

# The State of Dental Practice Websites 2026



**72%** practices don't say which insurance they take

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ALSO INSIDE: Four practices, up close · What agencies should fix first

IN THIS EDITION · Q4 2026

# Most patients meet a practice on its *website* first

*We read the websites of 135 independent dental practices in the US the way a new patient does: on a phone, often a little anxious, with the questions a patient asks before booking.*

| STUDIED                               | MEASURED                               | EDITION |
|---------------------------------------|----------------------------------------|---------|
| 135 practices, four kinds of practice | Twelve checks, each citing a standard  | 2026-Q4 |
| 01                                    | The questions patients ask             |         |
| 02                                    | How the four kinds of practice compare |         |
| 03                                    | Four practices, up close               |         |
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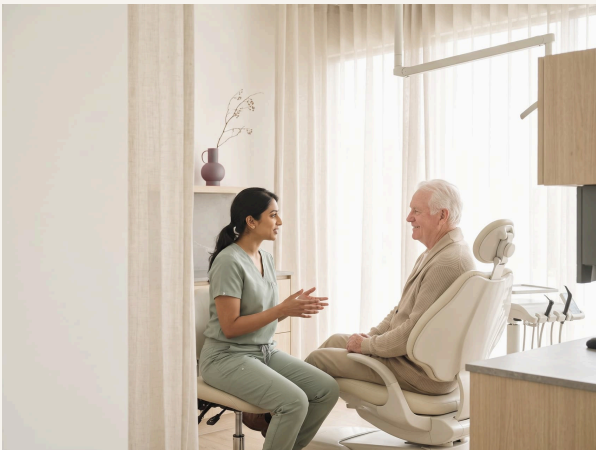


**Fig. 0.** Where trust is built: a conversation in the chair. Most patients decide whether to book long before they sit in one.

PART ONE

# What patients find *on* *135 practice websites*



# Patients ask eight questions. The median site answers *four*.

Across 135 dental practice websites, the median site answers four of the eight patient questions this edition tests. 28% name the insurance plans they take; 62% let a patient book online.<sup>1</sup>

READING NOTE

Figures come from automated scans of 135 practice websites in the US. Practices are not named. Margin of error: ±8.4 points at 95% confidence for a share of all 135 sites (General and family ±16.1, Orthodontics ±17.1, Pediatric ±17.6, Cosmetic and implants ±16.8). Notes are at the end.

|                                                |                                                           |                                                                    |                                                 |
|------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------|
| 77 /100                                        | 4 /8                                                      | 22 %                                                               | 84 %                                            |
| Median website score across all 135 practices. | patient questions answered by the median practice's site. | answer the least-answered question: "Are you taking new patients?" | have text that fails the WCAG contrast minimum. |

By kind of practice, general and family practices have the highest median score (78) and cosmetic and implants practices the lowest (74), against 77 for all 135.

The least-answered question is "Are you taking new patients?" (22% of practices). The most-answered is "When are you open?" (79%).

No practice in this edition answers all eight questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 91% of practices (Core Web Vitals · LCP).

# The questions patients *actually* ask

We turned eight questions a new patient asks into eight checks. Each line shows how many practices answer the question on their site, without making the patient call to find out.

