

SEARCH ENGINE OPTIMIZATION WEBSITE AUDIT REPORT

Prepared for
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I Portfolio Sample Project

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Project label

Intermediate SEO audit for a multi-location dental practice: technical SEO, on-page SEO, local SEO, keyword gaps, competitor gap analysis, and sample implementation fixes.

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1. Executive Summary

A quick note before the details: thank you for the opportunity to review your site. What follows is a clear, honest look at what's working, what's holding you back, and exactly where I'd start — written in plain English, no jargon. I'm happy to walk through any of it with you.

Jed Kesler DDS Family Dentistry is a multi-location family and cosmetic dental practice serving the greater Columbus, Ohio area, with offices in Columbus, Cardington, and West Jefferson. This report audits the practice's website (jedkeslerdds.com), which is built on the Wix platform, across four areas: technical SEO, on-page SEO, local SEO, and content & keyword strategy.

The site is clean, mobile-responsive, and covers the practice's core services. However, it is leaving meaningful local-search visibility and new-patient conversions on the table. None of the issues below require a redesign — every recommendation can be implemented within the existing Wix site.

The four highest-impact findings

1. **Inconsistent location information (NAP).** The site's own text disagrees about how many offices exist and where, which can weaken Google local rankings and confuse patients.
2. **Click-to-call is disabled on mobile.** Phone numbers are not tappable, forcing mobile visitors — the majority — to copy numbers manually. This directly costs phone-call bookings.
3. **An advertised service has no page or keywords.** Botox and facial aesthetics are promoted in the homepage banner, yet there is no page, content, or keyword targeting for them. Every related search goes to competitors.
4. **No location pages or informational content.** There are no city-specific landing pages and no blog/FAQ content, so the site captures almost none of the high-intent local and research searches available.

Overall website health: Fair, with clear and achievable upside. The practice has a solid foundation and strong patient testimonials; the gap is in technical hygiene and local/content strategy rather than design.

Health Scorecard

Category	Rating	Summary
Technical SEO	Fair	Functional, but mobile call links disabled, weak alt text, and likely incomplete structured data.
On-Page SEO	Needs work	Multiple H1s, thin homepage content, advertised services not reflected in titles/meta.
Local SEO	Needs work	NAP inconsistency, no location pages, brand-name mismatch — all critical for a multi-office practice.
Content & Keywords	Poor	No blog/FAQ, large keyword gaps, no targeting of an entire advertised service line.
Mobile & UX	Fair	Responsive design, but call-to-action friction and outdated trust signals (© 2020).

2. Scope, Methodology & Tools

This is an independent sample audit of a publicly accessible website, produced to demonstrate the SEO review process. It is based on the live homepage and site structure as of the report date and does not require access to the practice's internal analytics.

Areas reviewed

- **Technical SEO** — crawlability, page structure, mobile usability, structured data, performance signals.
- **On-Page SEO** — title tags, meta descriptions, headings, content depth, keyword usage.
- **Local SEO** — NAP consistency, location pages, Google Business Profile readiness, reviews.
- **Content & Keyword Strategy** — keyword gap analysis, content opportunities, search intent coverage.

Tools used / recommended (all free tier)

Tool	Purpose
Manual page review	Inspecting source, headings, links, meta data, and on-page content.
Google PageSpeed Insights	Core Web Vitals and mobile/desktop performance scoring (free, any URL).
Screaming Frog (free tier)	Crawling up to 500 URLs to find broken links, missing meta, duplicate titles.
Google Autocomplete / PAA	Free keyword discovery from real user searches.
Google Keyword Planner / Ubersuggest	Validating search volume and difficulty for prioritization (free tier).

How to read severity

High = fix first, direct impact on rankings or conversions. **Medium** = meaningful improvement, schedule soon. **Low** = polish and trust signals.

3. Business Overview

Consultant observation

The practice already has service breadth and multiple locations. The missing piece is a clearer search structure: one consistent NAP system, one page per location, one page per high-value service, and a mobile path that makes it easy to call.

Attribute	Detail
Business	Jed Kesler DDS Family Dentistry
Industry	Dental practice — family, cosmetic & restorative dentistry, plus facial aesthetics
Locations	Columbus, OH (1895 Bethel Road) · Cardington, OH · West Jefferson, OH
Primary market	Greater Columbus, Ohio metro and surrounding towns
Platform	Wix Website Builder
Key services	Invisalign, teeth whitening, veneers, implants, crowns, root canal, fillings, perio/gum disease, oral cancer screening, Botox & fillers
Primary goal	Attract new patients via local organic search and Google Maps

4. Technical SEO Findings

Technical SEO covers how easily search engines can crawl, understand, and trust the site, and how well it performs for users — especially on mobile.

