



COMPREHENSIVE SEO / AEO / GEO AUDIT

Sternberg & Kleiner Family Dental

sternbergkleinerdental.com

515 Iron Bridge Road, Suite 7, Freehold Township, NJ 07728

Prepared for Meir Kleiner | September 8, 2026

Local SEO • Technical SEO • Answer & AI Visibility • Google Ads

Prepared by The Farm Digital. This audit is based on a live crawl of all 58 pages on the website, a live check of the Google Business Profile, live rankings in the Freehold local map results, and live AI search tests. Website and profile data were collected on September 8, 2026. Keyword, traffic and backlink figures come from Semrush and Ahrefs and were collected on September 7, 2026.

1. Executive Summary

Sternberg & Kleiner Family Dental runs a 58 page WordPress website built by chrisad, inc. The practice is led by Dr. Meyer Kleiner, DDS and Dr. Jeff Chustckie, DMD, at 515 Iron Bridge Road, Suite 7, Freehold Township. Dr. Dennis G. Sternberg has retired, and the website says so on the Meet Us page.

The practice itself is in good shape. It holds a 4.9 star rating from 119 Google reviews, it replies to almost every review, and it is open on Tuesday evenings and Sundays when most local dentists are closed. Patients say so in their own words. The problem is not the practice. The problem is that the website and the Google Business Profile do not tell search engines what the practice actually does.

Three findings explain most of the lost patients. First, the Google Business Profile lists only one category, "Cosmetic dentist". A family and general dental practice that is not in the "Dentist" category will struggle to appear when people search for a regular dentist. Second, not one of the 58 pages on the website has a meta description, and only one page has "Freehold" in its title tag. Third, every page that does not exist on the website returns a server error instead of a proper "page not found" response.

There is also a measurement problem that needs fixing before anything else. The website has no Google Analytics of any kind. It does have a Google Ads conversion tag, but that tag is set to record a conversion on every single page view across the whole site. Every visit to any page is being counted as a lead worth one dollar. Any Google Ads reporting based on this is wrong.

The good news is that this market is wide open. No dental practice in Freehold has meaningful visibility in AI search. The strongest local competitor has two AI citations. The work below is mostly correcting basics that competitors have not mastered either.

Overall Audit Scorecard

5/10 Technical SEO	2/10 On-Page SEO	6/10 Page Speed (Mobile)
9/10 Page Speed (Desktop)	1/10 Schema / AEO	0/10 GEO / AI Citations
4/10 Backlinks	3/10 Organic Keywords	0/10 Analytics / Tracking
3/10 Overall		

How Each Score Was Reached

Scored area	Score	What was measured
Technical SEO	5 / 10	All 58 pages load correctly and every page has a correct canonical tag. Against that, every missing page returns a server error, 307 of 331 images have no set size, and five security headers are absent.
On-Page SEO	2 / 10	Zero of 58 pages have a meta description. Only one of 58 titles mentions Freehold or NJ. Six pages have no main heading, including the home page. 33 titles are too long to display in full.
Page Speed (Mobile)	6 / 10	Google PageSpeed score of 56 out of 100. Main content takes 12.0 seconds to appear.
Page Speed (Desktop)	9 / 10	Google PageSpeed score of 88 out of 100. Main content appears in 2.2 seconds.
Schema / AEO	1 / 10	No structured data is served with any of the 58 pages. The only markup found is added afterwards by the review widget, and it describes the dentist as a Product.
GEO / AI Citations	0 / 10	Zero citations across all seven AI platforms Ahrefs tracks. The practice was named in none of three live AI searches for Freehold dentists.
Backlinks	4 / 10	178 referring domains, in line with local competitors who range from 140 to 229. Held back by five old pages returning server errors while still holding links, and only one clearly local link.
Organic Keywords	3 / 10	73 ranking keywords and an estimated 144 visits a month, but 95.8 percent of that goes to the home page and the main money keyword sits at position 28.
Analytics / Tracking	0 / 10	No Google Analytics of any kind on any page. The Google Ads conversion tag fires on every page view, so conversion data cannot be trusted.
Overall	3 / 10	The average of the nine scores above.

Speed scores are the Google PageSpeed score divided by ten and rounded. All other scores weigh the measured strengths against the measured faults in that area. Every figure in this table was measured directly, not estimated.

Evidence: Live crawl of all 58 sitemap URLs, September 8, 2026. Google Business Profile, September 8, 2026. Ahrefs AI citation report, September 7, 2026. Google PageSpeed Insights reports supplied by the practice.

The Five Things That Matter Most

#	Action	Why it matters	Effort
1	Add "Dentist" and other relevant categories to the Google Business Profile	The profile is listed only as a cosmetic dentist. This is the single biggest reason the practice is missing from map results for everyday dental searches.	15 minutes
2	Fix the Google Ads conversion tag so it fires on real enquiries only	Every page view is currently recorded as a conversion. Google Ads is optimising towards the wrong thing and the reporting is meaningless.	1 hour
3	Install Google Analytics 4	There is no analytics on the site at all. No decision about spend or content should be made until this is running.	1 hour
4	Write meta descriptions and rewrite title tags for all 58 pages	No page has a description, and only the home page mentions Freehold. This is what search engines and AI tools read first.	2 to 3 days
5	Fix the server so missing pages return "not found" instead of a server error	Repeated server errors make Google crawl the whole site less often, which slows down every other improvement.	Developer, half a day

2. AI Visibility Scorecard (GEO)

More patients now ask ChatGPT, Perplexity, Google AI Overviews and Gemini for a dentist recommendation before they ever open Google Search. This section measures whether the practice appears in those answers.

It does not. Ahrefs tracks citations across seven AI platforms. Sternberg & Kleiner has zero citations and zero cited pages on every one of them.

AI Citations by Platform

AI platform	Sternberg & Kleiner	Advanced Family Dentistry	Phillip Dental	Dental Harmony	Towne Pointe Dental
ChatGPT	0	0	0	0	0
Google AI Overviews	0	0	0	0	0
Google AI Mode	0	0	0	0	0
Gemini	0	0	0	0	0
Perplexity	0	0	0	0	0
Microsoft Copilot	0	0	0	0	0
Grok	0	0	0	0	0
All platforms combined	0 citations	1 citation	2 citations	1 citation	0 citations
Pages ever cited	0 pages	2 pages	1 page	1 page	0 pages

Ahrefs site-explorer AI citation report, United States, September 7, 2026. The combined figure is counted separately by Ahrefs and can be higher than the per platform rows.

