

The 20-Minute Website Job Two-Thirds of Sydney Practices Haven't Done: Schema Markup

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Schema markup is the machine-readable label that tells Google, Maps and AI assistants exactly who your practice is, where you are and when you're open. In our June 2026 audit of 1,156 live Sydney dental practice websites, only about a third had it — making it one of the cheapest visible wins on your site. What it is, what "good" looks like, and the exact brief to hand your web person.

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General educational material for practice owners and managers — not technical, legal or marketing advice. Schema markup makes your practice easier for machines to verify; nobody can guarantee a ranking or an AI recommendation from any single change.

Your website says who you are to humans. **Schema markup** says it to machines — a small block of structured data (usually JSON-LD) embedded in the page that tells Google Search, Google Maps and AI assistants, unambiguously: *this is a dental practice, called X, at this address, with this phone number, open these hours.*

Patients never see it. Machines rely on it. And machines are doing more of the choosing every year — Maps results, "dentist near me", AI Overviews, and assistants like ChatGPT and Perplexity deciding which practices they can confidently cite.

The numbers: this is an open gap, not table stakes

In our June 2026 audit of **1,156 live Sydney dental practice websites**:

- only about **a third** exposed any machine-readable practice identity (`Dentist` or `LocalBusiness` markup) on any page we crawled;
- roughly **one in seven** had FAQ markup anywhere.

That's unusual. Most discoverability advice ("write great content", "earn reviews") is a long campaign against neighbours doing the same thing. Schema is different: it's a one-off technical job, and in most Sydney suburbs *most of your competitors haven't done it*. On our suburb snapshots, the "Machine-readable ID" figure is often the weakest number on the card.

What "good" looks like for a dental practice

Three layers, in priority order:

1. Practice identity — the must-have. A `Dentist` block (the specific type beats generic `LocalBusiness`) on your home page carrying: practice name exactly as it appears on your Google Business Profile, street address with suburb/state/postcode, phone, opening hours, geo coordinates, and `sameAs` links to your Google Business Profile and any directories you control. A skeleton looks like this:

```
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "name": "Example Dental Practice",
  "telephone": "+61 2 9000 0000",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1 Example St",
    "addressLocality": "Parramatta",
    "addressRegion": "NSW",
    "postalCode": "2150",
    "addressCountry": "AU"
  },
  "openingHoursSpecification": [],
  "geo": {"@type": "GeoCoordinates", "latitude": 0, "longitude": 0},
  "sameAs": ["https://g.page/your-business-profile"]
}
```

2. FAQ markup — where you genuinely answer questions. If a page has real question-and-answer content ("How much does a check-up cost?", "Do you see emergencies?"), `FAQPage` markup makes those answers liftable by search and assistants. Two honesty rules: the marked-up questions must actually appear on the page with their answers, and don't manufacture FAQ blocks for pages that aren't answering anything — markup that misrepresents the page is a spam signal, not a boost.

3. Consistency — the part that's about discipline, not code. The name, address and phone in your schema must match your Google Business Profile and your page footer *exactly*. Mismatches make machines less confident, not more. One warning from our audit: **don't add review-rating markup (`aggregateRating`) unless the reviews are visibly on the page** — invisible-rating markup reads as manipulation. (And for health practices, republishing clinical-outcome reviews on your own site raises a separate advertising question — see our [advertising guide](#).)

The brief to hand your web person

Copy-paste this:

Please add JSON-LD structured data to our website: a **Dentist** schema block on the home page with our exact practice name, full address, phone, opening hours, geo coordinates, and sameAs links to our Google Business Profile; **FAQPage** markup on any page with genuine Q&A content (and only those). Name/address/phone must match our Google Business Profile exactly. Don't add aggregateRating. Then validate every changed page with Google's Rich Results Test and send me the passing results.

That last sentence matters: **Google's free [Rich Results Test](#)** shows whether the markup parses, in plain pass/fail. It's your acceptance test — no technical knowledge needed to read it.

If your site is on a common platform (WordPress, Squarespace, Wix), this is typically under an hour of work with a plugin or built-in settings; a custom site is a small task for whoever built it.

How to check where you stand right now

Our [free discoverability check](#) reads your public pages the way an AI assistant would — including whether a machine-readable identity and FAQ markup are present — and benchmarks each score against the Sydney practices we've audited. Your [suburb's snapshot](#) shows the local picture: how many of the practices around you have done this job.

Twenty minutes of someone else's time, a pass/fail test you can read yourself, and a gap most of your suburb hasn't closed. There aren't many of those left on a website.

Disclaimer: Educational guidance only, not legal advice. This guide is intended for practice workflow education. Do not enter patient-identifiable information into public AI tools.

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