Issue	Severity	Why it matters	Recommendation
Click-to-call disabled on mobile	High	The page disables tap-to-call (format-detection: telephone=no), so mobile users cannot tap a number to dial.	Remove the tag and add tel: links to every phone number across all locations.
Structured data likely missing/incomplete	High	No clear LocalBusiness / Dentist schema per location. This data powers rich results and helps Google understand each office.	Add JSON-LD 'Dentist' schema for each location (name, address, phone, hours, geo, services).
Image alt text missing or filename-based	Medium	Hero image has empty alt; service thumbnails use raw filenames (man.jpg, boy.jpg) as alt text.	Write descriptive, keyword-aware alt text, e.g. 'Dental implants in Columbus, Ohio.'
Internal links point back to homepage	Medium	Several nav items (About, Services, Testimonials, Contact) and the 'email us' link resolve to the homepage URL instead of dedicated destinations.	Point each link to its real page; convert the email link to a mailto: or contact page.
Performance not yet verified	Medium	Wix sites tend to load heavier scripts; Core Web Vitals should be measured, especially on mobile.	Run Google PageSpeed Insights; compress images, defer non-critical scripts, enable Wix performance settings.
Outdated copyright (© 2020)	Low	A stale copyright year signals an inactive site to users and search engines.	Set the footer year to update automatically.

Screaming Frog Crawl Findings

A crawl of the site (~21 pages) with Screaming Frog surfaced the following site-wide issues, grouped by priority.

Issue	Priority	Pages	Why it matters	Recommendation
Noindex on pages	High	2	These pages tell Google not to index them, so they cannot appear in search.	Review the URLs; remove the noindex if they should rank.
Nofollow directives	High	2	Links on these pages aren't followed, stopping link equity from flowing.	Review and remove if unintentional.

Issue	Priority	Pages	Why it matters	Recommendation
Missing H1 headings	Medium	17	89% of pages lack a main heading (H1) — a strong on-page ranking signal.	Add one clear, keyword-rich H1 per page.
Page titles too short	Medium	15	Titles under 30 characters waste space to target keywords.	Rewrite to ~50-60 chars: service + “Columbus OH.”
Thin content	Medium	12	Pages under 200 words give Google little to understand and rank.	Expand key pages with useful, descriptive content.
Multiple H1 on a page	Medium	1	More than one H1 dilutes the page's main signal.	Consolidate to a single H1.

Minor issues (low priority)

Across the crawl: meta descriptions need cleanup (3 missing, 4 duplicate, 14 over the length limit), 19 external links are missing rel=“noopener”, 2 images are missing alt text, several security headers (Content-Security-Policy, X-Frame-Options, Referrer-Policy) are not set, and 1 link uses non-descriptive anchor text. These are quick, low-priority batch fixes.

