

# SEO Audit for [Greenbelt Oral & Facial Surgery]

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<https://greenbeltsurgery.com/>

*Top suggestions that will improve [oral and maxillofacial surgery]'s organic visibility*

Write a summary of actions that will make the most impact for the website. What has been done well on the site, what needs attention, and what can be optimized? \*\*\*(I suggest doing this as your last step, once each section is filled out.)

The website demonstrates fast page loading on desktop, but could benefit from improved performance on mobile devices. Expanding long-form content would enhance the site's ability to rank higher in search results and increase its Domain Authority, the number of Ranking Keywords, and the number of linking root domains. On-page SEO is well-structured, and the business intent is effectively communicated through targeted location and keyword placement. Site navigation is well-organized; however, duplicate H1 tags should be addressed to prevent confusion for both users and search engines. The site could also benefit from increased internal linking to strengthen SEO. Calls-to-action (CTAs) are well-placed across all pages. While the title tags include relevant keywords, the meta descriptions could be further optimized with more targeted keywords to improve click-through rates. Lastly, existing schema markup errors should be corrected to improve search engine understanding and rich results

# On-Page SEO

## Home Page Elements

**Value Proposition:** Discuss if there is a value proposition. Does it explain the intent of the business & what they have to offer? Does it contain keywords that relate to the business?

- Yes, this business site does provide a value proposition and the intent of the services they provide! Relevant keywords that describe what oral and maxillofacial surgery is about!

**Solution:** Explain why a value proposition is helpful for SEO.

- The value proposition is an important aspect because, without a clear intent of the business, Google would struggle to rank this website on the SERP. As well as making it easier for customers to know what the offers are!

**EX:** Write an optimized value proposition.

- Greenbelt Oral and Facial Surgery offers affordable, high-quality surgical care throughout the Greenbelt and Washington, D.C. area. Our experienced surgeons utilize advanced technology, including 3D automation, to deliver precise and effective treatment for every patient. Schedule your consultation today by booking an appointment or calling us.

**Site Navigation:** Identify if each topic/keyword has a dedicated page. Also, check if each page is targeting relevant keywords. If not, suggest what they should rank for and why.

- Yes, each of the services on the site has its own landing page! All pages of the service have targeted relevant keywords, to what the industry is known for

**Solution:** Explain why this is important for SEO.

- This is vital for the business site because it makes it easier for Google to crawl and identify relevant keywords for each page on the SERP.

**Internal Links:** Are there links going to different pages of the site? Is there a CTA present? If so, does the anchor text have target keywords or entice the user to take an action?

- Yes, CTA is present on the home page “Book An Appointment” & “Schedule Now.” From the home page, there are links going to the services pages; however, there’s no link going from the services pages to other pages on the website except for the Contact Page.

**Solution:** Explain why both are helpful for SEO.

- Internal links on a website help establish the relationship between pages, which is beneficial because they enhance website visibility and can improve search engine rankings. Anchor text helps Google understand the site's content!

**EX:** Write at least one example of a link to add and a relevant anchor text.

- Implement a link from the homepage to the referral page, using the anchor text “Get Referral Form.”

**Phone Number & Location:** Is a phone number and location provided?

- The business phone number, hours of operation, and address are visible at the top of the homepage.

**Solution:** Explain why both elements are helpful for SEO and where to display them on the website.

- Location and phone are important aspects of SEO for the area audiences for targeting and the local search term on the SERP.

**Copywriting:** Does long-form copywriting exist on the page, and is it optimized for keywords?

- The business website lacks long-form copywriting and contains a minimal number of targeted keywords, which may limit its visibility in search engine rankings.

**Solution:** Explain why long-form content is helpful for SEO.

- Long-form content containing relevant keywords not only enhances visibility and enables more efficient crawling by Google but also significantly improves the site's ranking on SERP.

## Keyword Analysis

Here are five keywords that I would suggest the client target and improve their rankings on the Search Engine Results Page (SERP).

**[Insert Keyw]:** Explain which keyword you chose & why you chose it. Include the ‘search volume’ for each and check the keyword difficulty.

