COMPLIMENTARY RESOURCE / OCTOBER 2026

Is AI recommending your practice?

A practical field guide to testing your visibility, correcting your public information, and prioritizing the next move.

Clear decisions. Practical next steps. Your practice, in control.

Dental practices only.
Your website. Your domain. Your code. Your content.

support@dentalauthoritysites.com · 1-888-448-6577

Patients ask AI tools where to find dental care. The key question is whether your public information is accurate, easy to verify, and useful when a relevant question is asked.

AI visibility is not a result anyone can promise. Answers vary by platform, location, prompt, and time. Use this guide to set a baseline and monitor improvements.

Important: This is an educational self-assessment, not a personalized DAS audit or a promise of AI inclusion. It is not legal advice.

Start with a repeatable prompt test kit

Run the same prompts in clean sessions—not just once. Log out where practical, use private/incognito browsing, turn off saved context when possible, and record the date, location context, platform, exact prompt, and result. Do not create artificial signals, reviews, or repeated clicks.

Build a kit around your practice, locations, and priority services:

- **Practice:** "What can you tell me about [Practice Name] in [City, State]?"
- **Local discovery:** "Which dentists in [City] offer [service]?"
- **Service + location:** "Where can I learn about [service] near [neighborhood or ZIP]?"
- **Provider:** "Who provides [specialty/service] at [Practice Name]?"
- **Patient question:** "What should I ask a dentist about [service] in [City]?"

Save the result verbatim or as a timestamped screenshot. Note mentions, factual accuracy, citations, and competitors. Re-run the same kit monthly or quarterly in the same market context. Patterns matter more than one answer.

Treat each platform result as an observation

Google experiences may use Google's index and business information, but an AI summary or local result is not a ranking guarantee. Google identifies LCP of 2.5 seconds or less, INP under 200 milliseconds, and CLS under 0.1 as good page-experience thresholds. A good experience can support Search performance, not guarantee ranking. Read Google's documentation.

ChatGPT and Gemini may differ from Google and each other. Output can vary by prompt, user context, settings, source availability, and platform updates. A missing mention does not prove a technical problem; a mention does not prove it will recur. Use results as evidence to investigate, not a score to game.

Make important pages crawlable and clear

Important public pages should load reliably, use descriptive titles and headings, and be reachable through clear internal links. Keep an XML sitemap current. Check that valuable pages are not blocked by `noindex` or robots rules and that mobile visitors can see essential information. Review redirects, broken links, duplicate pages, and forms after material changes.

Measure speed rather than assuming it. Reduce unnecessary scripts, optimize images, and test core pages on mobile. Faster, more stable pages can improve usability; they do not guarantee rankings, leads, or AI recommendations.

Keep entity facts consistent

Give your core facts one reliable home: practice name, address, phone, website, hours, appointment path, and primary services. Compare them with your Google Business Profile (GBP), major directories, social profiles, and booking listings.

For multi-location practices, distinguish the parent organization from each office. Keep local hours, directions, phone numbers, providers, services, and booking links accurate. Structured data can help systems interpret published facts, but it must match visible content and is not a shortcut to inclusion.

Build pages around patient decisions

Create a useful page for each priority service, location, and provider or specialist. Avoid thin near-duplicate pages that only swap a city name.

Service pages should explain who the service may help, what an appointment involves, common questions, next steps, and contact options. Location pages should cover address, hours, directions, booking, services, and local providers. Provider pages should accurately present credentials, scope, experience, and patient-facing approach. Review claims regularly.

Add trustworthy evidence and honest proof

Link to appropriate clinical, regulatory, or professional sources when making health-related educational claims. Keep citations relevant, current, and easy for patients to review. Separate general education from individual diagnosis or treatment advice.

Request honest feedback from real patients through a consistent process. Keep GBP categories, hours, photos, services, and appointments current. Never offer incentives for positive reviews or suppress negative feedback. Review analytics, chat, forms, vendors, and disclosures with appropriate advisors. HHS explains that HIPAA duties depend on whether protected health information is collected or disclosed and that BAAs may be needed where applicable; not every public-page visit involves PHI. Review HHS guidance. Tracking and chat expectations vary by jurisdiction and court interpretation; this CIPA web-tracking overview discusses consent and vendor disclosures. Seek legal advice for your circumstances.

Blank AI visibility self-assessment template

Use this blank scorecard to record your own review. It is a template, not a DAS audit.

Check	Yes	No	Notes / evidence	Priority
I ran the dated prompt kit in clean sessions.	[ ]	[ ]		
Core facts match across site, GBP, and key listings.	[ ]	[ ]		
Service, location, and provider pages are useful and current.	[ ]	[ ]		
Important pages are crawlable, linked, mobile-friendly, and stable.	[ ]	[ ]		
Educational claims use relevant evidence or citations.	[ ]	[ ]		
Reviews, GBP, forms, vendors, and disclosures are reviewed.	[ ]	[ ]		

Prioritize improvements

1. **Correct facts first:** Fix old hours, addresses, services, provider details, and booking paths.
2. **Improve high-intent pages:** Focus on services and locations tied to patient questions.
3. **Remove access barriers:** Resolve indexing, linking, mobile, performance, and broken-page issues.
4. **Strengthen governance:** Add sources, assign an update owner, and schedule recurring reviews.
5. **Test again:** Compare the same dated prompts instead of chasing every answer.

Sample report outline

A practical report can cover market context; test dates, prompts, and limitations; observations by platform; entity facts; crawlability and key pages; service, location, provider, evidence, and review findings; prioritized recommendations with owners; and a re-test date. It should separate observed facts from recommendations and never promise platform inclusion.

Next steps

Select three priority services and locations, run the first dated test kit, and complete the scorecard. For help translating findings into a practical website and content plan, contact DAS at support@dentalauthoritysites.com or 1-888-448-6577. DAS website builds start at **$950** for Starter; ongoing SEO & AEO programs start at **$897/month**.

These are transparent DAS prices, not market averages or a promise of performance. You own your domain, code, design, and content.

Resources: Download this AI Visibility Guide · DAS digital presence guide · Speed, safety, and security one-page resource · Ask DAS a question in chat