



COMPETITOR INTELLIGENCE REPORT

Northside Family Dental

How you compare with the businesses competing for your customers on Google.

LOCATION	100 Main Street, Anytown, NJ 07000
WEBSITE	northsidefamilydental.example
PHONE	(555) 010-0100
REPORT DATE	October 27, 2026

AT A GLANCE

4.4 87 reviews YOUR RATING	4.76 346 reviews avg MARKET AVERAGE	4.9 604 reviews TOP COMPETITOR	5 tracked COMPETITORS
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Top competitor: Riverside Dental Group

About this report

This report compares Northside Family Dental with the businesses that compete for the same customers on Google: ratings, review volume, profile completeness, and who appears when customers search. Every figure comes from public Google listings and the searches run for this report.

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How to use it: read the executive summary and scorecard first, then go straight to Section 9 for the actions. Sections 3 to 8 are the evidence behind each recommendation.

SECTION 1

Executive summary

Northside Family Dental holds a 4.4-star Google rating from 87 reviews, which places it sixth of six in its tracked Anytown set. The five competitors average 4.76 stars and 346 reviews, so the rating gap is 0.36 stars and the review base is about 25 percent of the market average. Northside appeared in 1 of 5 tracked local searches, for family dentist Anytown NJ.

The five sampled client reviews describe a calm, well-run practice: named hygienists, short waits and treatment plans explained before work starts. The single 2-star review is about a billing estimate that rose after treatment, a theme that also appears in two competitor sets, so it is a process problem rather than a reputation problem.

The Google profile is missing 3 of 9 items that the top competitor, Riverside Dental Group, has: a price level, listed service options and a photo set of 10 or more.

The most practical priorities are publishing service options and a price level, adding photos past 10, answering the billing review publicly with a written estimate process, and asking every hygiene patient for a review so the review base starts closing on the 346 average.

SECTION 2

Competitive scorecard

	Google rating	Reviews	Price level
This business	4.4	87	Not set
Competitor average	4.76	346	\$\$
Top competitor: Riverside Dental Group	4.9	604	\$\$

5 competitors tracked · largest review base in the market: 604 reviews.

SECTION 3

Your business today

PROFILE

Address — 100 Main Street, Anytown, NJ 07000, USA
Name — Northside Family Dental
Website — northsidefamilydental.example
Phone — (555) 010-0100
Google category — Dentist
Buyer-stated category — Family and cosmetic dentistry
Business status — Operational, with opening hours listed
Google rating — 4.4 stars from 87 reviews
Price level — Not set

Google photos — 6

Service options listed — None listed

Reservable — No

Profile summary — Northside Family Dental is a family practice on Main Street in Anytown. The sampled reviews are dominated by hygiene visits, short waits and treatment plans explained before work starts, and the practice is found for the generic family dentist query but for none of the four service-specific queries.

Anytown market overview — The five tracked competitors run from a two-chair family practice to a multi-dentist studio with evening hours. Their average rating is 4.76, their average review count is 346, and the largest review base is 604. Two of the five list a price level and three list service options. The top-rated competitor is Riverside Dental Group at 4.9 stars from 604 reviews. Other profiled rivals are Maple Avenue Dental Care, Summit Dental Studio, Oak Hill Family Dentistry and Brightpath Smiles. All five list a website, opening hours and 10 or more Google photos.

HOW YOU COMPARE

Rating — Northside Family Dental at 4.4 stars sits 0.36 stars below the competitor average of 4.76 and 0.5 stars below the top competitor at 4.9. It is the lowest-rated listing in the set.

Review volume — 87 reviews against a competitor average of 346 and a maximum of 604. Even the smallest profiled rival, Brightpath Smiles, has 158 reviews, about 1.8 times the client's total. Riverside Dental Group has about 6.9 times as many.

Profile completeness — Northside is missing 3 of 9 profile items that the top competitor has: price level, service options and a photo set of 10 or more. Website, phone, hours, operational status and wheelchair-accessible entrance are in place. Reservations are unset for both, so they are not a gap.

Search visibility — Northside appeared in 1 of 5 tracked local searches. Competitors filled the visible results for the other four.

Recency — The newest sampled client review is dated 2026-09-18. Sampled rivals show reviews dated through October 2026, so all six listings are active.

Overall — The client is close on rating and trails on review depth and visibility. Photo count, service options and the billing-estimate complaint are the three levers with the fastest effect.