Evidence

Issue Name	Issue Type	Issue Prio	URLs	% of Total	Descriptive How To Fix Help URL
H1: Missing	Issue	Medium	17	89.47	Pages where Ensure important pages have concise, descriptive and unique headings to help users, and enable search engines to score and rank the page for relevant search queries.
Directives: Nofollow	Warning	High	2	9.52	URLs containing 'nofollow' should be reviewed carefully to ensure that links shouldn't be crawled and PageRank shouldn't be passed on. If outlinks should be crawled and PageRank should be passed onwards, then the 'nofollow' directive should be removed.
Meta Description: Over 985 Pixels	Opportun	Low	14	73.68	Pages where Write concise meta descriptions to ensure important words are not truncated in the search results, and not visible to users.
Meta Description: Below 70 Characters	Opportun	Low	1	5.26	Pages where Consider updating the meta description to take advantage of the space left to include additional benefits, USPs or call to actions to improve click through rates (CTR).
Directives: Noindex	Warning	High	2	9.52	URLs containing 'noindex' should be reviewed carefully to ensure they are correct and shouldn't be indexed. If these pages should be indexed, then the 'noindex' directive should be removed.
H2: Multiple	Warning	Low	4	21.05	Pages where Ensure <h2>s are used in a logical hierarchical heading structure, and update where appropriate utilising the full heading rank between (h3 - h6) for additional headings.
Security: Unsafe Cross-Origin Links	Warning	Low	19	90.48	URLs that Consider the benefits of including the rel="noopener" link attribute on any links that contain the target="_blank" attribute to avoid security and performance issues for the users of legacy browsers that may visit
H2: Missing	Warning	Low	1	5.26	Pages where Consider using logical and descriptive <h2>s on important pages that help the user and search engines better understand the page.
Meta Description: Missing	Opportun	Low	3	15.79	Pages where It's important to write unique and descriptive meta descriptions on key pages to communicate the purpose of the page to users, and entice them to click on your result over the competition. It can also mean Google
Security: Missing Content-Security-Policy	Warning	Low	21	100	URLs that Set a strict Content-Security-Policy response header across all page to help mitigate cross site scripting (XSS) and data injection attacks.
H1: Multiple	Warning	Medium	1	5.26	Pages where Consider updating the HTML to include a single <h1> on each page, and utilising the full heading rank between (h2 - h6) for additional headings.
Content: Low Content Pages	Opportun	Medium	12	57.14	Pages where Consider including additional descriptive content to help the user and search engines better understand the page.
Security: Missing Secure Referrer-Policy	Warning	Low	21	100	URLs miss Consider setting a referrer policy of strict-origin-when-cross-origin. It retains much of the referrer's usefulness, while mitigating the risk of leaking data cross-origins.
Images: Missing Alt Text	Issue	Low	2	3.85	Images that Include descriptive alt text for images to help users and the search engines understand them better. Where possible, decorative images should be provided using CSS background images or alternatively a null (e
Page Titles: Below 200 Pixels	Opportun	Medium	11	57.89	Pages where Consider updating the page title to take advantage of the space left to include additional target keywords or USPs.
Meta Description: Duplicate	Opportun	Low	4	21.05	Pages where Update duplicate meta descriptions as necessary, so important pages contain a unique and descriptive title for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a
Links: Non-Descriptive Anchor Text In Int	Opportun	Low	1	5.26	Pages that Review the non-descriptive anchor text in outlinks and where appropriate update them to include useful and descriptive anchor text to help provide context to both users and search engines.
Security: Missing X-Frame-Options Header	Warning	Low	21	100	URLs miss To minimise security issues, the X-Frame-Options response header should be supplied with a 'DENY' or 'SAMEORIGIN' value.
Meta Description: Over 155 Characters	Opportun	Low	14	73.68	Pages where Write concise meta descriptions to ensure important words are not truncated in the search results, and not visible to users.
Meta Description: Below 400 Pixels	Opportun	Low	1	5.26	Pages where Consider updating the meta description to take advantage of the space left to include additional benefits, USPs or call to actions to improve click through rates (CTR).
Page Titles: Below 30 Characters	Opportun	Medium	15	78.95	Pages where Consider updating the page title to take advantage of the space left to include additional target keywords or USPs.

5. On-Page SEO Findings

On-page SEO is about how clearly each page communicates its topic to search engines and patients through titles, headings, and content.

Issue	Severity	Why it matters	Recommendation
Multiple H1 tags on the homepage	High	The hero stacks four H1s (brand name, cosmetic, facial/Botox, Invisalign). Search engines expect one clear H1.	Use a single descriptive H1 (e.g. 'Family & Cosmetic Dentist in Columbus, OH'); demote the rest to H2.
Advertised service absent from titles/meta	High	Botox & facial aesthetics appear in the banner but in no title tag or meta description, so the site cannot rank for them.	Create a dedicated service page with optimized title, meta, headings, and body copy.
Thin homepage content	Medium	The services section is image links with little descriptive text; the About blurb is short. Limited content for Google to rank.	Add a few hundred words of useful, keyword-relevant copy about services and the Columbus area.
Title & meta optimization per page	Medium	Homepage title and meta are reasonable, but each service and location page needs a unique, keyword-targeted title and description.	Write unique titles (~55-60 chars) and meta descriptions (~150 chars) for every page.
No internal linking strategy	Medium	Service pages are not interlinked with supporting content, limiting topical authority and crawl flow.	Link service pages to related blog posts and location pages with descriptive anchor text.

6. Local SEO Findings

For a multi-location dental practice, local SEO is the single biggest driver of new patients. This is where the largest opportunity lies.

