

The State of Canadian Dental Findability 2026

A census of all 19,374 Google-listed Canadian dental practices, scored on how easily a patient can find and book each one — from public signals only.

80% of Canadian dental practices are rated 4.5★ or higher — yet two-thirds of those top-rated practices can't be booked online. The reviews are in; the front door isn't.

KEY FINDINGS

<p>75% have no online booking link on their Google listing 14,534 of 19,374</p>	<p>7% offer real-time self-scheduling — 93% don't 1,349 of 19,217 recounted</p>	<p>28.9% have no website at all on their listing 5,608 of 19,374</p>
<p>80.3% of rated practices are 4.5★ or higher 13,481 of 16,797 rated</p>	<p>67% of those top-rated practices still have no online booking 9,032 of 13,481</p>	<p>15% of practices with a live site expose no online way in 1,792 of 11,641 fetched</p>

BY PROVINCE (BEST → WORST)

PROVINCE	PRACTICES	BOOKABLE ONLINE	REAL-TIME
Alberta	2,132	37.8%	13.7%
British Columbia	3,010	26.3%	7.0%
Ontario	8,338	23.3%	7.0%
Quebec	3,617	13.9%	3.0%
New Brunswick	472	12.4%	3.5%
Newfoundland & Labrador	182	10.5%	7.0%

A ~3.6x gap between the best and worst province. **Quebec** is the 2nd-largest market yet has the lowest real-time rate (3.0%). Full 10-province table in the dataset.

METHOD & HONESTY

We opened each of the **19,374** Google Business Profiles and recorded the Book button and its type (real-time scheduler vs. appointment request), website presence, and online capture path. Province is from the postal Forward Sortation Area (~99.6% coverage).

Listings as of **June 9, 2026**; booking links recounted **June 18, 2026**. Aggregates only — **no practice is named**. Google star ratings are well-populated (86.7%); review counts are deliberately not reported (only ~28% carry one). "No online booking" means no one-tap Book button on the Google listing, not "can't book anywhere."

Cite as: Xona, *State of Canadian Dental Findability 2026*. · Full study, charts & machine-readable dataset (CC-BY 4.0): xonark.com/research/canadian-dental-findability · Province CSV and chart PNGs available on request.

Xona (by Xonark) is an AI system that helps dental clinics recover missed calls and schedule leakage. This study comes from the same practice-scanning tooling.

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