

01 / REPORT

The key findings on one page

SAMPLE REPORT / ILLUSTRATIVE DATA

<https://beispiel-zahnarzt.example>

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Muster Dental Practice (fictional): you are named in 8 of 30 AI answers (27%).

We tested 10 customer searches in 3 AI systems (1010 Vienna). A customer asking an AI mostly does not see you. The causes are identifiable and usually fixed in a few hours.

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ChatGPT: you are named

0 / 10

Gemini: you are named

3 / 10

Perplexity: you are named

The 3 key findings

1. For prices, emergencies and treatments you are missing everywhere

Searches for costs, weekend emergencies, implants and whitening name you in no AI. Your website has no readable information on them.

2. Gemini does not know you

Gemini names you in none of the 10 searches. It relies heavily on the Google Business Profile, and yours is incomplete.

3. For standard searches you are already visible

ChatGPT and Perplexity name you for "dentist city centre" and "dentist for children". You can build on that.

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Where you are named and where you are not

Each row is a real customer question. Green means the AI names you, with your position in the answer. Orange means you do not appear.

Customer search	ChatGPT	Gemini	Perplexity
1. Dentist 1010 Vienna short-notice appointment	Position 3	Not named	Position 4
2. Best dentist Vienna city centre	Position 2	Not named	Position 2
3. Teeth cleaning cost Vienna	Not named	Not named	Not named
4. Dentist Vienna anxious patients	Position 4	Not named	Not named
5. Dental implant Vienna price	Not named	Not named	Not named
6. Emergency dentist Vienna weekend	Not named	Not named	Not named
7. Dentist Vienna for children	Position 3	Not named	Position 5
8. Teeth whitening Vienna providers	Not named	Not named	Not named
9. Private dentist 1010 Vienna	Position 5	Not named	Not named
10. English-speaking dentist Vienna	Not named	Not named	Not named

Pattern found

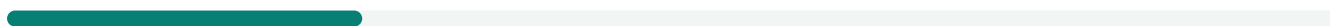
You only appear for general searches. As soon as the customer asks about price, time or treatment, the AI names competitors.

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Who is named instead and why

Across the 30 answers these businesses were named most often:

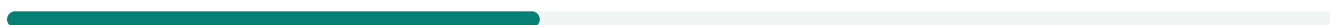
Muster Dental Practice (fictional) 8 mentions



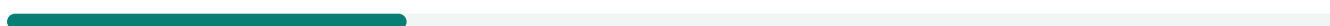
Zahnzentrum Ringstraße 17 mentions



Dr. Beispiel & Partner 12 mentions



Wiener Dentalklinik 9 mentions



Why Zahnzentrum Ringstraße leads

Online price list, 24h emergency service, complete Google profile

Gap check: competitors vs. you

Signal	Competitors	You
Price list as text on the website	Yes	No
Google profile with services and languages	Yes	No
Own page per treatment	Yes	No
Emergency times clearly stated	Yes	No
Consistent data across directories	Yes	Yes

What the AI says wrongly about you

Wrong details cost enquiries without you noticing. We found these deviations:

AI system	The AI says	Correct is
ChatGPT	Opening hours Mon to Fri 8 to 16	Mon to Fri 8 to 18
Perplexity	Covered by public health insurance	Private dentist, no insurance contract
Gemini	Practice not found	Practice has existed for several years

Why this happens

The AI reads old directory entries and review portals. If your data differs there, it adopts the wrong version. Action 5 fixes this.

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Your plan: 8 actions, ordered by impact

15.5 h

Total effort

6.0 h

Quick wins (no. 1 to 3)

8

Actions

Start with no. 1 to 3 (6.0 h): they target exactly the searches where you are missing today. We can implement them for you on request.

Action	Priority	Effort	Affects
1. Publish a price list (indicative prices) as a text table on the website	High	2.5 h	Price searches
2. Complete the Google Business Profile (categories, services, languages)	High	1.5 h	Gemini
3. Create an "Emergency and weekend" page with clear times	High	2.0 h	Emergency searches
4. One service page per treatment (implants, whitening, children)	Medium	3.0 h	Treatment searches
5. Align address, phone and opening hours across all directories	Medium	2.0 h	All AI systems
6. Add an FAQ with 6 short customer questions and clear answers	Medium	2.0 h	ChatGPT, Perplexity
7. Add structured data (LocalBusiness, FAQ) to the website	Medium	1.5 h	All AI systems
8. Check AI crawler access and add llms.txt	Low	1.0 h	Foundation

What happens next

When	What happens
Day 0	20-minute review call, questions about the report
Week 1	Implement quick wins (actions 1 to 3)
Weeks 2 to 4	Implement actions 4 to 8
Day 60	Second check, free: same 10 searches, same 3 AI systems

How we tested

The searches are worded the way customers ask them. Each ran on the same day in ChatGPT, Gemini and Perplexity, without login and without saved history. We record position and wording of the answer.

Important: AI answers vary. The report is a snapshot. We do not promise any position. We show what the AI reads about you today and what you can change.

This report is a sample with illustrative data

Business and results are fictional. Your report contains your real searches, answers and competitors.

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