AI Platform Test Query Results

Three live searches were run through Perplexity with web search switched on, from a United States location, on September 8, 2026. Perplexity searches the live web on every question and shows its sources, so it reveals exactly which practices AI tools are reading.

Test query	Practice named in the answer	Practice cited as a source	Competitors named in the answer
Who is the best dentist in Freehold, New Jersey 07728?	Not named	Not cited, 20 sources returned	Main Street Dental, Phillip Dental, Towne Pointe Dental, Sandor Family Dentistry, Central Smiles, Premier Arts Dental

Test query	Practice named in the answer	Practice cited as a source	Competitors named in the answer
I need an emergency dentist in Freehold NJ today.	Not named	Not cited, 20 sources returned	Advanced Family Dentistry, Wemrock Dental Arts, Premier Arts Dental, Sandor Family Dentistry, Phillip Dental, Dental Harmony, Main Street Dental
Best cosmetic dentist for veneers and teeth whitening in Freehold?	Not named	Not cited, 20 sources returned	Central Smiles, B + K Dental, Phillip Dental, Elegant Dental Arts

Result: the practice appeared in 0 of 3 answers and in 0 of the 60 sources those answers drew on. This is the starting point, not a permanent state.

Evidence: Perplexity sonar with live web search, September 8, 2026. Full source lists retained in the evidence pack.

Citation Gap: Root Cause Analysis

The live tests show exactly why the practice is missing. The pattern is consistent and it is fixable.

- Every competitor page that AI tools quoted has the town in its title. Examples returned in the tests are "Emergency Dental Care | Freehold, NJ | Advanced Family Dentistry", "Emergency Dentist Freehold NJ, Same-Day Care | Premier Arts Dental", and "Veneers in Freehold | Veneers Freehold". Only 1 of the 58 pages on this website has Freehold or NJ in its title.
- The practice has a real emergency dentistry page with 763 words of useful content. It was not quoted, because its title is "Emergency Dentistry" with no town name, and it has no description for a search engine to read.
- AI tools lean heavily on health directories. Healthgrades, Zocdoc, WebMD, Yelp, BBB and Delta Dental appeared repeatedly as sources across the three tests. A stronger presence on those sites feeds directly into AI answers.
- No structured data is served with any page, so AI tools have no machine readable statement of who this practice is, where it is, what it treats, or when it is open.
- The Google Business Profile lists only "Cosmetic dentist". AI tools that read Google category data will not associate this practice with general, family or emergency dentistry.

AI Citation Readiness: What Competitors Are Doing Differently

Signal	Sternberg & Kleiner	Advanced Family Dentistry	Phillip Dental	Central Smiles
Town name in service page titles	1 of 58 pages	Yes, on cited pages	Yes, on cited pages	Yes, on cited pages
Meta descriptions	0 of 58 pages	Present	Present	Present
Cited by AI tools in live tests	0 of 3 queries	1 of 3 queries	3 of 3 queries	2 of 3 queries
AI citations tracked by Ahrefs	0	1	2	Not in comparison set



Signal	Sternberg & Kleiner	Advanced Family Dentistry	Phillip Dental	Central Smiles
Google rating and review count	4.9 from 119	Not compared	4.6 from 138	4.9 from 67
Appears in Freehold map top 3	No	No	Yes, cosmetic dentist	Yes, cosmetic dentist

Review counts for Phillip Dental and Central Smiles come from the live Freehold map results on September 8, 2026. The practice has the joint highest rating in this group.

Evidence: Perplexity live tests, Ahrefs AI citation report, live local map results, September 7 and 8, 2026.

3. Technical SEO Findings

Every URL in the website sitemap was requested on September 8, 2026, using a standard desktop browser identity. All 58 pages returned a normal, successful response. There is no crawl blocking problem and no broken page in the sitemap. Earlier reports raised a possible rate limiting issue. That has now been tested directly and it does not occur.

One real and serious fault was found instead. When a page does not exist, the server responds with HTTP 500, which means "internal server error", rather than HTTP 404, which means "page not found". This was tested on four invented addresses and on five genuine old page addresses. All nine returned 500.

This matters because Google treats a server error as a sign that the whole website is unwell. When Google meets repeated server errors it slows down how often it crawls the entire site, and it keeps old dead addresses in its index instead of dropping them.

Issue Summary Table

Severity	Issue and evidence	Impact and recommended fix
CRITICAL	Meta descriptions missing on every page. 0 of 58 pages have any description text.	Google writes its own snippet for every listing, which lowers the click rate. AI tools have no short summary to read. Write a unique description of up to 155 characters for all 58 pages.
CRITICAL	Missing pages return HTTP 500 instead of HTTP 404. Confirmed on 9 addresses, including 4 invented ones.	Google reduces crawling of the whole site when it meets repeated server errors. Configure WordPress and the server to return a proper 404 page.
CRITICAL	No Google Analytics on any page. No GA4 tag, no Google Tag Manager and no Universal Analytics found in 58 of 58 pages.	There is no record of how many patients visit, what they look at, or which pages lead to a booking. Install Google Analytics 4 before any further spend.
CRITICAL	Google Ads conversion tag fires on every page load. The snippet is labelled "Page view conversion page" and runs on all 58 pages with a value of 1.00 USD.	Every page view is recorded as a converted lead. Any automated bidding is optimising towards page views. Move the tag so it fires only on the two form confirmation pages.
HIGH	Only 1 of 58 page titles contains Freehold or NJ. Only the home page mentions the town.	Service pages give no location signal. Rewrite every service title in the form "Service in Freehold, NJ Sternberg & Kleiner Family Dental".
HIGH	307 of 331 images have no width or height set, and no image on the site is set to load lazily.	This is the direct cause of the 12.0 second mobile load time. Add width and height to every image and enable lazy loading below the first screen.
HIGH	Six pages have no main heading, including the home page.	The home page gives Google no primary heading to rank. Add one clear H1 heading to each of the six pages.
HIGH	33 of 58 titles are longer than 60 characters. The home page title is 122 characters.	Google cuts these off in search results, so the important words are lost. Shorten every title to 60 characters or fewer.
HIGH	Five old page addresses still carrying links return HTTP 500.	These pages hold 18 links from 8 websites, and that value is being wasted. Redirect each one to the closest matching live page.