**[Periodontist]:** This term helps Google understand the type of service a business provides and who to target. That's why this term belongs in both the metadata and the main content—it helps search engines better understand what the site is about. It's not just relevant; it also generates a solid 3,600 monthly searches.

**[Jawline Surgery]:** This term helps Google understand the type of service a business provides and who to target. That's why this term belongs in both the metadata and the main content—it helps search engines better understand what the site is about. It's not just relevant; it also generates a solid 390 monthly searches.

**[Full Mouth Dental Implant]**: This term helps Google understand the type of service a business provides and who to target. That's why this term belongs in both the metadata and the main content—it helps search engines better understand what the site is about. It's not just relevant; it also generates a solid 390 monthly searches.

**[Maxilla Surgery in Greenbelt, MD]**: This term helps Google understand the type of service a business provides, who to target, and the location of the business. That's why this term belongs in both the metadata and the main content. It helps search engines better understand what the site is about. It's not just relevant; it also draws a solid 480 searches per month.

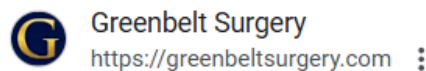
**[Teeth Removal]**: This term helps Google understand the type of service a business provides and who to target. That's why this term belongs in both the metadata and the main content. It helps search engines better understand what the site is about. It's not just relevant; it also generates a solid 1,300 monthly searches.

## Title Tags

**Briefly describe what is a title tag and why it's important in SEO.**

The title tag is an HTML element that specifies the title of a web page. It plays a significant role in SEO, as search engines like Google use it to crawl the page's content and assess its relevance to user queries. An effective title tag can enhance visibility in search results and positively impact click-through rates (CTR)

***Insert Your Screenshot from Google showing the title tag of the homepage.***



**Greenbelt Surgery** ✓

**Greenbelt Oral & Facial Surgery** is committed to excellence in providing patient care that is caring and compassionate, comfortable as possible, cost effective, ...

***Insert Screenshot from the Screaming Frog site crawl displaying some of the title tags of the website.***

Row	Address	Occurrences	Title 1
1	https://greenbeltsurgery.com/	1	Greenbelt Surgery
2	https://greenbeltsurgery.com/pre-operative-instructions	1	Pre-Operative Instructions – Greenbelt Surgery
3	https://greenbeltsurgery.com/facial-cosmetics-new	1	Facial Cosmetics – Greenbelt Surgery
4	https://greenbeltsurgery.com/postoperative-instructions	1	Blog 2 – Greenbelt Surgery
5	https://greenbeltsurgery.com/jaw-surgery-new	1	Jaw Surgery – Greenbelt Surgery
6	https://greenbeltsurgery.com/home	1	Greenbelt Surgery
7	https://greenbeltsurgery.com/wisdom-teeth-new	1	Wisdom Teeth – Greenbelt Surgery
8	https://greenbeltsurgery.com/facial-trauma-new	1	Facial Trauma – Greenbelt Surgery
9	https://greenbeltsurgery.com/contact	1	Contact – Greenbelt Surgery
10	https://greenbeltsurgery.com/patient-registration-new	1	Patient Registration – Greenbelt Surgery
11	https://greenbeltsurgery.com/oral-pathology-new	1	Oral Pathology – Greenbelt Surgery

Selected Cells: 0 Filter Total: 145

**Issues noted:** Explain if there are title tags missing and if they are optimized or not. Remember that an optimized title tag should include your primary keyword for that page and any semantic keywords that support its intent.

- No title tags are missing; However, some of the title tags are below or over the max character limit.
- The title tags are well-optimized with semantic keywords that reinforce page intent.

**Optimized Title Tag for the Homepage:** Write an optimized title tag for the Homepage.

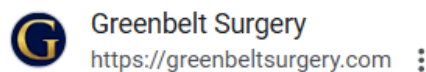
- **Maxilla Surgery in Greenbelt, MD** | Expert Oral & Maxillofacial Care
- **Maxilla Surgery in Greenbelt, MD** | Trusted Jaw Surgery Care

## Meta Descriptions

Briefly describe what is a meta description and why it's important in SEO.

- A meta description is a concise summary of a web page's content that appears beneath the title tag on the SERP, providing users with additional insight into what to expect upon clicking the link.