## What a patient can find out

Share of all 135 practice websites answering each question, %

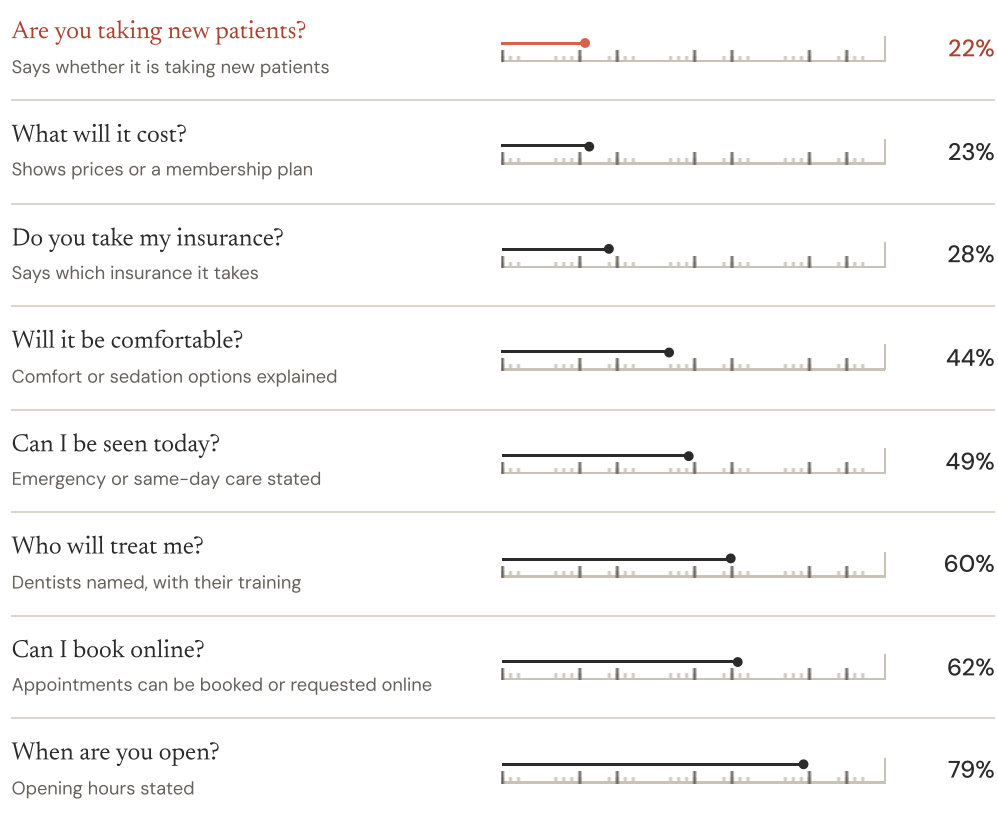


**Figure 1.** Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from least to most answered.

*“Are you taking new patients?”*

THE PATIENT QUESTION PRACTICES ANSWER LEAST: 22% OF 135 SITES

### HOW TO READ THIS

A question counts as answered only when its published rule is met. Anything the scan cannot confirm counts as not answered, so these shares are a floor, not a guess.

## Four kinds of practice, *side by side*

General and family (37): median score 78, insurance plans named on 30%, online booking on 62%. Orthodontics (33): median score 77, insurance plans named on 27%, online booking on 55%. Pediatric (31): median score 77, insurance plans named on 32%, online booking on 65%. Cosmetic and implants (34): median score 74, insurance plans named on 24%, online booking on 68%.

### Where each practice's website scores

Overall website score out of 100, one dot per practice; the coral rule is each group's median

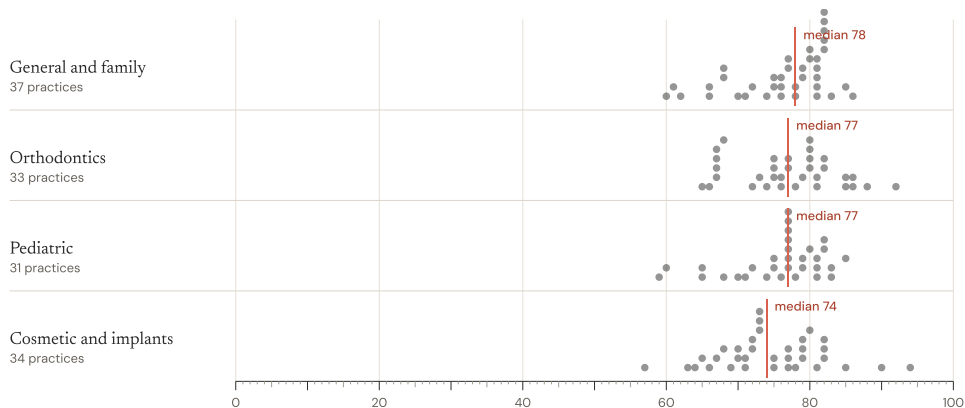


**Figure 2.** Overall website score out of 100, one dot per practice. The coral rule marks each group's median.

#### ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the practice or its dentistry. The patient-question checks are reported separately and do not feed it.<sup>2</sup>

