

Local SEO Audit

Herring Cove Community Dentistry

303 Herring Cove Rd, Halifax, NS B3P 1M3, Canada

Sample report. Produced by Local Lift as an example, using only public data fetched on the date above. Herring Cove Community Dentistry is not a Local Lift customer and did not commission this report.

38

Mobile speed score /100

4.9★

Google rating

1114

Google reviews

4

Fixes found

Top priorities

1. Make your phone number and address match everywhere

Impact: High Effort: Low

Google lists (902) 477-9457, but a different number or address appears on your homepage (shows (902) 904-2367); Website contact page (shows (902) 904-2367). Inconsistent details weaken Google's confidence in your listing and can confuse callers.

How: Pick one primary number and use it on your website, Google profile and every listing. If a different number is a call-tracking line, keep the main number in your site's text and LocalBusiness markup so Google sees one consistent phone.

2. Speed up your mobile site (score 38/100)

Impact: High Effort: Medium

Largest content takes 25.8 s to appear on a mid-range phone; slow pages lose visitors and rank lower.

How: Compress and resize large images, defer non-essential scripts, and enable caching. Top items: Preload Largest Contentful Paint image; Efficiently encode images (Est savings of 5 KiB); Avoid serving legacy JavaScript to modern browsers (Est savings of 139 KiB)

3. Fix: Links do not have descriptive text

Impact: Medium Effort: Low

Flagged by Google Lighthouse's SEO checks.

How: Ask your web person to fix this flagged item; most take minutes.

4. Fix: Image elements do not have `[alt]` attributes

Impact: Medium

Effort: Low

Flagged by Google Lighthouse's SEO checks.

How: Ask your web person to fix this flagged item; most take minutes.

1. Google Business Profile

Check	Result
Profile found on Google Maps	Yes Herring Cove Community Dentistry
Primary category	Dentist
Star rating	4.9 / 5
Number of reviews	1114
Reviews without an owner reply	0 of the 5 reviews Google shows signed-out ("Most relevant")
Address listed	303 Herring Cove Rd, Halifax, NS B3P 1M3, Canada
Phone listed	+1 902-477-9457
Website linked	Yes
Opening hours shown	Yes
Photos on profile	Yes (photo count not shown publicly; not checked)
Unclaimed-profile prompt	Not shown (appears claimed)
Business description, secondary categories	<i>Not checked</i> (not reliably visible on the public panel)

Source: Google Maps public place panel (signed out), fetched 2026-10-17 23:24 UTC.

2. Website speed & mobile basics

Check	Result
Mobile performance score	38/100
Largest Contentful Paint (main content visible)	25.8 s
First Contentful Paint	2.6 s
Total Blocking Time	930 ms
Cumulative Layout Shift	0.119

Page weight	Total size was 4,049 KiB
Lighthouse SEO score	85/100
HTTPS	Yes
Mobile viewport tag	Yes
Title tag	Dentist Near Me in Halifax Herring Cove Dentistry
Meta description	Looking for a dentist in Halifax? Herring Cove Community Dentistry offers family and general dental care in a welcoming and comfortable environment.
Main heading (H1)	Your Neighbourhood Dentist Welcomes New Patients
Structured data types	WebPage,Dentist

Biggest speed opportunities

Opportunity	Estimated saving
Preload Largest Contentful Paint image	
Efficiently encode images	Est savings of 5 KiB
Avoid serving legacy JavaScript to modern browsers	Est savings of 139 KiB

Source: Lighthouse 12 lab test, mobile emulation (same engine as PageSpeed Insights; PSI API quota was unavailable), fetched 2026-10-17 23:25 UTC. Lab scores vary a few points between runs.

3. NAP consistency (name, address, phone)

Compared against Google: phone **+1 902-477-9457**, address **303 Herring Cove Rd, Halifax, NS B3P 1M3, Canada**.

Source	Phone	Street address	Page checked
Website (homepage)	Differs shows (902) 904-2367	Not found / differs	https://www.herringcovedental.ca/
Yelp	<i>Not checked</i>	<i>Not checked</i>	<i>Not checked</i> (blocked, site blocked automated access)
Birdeye	<i>Not checked</i> no phone shown on page	Matches	https://reviews.birdeye.com/herring-cove-community-dentistry
Facebook	Matches	Matches	https://www.facebook.com/HCCDental

Website contact page	Differs shows (902) 904-2367	Matches	https://www.herringcovedental.ca/contact-us/
Yellow Pages / Canada411	<i>Not checked</i>	<i>Not checked</i>	<i>No listing URL found/checked</i>
Bing Places	<i>Not checked</i>	<i>Not checked</i>	<i>No listing URL found/checked</i>

4. Full prioritized fix list

#	Fix	Impact	Effort
1	Make your phone number and address match everywhere	High	Low
2	Speed up your mobile site (score 38/100)	High	Medium
3	Fix: Links do not have descriptive text	Medium	Low
4	Fix: Image elements do not have `[alt]` attributes	Medium	Low

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