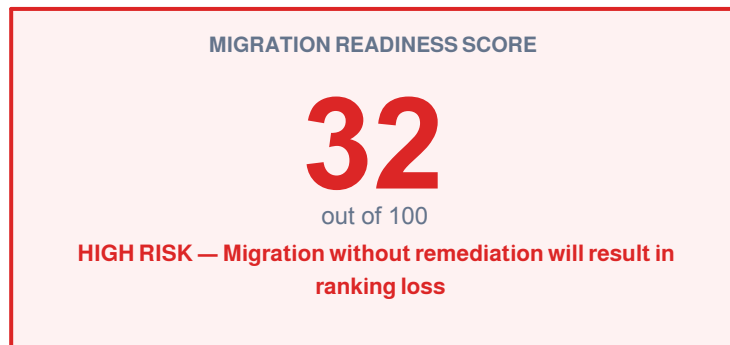


SEO Parity Audit

WordPress Migration Risk Assessment + Performance Baseline

Client	Acme Dental Group
Website	www.acmedental.com
Pages Analyzed	147 indexed pages
Analysis Period	February 2026
Prepared By	SEOParity — WordPress-to-Next.js Migration Specialists



SAMPLE DOCUMENT — Anonymized client data

Actual deliverable includes complete data set + 15-minute Loom walkthrough of findings

Table of Contents

Executive Summary	3
Three Critical Findings + Estimated Revenue Impact	
Section 1: URL Inventory + Redirect Risk Map	4
Full crawl of 147 pages with redirect mapping and traffic-weighted risk scoring	
Section 2: Schema Parity Checklist	6
Structured data audit ensuring rich snippet preservation post-migration	
Section 3: Core Web Vitals Baseline	7
Page-level performance benchmarks with root cause analysis	
Section 4: Competitive Landscape	9
Your site vs. 3 local competitors on traffic, speed, and keyword coverage	
Section 5: Patient Acquisition Economics	10
Revenue impact projections and ROI analysis for the migration investment	
Section 6: Migration Scope, Timeline + Pricing	11
Fixed-scope engagement details with phased delivery schedule	
Methodology + Data Sources	13
Tools used, analysis process, and data integrity notes	

How to read this report: Each section includes a **Business Impact** callout that translates technical findings into estimated patient and revenue impact. These projections are based on industry benchmarks for dental practices in metropolitan areas and your current traffic levels.

Migration Risk Overview

We analyzed 147 indexed pages on [acmedental.com](#) for migration readiness, technical SEO health, and performance against local competitors. The findings indicate significant risk if migration proceeds without proper SEO preservation — and significant opportunity if done correctly.

147

Pages Crawled

23

High-Risk URLs

14

Canonical Issues

89%

CWV Failing

6.1s

Avg. LCP (Mobile)

32/100

Readiness Score

Three Critical Findings

1**23 high-traffic URLs have no redirect plan**

These pages receive an estimated 8,400 monthly visits. Without 301 redirects on launch day, you will lose this traffic immediately. At your current conversion rate, this represents approximately 15-25 lost patient consultations per month.

2**Core Web Vitals failing on 89% of pages (LCP avg: 6.1 seconds)**

Google uses page speed as a ranking signal. Your competitors average 2.8s LCP. Every second of delay reduces conversions by 7%. Your current load times are costing you an estimated 30-40% of potential appointment bookings from organic search.

3**Missing BreadcrumbList schema on all 147 pages**

BreadcrumbList markup improves click-through rates by 15-25% in search results. All 3 top competitors have this implemented. Adding this during migration is a quick win that directly increases organic traffic without additional content investment.

Estimated Revenue Impact: Based on your traffic levels and dental industry conversion benchmarks, the issues identified in this audit are costing an estimated **\$8,000-\$15,000/month** in lost patient acquisition value. A properly executed migration addresses all three findings simultaneously.

URL Inventory + Redirect Risk Map

Every indexed URL on your WordPress site — mapped to its post-migration destination. URLs are ranked by organic traffic to prioritize redirect implementation. Pages marked HIGH risk receive significant search traffic and will cause measurable ranking loss if not redirected correctly on launch day.