PART TWO

# Four practices, *up close*

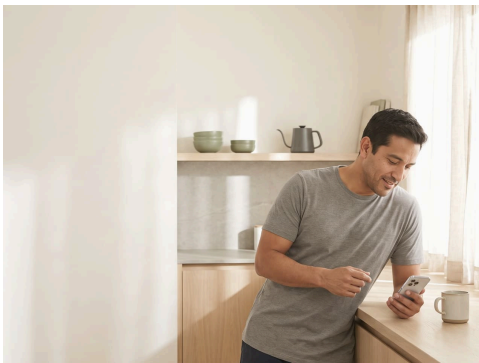


# 03

## Four practices, *up close*

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the practice itself stays anonymous. The number is the overall website score; each circle is one check, filled when the site passes it.

### 01



PROFILE 01

#### A pediatric practice in the Midwest

WEBSITE SCORE 59 / 100



Answers 7 of 8 patient questions. Falls short on new patients and phone load time.

### 02



PROFILE 02

#### A cosmetic and implant practice in the West

WEBSITE SCORE 66 / 100



Answers 4 of 8 patient questions. Falls short on new patients, insurance accepted, online booking and 3 more.

### 03



PROFILE 03

#### A family practice in the Midwest

WEBSITE SCORE 68 / 100



Answers 3 of 8 patient questions. Falls short on insurance accepted, prices, online booking and 4 more.



PROFILE 04

A cosmetic and implant practice in the Midwest

WEBSITE SCORE

63 / 100

| ACCESS | COST | TRUST | ACCESSIBILITY | SPEED |
|--------|------|-------|---------------|-------|
| ○○○○   | ○○   | ○○    | ○●            | ○     |

Answers 0 of 8 patient questions. Falls short on new patients, insurance accepted, prices and 7 more.



**The first visit.** Parents look for a practice that says how it treats children.



**The treatment plan.** Orthodontic patients compare cost and timing before they call.



**The consultation.** Cosmetic patients want a price range first.

# 04

## The patients *left out*

A person using a screen reader, a keyboard, or an old phone on a weak signal is still a prospective patient. These checks measure whether the site lets them in.<sup>3</sup>

WHY IT MATTERS HERE

Patients who are older, in pain or anxious are the ones least able to work around a slow page or faint text. A practice whose site they cannot read loses them before the first call.

| CHECK                                    | STANDARD              | FAIL |
|------------------------------------------|-----------------------|------|
| Loads in under 2.5 s on a phone          | Core Web Vitals · LCP | 91%  |
| Text contrast passes 4.5:1               | WCAG 1.4.3            | 84%  |
| Dentist or MedicalClinic structured data | Schema.org · Dentist  | 59%  |
| Images have text descriptions            | WCAG 1.1.1            | 10%  |

Table 1. Technical checks, share of the 135 sites that fail each one.

## Method in brief

### STEP 1 · ALL 135 SITES

#### Read

The home page and up to eight pages it links to, read as a server delivers them: links, forms, text and markup. The patient questions are answered here, by fixed published rules (Appendix A4).

### STEP 2 · ALL 135 SITES

#### Measure

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

### STEP 3 · ALL 135 SITES, SCORE ONLY

#### Review

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

#### SCOPE

This study examines how practices present themselves on the web, not the quality of their dentistry or care. It is not medical or dental advice.

FOR AGENCIES AND FREELANCERS

# What this means for agencies

*what to fix first, and how to pitch it*



For small agencies and freelancers who sell websites to independent dental practices. We scanned 135 of their websites: 1% score under 60 out of 100, and 86% leave at least three of the questions patients ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

## Who is realistic to win

**Cosmetic and implants** are the most winnable: the lowest median score in this report (74 out of 100), and 3% of them score under 60. Their problems are visible, specific and fixable by a small team.

| TYPE                         | SITES     | MEDIAN    | UNDER 60  |
|------------------------------|-----------|-----------|-----------|
| General and family           | 37        | 78        | 0%        |
| Orthodontics                 | 33        | 77        | 0%        |
| Pediatric                    | 31        | 77        | 3%        |
| <b>Cosmetic and implants</b> | <b>34</b> | <b>74</b> | <b>3%</b> |

Score out of 100. "Under 60" is the share of sites that miss most of what a patient looks for.