Issue	Severity	Why it matters	Recommendation
NAP inconsistency on the homepage	High	The About text says 'two in Columbus and one in Cardington,' but the contact section lists Columbus, Cardington, AND West Jefferson. Conflicting NAP weakens local trust.	Standardize one accurate Name-Address-Phone set everywhere and match it to all directory listings.
No dedicated location landing pages	High	Three offices share generic service pages. Searches like 'dentist Cardington OH' have low competition and are easy wins — but nothing targets them.	Build an optimized landing page per location with its own NAP, map, hours, and city-specific copy.
Google Business Profile optimization	High	GBP listings drive the local map pack — the biggest source of new dental patients. Each location needs a fully optimized, claimed profile.	Claim/verify all three profiles; complete categories, services, hours, photos, and Q&A.
Brand-name inconsistency	Medium	A testimonial references 'Cardington Family Dental' while the site brands as 'Jed Kesler DDS,' diluting brand and NAP signals.	Use one consistent business name across the site and all listings.
No review-generation strategy	Medium	On-site testimonials exist, but Google reviews (count, recency, rating) are a major local ranking factor.	Add a simple post-visit review request flow linking directly to each location's Google review form.
Local citation consistency	Medium	Directory listings (Yelp, Healthgrades, etc.) must match the website NAP exactly to reinforce local relevance.	Audit and align citations across major directories.

7. Keyword & Content Gap Analysis

A keyword gap is the difference between what patients search for and what the site is actually built to rank for. The map below groups target keywords by search intent and the page each should live on.

Keyword opportunity map

Cluster	Example keywords	Target page	Intent
Core local	dentist Columbus OH; family dentist Columbus; dentist near me; dentist Cardington OH; dentist West Jefferson OH	Homepage + 3 location pages	High commercial
Cosmetic	cosmetic dentist Columbus; smile makeover Columbus	Cosmetic page	High commercial
Veneers	dental veneers Columbus; porcelain veneers cost	Veneers page	High commercial
Implants	dental implants Columbus OH; implant cost Ohio	Implants page	High commercial
Invisalign	Invisalign Columbus; clear aligners Columbus; Invisalign cost	Invisalign page	High commercial
Whitening	teeth whitening Columbus; professional whitening near me	Whitening page	Commercial
Botox / fillers (GAP)	Botox Columbus; Botox for TMJ; lip fillers Columbus; dermal fillers near me	NEW page (missing)	High commercial
Emergency (possible gap)	emergency dentist Columbus; same day dentist	New page if offered	Very high intent
Informational / blog	how much do veneers cost; Invisalign vs braces; is a root canal painful; signs of gum disease	Blog posts	Top of funnel
Questions (PAA)	does Botox help jaw clenching; can Invisalign fix an overbite; does insurance cover Invisalign	FAQ + blog	Research

The three biggest gaps

Gap 1 — Botox & facial aesthetics (highest priority)

The homepage banner actively promotes Botox, fillers, and facial treatments, yet there is no page, no content, and no mention in any title or meta description. Every 'Botox Columbus' or 'Botox for TMJ' search is captured by competitors. A dentist offering Botox for TMJ/jaw clenching is a strong, lower-competition niche. This single gap is the headline opportunity.

Gap 2 — Location targeting

Three offices share generic service pages, with no dedicated pages for 'dentist Cardington OH' or 'dentist West Jefferson OH.' These small-town searches face little competition and are among the easiest local rankings to win.

Gap 3 — Informational content

With no blog or FAQ, the site captures none of the high-volume research queries ('how much do veneers cost,' 'Invisalign vs braces') that bring patients into the funnel before they are ready to book.

Priority keywords to validate

Keyword	Monthly searches	Difficulty	Target page
dentist Columbus Ohio	5400	Medium	Homepage
family dentist Columbus Ohio	140	Low	Homepage
cosmetic dentist Columbus	480	Low	Cosmetic page
dental implants Columbus	880	Low	Implants page
Invisalign Columbus	0*	Low	Invisalign page
teeth whitening in Columbus Ohio	480	Low	Whitening page
veneers Columbus	210	Low	Veneers page
dentist Cardington OH	0*	Low	Location page

*** 0 = below the free tool's measurement threshold, not zero demand.** These specific service/location terms have high intent and low competition, so they are easier wins than the broad, competitive "dentist Columbus" head term.

