Sample Dental Clinic

Hyderabad · a fictional clinic, used to show what your audit looks like · page 1 of 2

Overall profile score	Google rating	New reviews, last 90 days	Reviews replied to
62/100	**4.1**	**6**	**18%**
Based on the checks in this report	Nearest three average 4.6	Nearest three average 31	20 of 112 reviews

1. Your Google profile against the three nearest clinics

CLINIC	RATING	REVIEWS	NEW IN 90 DAYS	REPLIED TO	PHOTOS	SERVICES LISTED
Sample Dental Clinic (you)	**4.1**	**112**	**6**	**18%**	**14**	**No**
Clinic A · 400 m away	4.7	386	41	92%	120	Yes
Clinic B · 650 m away	4.6	204	33	75%	58	Yes
Clinic C · 1.1 km away	4.5	167	19	40%	37	Yes

What we noticed

- **Recent reviews are the gap, not the rating.** Nearby clinics collect five to seven times more new reviews, so they look more active to someone comparing.
- **7 of 112 reviews mention unanswered calls or messages.** These are the most damaging to read, and most have no reply.
- **The Maps profile is incomplete.** No services list, Sunday hours missing, and the newest photo is over a year old.
- **The website does not open quickly on a phone** and has no tap-to-call or WhatsApp button on treatment pages.

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2. Advertising rules check (India: NMC guidelines, October 2026)

We read the website and the last 30 public posts. For Australian clinics this section checks against the Ahpra advertising guidelines instead.

FIX NOW **Before-and-after photos in 3 Instagram posts.**
The guidelines restrict before-and-after photographs and advertising surgical results (8.1 v). Patient consent does not make them permissible for promotion (6.2).

FIX NOW **"Best dental clinic in the area" on the home page.**
Unverifiable or comparative claims such as "best" or "No.1" are restricted (8.1 iii, ix).

REVIEW **"20% off braces this month" offer on Facebook.**
Discounts and limited-period offers must not encourage unnecessary treatment (8.1 x). Check the wording with your adviser.

REVIEW **Posts do not show the doctor's name, qualification and registration number.**
The guidelines expect these on electronic media posts (Explanations III and IV to 3.2).

OK **No identifiable patient information found** in posts or review replies (7.4). **Doctor list on the website** shows qualifications, which the guidelines treat as patient information (9.1).

3. Your top 3 fixes

1. **Answer every call and message, then reply to the reviews that mention it.** Set a missed-call text-back and a named person for WhatsApp. Reply to the 7 reviews without revealing any patient details.
2. **Remove the before-and-after posts and the "best" claim this week.** Replace them with factual, educational posts that carry the doctor's name and registration number.
3. **Complete the Maps profile.** Add services, correct hours and 15–20 current photos of the clinic and team (no patients).

What happens next
Your own audit arrives within 2 working days of your request. If you would like to go through it, we offer a free 30-minute call. Our work after that is a paid service on a flat monthly fee, never per patient or per lead.

This is general information, not legal advice; section numbers refer to the NMC Guidelines on Ethical Advertising and Public Communication (October 2026). Illustrative sample with fictional data. Brand Buddys, Yashoda Pearl 308, Madeenaguda, Hyderabad 500049 · +91 74164 07005 · business@brandbuddys.com

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