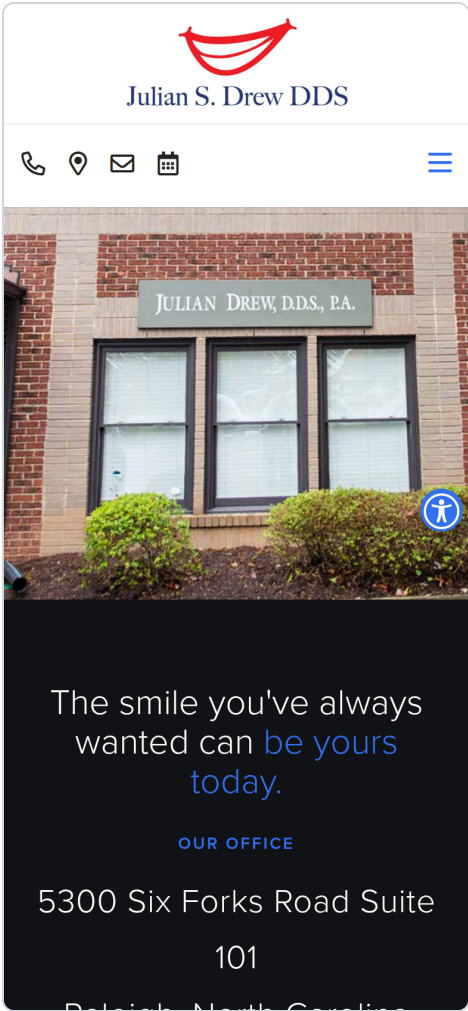


Local Presence Audit

Julian Drew, DDS · how the business appears to a customer on a phone, to Google, and to AI assistants. Every line below was observed on the live homepage on the date shown. Nothing is inferred.

WHAT A CUSTOMER SEES ON A PHONE



6.9s

to finish loading (iPhone, simulated)

4

tap-to-call links

No

image when the link is shared

1

contact forms on the homepage

Yes

structured business listing

6

accessibility rules failing (WCAG 2.1 A/AA)

Title: *Dentist in North Raleigh, NC | Family, Cosmetic & Emergency Dentistry | Julian S. Drew DDS*

Description: *Need a trusted dentist in North Raleigh? Julian S. Drew DDS provides family, cosmetic, emergency, implant, Invisalign®, and sleep apnea treatment with personalized care. Schedule y*

FINDINGS, IN ORDER OF WHAT THEY COST

COSTING IMPRESSIONS

Shared links preview blank

When a customer texts the link or posts it on Facebook, it shows as a grey box with no photo and no name.

Evidence: `no og:image`

Fix: Add `og:image` (1200×630) and `og:title`.

COSTING DISCOVERY

No llms.txt

A short plain-text summary for AI assistants at `/llms.txt`. Absent here; it costs nothing to add.

Evidence: `GET /llms.txt` did not return a text file

Fix: Publish `/llms.txt` with a one-paragraph description, services and service area.

ALREADY RIGHT

- Phone number is tap-to-call (4 tel: links).
- A description is written for Google.
- Structured business listing present (Dentist, PostalAddress, GeoCoordinates, OpeningHoursSpecification).
- Homepage links to the Google listing.
- Sitemap is present.
- Renders inside a phone screen without sideways scroll.
- AI search assistants are allowed to read the site. Training crawlers (GPTBot, ClaudeBot, PerplexityBot, CCBot) are blocked, which is a defensible choice.

WHO IS ALLOWED TO READ THE SITE

GPTBot	blocked
ChatGPT-User	allowed
OAI-SearchBot	allowed
ClaudeBot	blocked
Claude-SearchBot	allowed
anthropic-ai	blocked
PerplexityBot	blocked
Perplexity-User	allowed
Google-Extended	allowed
Googlebot	allowed
Bingbot	allowed
CCBot	blocked
Applebot	allowed

ACCESSIBILITY, TOP ITEMS

- **2 buttons with no readable name.** A screen reader cannot say what it does. `critical` · rule `button-name`
- **2 images with no alt text.** A screen reader skips them or reads the filename aloud. `critical` · rule `image-alt`
- **One accessibility attribute with a bad value.** They are ignored. `critical` · rule `aria-valid-attr-value`

- **9 links with no readable name.** A screen reader announces each as just "link", so the person has no idea where it goes. `serious` · `rule link-name`
- **6 places where text fails the contrast minimum.** Hard to read for anyone with low vision, and the most common failure on the web. `serious` · `rule color-contrast`

RECOMMENDED FIRST THREE

1. **Shared links preview blank** — Add `og:image (1200×630)` and `og:title`.
2. **No llms.txt** — Publish `/llms.txt` with a one-paragraph description, services and service area.

Method: homepage rendered in Chromium at 390×844 with an iOS user agent; axe-core 4.10.2 for WCAG 2.1 A/AA; robots.txt evaluated per user agent with longest-match rules; llms.txt and sitemap fetched directly. Google ranking and review counts are not measured in this report and are not claimed. Prepared by DentalScapes.