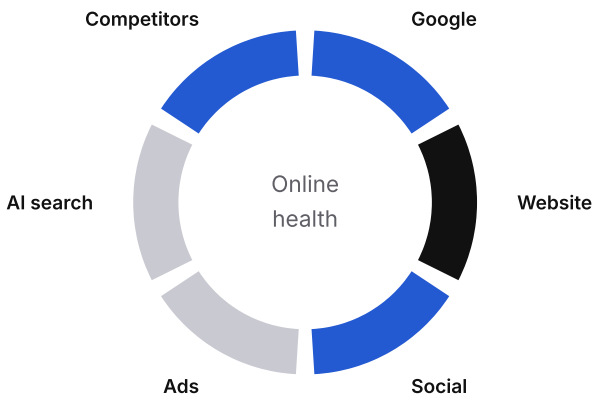
ONLINE GROWTH CHECK

Brightside Dental

Dental clinic · Prepared November 2026



1 **Good** working well

3 **Needs work** costing you patients

2 **Missing** not set up yet

IN SHORT

People searching for a dentist nearby can find Brightside, but the Google listing and social pages don't give them a reason to choose it. **Three free fixes** could change that within a month.

INSIDE

Where you lose patients, mapped step by step

INSIDE

6 areas checked, with what to fix and why

INSIDE

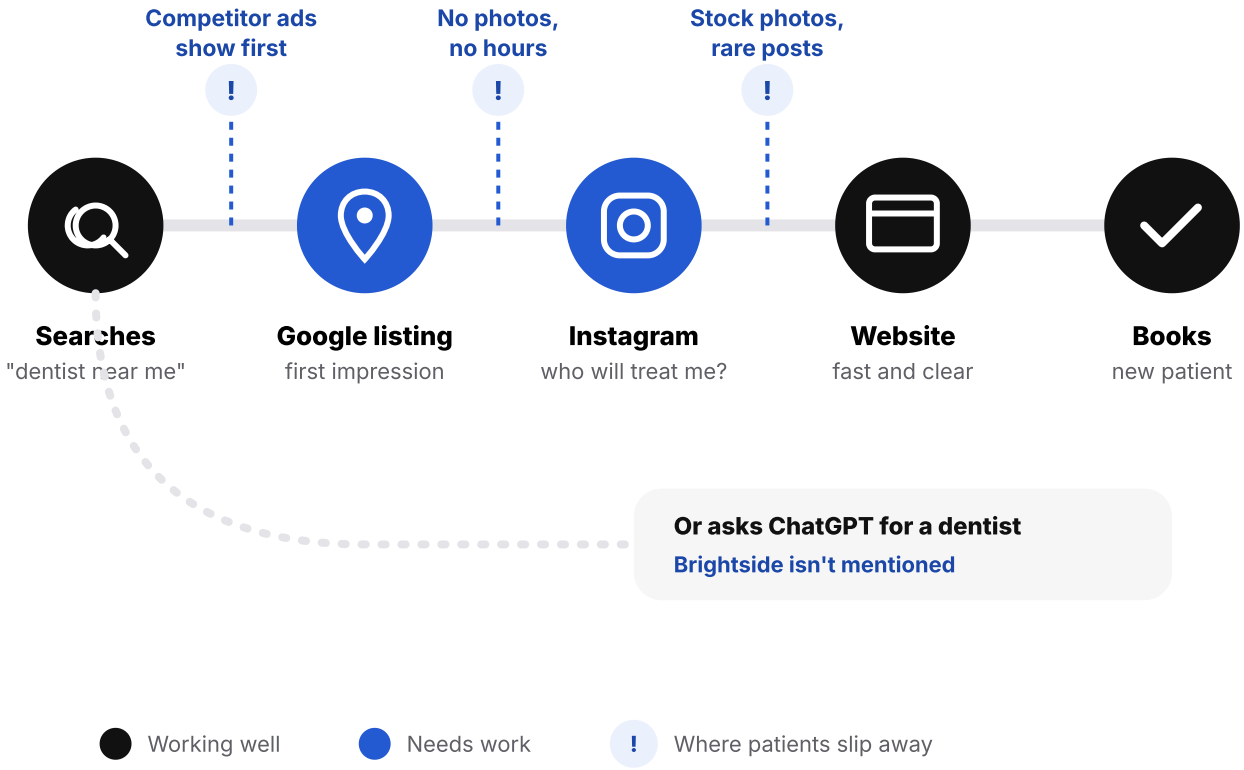
A 30-day plan you can follow yourself

A sample created for a fictional business to show what a Grolynk growth check looks like. Your report covers your own business, using your real listing, website, social pages and ads.