Severity	Issue and evidence	Impact and recommended fix
MEDIUM	40 pages use a full paragraph inside a heading tag. The longest is 444 characters.	Headings should be short labels. Long paragraphs in heading tags confuse both search engines and screen readers. Convert them to normal paragraphs.
MEDIUM	No Open Graph tags on any of the 58 pages.	Links shared on Facebook, WhatsApp and text messages show no image or description. Add Open Graph title, description and image tags.
MEDIUM	Four pages have fewer than 300 words, and 17 have fewer than 500.	The cosmetic dentistry page has only 384 words, which is thin for a priority service. Expand the priority pages first.
LOW	Five security response headers are missing on every page.	Missing HSTS, X-Frame-Options, X-Content-Type-Options, Referrer-Policy and Content-Security-Policy. Add them in the server configuration.
LOW	Five internal links use the anchor text "learn more" across three pages.	Generic link text passes no topic signal. Replace with descriptive text such as "teeth whitening in Freehold".
LOW	robots.txt sets a crawl delay of 10 seconds.	This asks crawlers to wait 10 seconds between pages, which slows how quickly changes are picked up. Remove the crawl delay line.

Crawl Health Summary

Check	Result	Verdict
Pages in sitemap crawled	58 of 58	Complete
Pages returning a successful response	58 of 58	Pass
Pages with a correct canonical tag	58 of 58	Pass
Pages blocked from indexing	0 of 58	Pass
Pages with a mobile viewport tag	58 of 58	Pass
Images missing alt text	0 of 331	Pass
Duplicate page titles	0	Pass
Median server response time	0.53 seconds	Pass
Pages with a meta description	0 of 58	Fail

Check	Result	Verdict
Pages with structured data	0 of 58	Fail
Pages with Google Analytics	0 of 58	Fail
Response for a page that does not exist	HTTP 500 server error	Fail
Images with width and height set	24 of 331	Fail
Titles within 60 characters	25 of 58	Needs work
Pages with a main heading	52 of 58	Needs work

Evidence: Live crawl of all 58 sitemap URLs, September 8, 2026, using a standard Chrome browser identity and a one second delay between requests.

4. Page Speed & Core Web Vitals

Google PageSpeed Insights was run on the home page and the results were supplied by the practice. Mobile scores 56 out of 100 and desktop scores 88 out of 100. For a dental practice the mobile score matters most, because most people searching for a dentist are on a phone.

The mobile result is poor for one reason above all others. The largest piece of content on the page takes 12.0 seconds to appear. Google considers anything over 4.0 seconds to be poor. The crawl found the cause.

PageSpeed Insights Results, Home Page

Metric	Mobile	Desktop	Target
Performance score	56 / 100, poor	88 / 100, good	90 or above
Accessibility score	84 / 100	84 / 100	90 or above
Best practices score	81 / 100	81 / 100	90 or above
SEO score	85 / 100	85 / 100	90 or above
First Contentful Paint	3.5 s, poor	0.7 s, good	Under 1.8 s
Largest Contentful Paint	12.0 s, poor	2.2 s, needs work	Under 2.5 s
Total Blocking Time	350 ms, needs work	70 ms, good	Under 200 ms
Cumulative Layout Shift	0, good	0.001, good	Under 0.1
Speed Index	5.2 s, needs work	0.8 s, good	Under 3.4 s

What Is Making Mobile Slow

These causes were found in the live crawl of the home page, not estimated.

Cause	Measured evidence	Fix
Images have no set size and never load lazily	307 of 331 images across the site have no width or height. Zero images anywhere on the site use lazy loading. All 9 home page images load at once.	Add width and height to every image tag. Turn on lazy loading for everything below the first screen. This is the single highest impact speed fix.
Too many stylesheets load before anything shows	The home page loads 21 separate stylesheets in the head of the document.	Combine and compress the stylesheets. Load only what the first screen needs before the page paints.

Cause	Measured evidence	Fix
Scripts block the page from rendering	28 external scripts load on the home page. Three of the nine scripts in the head have no async or defer setting, so the browser stops and waits for them.	Add defer to every script that is not needed immediately.
Web fonts delay text appearing	Fonts load from use.typekit.net before text can be drawn.	Add font-display: swap so text shows in a fallback font while the web font loads.
Third party widgets add weight	Scripts load from cdn.trustindex.io, use.fontawesome.com, use.typekit.net, googletagmanager.com and google.com.	Delay the review widget and Font Awesome until after the page has painted.

Layout stability is already excellent. Cumulative Layout Shift is 0 on mobile and 0.001 on desktop. Adding width and height to images will protect that while fixing the load time.

Server response time is not the problem. The median response across all 58 pages was 0.53 seconds, and the site is served through Cloudflare with caching working correctly.

Evidence: Google PageSpeed Insights reports supplied by the practice. Resource counts and image measurements from the live crawl, September 8, 2026.

5. Schema Markup Analysis

Structured data is a block of hidden code that tells search engines and AI tools, in plain machine readable terms, who a business is, where it is, what it treats and when it is open. For a dental practice it is the difference between being understood and being guessed at.

All 58 pages were checked for structured data. None of them serve any. There are zero blocks of JSON-LD markup in the code delivered for every page on the site.

The only markup that exists is added afterwards by the Trustindex review widget once the page has loaded in the browser. That markup describes the practice as a Product, with Dr. Meyer Kleiner as the item and a manufacturer attached to it. A dental practice is not a product. This is the wrong description of the business, and it is the only thing a validator finds.

Structured Data Found on the Website

Schema type	Present	Priority	Why it matters
Dentist / LocalBusiness	No	CRITICAL	This is the core entry. It states the practice name, address, suite number, phone, opening hours and services in a form Google and AI tools read directly. Nothing else works properly without it.
FAQPage	No	CRITICAL	The site already has 53 question style headings across 35 pages. Marking them up is a short job and it is the main route into People Also Ask boxes and AI answers.
Person (Dr. Kleiner, Dr. Chustckie)	No	HIGH	Connects the dentists and their credentials to the practice. Health topics are held to a higher standard by Google, and named, qualified authors are part of that.
AggregateRating	No	HIGH	The practice has a genuine 4.9 rating from 119 reviews. Google rules do not allow a business to mark up reviews it collects about itself, so this belongs on the Google Business Profile, not on the site.
MedicalProcedure	No	HIGH	Applied to implants, root canals, veneers and whitening pages, this signals clinical depth to AI tools.
BreadcrumbList	No	MEDIUM	The site has a clear three level structure. Breadcrumb markup makes that structure visible in search results.
Product (added by review widget)	Yes, incorrect	CRITICAL	Describes the dentist as a product for sale. Remove or correct this. It is the only markup a validator currently finds.