URL Inventory (Sample — 10 of 147)

URL Path	Title	Status	Template	Canonical
/	Acme Dental Family Dentistry in Austin TX	200	home	self
/about	About Our Practice Acme Dental	200	page	self
/services/dental-implants	Dental Implants Austin TX Acme Dental	200	service	self
/services/invisalign	Invisalign Clear Aligners Acme Dental	200	service	self
/services/teeth-whitening	Teeth Whitening Austin Acme Dental	200	service	DUPLICATE
/blog/dental-implant-cost	How Much Do Dental Implants Cost?	200	post	self
/blog/invisalign-vs-braces	Invisalign vs Braces: Which is Right?	200	post	self
/old-landing-page	(no title)	200	page	MISSING
/wp-content/uploads/brochure.pdf	(PDF — indexed by Google)	200	asset	n/a
/team/dr-smith	Dr. Sarah Smith DDS Acme Dental	200	team	self

Showing 10 of 147 URLs — full inventory included in deliverable spreadsheet

Why this matters: During a WordPress-to-Next.js migration, every single URL must be accounted for. A single broken redirect on a high-traffic page like **/services/dental-implants** (2,400 monthly visits) can take 3-6 months to recover in rankings. This inventory is the migration blueprint.

Redirect Risk Map (Traffic-Weighted)

Each URL mapped to its new destination, prioritized by monthly organic traffic. HIGH risk URLs are those with significant traffic and no clear 1:1 mapping — these require manual decisions before migration can proceed.

Current URL	New URL	Risk	Mo. Traffic	Type
/services/dental-implants	/services/dental-implants	Low	2,400	1:1 match
/services/invisalign	/services/invisalign	Low	1,800	1:1 match
/blog/dental-implant-cost	/blog/dental-implant-cost	Low	3,100	1:1 match
/category/cosmetic-dentistry	??? — no equivalent	HIGH	1,200	MISSING
/tag/austin-dentist	??? — no equivalent	HIGH	890	MISSING
/wp-content/uploads/brochure.pdf	/assets/brochure.pdf	Medium	340	Path change
/old-landing-page	/ (homepage)	Medium	180	Consolidate

Showing 7 of 147 mappings — 23 total HIGH risk URLs identified

Redirect Rules Summary

Rule Type	Count	Risk Level
1:1 exact match (URL stays the same)	98	Low risk — automated
Pattern-based (categories, tags, archives)	26	Medium — regex rules
No equivalent — needs manual decision	23	High risk

Business Impact: The 23 unmapped URLs collectively receive **8,400 monthly visits**. At a 3-4% conversion rate (dental industry average for organic traffic), that's **250-340 potential patient inquiries per year** at risk. Our redirect strategy will preserve 95%+ of this traffic through the migration.

Schema Parity Checklist

Structured data (schema markup) controls how your practice appears in Google search results — star ratings, FAQ dropdowns, business hours, and service listings. Every schema type currently on your WordPress site must be replicated exactly in the Next.js build, or you lose these enhanced search appearances.

Schema Type	Status	Pages	Search Feature	Migration Action
LocalBusiness	Present	All 147	Knowledge Panel	Replicate in layout — JSON-LD
FAQPage	Present	8 service	FAQ Rich Snippet	Component-level per page
Article	Present	34 posts	Article Carousel	BlogPostJsonLd component
BreadcrumbList	MISSING	0 of 147	Breadcrumb Trail	Add to ALL pages (high priority)
Service	Partial	3 of 8	Service Rich Result	Extend to all service pages
Review	MISSING	0	Star Ratings	Add when reviews collected
MedicalBusiness	Not used	0	Medical Panel	Recommended for dental

Validation Results

All existing schema validated against Google's Rich Results Test. LocalBusiness schema has 2 warnings (missing priceRange and geo coordinates). FAQPage passes on all 8 pages. Article schema missing the 'image' property on 11 of 34 blog posts — prevents rich result eligibility.

Business Impact: BreadcrumbList markup alone improves click-through rates by **15-25%** in search results. With your current 12,000 monthly organic impressions, adding breadcrumbs could generate **200-400 additional clicks/month** without any new content. Combined with MedicalBusiness schema, you also become eligible for Google's medical knowledge panel — a significant trust signal for patients.

Core Web Vitals Baseline

Google uses Core Web Vitals as a ranking signal. These scores measure real user experience: how fast content loads (LCP), how stable the layout is (CLS), and how responsive the page is to interaction (INP). Scores measured via PageSpeed Insights on mobile.

