-Policy header.
- Your pages can be framed by other sites (clickjacking).
- No X-Content-Type-Options: nosniff header.
- No Referrer-Policy header.

Fix: Delete any exposed files and block them in your server config; ask your developer or host to add the standard security headers and hide version numbers.

Website software up to date **GOOD**

100/100

Your website software is up to date.

- We couldn't tell what software runs your site; it isn't WordPress.

Not on blocklists **GOOD**

100/100

Your domain and mail servers aren't on security or spam blocklists.

- tolhurstwray-dental.example isn't on the blocklists we checked.

Forgotten sites on your domain **GOOD**

100/100

No forgotten staging sites or hijackable subdomains on your domain.

- Certificate logs list 1 other hostname on tolhurstwray-dental.example; we checked 1.

Hidden spam from a hack **GOOD**

100/100

Google and your visitors see the same clean pages; no hidden spam.

- Compared 4 pages as Google sees them and as a visitor does.

Scripts from other companies **GOOD**

100/100

No risky third-party scripts found.

- No third-party scripts in your pages' source. Scripts added later by a tag manager can't be seen from here.

Legal

74/100, needs work

Card surcharges and fees **HIGH**

30/100, ~\$200/mo at risk

Your site mentions card surcharges or fees that new Australian payment and pricing rules affect.

- Card surcharges on Visa, Mastercard and eftpos are no longer allowed from 1 October 2026. /contact: "Payments: a 1.5% surcharge applies to all credit card payments."
- This is an automated observation, not legal advice.

Fix: Remove card surcharges from your prices and signs before 1 October 2026 (weekend or public-holiday surcharges can stay), show any booking or service fees next to your prices, and explain how to cancel any subscription.

ABN on your website **MEDIUM**

55/100, ~\$80/mo at risk

Your ABN is missing or doesn't check out, which can put off customers checking you're legitimate.

- We couldn't find an ABN anywhere on your site.
- This is an automated observation, not legal advice.

Fix: Show your ABN in the site footer and check it matches your ABR listing.

Health advertising rules MEDIUM

55/100, ~\$210/mo at risk

Your site has content that health advertising rules restrict, which can lead to an AHPRA complaint.

- / shows patient testimonials or star ratings: "What our patients say". AHPRA's advertising rules (section 133 of the National Law) don't allow testimonials about clinical care.
- / says "painless": "5 stars: "Dr Lee made my implant completely painless!" (Jane, Fitzroy)". AHPRA's advertising rules (section 133 of the National Law) don't allow claims that create unreasonable expectations of results.
- /services says "pain-free": "Implants: pain-free treatment with guaranteed results". AHPRA's advertising rules (section 133 of the National Law) don't allow claims that create unreasonable expectations of results.
- /services shows before-and-after results: "Teeth whitening: see our before and after gallery". These are allowed only in narrow circumstances and often mislead.
- Looks like a registered health service (dental).
- This is an automated observation, not legal advice.

Fix: Remove patient testimonials and review widgets about clinical care, reword outcome claims (no guarantees, 'pain-free' or 'best'), and add terms to any offer. AHPRA's free testimonial tool and advertising guidelines explain what's allowed.

Privacy policy basics MEDIUM

55/100, ~\$80/mo at risk

Your privacy policy is missing, out of date or leaves out things customers and the law expect.

- Your privacy policy doesn't seem to cover what information you collect, how people can access and correct their information, how to make a complaint, whether information goes overseas, which APP 1 expects.
- Privacy policy: /privacy.
- The policy doesn't say when it was last updated.
- As a health service you're covered by the Privacy Act whatever your size.
- This is an automated observation, not legal advice.

Fix: Link a privacy policy from every page's footer that says what you collect and why, how people can see or correct their details, how to complain and whether data goes overseas, with a 'last updated' date. The OAIC has a free guide and template.

Consumer law basics GOOD

100/100

Not applicable: this check is for Australian online shops.

- This doesn't look like an Australian online shop, so we didn't check consumer law wording.

Privacy policy vs the trackers on your site **GOOD**

100/100

Your privacy policy matches the tracking your site does.

- No analytics or advertising trackers loaded on the pages we checked.
- This is an automated observation, not legal advice.

Review requests and marketing consent **GOOD**

100/100

No review incentives, review gating or pre-ticked marketing boxes found.

- This is an automated observation, not legal advice.

Trade licence shown and current **GOOD**

100/100

Not applicable: this check is for Australian trades.

- Licence rules only apply to licensed trades (builders, plumbers, electricians and similar).

How we checked

We ran 68 automated checks on your website, your domain and email settings and your competitors. Speed comes from Google Lighthouse on a simulated phone and computer; everything else from our own crawl of up to 50 pages, public DNS and domain records, and the other sources named in each finding.

Dollar figures estimate how much monthly revenue an issue like this typically puts at risk for a small business. They're for ranking fixes, not a forecast of your numbers.

Legal findings are automated observations, not legal advice. If one matters to your business, check it with a lawyer or your industry body.

This is a sample report for a fictional business, Tolhurst & Wray Dental. Every finding is real output from our checks run against a test website; fixed answers stand in for the paid data sources (Google, review sites, AI assistants), since the business doesn't exist.