*Insert Screenshot from Google showing the Homepage's meta-description on the SERP:*



**Greenbelt Surgery** ✓

**Greenbelt Oral & Facial Surgery** is committed to excellence in providing patient care that is caring and compassionate, comfortable as possible, cost effective, ...

*Insert Screenshot from Screaming Frog showing the site's meta-descriptions:*

Row	Address	Occurrences	Meta Description 1
1	https://greenbeltsurgery.com/	1	
2	https://greenbeltsurgery.com/pre-operative-instructions	1	
3	https://greenbeltsurgery.com/facial-cosmetics-new	1	
4	https://greenbeltsurgery.com/postoperative-instructions	1	
5	https://greenbeltsurgery.com/jaw-surgery-new	1	
6	https://greenbeltsurgery.com/home	1	
7	https://greenbeltsurgery.com/wisdom-teeth-new	1	
8	https://greenbeltsurgery.com/facial-trauma-new	1	
9	https://greenbeltsurgery.com/contact	1	
10	https://greenbeltsurgery.com/patient-registration-new	1	
11	https://greenbeltsurgery.com/about-procedures	1	

Selected Cells: 0 Filter Total: 86

**Issues noted:** Explain if meta descriptions are missing, if they are optimized, and consider if Google rewrote them.

- Every page on a website should feature a unique meta description to enhance search relevance, increase click-through rates, avoid duplicate content issues, and improve the overall user experience.
- The meta description is under-optimized because, although the location and service are present, it lacks relevant keywords in the description.

**Optimized Meta-Description for the Homepage:** Write an optimized meta-description for the Homepage.

- Looking for expert maxilla surgery in Greenbelt, MD? Our skilled team provides safe and effective jaw surgery tailored to your needs.

## Header Tags

Briefly describe what is a header tag and why it's important in SEO.

- A header tag is an HTML element used to define headings and subheadings on a web page. They range from h1 to h6, with h1 being the most important (usually the main title) and h6 the least.
- Header tags establish a clear structure for organized content, allowing search engines to interpret the page's hierarchy and key topics while also helping users navigate more easily.

Insert Screenshot from Screaming Frog showing H1 title tags:

Row	Address	Occurrences	H1-1
1	https://greenbeltsurgery.com/	1	Your Trusted Partner in Surgical Care
2	https://greenbeltsurgery.com/pre-operative-instructions	1	Pre-Operative Instructions
3	https://greenbeltsurgery.com/facial-cosmetics-new	2	Facial Cosmetics
4	https://greenbeltsurgery.com/postoperative-instructions	2	Post Operative Instructions
5	https://greenbeltsurgery.com/jaw-surgery-new	1	Orthognathic Jaw Surgery
6	https://greenbeltsurgery.com/home	1	Your Trusted Partner in Surgical Care
7	https://greenbeltsurgery.com/wisdom-teeth-new	1	Wisdom Teeth
8	https://greenbeltsurgery.com/facial-trauma-new	1	Facial Trauma
9	https://greenbeltsurgery.com/contact	1	Contact Us
10	https://greenbeltsurgery.com/patient-registration-new	1	Patient Info
11	https://greenbeltsurgery.com/about-procedures	2	Questions to Ask During Your Greenbelt Dentist Visit

**Issues noted:** Explain if there are H1 tags missing. Are there duplicate H1s? Are there relevant keywords within your header tags?

- No H1 missing. The presence of H1 tags across all pages strengthens the content structure and improves keyword relevance for SEO
- There are about 27 duplicates of H1. Search Engines use the H1 tag to identify the main topic of a page, so duplicating it can create confusion, disrupt user experience, and weaken the page's semantic structure.
- The Keywords in the header tags are relevant to the page, which increases the likelihood of a higher ranking.