8. Competitor Comparison & Local Visibility Gap

This section frames the audit against what a stronger local dental SEO setup should include. The goal is not to copy competitors, but to close the structural gaps that commonly separate visible local practices from sites that rely mostly on branded search.

Competitor area	Jed Kesler DDS current site	Stronger local SEO standard	Recommendation
Location targeting	Multiple offices are mentioned, but dedicated city/location pages are missing.	Each office has its own page with NAP, hours, map, services, reviews, and local copy.	Build Columbus, Cardington, and West Jefferson landing pages.
Service targeting	Core services are present, but Botox/facial aesthetics has no dedicated SEO page.	Each high-value service has a focused page with title, H1, FAQs, internal links, and CTA.	Create the Botox/facial aesthetics page first, then strengthen implants, veneers, Invisalign, and whitening pages.
Mobile conversion	Phone numbers are not consistently tap-to-call.	Every phone number and CTA is clickable on mobile.	Add tel: links sitewide and test on mobile.
Structured data	Dentist schema appears missing/incomplete.	Dentist schema is customized for every location.	Add JSON-LD schema per office.
Patient questions	No strong FAQ/blog layer.	Service pages answer common questions and link to deeper FAQ/blog posts.	Add FAQs to service pages and publish patient-intent content.

Strategic takeaway

The strongest opportunity is not visual design. It is page architecture: location pages, a Botox/facial aesthetics page, clearer mobile calls, and structured data that tells Google exactly which office serves which local market.

9. Before & After SEO Structure

Before: current SEO structure	After: recommended SEO structure
Multiple H1-style messages compete on the homepage.	One clear H1 focused on family/cosmetic dentistry and Columbus/local relevance.
Botox and facial aesthetics are promoted in the banner but have no dedicated ranking page.	A Botox & Facial Aesthetics page targets Botox Columbus, Botox for TMJ, fillers, and patient FAQs.
Three locations are mentioned, but there are no dedicated local pages.	Columbus, Cardington, and West Jefferson each get an optimized landing page.
Phone numbers create friction on mobile.	Every phone number becomes a tap-to-call action.
NAP details and brand references are inconsistent.	One consistent name/address/phone system across website, GBP, and directories.
No FAQ/blog layer.	FAQs support service pages and answer real patient questions.

How this improves the patient journey

- A patient searching "dentist Cardington OH" lands on a page that matches their location.
- A patient interested in Botox for jaw clenching finds a page that explains the service and encourages a call.
- A mobile visitor can tap once to call instead of copying a phone number.
- Google receives clearer signals through titles, headings, NAP, internal links, and schema.

10. Recommended Site Architecture

The current site can be improved inside Wix. A full rebuild is not necessary unless the practice wants a broader design refresh. The SEO priority is to organize services and locations into pages that can rank.

Recommended structure

Homepage

- > Services
 - > Family Dentistry
 - > Cosmetic Dentistry
 - > Dental Implants
 - > Invisalign
 - > Teeth Whitening
 - > Veneers
 - > Botox & Facial Aesthetics
- > Locations
 - > Dentist in Columbus, OH
 - > Dentist in Cardington, OH
 - > Dentist in West Jefferson, OH
- > Patient Reviews
- > Blog / Dental FAQs
- > Contact / Book Appointment

Minimum content required per location page

- Unique title and meta description targeting city + dentist intent.
- One H1: "Dentist in [City], OH" or a natural variation.
- Exact NAP block for that office.
- Embedded map and driving directions.
- Office hours and tap-to-call button.
- Services available at that office.
- Local patient-focused copy, not generic duplicate content.
- Review/testimonial section if available.
- Dentist schema customized for the location.

11. Sample Implementation Fixes

Homepage title, meta, H1, and headings

Element	Recommended copy
SEO title	Family & Cosmetic Dentist in Columbus, OH Jed Kesler DDS
Meta description	Visit Jed Kesler DDS for family, cosmetic, and restorative dentistry in Columbus, Cardington, and West Jefferson, OH. Call today to schedule an appointment.
H1	Family & Cosmetic Dentist in Columbus, OH
Supporting H2s	Dental Care for the Whole Family; Cosmetic Dentistry, Invisalign & Whitening; Botox, Fillers & Facial Aesthetics; Visit Our Columbus, Cardington & West Jefferson Offices

Sample Botox/facial aesthetics page brief

Page element	Recommendation
Page URL	/botox-facial-aesthetics-columbus-oh
SEO title	Botox & Facial Aesthetics in Columbus, OH Jed Kesler DDS
H1	Botox & Facial Aesthetics in Columbus, OH
Key H2s	Botox for TMJ and Jaw Clenching; Facial Aesthetic Treatment Options; What to Expect; Frequently Asked Questions; Schedule a Consultation
CTA	Call the Columbus office to ask whether Botox/facial aesthetics is right for you.
Internal links	Link from homepage banner, cosmetic dentistry page, TMJ/oral health content if available, and appointment/contact page.