ONLINE PRESENCE

Item	Detail
Official website	northsidefamilydental.example
Google Business listing	https://www.itvero.com/samples
Business category	Dentist (Google) — buyer-stated: Family and cosmetic dentistry

SECTION 4

Market position

Rank by rating: #6 of 6 (tie-aware). Rank by review count: #6 of 6.

Rating rank — Northside is last in the competitive set at 4.4 stars. The competitor average is 4.76 and the best is 4.9.

Rating gap — 0.36 stars below the market average and 0.5 stars below Riverside Dental Group.

Review volume position — 87 reviews versus an average of 346 and a maximum of 604, which places Northside at the bottom of the market for review depth. The client holds about 25 percent of the average competitor review count.

Price position — Northside has no price level set. The market average is \$\$, and the profiled rivals range from \$ to \$\$.

Visibility position — 1 of 5 tracked searches. Riverside Dental Group appeared in 4 of the 5 searches, and Maple Avenue Dental Care and Summit Dental Studio each appeared in 3.

What this means — Patients comparing dentists in Anytown see rivals with higher ratings, several times the review count and a complete profile. Northside is found for the generic family dentist query and nowhere else, so it wins on reputation only when a patient already knows the practice.

COMPETITOR LANDSCAPE

Northside Family Dental — 4.4 stars, 87 reviews, Not set, Dentist, website listed. Lowest-rated listing in the set, with 6 photos and no service options.

Riverside Dental Group — 4.9 stars, 604 reviews, \$\$, dentist. Highest rating and largest review base in the set, with online booking, emergency appointments and 10 or more photos. Sampled reviews praise same-week emergency slots and clear insurance explanations, and two note long waits for routine cleanings. Website [riversidedentalgroup.example](#). Appeared in 4 of the 5 tracked searches.

Maple Avenue Dental Care — 4.8 stars, 412 reviews, \$\$, dentist. Cosmetic-led practice with a listed price level and before-and-after photos. Sampled reviews praise whitening and veneer results and payment-plan explanations, and one reviewer felt upsold during a filling. Website [mapleavenuedental.example](#). Appeared in 3 of the 5 tracked searches, led by the whitening query.

Summit Dental Studio — 4.8 stars, 337 reviews, \$\$, dentist. Modern studio with evening hours and online booking. Sampled reviews praise evening appointments and digital scans, and two note that morning slots were unavailable. Website [summitdentalstudio.example](#). Appeared in 3 of the 5 tracked searches, including the emergency query.

Oak Hill Family Dentistry — 4.7 stars, 221 reviews, Not set, dentist. Long-standing family practice without a price level or online booking. Sampled reviews praise booking several children at once and the same dentist across years of visits. Website [oakhillfamilydental.example](#). Appeared in 2 of the 5 tracked searches.

Brightpath Smiles — 4.6 stars, 158 reviews, \$, dentist. Smallest review base in the set, carried by named hygienists and short waits. Sampled reviews praise gentle cleanings and quick check-in, and one says billing was unclear after a crown. Website [brightpathsmiles.example](#). Appeared in 1 of the 5 tracked searches.

Common pattern — Every profiled rival lists a website, opening hours, service options and 10 or more Google photos, and all five hold ratings of 4.6 or higher on review bases of 158 or more.

Averages cover all 5 competitors found; the top competitor is the highest-rated rival with at least 50 reviews.

The largest review base in the set belongs to Riverside Dental Group (604 reviews, 4.9 stars).

PROFILE COMPLETENESS VS. Riverside Dental Group

Website listed: client Yes, top competitor Yes

Phone listed: client Yes, top competitor Yes

Price level set: client No, top competitor Yes

Opening hours listed: client Yes, top competitor Yes

Business status operational: client Yes, top competitor Yes

Service options: client No, top competitor Yes

Reservations: client No, top competitor No

Google photos: client 6 / top competitor 10 or more

Wheelchair-accessible entrance: client Yes, top competitor Yes

Client's profile is missing 3 of 9 items that the top competitor has.

Profile completeness — Northside is missing 3 of 9 items that the top competitor, Riverside Dental Group, has.

- Price level — Northside not set, Riverside Dental Group set at \$.
- Service options — Northside none listed, Riverside Dental Group lists online booking, emergency appointments and wheelchair-accessible entrance.
- Google photos — Northside 6, Riverside Dental Group 10 or more.

Items already matching — Website, phone, opening hours, operational status and wheelchair-accessible entrance are present for both.

Reservations — Neither lists reservations, so this is not a differentiator.

Signal — These three items are the ones Google uses to describe a practice to searchers, and they are among the quickest to fix. Their absence makes Northside less likely to match searches about emergency and family dentistry.