**Optimized Header Tags for the Homepage:** Write an optimized H1, H2 & H3 for the Homepage.

H1: Best **Maxilla Surgery** in Greenbelt, MD  
 H2: Meet Our **Oral Surgeons**  
 H3: Pre-**Surgery** Consultation Process

## Technical SEO

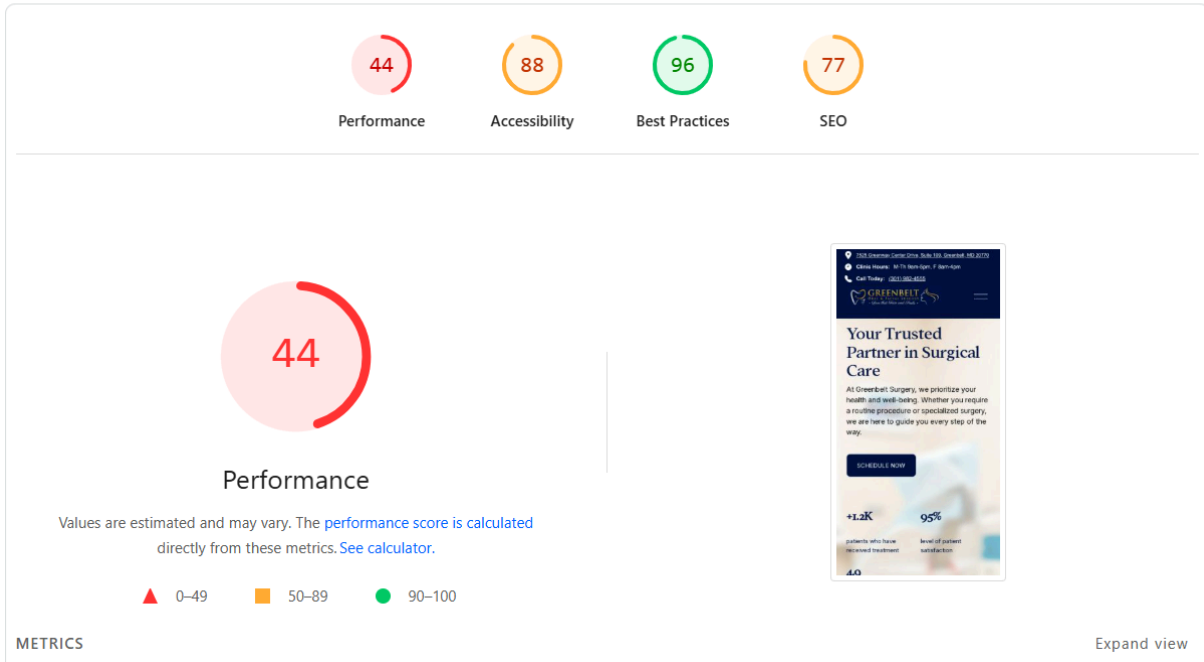
### Site Speed Analysis

Briefly describe why site speed is important for SEO and what the standard metric is for a site that is considered fast.

- Site speed is important to SEO because it impacts user experience and Search Engine rankings. Google uses it as a Ranking Factor. Faster sites reduce bounce rates, improve user experience, and boost mobile performance.
- A load time of 2 to 3 seconds is generally considered fast for a website.

*Insert Screenshot from [Page Speed Insights](#) results:*

## Diagnose performance issues



**Issues noted:** Describe the results from the screenshot above and explain if it's a good or bad score.

- The PageSpeed Insights tells me that the website has below-average speed; however, it can improve by reducing unused JavaScript.

**Solution:** Write at least one solution that will improve site speed.

- By reducing third-party code, unused CSS, and properly sized images.

## 404 pages or Broken Links

Briefly explain what is a 404 response code or broken link. Why are they bad to have within the site?

- When a user or search engine tries to visit a URL that doesn't exist (because the page was deleted, moved, or mistyped), that's a 404 page or broken link.
- 404 pages or Broken links are bad for SEO because they negatively affect both search engine crawling and user experience. Initially, the two key factors in how Google ranks your site.

*Insert Screenshot from Screaming Frog showing if there are any 404 errors:*

Row	Address	Content Type	Status Code	Status	Indexability
1	https://x.com/greenbeltsurger	text/html; charset=utf-8	400	Bad Request	Non-Index
2	https://greenbeltsurgery.com/about-procedures/category/Facial+Trauma	text/html; charset=utf-8	404	Not Found	Non-Index
3	https://greenbeltsurgery.com/about-procedures/tag/OraI+Check-Up	text/html; charset=utf-8	404	Not Found	Non-Index

Issue	URLs	% of Total
All	500	100%
Blocked by Robots.txt	7	1.4%
Blocked Resource	0	0%
No Response	1	0.2%
Success (2xx)	463	92.6%
Redirection (3xx)	26	5.2%
Redirection (JavaScript)	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	3	0.6%
Server Error (5xx)	0	0%

**Issues noted:** Describe how many links are broken in the site (if any).

- There are 3 broken links.