Sample Dentist schema

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "name": "Jed Kesler DDS Family Dentistry",
  "url": "https://www.jedkeslerdds.com",
  "telephone": "+1-XXX-XXX-XXXX",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1895 Bethel Road",
    "addressLocality": "Columbus",
    "addressRegion": "OH",
    "postalCode": "43220",
    "addressCountry": "US"
  },
  "medicalSpecialty": "Dentistry",
  "priceRange": "$$"
}
</script>
```

Customize and repeat the schema for each office location. Replace placeholder phone and confirm address/hours before implementation.

12. Prioritized Action Plan

Recommended order of execution. Items 1-5 deliver the fastest, largest gains and most require little technical effort.

#	Action	Impact	Effort
1	Fix NAP: one consistent name, address, phone everywhere	High	Low
2	Enable click-to-call (tel: links) on all numbers	High	Low
3	Claim & optimize Google Business Profiles (all 3)	High	Medium
4	Build a Botox / facial aesthetics service page	High	Medium
5	Create 3 location landing pages	High	Medium
6	Fix to a single H1; expand homepage content	Medium	Low
7	Add Dentist schema per location	Medium	Medium
8	Add descriptive alt text to all images	Medium	Low
9	Launch a blog/FAQ targeting research keywords	Medium	High
10	Set up a Google review-request flow	Medium	Low
11	Update copyright year; run PageSpeed fixes	Low	Low

Quick wins (do this week): Fix NAP, enable tap-to-call, clean up the homepage H1, update the footer year, and verify PageSpeed priorities. These changes are small but improve trust and conversion quickly.

Highest ROI (next 30 days): Optimize GBP profiles, publish the Botox/facial aesthetics page, and build location pages. These target the largest new-patient opportunities identified in the audit.

Appendix A — Seed Keyword List

Type each phrase into Google and harvest the autocomplete suggestions, 'People Also Ask' boxes, and 'related searches.' To expand any seed, append a letter (a-z) or a modifier: cost, price, near me, best, cheap, reviews, open now.

Core local

dentist Columbus OH · dentist Columbus Ohio · family dentist Columbus · dentist Cardington OH · dentist West Jefferson OH · dentist near me · dentist 43220 · best dentist Columbus · affordable dentist Columbus · new patient dentist Columbus

Cosmetic

cosmetic dentist Columbus · cosmetic dentistry Columbus Ohio · smile makeover Columbus

Veneers

veneers Columbus · porcelain veneers Columbus · veneers cost Columbus · dental veneers near me

Implants

dental implants Columbus · dental implants cost Columbus · tooth implant Columbus OH

Invisalign

Invisalign Columbus · Invisalign cost Columbus · clear aligners Columbus · Invisalign vs braces

Teeth whitening

teeth whitening Columbus · professional teeth whitening Columbus · teeth whitening cost

Other services