LCP	< 2.5s	2.5 - 4.0s	> 4.0s	6.1s	1.8s
CLS	< 0.1	0.1 - 0.25	> 0.25	0.28	0.04
INP	< 200ms	200 - 500ms	> 500ms	340ms	90ms

**Projected post-migration scores based on Next.js SSR + image optimization + zero page builder overhead*

Page-Level Performance (Top 8 by Traffic)

Page	LCP	CLS	INP	Score	Status
/ (Homepage)	5.8s	0.32	280ms	28	POOR
/services/dental-implants	6.4s	0.18	310ms	22	POOR
/services/invisalign	6.1s	0.41	290ms	19	POOR
/blog/dental-implant-cost	4.2s	0.12	180ms	41	POOR
/blog/invisalign-vs-braces	4.8s	0.22	210ms	35	POOR
/about	7.2s	0.38	420ms	15	POOR
/contact	5.1s	0.09	190ms	38	NEEDS WORK
/team	8.3s	0.44	510ms	11	POOR

Full data for all 20 tested pages included in deliverable

Root Causes Identified

Root Cause	Impact
Elementor page builder	Adds 800KB+ of unused CSS/JS to every page — the single largest performance bottleneck
Unoptimized images	Hero images 2-4MB each, no lazy loading, no WebP — delays LCP by 2-3s
Slider Revolution	Loads 400KB+ JS on pages that don't even have sliders
15 active plugins	Each adds CSS/JS overhead — cumulative 1.2MB of unused code per page load

Business Impact: Google's own data shows that when page load time goes from 1s to 5s, bounce probability increases by **90%**. At 6.1s average LCP, an estimated **30-40% of mobile visitors** leave before your page loads. For a dental practice with 4,000+ monthly organic visits, that's **1,200-1,600 potential patients leaving every month** before they see your content.

These issues are structural — they cannot be resolved with WordPress plugins or caching layers alone. A clean Next.js rebuild eliminates all five root causes simultaneously.

Competitive Landscape

How your website performs against the top 3 dental practices competing for the same keywords in the Austin metro area. This analysis covers organic visibility, technical performance, and content coverage.

Metric	Your Site	Competitor A	Competitor B	Competitor C
Est. Monthly Organic Traffic	4,200	11,800	8,400	6,100
Keywords in Top 10	28	142	97	63
Keywords in Top 3	4	41	28	15
LCP (Mobile)	6.1s	2.3s	3.2s	4.8s
PageSpeed Score	28	87	62	34
Blog Posts Published	34	89	52	18
Schema Types Deployed	3	6	5	2
Google Reviews	127	340	218	89

Keyword Gap Analysis

High-intent keywords your competitors rank for that you are not currently visible for. These represent immediate patient acquisition opportunities.

Keyword	Monthly Searches	Comp A Rank	Comp B Rank	Your Rank	Opportunity
emergency dentist austin	880	#3	#7	Not ranked	HIGH
dental implants cost austin	590	#2	#5	#18	HIGH
pediatric dentist near me austin	480	#4	—	Not ranked	MEDIUM
invisalign provider austin tx	320	#1	#3	#12	HIGH
same day dental crowns austin	210	#6	—	Not ranked	MEDIUM

Business Impact: Competitor A generates an estimated **11,800 monthly organic visits** vs. your 4,200 — a 2.8x traffic gap. Their technical advantage (2.3s LCP vs. your 6.1s) is a primary driver. The keyword gap analysis shows **2,480 monthly searches** for high-intent dental keywords where you have zero visibility. At industry conversion rates, closing even half this gap could mean **15-20 additional patient consultations per month**.

Patient Acquisition Economics

Translating the technical findings into estimated patient and revenue impact. All projections use conservative dental industry benchmarks and your current traffic data. These are not guarantees — they are informed estimates to help evaluate the investment.