## 5 problems to lead a pitch with

**91%** Loads in under 2.5 s on a phone **BUILD**  
Resize and compress the hero image, defer scripts, aim for under 2.5 s on a phone.  
*"Your home page takes several seconds to appear on the phone of someone in pain."*

**84%** Text contrast passes 4.5:1 **QUICK FIX**  
Raise text contrast to at least 4.5:1 in the theme.  
*"Parts of the site are hard to read, and it is a WCAG failure."*

**78%** Are you taking new patients? **QUICK FIX**  
Say plainly on the home page that the practice is welcoming new patients, with one line on what the first visit involves.  
*"A new patient cannot tell from your site whether you would even see them."*

**77%** What will it cost? **CONTENT**  
Publish prices for the common visits (exam, cleaning, X-rays) or a membership plan with its monthly cost.  
*"Patients without insurance fear the bill most. Your site gives them no number at all."*

**72%** Do you take my insurance? **QUICK FIX**  
An insurance page that names every plan the practice is in network with, or says clearly that it is fee-for-service, linked from the home page.  
*"Do you take my insurance?" is the first question a new patient has, and your site makes them call to ask."*

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

## How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example loads in under 2.5 s on a phone (91% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 135 independent dental practices sites, the median scores 77 out of 100 and answers 4 of the 8 questions patients ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

# Show every practice *what its patients see*

Clikiti reads a practice's site the way a new patient does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

# Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a practice owner who wants to check the evidence behind a pitch.

|                  |                       |        |                                |                          |
|------------------|-----------------------|--------|--------------------------------|--------------------------|
| 135              | 4                     | 36     | ±8.4                           | 2026-10-13               |
| websites studied | types of organisation | states | points, margin of error at 95% | date the sites were read |

## A1. The research question

When someone looks for a dentist online, usually on a phone and often a little anxious, can they find out whether the practice will see them, whether it takes their insurance, what it will cost, how to book and who will treat them?

**Population.** Independent dental practices in the United States (owner-dentists with one to three locations) in four kinds of practice: the practices a small or mid-size web agency can realistically win as clients.

## A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

| SOURCE                              | WHAT IT CONTRIBUTES                                                                  | SITES |
|-------------------------------------|--------------------------------------------------------------------------------------|-------|
| Local search, general and family    | General and family dental practices found in local search results, city by city      | 37    |
| Local search, orthodontics          | Orthodontic practices found in local search results, city by city                    | 33    |
| Local search, pediatric             | Pediatric dental practices found in local search results, city by city               | 31    |
| Local search, cosmetic and implants | Cosmetic and implant dentistry practices found in local search results, city by city | 34    |

INCLUDED

- An independent practice with its own website (not a directory, marketplace or chain location page)
- Based in the United States
- Home page responds and shows the practice it claims to be (each home page title was checked before scanning)

EXCLUDED

- Dental service organisations and chains (for example Aspen Dental, Heartland Dental, Pacific Dental Services) and groups with four or more locations
- Direct-to-consumer aligner companies, implant franchises and dental tourism agencies
- Hospital, university and public-health clinics, and dental schools
- Directories and booking marketplaces
- Parked, placeholder, password-protected or unreachable sites, and duplicates

|                                                                                               |     |
|-----------------------------------------------------------------------------------------------|-----|
| Candidates listed                                                                             | 140 |
| Removed at screening: the site refused automated visitors (1), parked or placeholder page (1) | -2  |
| Removed at editorial review                                                                   | 0   |
| Cohort                                                                                        | 138 |
| Removed because the site's robots.txt asks crawlers not to visit                              | -2  |
| Removed because Google returned no phone speed test for the site                              | -1  |
| Studied in this edition                                                                       | 135 |

| REGION (US CENSUS) | GENERAL AND FAMILY | ORTHODONTICS | PEDIATRIC | COSMETIC AND IMPLANTS | ALL |
|--------------------|--------------------|--------------|-----------|-----------------------|-----|
| Northeast          | 9                  | 8            | 7         | 8                     | 32  |
| Midwest            | 9                  | 8            | 8         | 8                     | 33  |
| South              | 11                 | 9            | 9         | 10                    | 39  |
| West               | 8                  | 8            | 7         | 8                     | 31  |
| All regions        | 37                 | 33           | 31        | 34                    | 135 |