Recommended Fix

Turn off the Product output in the Trustindex settings while keeping the visible review display, which is working well. Then add one correct block of Dentist structured data on every page, using the practice name, the full address including Suite 7, the phone number, the confirmed opening hours and the HTTPS website address. Add FAQPage markup to the pages that already carry question headings, starting with dental implants, teeth whitening and patient education.



Check the result with the Schema.org validator and with the Google Rich Results Test. Correct structured data helps search engines understand the practice. It does not on its own guarantee star ratings or AI citations, and no such promise is made here.

Evidence: Live crawl of all 58 pages, September 8, 2026. Trustindex loader confirmed on the home page. Google policy on review snippets and local business markup.

6. AEO Readiness (Answer Engine Optimisation)

Answer Engine Optimisation is about being the source a search engine or AI tool quotes when someone asks a question. It is the groundwork that makes AI citation possible.

This is the strongest area of the website and it is close to paying off. The content is already written in a question and answer style. Across the site there are 53 question format headings on 35 pages. The dental implants page alone asks and answers seven patient questions. That is exactly the shape AI tools look for. What is missing is the labelling around it.

Featured Snippet Eligibility Checklist

AEO factor	Status	What to do
Question format headings	Strong. 53 questions across 35 pages	Keep this. Extend the same style to the emergency and cosmetic pages, which currently have none.
Clear answer directly under the question	Present on most question pages	Tighten the first sentence under each question so it answers on its own.
FAQPage markup on those questions	Missing on all 58 pages	Add FAQPage markup to the 35 pages that already have questions. This is the highest value quick win on the site.
Page ranks in the top 10 for its target question	Only 2 of 7 tracked terms	"family dental freehold nj" ranks 2 and the brand name ranks 1. The rest sit at 17 or below.
Enough depth on service pages	Mixed. Median 782 words	Implants 1,359 words and whitening 1,330 words are strong. Cosmetic dentistry has 384 words and needs expanding.
Town named on the page and in the title	Weak. 1 of 58 titles	Add Freehold and NJ to every service title, heading and opening paragraph.
Named clinical author on health content	Missing	Add a byline such as "Reviewed by Meyer Kleiner, DDS" with the date of review.
Last reviewed date shown to patients	Missing	Show a visible reviewed date on every clinical page.
Comparison tables and lists	Present in places	Use a simple table for in office versus take home whitening, and for implant versus bridge.
Structured data on the answers	Missing on all 58 pages	Covered in section 5.

E-E-A-T Signal Assessment (Health Content)

Google holds health content to a higher standard, because bad dental advice can hurt someone. It looks for experience, expertise, authority and trust. Here is where the practice stands.

Trust signal	Current position	Action
Named, qualified clinicians	Strong. Dr. Meyer Kleiner, DDS and Dr. Jeff Chustckie, DMD each have a biography page with education and training.	Link every clinical page to the relevant dentist biography.
Patient reviews	Strong. 4.9 stars from 119 Google reviews, and the practice replies to almost every one.	Keep the reply habit. It is a real advantage and most competitors do less.
Review responsiveness	Strong. All 20 of the most recent reviews have an owner reply, including a professional reply to the one critical review.	No change needed. This is being done well.
Author byline on clinical pages	Missing. No clinical page names a reviewing dentist.	Add "Reviewed by Meyer Kleiner, DDS" and a date to every treatment page.
Retired clinician handled honestly	Strong. The Meet Us page states clearly that Dr. Dennis G. Sternberg has retired.	Keep it. Honest and current information is a trust signal.
Contact clarity	Weak. The website address omits Suite 7 on all 58 pages, and three days of opening hours disagree with Google.	Correct both. Details covered in section 9.
Practical differentiators shown	Under used. Tuesday evening and Sunday opening are rare locally, and patients mention them in reviews.	Put Sunday and evening opening in titles, headings and the Google profile description.

Evidence: Live crawl of all 58 pages and 20 most recent Google reviews, September 8, 2026.

7. Organic Keyword Visibility

Semrush records 73 ranking keywords and an estimated 144 organic visits a month. Ahrefs, which uses a different index, records 4 keywords and 7 visits. Both are estimates from third party tools rather than measured visits, and they disagree because they sample the search results differently. The pattern they agree on is the important part: branded searches work, and service searches do not.

95.8 percent of the estimated traffic lands on the home page. Almost nobody arrives directly on a service page, which is where a patient decides to book.

Current Keyword Rankings

Keyword	Monthly searches	Difficulty	Position	Type
sternberg kleiner family dental	140	30	1	Brand name
family dental freehold nj	40	7	2	Service and town
freehold dentist	170	19	17	Service and town
dentist in freehold nj	50	10	22	Service and town
dentist freehold nj	590	22	28	Service and town
cosmetic dentist freehold	50	28	30	Service and town
dentist 07728	30	2	32	Service and postcode

Reading this table: the practice already ranks 2nd for "family dental freehold nj", which proves the site can rank locally when the words line up. The biggest prize, "dentist freehold nj" with 590 searches a month, sits at position 28, which is page three. Almost nobody goes to page three.

Pages That Currently Earn Traffic

Page	Estimated visits a month	Share	Leading keyword
Home page	138	95.8 percent	sternberg kleiner family dental at position 1
General dentistry, TMD therapy	3	2.1 percent	tmd therapies at position 52
Dr. Meyer Kleiner biography	2	1.4 percent	kleiner dentist at position 5
Meet Us	1	0.7 percent	dr richard kleiner at position 23

The emergency dentistry, cosmetic dentistry and teeth whitening pages earn no measurable organic traffic, despite being real pages with real content. That is a labelling problem, not a content problem.

Priority Keyword Targets

These are the searches worth winning, chosen for local intent and volume. Each one already has a page on the site. None of those pages is labelled for the search.

Target keyword	Monthly searches	Estimated click cost	Current position	Action required
dentist freehold nj	590	\$7.52	28	Rewrite the home page title and add an H1. The home page has no main heading at all.
freehold dentist	170	\$4.00	17	Same home page work. This is the closest term to a first page breakthrough.
dentist in freehold nj	50	Not returned	22	Add a clear services and location section to the home page.
cosmetic dentist freehold nj	50	Not returned	30	Expand the cosmetic page from 384 words. Retitle as "Cosmetic Dentist in Freehold, NJ".
teeth whitening freehold nj	50	\$5.78	Not ranking	The whitening page has 1,330 words already. It only needs the town in the title, a description and FAQ markup.
emergency dentist freehold nj	30	Not returned	Not ranking	Retitle as "Emergency Dentist in Freehold, NJ". State the real after hours process honestly.
dentist 07728	30	Not returned	32	Add the postcode to the contact page and structured data.