dental crowns Columbus · root canal Columbus · tooth colored fillings Columbus · gum disease treatment Columbus · oral cancer screening Columbus

Botox & facial aesthetics (the gap)

Botox Columbus · Botox dentist Columbus · Botox for TMJ Columbus · lip fillers Columbus · dermal fillers Columbus

Emergency (high intent)

emergency dentist Columbus · same day dentist Columbus · walk in dentist Columbus

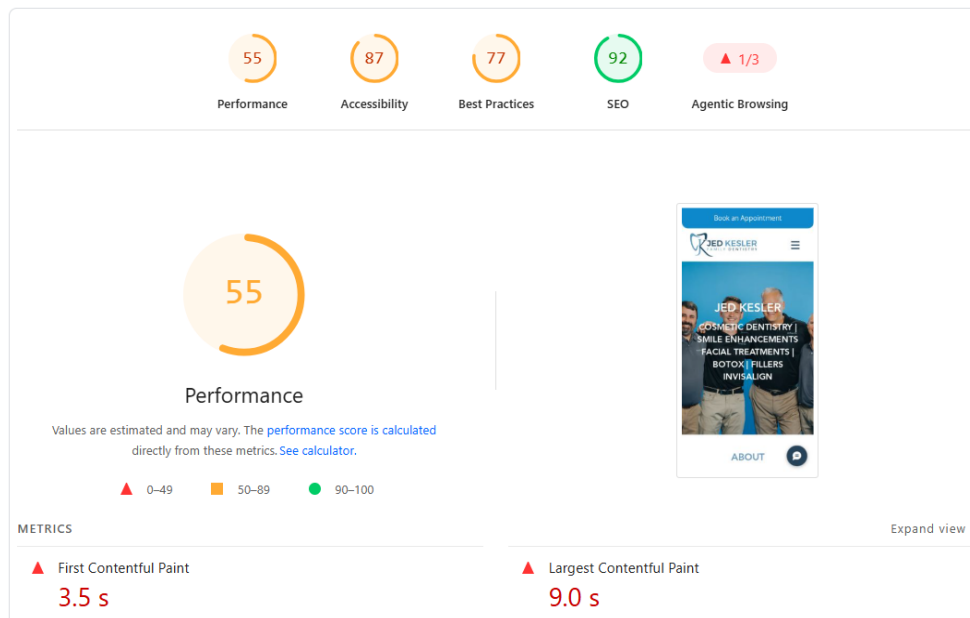
Informational / blog ideas

how much do veneers cost · how much are dental implants · Invisalign vs braces · is a root canal painful · how long does teeth whitening last · signs of gum disease · does insurance cover Invisalign

Appendix B — Notes & Next Steps

1. Performance Evidence

 Diagnose performance issues



2. NoIndex / Nofollow crawl evidence

row	Address	Occurrences	Meta Robots 1	X-Robots-Tag 1
1	https://www.jedkeslerdds.com/_files/ugd/117da8_309e07aca8a14305b2cbe6d5e64b96c...	1		noindex, nofollow
2	https://www.jedkeslerdds.com/_files/ugd/117da8_3b0ea4b68e98485085f1090d9f41ba4...	1		noindex, nofollow

3. Page Titles and H1 crawl evidence

row	Address	Occurrences	Title 1	Title 1 Length	Title 1 Pixel Width	Indexability
1	https://www.jedkeslerdds.com/teeth-whitening	1	Teeth Whitening Kesler	24	219	Indexable
2	https://www.jedkeslerdds.com/new-clients	1	New Patients Kesler	21	192	Indexable
3	https://www.jedkeslerdds.com/faq	1	FAQ Kesler	12	110	Indexable
4	https://www.jedkeslerdds.com/crowns	1	Crowns Kesler	15	139	Indexable
5	https://www.jedkeslerdds.com/book-an-appointment	1	Book an Appointment Kesler	28	264	Indexable
6	https://www.jedkeslerdds.com/root-canal-therapy	1	Root Canal Therapy Kesler	27	246	Indexable
7	https://www.jedkeslerdds.com/veneers	1	Veneers Kesler	16	146	Indexable
8	https://www.jedkeslerdds.com/our-staff	1	Our Staff Kesler	18	153	Indexable
9	https://www.jedkeslerdds.com/period-disease	1	Period Disease Kesler	22	195	Indexable
10	https://www.jedkeslerdds.com/x-rays	1	X-Rays Kesler	15	133	Indexable
11	https://www.jedkeslerdds.com/locations	1	Locations Kesler	18	159	Indexable
12	https://www.jedkeslerdds.com/implants	1	Implants Kesler	17	150	Indexable
13	https://www.jedkeslerdds.com/invisalign	1	Invisalign Kesler	19	156	Indexable
14	https://www.jedkeslerdds.com/our-dentists	1	Our Dentists Kesler	21	183	Indexable
15	https://www.jedkeslerdds.com/all-testimonials	1	All Testimonials Kesler	25	216	Indexable

About this report

This is an independent sample audit prepared for portfolio and demonstration purposes, based on publicly available information from the website on the report date. It is not a paid engagement and is not affiliated with or endorsed by Jed Kesler DDS Family Dentistry. Findings reflect SEO best practice at the time of writing; search engine guidelines evolve over time.

Prepared by Grace K — AI SEO Consultant