A3. How the sites were read

**Pages.** The home page, then for each of eight topics (new patients, insurance and payment, membership or pricing, the team, emergencies, comfort and sedation, booking, contact) the best-matching link on the home page.

**Speed and accessibility.** Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

**Crawler conduct.** One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

8 questions patients ask before they book, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

| QUESTION                                                               | COUNTS AS ANSWERED WHEN                                                                                               | STANDARD                        |
|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------|
| Are you taking new patients?<br>Says whether it is taking new patients | The site says whether it is accepting new patients (a menu label alone does not count).                               | Clikiti patient question 1 of 8 |
| Do you take my insurance?<br>Says which insurance it takes             | The site names at least one insurance plan or network the practice takes, or says plainly that it takes no insurance. | Clikiti patient question 2 of 8 |

| QUESTION                                                                             | COUNTS AS ANSWERED WHEN                                                                                                                                                      | STANDARD                        |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| What will it cost?<br>Shows prices or a membership plan                              | A dollar amount is tied to a treatment, an exam or a membership plan (financing limits, discounts and savings claims do not count).                                          | Clikiti patient question 3 of 8 |
| Can I book online?<br>Appointments can be booked or requested online                 | A link or button books or requests an appointment online, or an online scheduler is built into the site (payment, forms and review links on the same services do not count). | Clikiti patient question 4 of 8 |
| Can I be seen today?<br>Emergency or same-day care stated                            | The site offers emergency or same-day appointments (same-day crowns, a treatment, do not count).                                                                             | Clikiti patient question 5 of 8 |
| Who will treat me?<br>Dentists named, with their training                            | A dentist is named, with their degree, dental school, residency or board certification stated next to the name.                                                              | Clikiti patient question 6 of 8 |
| When are you open?<br>Opening hours stated                                           | Opening hours (days and times) are stated on the home, contact or new-patient page.                                                                                          | Clikiti patient question 7 of 8 |
| Will it be comfortable?<br>Comfort or sedation options explained                     | Comfort or sedation options for nervous patients are explained.                                                                                                              | Clikiti patient question 8 of 8 |
| TECHNICAL CHECKS                                                                     |                                                                                                                                                                              |                                 |
| Loads in under 2.5 s on a phone<br>Loads in under 2.5 s on a phone                   | Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.     | Core Web Vitals · LCP           |
| Text contrast passes 4.5:1<br>Text contrast passes 4.5:1                             | No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.                                                                | WCAG 1.4.3                      |
| Images have text descriptions<br>Images have text descriptions                       | Every meaningful image on the home page has a text description (WCAG 1.1.1).                                                                                                 | WCAG 1.1.1                      |
| Dentist or MedicalClinic structured data<br>Dentist or MedicalClinic structured data | The site describes the practice to search engines with Dentist or MedicalClinic structured data.                                                                             | Schema.org · Dentist            |

## A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the practice, and the patient questions above do not feed it. It is a weighted mean of five pillars:

| PILLAR        | WEIGHT | BASED ON                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Usability     | 30%    | Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree. |
| Speed         | 25%    | Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.                                                                                                                                                                                                                                      |
| Accessibility | 25%    | Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).                                                                                                                                                                                                                                                                                      |
| Search        | 10%    | Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).                                                                                                                                                                                                                                                                                              |
| Trust         | 10%    | Google Lighthouse best-practice audits (40%) and security header checks (60%).                                                                                                                                                                                                                                                                                                            |

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four practice profiles, the number out of 100 is this overall score, and each circle is one check in its group: filled when the site passes it, hollow when it does not.