Search volumes, difficulty scores and click costs are Semrush United States estimates collected on September 7, 2026. "Not returned" means Semrush held no cost estimate for that term, not that clicks are free.

Evidence: Semrush organic keyword and phrase reports, September 7, 2026. Ahrefs site explorer, September 7, 2026.

8. Backlink Profile

Backlinks are links from other websites. They are one way Google judges whether a business is well known and trusted. The picture here is average for the area rather than weak, which is better news than it sounds.

Measure	Sternberg & Kleiner	Local competitor range
Semrush Authority Score	8 out of 100	2 to 10
Referring domains	178	140 to 229
Total backlinks	515	Not compared
Follow versus nofollow links	355 follow, 160 nofollow	Not compared
Ahrefs Domain Rating	0.2	Not compared
Ahrefs referring domains	232	Not compared

The practice is level with its competitors on link count. What it lacks is local links and working pages to receive them.

Old Pages That Are Wasting Their Links

Five old page addresses still carry links from other websites. Every one of them was tested live on September 8, 2026 and returned a server error, so every visitor and every search engine that follows those links hits a broken page. The value is being thrown away.

Old page address	Live response	Links	Websites	Where it should point
/video/52144-the-staff-is-just-fabulous	HTTP 500	9	2	Patient testimonials page
/blog/2019/01/07/foods-and-drinks-to-avoid-195693	HTTP 500	4	1	Patient education, tooth decay
/html/about.html	HTTP 500	2	2	Meet Us
/html/porcelain-veneers.html	HTTP 500	2	2	Cosmetic dentistry, veneers
/html/generalrestorative.html	HTTP 500	1	1	General dentistry
/procedures/dentures/implant-supported	HTTP 301, working	1	1	Already redirects correctly. No action needed.

Setting up five redirects recovers 18 links from 8 websites. It is a one hour job for a developer and it is the cheapest authority gain available.

Backlink Quality and Opportunities

Category	Position	Recommended action
Broken old pages holding links	5 pages, 18 links, 8 websites	Redirect each to the closest live page. Do not send them all to the home page.
Health directories that AI tools quote	Healthgrades, Zocdoc, WebMD, Delta Dental and BBB all appeared as sources in the live AI tests	Claim and complete a profile on each. This feeds AI answers directly and is the fastest route to citations.
Directory listing under the wrong name	A ChamberofCommerce.com record is titled "Goldstein Andrew I DDS"	Contact the directory and have the record corrected or removed.
Links competitors have and this practice does not	CareCredit, the ADA, Superpages, Birdeye and guntherpublications.com	Apply where the practice genuinely qualifies. Only list with CareCredit if the practice actually offers it.
Genuinely local links	Only one clear local link across the whole profile	Approach Freehold Township community groups, schools, sports clubs and CentraState Hospital. The practice is a minute from the hospital and does not mention it anywhere on the site.
Spam and toxic links	None identified	No disavow is recommended. Nothing in this profile warrants it.

Evidence: Semrush backlink reports, September 7, 2026. Live response testing of all six old page addresses, September 8, 2026. Directory sources taken from the live Perplexity tests.

9. Google Business Profile & Local Visibility

For a dental practice the Google Business Profile decides who appears in the map results, and the map results sit above everything else on a phone. This is the highest value section in the report and it contains the single biggest fix.

The Category Problem

The profile is listed under one category only: "Cosmetic dentist". There is no "Dentist" category, no "Family practice physician", no "Emergency dental service", no "Pediatric dentist" and no "Dental implants periodontist". Google uses categories to decide which searches a business can appear for.

This explains the ranking pattern precisely. The practice is invisible for general dentist searches, and its best local performance is on the one thing it is categorised for. It is a family and general dental practice that has told Google it only does cosmetic work.

Google Business Profile Health Check

Field	Current state	Action
Profile completeness	62 out of 100	The items below will lift this.
Verified	Yes	No action needed.
Categories	One only: Cosmetic dentist	Set the primary category to "Dentist". Add Cosmetic dentist, Emergency dental service, Pediatric dentist and Dental implants periodontist as extra categories. This is the highest impact 15 minutes in the whole report.
Rating and reviews	4.9 stars from 119 reviews	Excellent. Keep going.
Photos	7	Add at least 10 more. Show the practice, the team, the treatment rooms and the outside of the building.
Business description	48 characters: "Less then a minute away from CentraState Hospital"	Rewrite to around 700 characters. Name the services, the town and the Sunday and evening opening. Note that "then" should be "than".
Questions and answers	0	Post and answer the eight questions patients actually ask, starting with emergency access, insurance, parking and Sunday hours.
Google posts in the last 30 days	0	Post once a week. Offers, new patient information and opening hours over holidays.
Attributes	None set	Set the relevant ones such as wheelchair access, parking, appointment required and languages spoken.
Special hours	Not set	Add holiday hours in advance so patients are not turned away.
Review replies	All 20 most recent reviews have a reply	This is done well. No change needed.

Where the Practice Ranks in the Freehold Map Results

Live map results were checked from Freehold, New Jersey on September 8, 2026.

Search	Position 1	Position 2	Position 3	Sternberg & Kleiner
dentist	Towne Pointe Dental, 5.0 from 167	Freehold Family Dental, 4.8 from 62	Dental Harmony, 5.0 from 127	Not in the top 3
cosmetic dentist	Central Smiles, 4.9 from 67	Elegant Dental Arts, 5.0 from 135	Phillip Dental, 4.6 from 138	Not in the top 3

The Semrush Map Rank Tracker scan taken on September 7, 2026 measured "cosmetic dentist" across 25 points around the practice and recorded an average position of 8.12. That is consistent with the live check above. The practice is present in the wider map area but not in the three results that patients actually see.

Reviews are not the reason the practice is losing here. Freehold Family Dental holds second place for "dentist" with 62 reviews at 4.8 stars, while this practice has 119 reviews at 4.9 stars and does not appear. The blockers are the single Google category and the website signals covered in sections 3 and 5.

