

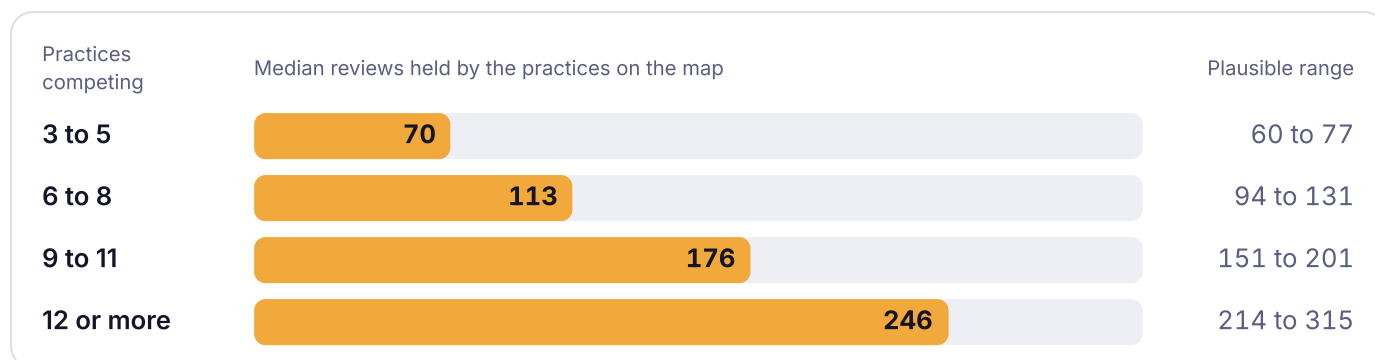
UK DENTAL SEARCH INDEX, 13 SEPTEMBER 2026

How many Google reviews does your practice need?

It depends on how many practices compete in your town. We searched 1,532 UK towns, cities and suburbs and recorded every practice Google put on the map. Here is the number for a town your size, how to find your own, and what else moves the map.

1 The number for a town your size

When a patient searches "dentist" and your town, Google shows a map with three practices before any website. These are the review counts held by the practices in those three places.



The national median is 113. It is not a target for anybody, because no practice competes in a national average. Your star rating matters less than you would think: the median on the map is 4.8, and 72% of practices there sit at 4.6 or better. Review counts are what vary.

Source: Practice Radar, UK Dental Search Index, 2,537 practices holding a map place across 1,532 UK places, 13 September 2026.

2 Count the practices in your town

1. On your phone, search Google for "dentist" and your town's name.
2. Scroll the first page of ordinary results, below the map.
3. Count the dental practices, each one once.
4. Leave out directories, the NHS website, the CQC and social media.
5. Match your count to a row above.

Then find your real target: the review counts of the three practices on the map. If they have 240 and you have 190, you are a steady year of asking away. If they have 900, reviews are not your fastest lever.

3 What else moves the map

- **Distance.** How close you are to the person searching. You cannot move the building.
- **Relevance.** Whether your listing and website say clearly, in a patient's words, what you do and where.
- **Prominence.** Reviews, and mentions and links from elsewhere on the web. This moves slowly.

The lowest-rated practice we found holding a map place was on 2.4 stars. If a practice rated below you is above you, distance or relevance is what separates you.

4 What to do this month

1. **Finish your Google listing.** Categories, every service, opening hours including bank holidays, and real photographs.
2. **Give each treatment its own page.** One page listing twelve treatments ranks for none of them.
3. **Make your details match everywhere.** Name, address and phone number the same on every listing.
4. **Ask for reviews every week.** A few a week look better to Google than forty in a fortnight.
5. **Answer the questions patients ask.** Check the "People also ask" box on your main searches.

Dental searching peaked in September, with January the second peak. Reviews asked for now are on your listing before January.