## A6. Precision

With 135 sites, a share reported for the whole sample is precise to within  $\pm 8.4$  percentage points at 95% confidence (worst case, a 50% share;  $1.96 \times \sqrt{(0.25/n)}$ ). By type: general and family  $\pm 16.1$  (n = 37); orthodontics  $\pm 17.1$  (n = 33); pediatric  $\pm 17.6$  (n = 31); cosmetic and implants  $\pm 16.8$  (n = 34). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

## A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed practice before scanning
- Detection rules were checked against the evidence they record for a sample of firms in every kind of practice, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

## A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Patient portals, chat widgets and multi-step booking flows were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some booking widgets and insurance lists, for example) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- The study reports what a website shows. It is not medical or dental advice and does not assess the quality of any practice's care.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent practices, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every practice in the country.

## A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

# Practices in this study

The 135 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

## General and family <sup>(37)</sup>

### 3G Family Dentistry

Salt Lake City, UT

### ALFA Dentistry

Mt. Lebanon, PA

### All Smiles Family Dental

Knoxville, TN

### Atlas Family Dentistry

Columbus, OH

### ATX Family Dental

Austin, TX

### Austin Family Dentist

Austin, TX

### Barras Family Dentistry

Lafayette, LA

### Baystate Family Dental

Worcester, MA

### Bend Family Dentistry

Bend, OR

### Cottonwood Dental

Salt Lake City, UT

### Coulter Family Dentistry

Mishawaka, IN

### Deitz Family Dental

Albany, NY

### Dupont Family Dentistry

Fort Wayne, IN

### Fletcher Family Dentistry

Fletcher, NC

### Georgetowne Family Dentistry

Omaha, NE

### Hebert Family Dentistry

Lafayette, LA

### Highland Family Dental

Redmond, OR

### KB Family Dentistry

Grand Rapids, MI

### Knoxville Family Dental

Knoxville, TN

### Law Family & Cosmetic Dentistry

Knoxville, TN

### Mansfield Family Dental

Mansfield, OH

### Maple Glen Family Dentistry

East Amherst, NY

### Medley Smiles Family Dentistry

Independence, MO

### New Haven Family Dental

New Haven, MI

### Paolucci Family Dentists

Providence, RI

### Pleasantburg Family Dentistry

Greenville, SC

### Queen City Family Dentistry

Amherst, NY

### Ricci Family Dentistry

Providence, RI

### Signature Smiles Family Dentistry

Greenville, SC

### Slootmaker Family Dental

Fort Collins, CO

### Strathmoor Family Dentistry

Louisville, KY

### Stratman Family Dentistry

Tucson, AZ

### Vachon Dental

Manchester, NH

### Waveland Family Dental

Des Moines, IA

### Westport Family Dental

Westport, CT

### WestSide Dental Studio

Reno, NV

### Williams Family Dentistry

Pocatello, ID

## Orthodontics <sup>(33)</sup>

### Adult & Pediatric Orthodontics

Portland, ME

### Advanced Orthodontics of Wisconsin

Madison, WI

### aligned. Orthodontics

Denver, CO

### Anchor Orthodontics

Providence, RI

### Bates Orthodontics

Richmond, VA

### Braces Omaha

Omaha, NE

### Crown Point Orthodontics

Charlotte, NC

### GO Orthodontics Tampa

Tampa, FL

### Goldsberry Orthodontics

Salt Lake City, UT

### Grand Rapids Family Orthodontics

Grand Rapids, MI

### Greater Buffalo Orthodontics

Buffalo, NY

### Harnick Orthodontics

Albuquerque, NM

### Holt Orthodontics

Sacramento, CA

### Johnson Orthodontics

Columbus, OH

### Kanning Orthodontics

Kansas City, MO

### Lathrop Family Orthodontics

Portland, OR

### Limestone Hills Orthodontics

Austin, TX