Business Details That Disagree

The website and the Google Business Profile give patients different information on three days of the week, and the website leaves the suite number off every page.

Detail	Google Business Profile	Website	Match
Address	515 Iron Bridge Rd Ste 7, Freehold, NJ 07728	515 Iron Bridge Road, Freehold Township, NJ 07728	No, Suite 7 missing on all 58 pages
Phone	732-431-3331	732-431-3331	Yes
Monday	9:00am to 5:00pm	9:00am to 5:00pm	Yes
Tuesday	12:00pm to 7:00pm	12:00pm to 7:00pm	Yes
Wednesday	Closed	Closed	Yes
Thursday	9:00am to 5:00pm	10:00am to 6:00pm	No
Friday	8:00am to 1:00pm	8:00am to 2:00pm	No
Saturday	Closed	Closed	Yes
Sunday	9:00am to 2:30pm	9:00am to 3:00pm	No

A patient who reads the website and arrives at 5:30pm on a Thursday will find the practice closed. Please confirm the correct hours with the front desk, then we will make the website, the Google profile and the structured data all say the same thing.



Evidence: Google Business Profile and profile health check, September 8, 2026. Live Freehold map results, September 8, 2026. Semrush Map Rank Tracker, September 7, 2026. Live crawl of the contact page, September 8, 2026.

10. Competitor Analysis & Gap Matrix

This is a weak field, and that is the opportunity. The strongest local website has an Authority Score of 10 out of 100. No practice in Freehold has solved AI visibility. Nobody is far ahead.

Competitor Overview

Practice	Website	Authority Score	Referring domains	Keywords	Estimated visits
Phillip Dental	phillipdental.com	9	140	225	330
Advanced Family Dentistry	freeholddentistry.com	8	144	236	210
Sternberg & Kleiner	sternbergkleinerdental.com	8	178	73	144
Dental Harmony	dentalharmony.com	10	229	194	76
Brian Furie	furiedental.com	2	157	4	0

Read this carefully. The practice has more referring domains than Phillip Dental and Advanced Family Dentistry, the two strongest performers. It has the links. What it does not have is the keywords: 73 against their 225 and 236. That gap is not about authority. It is about pages being labelled properly.

Brian Furie shares the same building at Suite 5 and has almost no organic visibility. Proximity alone does not win patients.

Full Gap Matrix

Dimension	Sternberg & Kleiner	Best local performer	Gap
Meta descriptions	0 of 58 pages	Present on cited pages	CRITICAL
Town in service page titles	1 of 58 pages	Standard practice locally	CRITICAL
Structured data on pages	None	Not matched in tests	CRITICAL
AI citations across 7 platforms	0	Phillip Dental with 2	CRITICAL
Google category coverage	1 category	Competitors rank for general dentist searches	CRITICAL
Analytics in place	None	Not compared	CRITICAL
Ranking keywords	73	Advanced Family Dentistry with 236	HIGH
Estimated monthly visits	144	Phillip Dental with 330	HIGH

Dimension	Sternberg & Kleiner	Best local performer	Gap
Top 3 map presence	Not in the top 3 for either term tested	Six different practices hold those places	HIGH
Referring domains	178	Dental Harmony with 229	LOW, already competitive
Google rating	4.9 from 119 reviews	Joint highest in the group	None, this is a strength
Review replies	Almost every review answered	Not matched locally	None, this is a strength
Sunday and evening opening	Open Tuesday evening and Sunday	Rare among local practices	None, this is an unused strength

What the leaders do differently is not complicated. Advanced Family Dentistry has a page at /emergency-dental-care titled "Emergency Dental Care | Freehold, NJ". This practice has an emergency page with more words on it, titled "Emergency Dentistry". That single difference is why one gets quoted by AI tools and the other does not.

Evidence: Semrush competitor and organic reports, September 7, 2026. Ahrefs AI citation reports and live Perplexity tests, September 7 and 8, 2026. Live Freehold map results, September 8, 2026.

11. Internal Link Audit

Internal links are how a website tells Google which of its own pages matter most. The full link map was built from the live crawl of all 58 pages.

The result is unusually uniform. 54 of the 58 pages receive exactly 57 internal links, which is one from every other page. That is the global navigation menu and the footer appearing on every page. Beyond that menu there is almost no linking between related pages.

The effect is that every page looks equally important to Google, which is the same as saying none of them stands out. The emergency dentistry page, which should be a priority, receives exactly the same treatment as the terms and conditions page.

Internal Link Measurements

Measure	Result	Comment
Pages analysed	58	Every page in the sitemap.
Average outgoing internal links per page	61	Almost all from the navigation menu.
Pages receiving links from every other page	54 of 58	Navigation and footer only.
Pages with no internal links at all	4	/splash-page/, /sitemap/ and the two form confirmation pages.
Difference in links between the top and bottom ranked service page	None	Every service page receives 57. There is no priority signal anywhere.
Links using vague text such as "learn more"	5 across 3 pages	Found on the home page, the offers page and the dental services page.

Internal Link Issues Found

- There is no contextual linking inside page content. A patient reading about dental implants is not offered a link to bone grafting or implant supported dentures from within the text, even though both pages exist.
- Two form confirmation pages, /appointment-form-submission-confirmation/ and /contact-form-submission-confirmation/, are listed in the sitemap and can be indexed by Google. Thank you pages should not appear in search results. Set them to noindex and remove them from the sitemap. These are also the pages where the Google Ads conversion tag belongs.
- A leftover /splash-page/ with 277 words is published, linked from nowhere and included in the sitemap. Remove it.
- Five links use the text "learn more". Replace with descriptive text such as "read about teeth whitening in Freehold".
- No page links to the contact page from inside its content. Every service page should end with a clear next step that links to booking.

Recommended Fix

Add three to five contextual links inside the body text of each priority service page, pointing to related treatments and to the booking page. Link every clinical page to the dentist biography of whoever performs that treatment. This costs nothing, needs no developer, and gives Google the priority signal it currently has no way to read.

Evidence: Internal link map built from the live crawl of all 58 pages, September 8, 2026.

12. Prioritised Remediation Roadmap

The work is grouped into four phases. Phases 1 and 2 must come first. Content and AI work has limited effect until measurement is working and the pages are labelled correctly.

