Medical Practice Marketing Audit of Seven Medical, Dental and Aesthetic Practices Finds the Same Three Search Problems

Medical practice marketing audits of seven medical, dental and aesthetic practices found the same three search-visibility failures in every one

VILLA PARK, IL, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- Medical practice marketing audits of seven medical, dental and aesthetic practices, conducted between July 13 and August 26, 2026, found three categories of search-visibility problems in every audit, BRD Media LLC reported.

> “Most practices do not have a traffic problem first. They have a measurement problem.”
>
> *Christopher DeWilde, Founder, BRD Media LLC*

BRD Media published the aggregate findings while keeping individual practice information private except where permission was provided.

Three Medical Practice Marketing Failures Appeared in All Seven Audits

Each of the seven had at least one technical search defect: missing structured data, pages without primary headings, or pages search engines were not reliably indexing.

All seven also had weak or missing service or location pages: the pages matching what prospective patients search for either did not exist or carried too little to compete.

Name, address or phone inconsistencies appeared in every audit:

One practice's website identified the company using three different business names and two different logos.

Another appeared under four naming conventions across five business listings.

A third showed two different addresses, with its website and Google Business Profile disagreeing on both street number and suite.

Conversion Tracking Was Broken in All Five Practices Where It Was Examined

Five of the seven audits included sufficient access to evaluate conversion tracking. All five had broken or absent measurement systems: analytics tags missing from page source, duplicate tag containers recording the same event twice, or multiple booking platforms with no reliable way to identify which marketing source generated an appointment.

"Most practices do not have a traffic problem first. They have a measurement problem," said Christopher DeWilde, founder of BRD Media LLC. "Spending more on Google does not fix a system that cannot tell you which calls became patients. Five of the seven could not answer that question, and every one of them was already advertising."



BRD Media audited seven medical, dental and aesthetic practices and found the same three search problems in every one.

Search Rankings Improved at One Practice After the Findings Were Addressed

My Bloomingdale Dentist, a dental practice in Bloomingdale, Illinois, showed the same three problems. BRD Media rebuilt its service pages, added structured data, resolved two competing domains to one, and rewrote location and service content around the language patients use.

In the practice's Semrush rank-tracking campaign, these positions changed between August 28 and September 11, 2026:

Gum disease treatment: position 29 to position 1

Mini dental implants: position 26 to position 1

Full-mouth dental implants: position 20 to position 1

All-on-4 dental implants in Bloomingdale: position 7 to position 1

Single tooth implant: position 15 to position 5

Positions were measured by Semrush for Google searches localized to Bloomingdale, Illinois. Rankings vary by location, device, personalization and time.

"Since they took over, our Google rankings have climbed steadily and new patients tell us they found us through search," Dr. Henry Kim of My Bloomingdale Dentist wrote in an August 2026 review. "They rebuilt our service pages, keep our Google listing active, and send a clear report every week so I always know what's being done."

Why Medical Practice Marketing Failures Persist Unnoticed

The three universal findings shared one characteristic: they were largely invisible from the practice owner's point of view.

A website could still load, a phone could still ring and a Google Business Profile could still appear while structured-data problems, indexing failures, inconsistent business information and broken attribution remained unresolved.

Two of the seven audits were revised after a second verification pass: a dental group's listing-category and operating-hours findings were withdrawn in August 2026 after re-verification showed both correct, and a review-count finding on another practice was corrected.

Those corrections were included in the aggregate rather than treated as confirmed.

Methodology

The sample included four practices in the Chicago area, one in Southern California and two operating across multiple states.

Each audit examined the website, Google Business Profile, major business listings, review presence and search visibility, plus analytics and advertising accounts where available. Categories that could not be examined were excluded rather than classified as passing or failing.

The analysis represents observations from seven audits and is not a statistically representative sample.

About BRD Media LLC

BRD Media LLC is a Villa Park, Illinois-based digital advertising agency founded in 2022, specializing in search visibility, paid search, web development, conversion tracking and patient-acquisition systems for medical, dental and aesthetic practices.

For more information, visit BRDMediaLLC.org.

Christopher DeWilde
BRD Media LLC
+1 708-514-8561
cdewilde@brdmediallc.org
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube

This press release can be viewed online at: https://www.einpresswire.com/article/942236847

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.