### Lozman Orthodontics

Latham, NY

|                                                       |                                                           |                                                        |
|-------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------|
| <b>Moore Orthodontics</b><br>Birmingham, AL           | <b>Quimby &amp; Collins Orthodontics</b><br>Charlotte, NC | <b>Smile Straight Orthodontics</b><br>Tucson, AZ       |
| <b>Music City Orthodontics</b><br>Nashville, TN       | <b>Raleigh Family Orthodontics</b><br>Raleigh, NC         | <b>Tina Reed Orthodontics</b><br>Pittsburgh, PA        |
| <b>Philadelphia Orthodontists</b><br>Philadelphia, PA | <b>Reuter Orthodontics</b><br>Louisville, KY              | <b>West Hartford Orthodontics</b><br>West Hartford, CT |
| <b>Polaris Orthodontic Center</b><br>Columbus, OH     | <b>Sherman Orthodontics</b><br>Pittsburgh, PA             | <b>Wire Orthodontics</b><br>Spokane, WA                |
| <b>Premier Orthodontics</b><br>Indianapolis, IN       | <b>Slattery Orthodontics</b><br>Boise, ID                 | <b>Wurm Orthodontics</b><br>Whitefish Bay, WI          |

## Pediatric (31)

|                                                             |                                                                                     |                                                               |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>Ballantyne Pediatric Dentistry</b><br>Charlotte, NC      | <b>Golden Valley Kids Pediatric Dentistry and Orthodontics</b><br>Golden Valley, MN | <b>Roc Kids Smile</b><br>Rochester, NY                        |
| <b>Bitty Bites Pediatric Dentistry</b><br>Richmond, VA      | <b>Green Hills Pediatric Dentistry</b><br>Nashville, TN                             | <b>Rochester Pediatric Dentistry</b><br>Pittsford, NY         |
| <b>Brookdale Pediatric Dentistry</b><br>Charlotte, NC       | <b>Hines Little Smiles</b><br>Columbus, OH                                          | <b>RVA Pediatric Dentistry</b><br>Richmond, VA                |
| <b>Bubbles Dental</b><br>Sacramento, CA                     | <b>Kids Smiles Pediatric Dentistry</b><br>St. Louis, MO                             | <b>South Hill Pediatric Dentistry</b><br>Spokane, WA          |
| <b>Caldwell Pediatric Dentistry</b><br>Nashville, TN        | <b>Madison Pediatric Dental &amp; Orthodontics</b><br>Madison, WI                   | <b>South Tampa Pediatric Dentistry</b><br>Tampa, FL           |
| <b>Central Texas Pediatric Dentistry</b><br>Austin, TX      | <b>Montgomery Pediatric Dentistry</b><br>Princeton, NJ                              | <b>Steele Pediatric Dentistry</b><br>Indianapolis, IN         |
| <b>Children's Dental Specialties</b><br>Worcester, MA       | <b>Northwest Children's Dentistry</b><br>Tucson, AZ                                 | <b>The Kidds Place</b><br>Spokane, WA                         |
| <b>Cipes Pediatric Dentistry</b><br>West Hartford, CT       | <b>Pediatric Dentistry of Michigan</b><br>Grand Rapids, MI                          | <b>Walker Pediatric Dentistry</b><br>Salt Lake City, UT       |
| <b>Dentistry for Children</b><br>Savannah, GA               | <b>Pinky Promise Pediatric Dentistry</b><br>Naperville, IL                          | <b>Westside Pediatric Dentistry</b><br>Cincinnati, OH         |
| <b>Dr. Alexis Phillips Kids Dentist</b><br>Boise, ID        | <b>Providence Pediatric Dentistry</b><br>Providence, RI                             | <b>Winning Smiles Pediatric Dental Care</b><br>Pittsburgh, PA |
| <b>East Bench Pediatric Dentistry</b><br>Salt Lake City, UT |                                                                                     |                                                               |