Phase 1: Fix Now, Critical Infrastructure (Weeks 1 and 2)

#	Task	Expected impact	Owner
1	Set the Google Business Profile primary category to "Dentist" and add Cosmetic dentist, Emergency dental service and Pediatric dentist as extra categories.	The single biggest local visibility change available. Opens the practice to general dentist searches it cannot currently appear for.	The Farm Digital
2	Move the Google Ads conversion tag off every page and onto the two form confirmation pages only.	Stops every page view being counted as a lead. Restores any meaning to Google Ads reporting and bidding.	Developer
3	Install Google Analytics 4 and confirm it records page views, phone clicks and form submissions.	Creates the first real record of patient behaviour on the website. Nothing else should be judged without it.	The Farm Digital /Developer
4	Fix the server so a missing page returns HTTP 404 instead of HTTP 500.	Stops Google reducing its crawl of the whole site. Makes every later fix get picked up faster.	The Farm Digital
5	Confirm the correct opening hours with the front desk, then align the website, the Google profile and the footer. Add Suite 7 to the website address.	Patients stop arriving to a closed practice. Consistent details also support local ranking.	The Farm Digital
6	Add redirects for the five old page addresses that return server errors.	Recovers 18 links from 8 websites that are currently wasted.	The Farm Digital

Phase 2: High Impact SEO and Speed (Weeks 3 to 6)

#	Task	Expected impact	Owner
7	Write a unique meta description of up to 155 characters for all 58 pages. Start with the home page and the six priority service pages.	Google stops writing its own snippets. Typically improves click rate on existing rankings within weeks of a re-crawl.	The Farm Digital
8	Rewrite all 58 page titles. Put the service and the town first, keep them under 60 characters, and shorten the 122 character home page title.	Titles are the strongest on page ranking signal. This is what unlocks the Freehold service searches.	The Farm Digital
9	Add a main heading to the six pages that have none, starting with the home page.	Gives Google a primary topic for the home page, which currently has none.	The Farm Digital
10	Add width and height to all 307 images that lack them, and enable lazy loading below the first screen.	The main fix for the 12.0 second mobile load time. Protects the already excellent layout stability.	The Farm Digital

#	Task	Expected impact	Owner
11	Combine the 21 stylesheets, defer the three blocking scripts and add font-display swap to the web fonts.	Brings first paint down from 3.5 seconds on mobile.	The Farm Digital /Developer
12	Convert the 40 paragraphs that sit inside heading tags into normal paragraphs with short real headings above them.	Clearer structure for search engines, AI tools and screen readers.	The Farm Digital
13	Expand the cosmetic dentistry page from 384 words. Add the town, the treatments offered and the consultation process.	The cosmetic page is the priority service with the thinnest content and the practice is categorised for it.	The Farm Digital with clinical review
14	Set the two form confirmation pages to noindex, remove them from the sitemap, and delete the leftover splash page.	Keeps thank you pages out of search results and tidies the sitemap.	Developer

Phase 3: AEO and GEO Build Out (Weeks 7 to 12)

#	Task	Expected impact	Owner
15	Add correct Dentist structured data to every page, with the full address including Suite 7, phone, confirmed hours and services. Remove the incorrect Product markup from the review widget.	Gives search engines and AI tools a clear, machine readable statement of what this practice is.	The Farm Digital
16	Add FAQPage markup to the 35 pages that already contain question headings.	The content is already written. This is the fastest available route into People Also Ask boxes and AI answers.	Developer and The Farm Digital
17	Claim and complete profiles on Healthgrades, Zocdoc, WebMD, Delta Dental and BBB.	These five sites were quoted repeatedly as sources in the live AI tests. This is the most direct route to an AI citation.	The Farm Digital
18	Add a "Reviewed by Meyer Kleiner, DDS" byline and a visible review date to every clinical page.	Health content is judged on named expertise. The credentials already exist and are simply not connected.	The Farm Digital with clinical review
19	Add three to five contextual links inside the body of each priority service page.	Gives Google a priority signal it currently has no way to read.	The Farm Digital
20	Rewrite the Google profile description to around 700 characters, add 10 or more photos, post 8 questions and answers, and start weekly posts.	Raises profile completeness from 62 and supports map ranking.	The Farm Digital
21	Correct the ChamberofCommerce.com record listed under "Goldstein Andrew I DDS".	Removes a wrong business association from a public directory.	The Farm Digital

Phase 4: Authority and Ongoing Growth (Month 3 onwards)

- Build genuine local links. The practice is one minute from CentraState Hospital and never says so. Approach Freehold Township community groups, schools, sports clubs and local news.
- Start a monthly article programme, four posts a month, each answering a real patient question with the town named and FAQ markup applied.
- Publish a dedicated page for Sunday and evening appointments. Patients already praise this in reviews and no local competitor offers it.
- Keep replying to every review. This is already a genuine advantage over local competitors.
- Repeat the same three AI test queries every month and record whether the practice is named or cited.
- Re-run PageSpeed Insights quarterly. Target a mobile score above 90 and largest contentful paint under 2.5 seconds.
- Once analytics has run for 90 days, review which pages actually generate calls and bookings, and prioritise from measured results rather than estimates.

13. Implementation Timeline

This 90 day plan assumes a developer available about one day a week and The Farm Digital working on content and profiles throughout. Items that need the practice to confirm a fact are marked.

Timing	Phase	Deliverables
Week 1	1	Google profile categories corrected. Google Analytics 4 installed. Google Ads conversion tag moved. Practice confirms opening hours and clinician roster.
Week 2	1	Server returns proper 404 pages. Five redirects added for old pages holding links. Website address, hours and footer aligned with the confirmed facts.
Weeks 3 and 4	2	All 58 titles rewritten. All 58 meta descriptions written. Missing main headings added to six pages.
Weeks 5 and 6	2	Image sizes and lazy loading applied. Stylesheets combined and scripts deferred. Cosmetic dentistry page expanded. Heading structure corrected on 40 pages.
Weeks 7 and 8	3	Dentist structured data live on all pages. Incorrect Product markup removed. FAQ markup applied to the first 15 pages.
Weeks 9 and 10	3	Healthgrades, Zocdoc, WebMD, Delta Dental and BBB profiles claimed and completed. Clinical bylines and review dates added.
Weeks 11 and 12	3	Contextual internal links added. Google profile description, photos, questions and weekly posts running. Re-crawl and retest everything.
Month 3 onwards	4	Local link building, monthly articles, monthly AI testing, quarterly speed testing and review of measured results.

Expected Position at 90 Days

These are the targets we hold ourselves to. Completion of the work is within our control. Rankings, citations and patient numbers are outcomes we measure rather than results we can guarantee.

