Sample report. A real audit of a real dental practice, run on 17 November 2026. Practice names and location have been removed.

Your agency logo

AI search visibility audit

How AI assistants see your practice

Practice A · [City], Texas

Live AI visibility

27 /100

Invisible

How often AI actually recommends the practice today

Website readiness for AI

51 /100

Poor

How easy the website and listings make it for AI to trust and cite the practice

Prepared by Your Agency · 17 November 2026
AI platforms tested: ChatGPT, Google Gemini, Google AI Overviews
Website pages analysed: 48

Summary

Key finding: Practice A has an excellent reputation (4.9 stars, 400+ reviews) and a technically sound website, yet AI recommended it in **0 of 12** answers to "who should I go to?" questions. The main reasons: the practice's own website and listings contradict each other on basic facts, and it is missing from the ranking and directory sites AI uses to choose who to recommend.

What we found

- **Two different opening schedules on the practice's own website.** 16 of 48 pages show the wrong hours, and Google's AI Overview repeated them to patients.
- **Conflicting facts across the web.**
  - **Insurance:** one page says "not in-network with any insurer", others say most PPO plans are accepted
  - **Review count:** 435, 422 and 400+ on different pages
  - **Awards:** four different versions
  - **A medical directory** says the practice is not accepting new patients
  - **The local Chamber listing** shows it closed on Fridays
- **Missing from the sources AI cites.** The competitors AI recommended appear on dentist ranking and review sites where Practice A has no listing.
- **No named dentist behind the health content.** Blog articles are credited to a website username, not the dentist, which weakens trust for medical topics.
- **37 near-identical neighbourhood pages** written from one template, some with typos and leftover text from an unrelated template. Search engines can treat this as low quality.

What it means

Patients asking AI for a dentist in [City] are being sent to competitors. Most of the causes are fixable within a month, and the first fixes take only hours.

What AI says when patients ask

Five real patient questions, asked in fresh sessions with the city included.

Patient question	ChatGPT	Gemini	Google AI
What is the best family dentist in [City], Texas?	Not mentioned	Not mentioned	Not mentioned
Who are the top-rated dentists in [City], Texas?	Not mentioned	Not mentioned	Not mentioned
Where is the best place to get dental implants in [City], Texas?	Not mentioned	Not mentioned	Not mentioned
I need an emergency dentist in [City], Texas today. Who should I call?	Not mentioned	Not mentioned	Not mentioned
What do patients say about Practice A? Services, hours, address?	Accurate	Incomplete	Wrong hours

Example answer

"What is the best family dentist in [City], Texas?" · ChatGPT

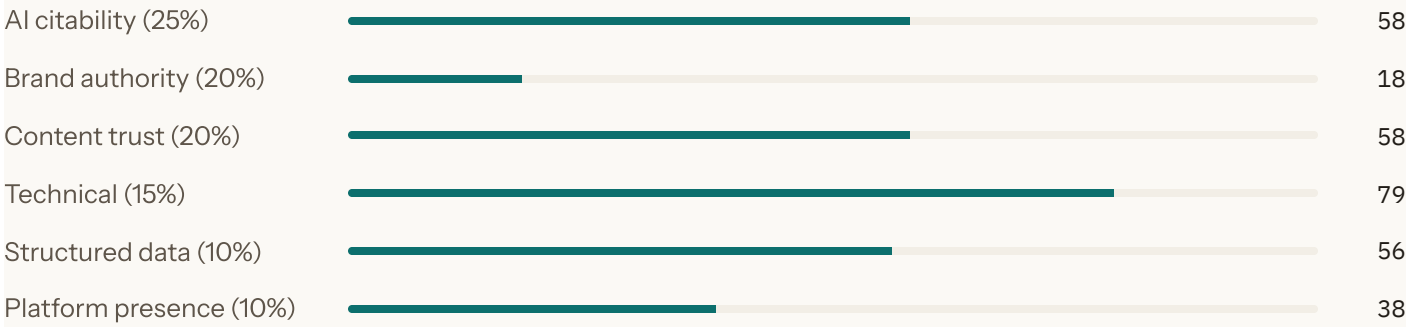
"Based on the available November 2026 listings, these are my recommendations… 1. Competitor A, my overall pick… 2. Competitor D… 3. Competitor E… 4. Competitor C… 5. Competitor F." Sources cited included a dentist ranking site.