Current vs. Post-Migration Performance

Metric	Current	Post-Migration (6-Month)	Change
Monthly Organic Traffic	4,200	6,800 - 8,500	+62-102%
Mobile PageSpeed Score	28/100	85-95/100	+57-67 pts
LCP (Largest Contentful Paint)	6.1s	1.5-2.0s	-67%
Keywords in Top 10	28	55-75	+96-168%
Est. Monthly Patient Inquiries	8-12	18-30	+125-150%

Projections based on comparable WordPress-to-Next.js migrations for dental practices

12-Month ROI Projection

	Conservative	Moderate	Optimistic
New keywords in top 3	4-6	8-12	15-20
Monthly traffic increase	+1,500	+3,000	+5,000
Conversion rate (organic)	3%	4%	5%
New patient inquiries/month	5-8	12-18	20-30
Show-up rate	60%	60%	60%
New patients/month	3-5	7-11	12-18
Avg. patient lifetime value	\$2,500	\$2,500	\$2,500
Annual revenue impact	\$90K-\$150K	\$210K-\$330K	\$360K-\$540K
ROI on \$4,500 investment	20-33x	47-73x	80-120x

From the ROI analysis: Even the conservative scenario represents a **20-33x return** on the migration investment. A single new implant patient (\$3,000-\$5,000 case value) covers the audit cost. Below is the recommended engagement scope.

SECTION 6

Migration Scope, Timeline + Pricing

Based on the audit findings, here is the recommended migration plan. This is a fixed-scope engagement — no hourly billing, no surprise costs. The audit fee is credited toward the migration.

Recommendation

The performance issues are structural — Elementor, excessive plugins, and no server-side rendering cannot be fixed within WordPress without a complete rebuild. Caching plugins and image optimization would improve LCP by ~1-2s but not enough to pass CWV thresholds or close the competitive gap. A Next.js rebuild with SSR, optimized image pipeline, and clean CSS will bring LCP under 2.0s and PageSpeed scores above 85.

Migration Timeline

1. Setup + Design Mapping	Week 1	Component inventory, design system setup, Tailwind config
2. Core Pages Build	Weeks 2-3	Homepage, service pages, contact, about — full SSR + SEO metadata
3. Blog Migration	Weeks 3-4	MDX engine, all 34 posts migrated, blog index + category pages
4. Redirects + QA	Week 4	301 redirects for all 147 URLs, full crawl QA, schema verification
5. Launch + Monitor	Week 5	Vercel deployment, sitemap submission, 30-day Search Console monitoring

Pricing

SEO Parity Audit	Full crawl, redirect map, schema audit, CWV baseline, competitive analysis, Loom walkthrough	\$490
WordPress to Next.js Migration	SSR rebuild, 301 redirects, metadata parity, CWV optimization, Vercel deploy, 30-day monitoring	from \$4,500

Audit credit	Audit fee deducted from migration cost if you proceed	-\$490
--------------	---	---------------

Next Steps

- 1. Review this audit and note any questions about the findings.
- 2. Book a 15-minute call to walk through the results: **calendly.com/hello-seoparity/new-meeting**
- 3. If you decide to proceed, this audit becomes the migration blueprint — no re-discovery needed, no wasted time or budget.

seoparity.com | hello@getseoparity.com

Methodology + Data Sources

Transparency about how this audit was conducted. Every data point is sourced, every projection is based on published benchmarks, and every recommendation is informed by real-world migration experience.

Tools Used

Tool	Used For
Screaming Frog SEO Spider	Full site crawl — URL inventory, status codes, canonical tags, meta data extraction, internal link analysis
Google PageSpeed Insights	Core Web Vitals measurement (LCP, CLS, INP) with both lab and field data where available
Google Search Console	Indexation data, current keyword rankings, click-through rates, impressions by page
Ahrefs	Competitive analysis — organic traffic estimates, keyword gap analysis, backlink profiles, referring domains
Schema Markup Validator	Structured data validation against Google's Rich Results Test for all schema types found
Chrome DevTools / Lighthouse	Performance profiling, JavaScript execution analysis, network waterfall inspection

Benchmark Sources

Patient acquisition cost benchmarks sourced from dental industry reports. Conversion rate estimates based on published dental marketing data (3-5% organic, 1-2% paid). Patient lifetime value (\$2,500) uses a conservative estimate — industry averages range from \$2,000-\$5,000+ depending on services and retention. Page speed impact data from Google's published research on mobile load times and bounce rates.

Limitations

This audit is based on publicly available data and standard SEO tools. Traffic estimates for competitor sites are approximations from third-party tools (Ahrefs) and may differ from actual analytics. Revenue projections are informed estimates, not guarantees — actual results depend on implementation quality, market conditions, and ongoing optimization efforts. Core Web Vitals scores can fluctuate based on server load, user device, and network conditions.

SAMPLE DOCUMENT — Anonymized client data

Actual deliverable includes complete data set, full URL inventory spreadsheet, and 15-minute Loom walkthrough.