THE PATIENT JOURNEY

Where Brightside is losing patients

How someone finds and chooses a dentist, and the four points where they slip away.



BIGGEST LEAK

The Google listing. It's where most people decide, and it looks unfinished.

HIDDEN LEAK

No ads. People ready to book see competitors first.

STRENGTH

The website. Once people arrive, booking is easy.

SCORECARD

Six areas, at a glance

Needs work

Google Search & Maps

Missing photos, hours and services. Few recent reviews.

Good

Website

Fast, mobile-friendly, clear booking button.

Needs work

Social media

Rare posts, mostly stock images.

Missing

Ads

No ads, so people ready to book see competitors first.

Missing

AI search

Not mentioned when ChatGPT recommends local dentists.

Needs work

Competitors

Two nearby clinics look more active and welcoming.

Good news: the website already works. Fixing the three red areas sends more people to a site that's ready to turn them into bookings.

FINDINGS

What we found, and how to fix it

Google Search & Maps

Needs work

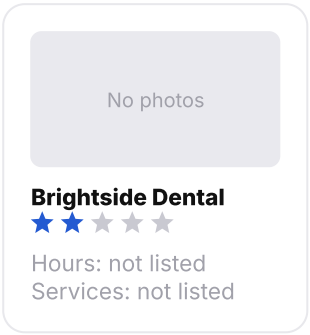
FOUND — No photos, no opening hours, and few recent reviews.

WHY — Most people choose a dentist from the map results. A bare listing looks closed next to a busy one.

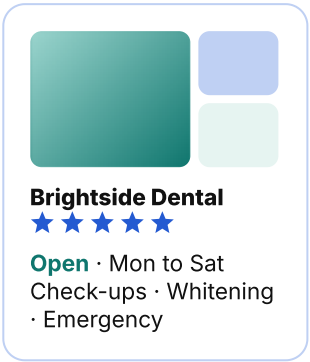
FIX — Add 10 real photos, hours and services. Ask every happy patient for a review.

Free · 1 afternoon · Biggest impact

TODAY



AFTER THE FIX



Social media

Needs work

FOUND — Instagram is rarely updated, and most posts are stock images.

WHY — People check social pages to see who will treat them. Real faces build trust before the first visit.

FIX — Two posts a week: team intros, the clinic, simple patient tips. Real phone photos are fine.

Free · 20 min a week

TODAY

AFTER THE FIX



Website

Good

FOUND — Fast, works well on phones, with a clear booking button.

NEXT — Add a short "New patients" page: what to expect at a first visit.

✓ Loads fast · ✓ Mobile-friendly · ✓ Booking button · + New patients page

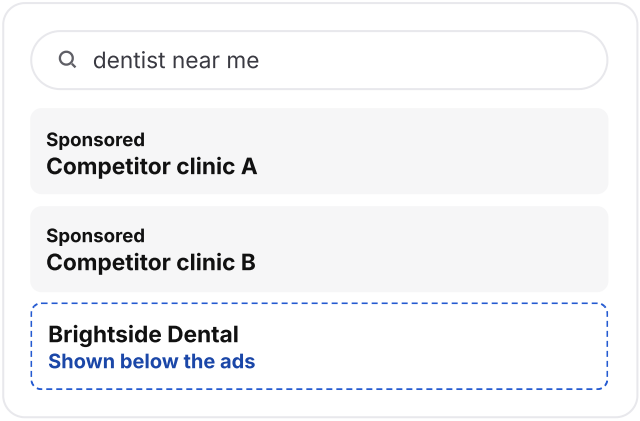
Ads

Missing

FOUND — No ads running. Competitors appear above Brightside for "dentist near me".

WHY — People searching right now are ready to book. They pick whoever shows up first.

FIX — Start small: Google Search ads for "dentist near me" and "emergency dentist", within 10 km.