## Cosmetic and implants (34)

|                                                               |                                                                    |                                                           |
|---------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|
| <b>12 South Dental Studio</b><br>Nashville, TN                | <b>Boise Prosthodontics</b><br>Meridian, ID                        | <b>Cosmetic Dentistry of Atlanta</b><br>Atlanta, GA       |
| <b>38th Street Dental</b><br>Austin, TX                       | <b>Boise Smile Design</b><br>Boise, ID                             | <b>Deldar &amp; Kay Dental</b><br>Noblesville, IN         |
| <b>Alpers Family and Cosmetic Dentistry</b><br>Scottsdale, AZ | <b>Brito Family Dental</b><br>Boston, MA                           | <b>Denver Dream Dentistry</b><br>Denver, CO               |
| <b>Art of Modern Dentistry</b><br>Chicago, IL                 | <b>Center Plaza Dental</b><br>Boston, MA                           | <b>Dr. Rick Dentistry</b><br>Scottsdale, AZ               |
| <b>Atlanta Smiles</b><br>Atlanta, GA                          | <b>Chicago Beautiful Smiles</b><br>Glenview, IL                    | <b>East Burn Dentistry &amp; Implants</b><br>Portland, OR |
| <b>Bakeman &amp; Kuckhoff</b><br>Grand Rapids, MI             | <b>Cosmetic and Implant Dentistry of Connecticut</b><br>Hamden, CT | <b>Elite Veneers Miami</b><br>Coral Gables, FL            |

|                                                    |                                              |                                                    |
|----------------------------------------------------|----------------------------------------------|----------------------------------------------------|
| Fusion Dental Care<br>Raleigh, NC                  | Leonard Hess, DDS<br>Monroe, NC              | Razavi Dental<br>Philadelphia, PA                  |
| General & Cosmetic Dentistry of Tampa<br>Tampa, FL | Mt. Lookout Dentistry<br>Cincinnati, OH      | Smile Design Manhattan<br>New York, NY             |
| Gentry Dentistry<br>San Francisco, CA              | Nickel City Dentistry<br>Buffalo, NY         | Texas Center for Cosmetic Dentistry<br>Houston, TX |
| Hampton Dental Associates<br>Milwaukee, WI         | Pearce Dental Group<br>Cincinnati, OH        | Westlake Hills Dental Arts<br>West Lake Hills, TX  |
| Icon Dental<br>San Francisco, CA                   | Pittsburgh Dental Spa<br>Pittsburgh, PA      |                                                    |
| Indiana Implants & Dentistry<br>Schererville, IN   | Prosthodontics of Princeton<br>Princeton, NJ |                                                    |

DISCLAIMER

# About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-13. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any practice's dentistry, care or clinical quality, and automated checks may contain errors. This report is not medical or dental advice, and it is not a judgement of any practice's clinical care. Clikiti is not affiliated with, and does not endorse, any practice listed here; trademarks belong to their owners. The report is provided "as is" under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one practice screenshot is the featured practice's own home page, shown unaltered.

REMOVE MY PRACTICE FROM THIS STUDY

We review every request and reply when it's done; removed practices are excluded from future editions.

NOTES

1. Every figure is computed from the scan data for this edition: 135 of 138 sites in the cohort, scanned 2026-10-13 to 2026-10-13. Margin of error:  $\pm 8.4$  points at 95% confidence for a share of all 135 sites (General and family  $\pm 16.1$ , Orthodontics  $\pm 17.1$ , Pediatric  $\pm 17.6$ , Cosmetic and implants  $\pm 16.8$ ). Left out: 2 (robots.txt disallows scanning), 1 (no mobile Lighthouse result). Practices are not named; each is shown as its kind of practice and a number.
2. Twelve checks: eight patient questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; dentist or MedicalClinic structured data.
3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); Dentist or MedicalClinic structured data (Schema.org · Dentist).
4. Scanned October 2026.
5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the featured practice's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

# Take it, quote it, share it

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Only 28% of the 135 independent dental practice websites we scanned say which insurance they take. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

|                  |                         |
|------------------|-------------------------|
| Download the PDF | A4                      |
| Read as Markdown | text, for people and AI |
| Aggregate data   | CSV · no site named     |
| Aggregate data   | JSON · no site named    |

## Cite (APA)

Clikiti. (2026, October 13). The state of dental practice websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/dental/2026-q4>

## Embed the chart

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/dental"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/dental">Clikiti, The State of Dental Practice Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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135 sites · scanned October 2026 · margin of error up to ±8.4 percentage points at 95% confidence.

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