Measure	Today	Target at 90 days
Meta descriptions	0 of 58 pages	58 of 58 pages
Titles containing Freehold or NJ	1 of 58 pages	58 of 58 pages
Titles within 60 characters	25 of 58 pages	58 of 58 pages
Pages with a main heading	52 of 58 pages	58 of 58 pages
Pages with structured data	0 of 58 pages	58 of 58 pages
Pages with FAQ markup	0 pages	35 pages
Google Analytics	Not installed	Installed and verified for 90 days
Google Ads conversions	Fires on every page view	Fires on genuine enquiries only
Response for a missing page	HTTP 500 server error	HTTP 404 page not found

Measure	Today	Target at 90 days
Images with width and height	24 of 331	331 of 331
Mobile PageSpeed score	56 of 100	Above 85
Mobile largest contentful paint	12.0 seconds	Under 4.0 seconds
Google profile categories	1	4 or 5, with Dentist as primary
Google profile completeness	62 of 100	Above 85
Health directory profiles	None confirmed	5 claimed and complete
Old pages wasting links	5	0
Website and profile hours agree	4 of 7 days	7 of 7 days
AI citations across 7 platforms	0	First citations targeted by month 4
Ranking keywords	73	100 or more

14. Google Ads Audit & Growth Plan

An earlier report concluded that no paid search activity could be found for this practice. The live crawl settles that question. The practice does have Google Ads infrastructure installed.

A Google Ads tag with the identifier AW-16585945790 loads on all 58 pages. Attached to it is a conversion event with the identifier ending xL63CM_HyrQZEL7I5eQ9, labelled in the code as "Page view conversion page", with a value of 1.00 US dollars.

The Conversion Tracking Problem

That conversion event runs as soon as any page finishes loading. It is not attached to a button, a form or a phone click. It is on the home page, the terms and conditions page, the privacy policy and every service page.

In practice this means every visit to any page on the website is recorded in Google Ads as a converted lead worth one dollar. If any automated bidding strategy is running on this account, it is being trained to buy page views rather than patients. Any cost per lead figure produced from this account is wrong.

What is happening	What should happen
Conversion fires on all 58 pages when the page loads.	Conversion fires only on the two form confirmation pages, which is exactly what those pages are for.
Every page view counts as a lead worth \$1.00.	A submitted appointment form counts as a lead, with a value the practice sets.
Phone calls are not tracked at all.	Clicks on the phone number are tracked as a separate conversion, since most dental enquiries are calls.
No Google Analytics is installed alongside the Ads tag.	Google Analytics 4 runs alongside Ads so behaviour and enquiries can be seen together.

Google Ads Findings Scorecard

Area	Finding	Status
Ads tag installed	Yes, AW-16585945790 on all 58 pages	Confirmed
Conversion tracking accuracy	Conversion fires on every page load	Broken, fix first
Phone call tracking	No call tracking found on any page	Missing
Analytics alongside Ads	No Google Analytics of any kind	Missing
Landing pages	Ads point to standard service pages with no meta descriptions and no town in the title	Needs work
Account access	No Google Ads account access was provided for this audit	Access needed
Budget, search terms, cost per lead	Cannot be read from the website. These live inside the Ads account.	Access needed

What We Need From You

To complete the paid search side of this audit we need read access to the Google Ads account. With that we can report on actual spend, the search terms being paid for, which ads run, and what a patient enquiry genuinely costs. Without it, the conversion fault above is the most important thing we can tell you, and it is significant enough on its own.

Cost Context for Planning

Keyword	Monthly searches	Estimated cost per click
dentist freehold nj	590	\$7.52
teeth whitening freehold nj	50	\$5.78
freehold dentist	170	\$4.00

These are Semrush estimates for the United States, not quotes from a live auction. No budget, lead volume or return on spend is forecast here. Fix the conversion tracking before spending another dollar, because until then there is no way to tell whether the account is working.

Evidence: Live crawl of all 58 pages, September 8, 2026, confirming the Google Ads tag and conversion snippet. Semrush keyword cost estimates, September 7, 2026.

15. Evidence & Method

Everything in this report was measured. Where a figure is an estimate from a third party tool, it says so in the table it appears in.

Evidence	Method	Date
On page findings for all 58 pages	Live crawl of every URL in the website sitemap, using a standard Chrome browser identity with a one second delay between requests. Titles, descriptions, headings, canonicals, structured data, analytics tags, images and links extracted from the delivered code.	September 8, 2026
Server error handling	Nine addresses requested directly, four invented and five taken from historical link records.	September 8, 2026
Google Business Profile	Live profile and profile health check by place ID ChIJc4fdgZLVw4kRU9nqEZeWzNo.	September 8, 2026
Reviews	The 20 most recent Google reviews with owner replies.	September 8, 2026
Local map rankings	Live map results for "dentist" and "cosmetic dentist" from Freehold, New Jersey.	September 8, 2026
AI citations	Ahrefs AI citation report across ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity, Copilot and Grok, for the practice and four competitors.	September 7, 2026
Live AI answers	Three questions put to Perplexity with live web search enabled, from a United States location. All sources recorded.	September 8, 2026
Keywords, traffic and backlinks	Semrush United States database, plus Ahrefs site explorer for comparison.	September 7, 2026
Map grid position	Semrush Map Rank Tracker, "cosmetic dentist", 25 grid points.	September 7, 2026
Page speed	Google PageSpeed Insights reports for the home page, mobile and desktop, supplied by the practice.	Supplied September 2026

What We Still Need

Item	Why we need it	Who provides it
Google Search Console access	Shows what people actually searched to find the practice, and confirms how Google is crawling the site. This is free and takes minutes to grant.	Practice

Item	Why we need it	Who provides it
Google Ads account access	Required to report on real spend, search terms and cost per patient. Section 14 explains why this matters urgently.	Practice
Confirmed opening hours	The website and Google disagree on Thursday, Friday and Sunday. We need the front desk to confirm which is right.	Practice
Confirmed after hours emergency process	The emergency page mentions an answering service. We will not publish a same day or 24 hour claim without confirming it is true.	Practice
Preferred spelling for the lead dentist	The website biography uses Meyer Kleiner. Correspondence uses Meir Kleiner. We will use whichever you prefer, consistently.	Practice

Report compiled by The Farm Digital, September 8, 2026. Re-audit recommended December 2026, after the 90 day plan is complete and Google Analytics has collected a full quarter of real data.