AI search

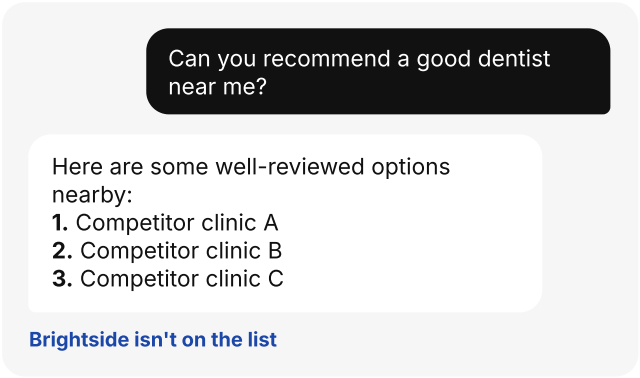
Missing

FOUND — Asked to recommend a dentist nearby, ChatGPT names other clinics.

WHY — More people now ask AI for recommendations. It relies on reviews and consistent details.

FIX — Keep name, address and services identical everywhere, grow reviews, and add an FAQ page.

Free · Builds over time

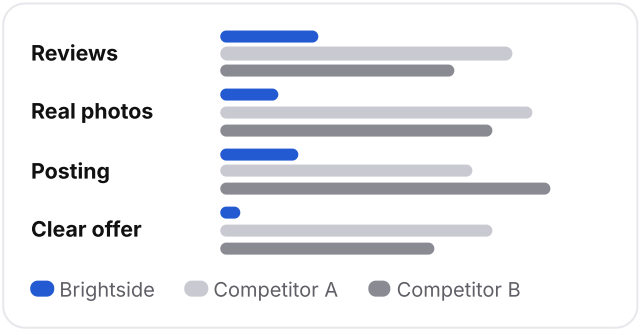


Competitors

Needs work

FOUND — Two nearby clinics look more active: more reviews, real photos, a clear new-patient offer.

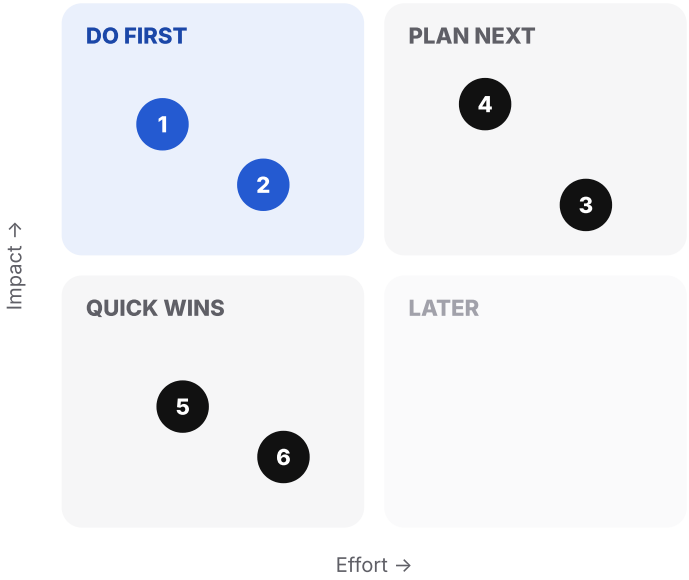
FIX — Match them on reviews and photos, then stand out with one clear offer, such as a first check-up.



WHAT TO DO FIRST

Biggest impact, least effort

Every fix, placed by how much it helps and how hard it is. Start top-left.



1. **Complete the Google listing**
2. **Ask for reviews every week**
3. Real photos on Instagram, twice a week
4. Small Google Search ads
5. Consistent details + FAQ page (AI search)
6. "New patients" page on the website

Your first 30 days

W1

Fix the listing
Photos, hours, services. Set up a review link.

You'll notice: a listing that looks open and trusted

W2

Show real people
Take team photos. Start posting twice a week.

You'll notice: a page that feels welcoming

W3

Get seen first
Launch small Google Search ads.

You'll notice: calls from people ready to book

W4

Review and grow
Keep what works. Add a new-patient offer.

You'll notice: a clear picture of what brings patients

Want this done for you?

You can apply every fix yourself. Or reply to this email and we'll handle it. No pressure, no long contracts.

Book a free 20-min call