**Solution:** If there are any broken links. Copy and paste one of them here and say which page it's coming from and how to fix it. If there are no broken links, provide at least one solution on how to approach a 404 in the future.

- <https://greenbeltsurgery.com/> This is a broken link that is coming from that link to this <https://x.com/greenbeltsurger>.
- It looks like the page the link is going to does not exist anymore. To fix this problem, we can remove the page completely.

**Schema Markup**

Briefly explain what schema markup is and why it's helpful for websites to have this.

- Schema markup is code added to a webpage that helps search engines understand its content and can generate rich results like FAQs and snippets in search results.

[Insert Screenshot from [Rich Results Test](#)]

**2 invalid items detected**  
Invalid items are not eligible for Google Search's rich results. [Learn more](#)

VIEW TESTED PAGE   PREVIEW RESULTS

---

Details

Crawl

Crawled successfully on Jun 24, 2025, 3:15:49 PM

---

Detected structured data

Local businesses	1 invalid item detected	>
Organization	1 invalid item detected	>

**Issues noted:** Explain what type of schema markup is present (if any) and if there are any errors.

- There are two types of Schema Markup present with errors: Local Business & Organization Schema Markup.

**Solution:**

If there is schema markup present, explain how at least one markup is beneficial to the site and how you would resolve any errors. If there is no schema markup, then find at least one type of schema that can be added to the site and explain why it would be beneficial.

- Organization schema markup is beneficial to a website because it helps search engines identify key information about your business, improving both visibility to display enhanced information like logo, business name, contact info, and trust on SERP.
- To resolve the errors, ensure the schema markup uses correct Schema.org types, make necessary fixes, and validate with structured data testing tools.

## Competitive Analysis

By doing a quick search on Google for the keyword [Maxilla Surgery in Greenbelt, MD], here is [Greenbelt Oral Surgery/https://greenbeltsurgery.com/]’s top competitor for this term.

[Maryland Oral Surgery Associates]

Here is how [Greenbelt Oral Surgery] compares to its competitor [Maryland Oral Surgery Associates].

### Greenbelt Oral Surgery

Showing results for  
greenbeltsurgery.com

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
19	146	66	2%

### Maryland Oral Surgery Associates

Showing results for  
mosa4os.com

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
26	339	333	5%

In your own words, explain what each metric means, how this site compares to your competitors, and what you can do to improve it. For each solution, it's best to provide an example of how you would optimize.

**Domain Authority:** Domain Authority (DA) represents a website's overall authority in search engine results. A higher DA score, closer to 100, indicates a greater likelihood of ranking well on the SERP.

**Solution:** Greenbelt Oral Surgery has a lower Domain Authority than its competitor, but can build high-quality backlinks by earning links from reputable, relevant websites to improve overall SEO and optimize meta descriptions and structuring URLs to target relevant keywords."

**Note:** If you can't find quality backlinks from Moz, use the [Ahrefs Backlink Checker](#)

**Linking Root Domains:** A linking root domain is a unique external website linking to your site, regardless of how many pages link. More linking root domains indicate greater backlink diversity, authority, and SEO potential.

**Solution:** Greenbelt Oral Surgery currently has a limited number of linking root domains. To improve this, the practice should focus on creating evergreen, link-worthy content, contributing guest posts to authoritative websites, and fixing any broken backlinks to strengthen its overall link profile.

**Ranking Keywords:** Ranking keywords are the specific search queries for which a website or individual webpage is indexed and displayed within search engine results pages (SERPs)

**Solution:** Greenbelt Oral Surgery currently has fewer ranking keywords compared to its competitors. However, this can be improved by optimizing existing content with relevant headings, internal links, and keyword-rich copy, while also focusing on long-tail keywords to enhance search visibility.