SECTION 5

Search visibility

Each tracked search, whether you appeared, and who appeared instead.

dentist Anytown NJ — client No — competitors: Riverside Dental Group, Maple Avenue Dental Care, Summit Dental Studio

family dentist Anytown NJ — client Yes — competitors: Brightpath Smiles, Riverside Dental Group

emergency dentist Anytown NJ — client No — competitors: Riverside Dental Group, Summit Dental Studio, Maple Avenue Dental Care

dental implants Anytown NJ — client No — competitors: Riverside Dental Group, Oak Hill Family Dentistry

teeth whitening Anytown NJ — client No — competitors: Maple Avenue Dental Care, Summit Dental Studio

Appears in 1 of 5 local searches; present for 'family dentist' and absent from 'dentist', 'emergency dentist', 'dental implants' and 'teeth whitening'.

Riverside Dental Group appeared in 4 of 5 tracked searches.

dentist Anytown NJ — Northside absent. Riverside Dental Group, Maple Avenue Dental Care and Summit Dental Studio appeared.

family dentist Anytown NJ — Northside present. Brightpath Smiles and Riverside Dental Group also appeared.

emergency dentist Anytown NJ — Northside absent. Riverside Dental Group, Summit Dental Studio and Maple Avenue Dental Care appeared.

dental implants Anytown NJ — Northside absent. Riverside Dental Group and Oak Hill Family Dentistry appeared.

teeth whitening Anytown NJ — Northside absent. Maple Avenue Dental Care and Summit Dental Studio appeared.

Dominant names — Riverside Dental Group appeared in 4 searches. Maple Avenue Dental Care and Summit Dental Studio each appeared in 3, Oak Hill Family Dentistry in 2 and Brightpath Smiles in 1.

Observation — The four searches Northside misses are the ones tied to service options and photo-rich listings.

Publishing service options and photos is the cheapest step back into them.

SECTION 6

What customers are saying

YOUR REPUTATION

Four of the five sampled Northside reviews are 4 stars or better, dated between 2025-11-02 and 2026-09-18.

Praise clusters around hygiene visits, wait times and how treatment is explained.

- Hygienist care — Named hygienists are praised for gentle cleanings and for talking patients through what they find.

- Short waits — Reviewers mention being seen within a few minutes of arriving, including for evening appointments.

- Explained treatment — Two reviewers say the plan and the cost were walked through before work started.

- Billing estimate — One 2-star review says the estimate given at the front desk was lower than the final invoice.

- Insurance handling — One reviewer needed two calls to confirm what the plan covered.

No sampled review complains about clinical work.

THEMES IN YOUR REVIEWS

- Hygiene visits — The most frequent theme. Named hygienists are praised for gentle cleanings and clear explanations.

- Wait times — Reviewers report being seen within a few minutes, including evening appointments.

- Treatment planning — Two reviewers say the plan and cost were explained before work started.

- Billing estimate — One 2-star review says the final invoice was higher than the front-desk estimate.

- Insurance — One reviewer needed two calls to confirm coverage.

- Sentiment — 3 of 5 sampled reviews are 5 stars, one is 4 stars and one is 2 stars.

Themes are based on up to 5 sampled reviews per business.

Competitor profiles

Riverside Dental Group

Google rating **4.9** · Reviews **604**

STRENGTH

Highest rating in the set at 4.9 stars from 604 reviews, carried by same-week emergency slots and a booked-out hygiene schedule.

WEAKNESS

The largest review base in the set is also the hardest to book: reviewers report two-week waits for routine cleanings and no evening hours.

STRATEGIC INSIGHT

Wins emergency searches with a listed service option and 10 or more photos; Northside lists neither, so it loses those searchers before price is discussed.

WHAT CUSTOMERS SAY

- Emergency visits are described as same-week, with several reviewers naming the dentist who fitted them in.
- Reviewers describe the rooms as calm and the front desk as clear about what insurance covers.
- Two reviewers mention long waits for routine cleanings.

Maple Avenue Dental Care

Google rating **4.8** · Reviews **412**

STRENGTH

4.8 stars from 412 reviews, built on cosmetic work and a photographed, price-listed profile.

WEAKNESS

Cosmetic-led reputation: reviewers who came for a filling describe being steered toward whitening and veneers.

STRATEGIC INSIGHT

Publishes a price level and before-and-after photos, so it owns teeth whitening searches; the empty photo set at Northside keeps it out of them.

WHAT CUSTOMERS SAY

- Whitening and veneer results are the most common theme, often with before-and-after photos mentioned.
- The front desk is praised for explaining payment plans.
- One reviewer felt upsold during a routine filling.