Who AI recommends instead

Practice	Recommended in	What sets them apart (likely reasons)
Competitor A	4 of 12 lists	Same review count, but decades old and on ranking sites AI cites
Competitor B	4 of 12 lists	About 1,000 reviews at 5.0 stars, twice Practice A's volume
Competitor C	3 of 12 lists	Over 1,200 reviews and Saturday hours
Practice A	**0 of 12 lists**	4.9 stars, 400+ reviews

Website readiness for AI: 51/100

We analysed 48 pages of the website and the practice's presence across the web in six areas AI systems rely on.



Area	What it measures	Practice A
AI citability	Can AI quote clear, consistent facts from the site?	Good service content, but conflicting hours, insurance and review facts
Brand authority	Is the practice mentioned on sites AI trusts?	Very weak: absent from ranking lists, no community or video presence
Content trust	Expertise, experience and trust signals	Transparent pricing, but no named dentist on articles and unsupported "#1" claims
Technical	Can AI crawlers read the site?	Strong. All AI crawlers allowed, fast server, fully readable pages
Structured data	Machine-readable business details	Correct business type, but missing Saturday hours and inconsistent between pages
Platform presence	Listings on directories AI uses	Missing from several key directories; others show wrong details

Website readiness predicts how easily AI can trust and cite the practice. Live AI visibility on the cover measures what AI actually says today. Improving the first is how the second goes up.

Website and listings check

Check	Status	Detail
AI crawlers allowed	Pass	No AI crawlers are blocked; pages are readable without JavaScript
Service pages for main treatments	Pass	Dedicated pages for implants, emergency, family, cosmetic and pediatric dentistry
Same hours everywhere	Fix	Two schedules on the website (16 of 48 pages wrong); Google's AI repeats the wrong one; the Chamber listing differs again
Same facts everywhere	Fix	Insurance, review count and awards differ between pages; a medical directory says "not accepting new patients"
Listed where AI looks	Fix	No listing found on the dentist ranking and review sites cited in AI answers
One listing per practice	Fix	A second listing shows 4.6 stars from 11 reviews
Named expert on health content	Fix	Articles credited to a website username; the dentist's credentials are not marked up
Location pages	Improve	37 templated neighbourhood pages, typos and leftover text from another template
Structured data	Improve	Correctly marked as a dentist, but Saturday hours missing and details differ between pages
Claims in page titles	Improve	"#1" claims without evidence; replace with supportable wording such as the star rating
Reviews vs competitors	Improve	400+ reviews vs 1,000 to 1,600 for most practices AI recommends

Action plan

Ranked by impact, quick wins first.

#	Action	Impact	Effort
1	Fix the opening hours in the website's blog and neighbourhood page templates, and add Saturday to the structured data	High	1 hour
2	Choose one insurance statement, one review count and one award wording and use them everywhere	High	2 hours
3	Correct the medical directory, Chamber and provider-registry listings; merge the duplicate listing	High	2 to 4 hours
4	Get listed on the dentist ranking, review and map platforms AI cites, with identical details	High	Week 2, then ongoing
5	Add "Written and reviewed by Dr. [Name], DDS" to every article, with credentials	Medium	2 hours
6	Merge the 37 neighbourhood pages into a few genuinely local ones; fix typos and leftover text; replace "#1" titles	Medium	1 to 2 days
7	Weekly review requests and local "best dentist" outreach to close the gap with competitors	Medium	Ongoing

Next step: Your Agency can complete actions 1 to 3 in the first week and 4 to 6 within 30 days, then re-test every month so you can see both scores change.

How this audit was done

Live AI visibility: 5 patient questions, each asked once in a fresh session on 17 November 2026 with the city included; Weighted score: presence 30%, position 20%, consistency 15%, accuracy 15%, sentiment 10%, completeness 10%. Website readiness: 48 pages crawled and analysed in six areas (citability 25%, brand authority 20%, content trust 20%, technical 15%, structured data 10%, platform presence 10%). Facts were checked against the practice's own pages; some directories blocked automated checks and are not counted. AI answers vary between runs, users and locations, so this is a snapshot, not a guarantee of future results.