Summit Dental Studio

Google rating **4.8** · Reviews **337**

STRENGTH

4.8 stars from 337 reviews from a modern studio with evening hours and online booking.

WEAKNESS

Evening-only availability beyond the standard day draws complaints from patients who need a morning appointment.

STRATEGIC INSIGHT

Appears in 3 of the 5 tracked searches because online booking and service options are listed; Northside lists no service options at all.

WHAT CUSTOMERS SAY

- Evening appointments are singled out as the reason reviewers switched practices.
- The studio is described as modern and quiet, with digital scans instead of trays.
- Two reviewers mention morning slots being unavailable.

Oak Hill Family Dentistry

Google rating **4.7** · Reviews **221**

STRENGTH

4.7 stars from 221 reviews with family bookings and a long-standing neighbourhood reputation.

WEAKNESS

The oldest listing in the set: 221 reviews against 604 at the top, and no price level or online booking listed.

STRATEGIC INSIGHT

Earns family-dentist searches on review recency alone, without service options or a price level; that is the one search Northside already shares.

WHAT CUSTOMERS SAY

- Families booking several children at once are the recurring theme.
- Reviewers mention the same dentist across years of visits.
- One reviewer notes the waiting room is dated but the care is thorough.

Brightpath Smiles

Google rating **4.6** · Reviews **158**

STRENGTH

4.6 stars from 158 reviews, the smallest base in the set, with praised hygienists and short waits.

WEAKNESS

Smallest review base of the five and the lowest rating, so it appears in only 1 of the 5 tracked searches.

STRATEGIC INSIGHT

Competes on the same hygienist and wait-time strengths as Northside but converts them into 158 reviews against 87; the request process is the difference.

WHAT CUSTOMERS SAY

- Hygienists are named in most reviews and described as gentle.
- Reviewers mention being seen within minutes of arriving.
- One reviewer says the billing was unclear after a crown.

COMPETITOR WEBSITES

Riverside Dental Group — riversidedentalgroup.example
Maple Avenue Dental Care — mapleavenuedental.example
Summit Dental Studio — summitdentalstudio.example
Oak Hill Family Dentistry — oakhillfamilydental.example
Brightpath Smiles — brightpathsmiles.example
Websites are taken from each business's Google listing.

Websites are taken from each business's Google listing. Themes are based on up to 5 sampled reviews per business.

SECTION 8

Opportunities

To move from 4.4 to 4.5 Northside needs about 18 new 5-star reviews with no new negatives; to reach the competitor average of 4.76 it needs about 131.

- Rating gap — Northside is 0.36 stars below the competitor average (4.76 minus 4.4) and 0.5 stars below the top competitor (4.9 minus 4.4). With 87 reviews, a handful of new 5-star reviews moves the average quickly.

- Review volume gap — 87 reviews versus an average of 346. Closing the gap to the smallest profiled rival, Brightpath Smiles at 158, would require about 71 additional reviews.
- Visibility gap — 1 of 5 tracked searches. The four missed queries are held by practices that list service options and 10 or more photos.
- Profile fixes — Add a price level, publish service options (online booking and emergency appointments) and upload photos past 10. These three items close the 3 of 9 completeness gap.
- Billing clarity — A written estimate at the front desk and a matching invoice removes the only recurring complaint in the client sample.
- Category clarity — Dentist is the correct and specific category, so no category change is needed. The gap sits in the fields around it.

SECTION 9

Recommended next steps

1. Publish service options on the Google profile: online booking, emergency appointments and wheelchair-accessible entrance.
2. Set a price level on the profile so the comparison row matches Riverside Dental Group and Maple Avenue Dental Care.
3. Upload at least 10 clear photos (reception, treatment rooms, hygienists at work, the building front) to move past the client's 6 and match every profiled rival.
4. Reply publicly and calmly to the 2-star billing review, name the estimate process and offer a direct line to the practice.
5. Attach a written estimate to every treatment plan and have the front desk confirm insurance coverage before work starts.
6. Ask every hygiene patient for a review at checkout, aiming for steady monthly growth toward the 346-review competitor average.
7. Add pages to northsidefamilydental.example covering emergency dentistry, dental implants and teeth whitening, so the practice is eligible for the four searches it misses.
8. Re-run the five tracked searches every month and record appearances, rating and review count against the 4.76 average and the 4.9 top rating.

Important notes

- Every figure comes from public Google listings and the searches run for this report.
- No private or scraped data is used.

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