

HOW AI SEES YOUR PRACTICE · IMPLEMENTATION BIBLE

Prepared for

Harbor & Oak Dental

See how AI sees your practice, and present it at its best.

PREPARED FOR

Harbor & Oak Dental
14 Oak Harbor Lane,
Clifton, Bristol BS8 1AA

DATE

6 October 2026

SNAPSHOT

20 prompts × 3 runs
run 6 October 2026 ·
Fixture/sample

STATUS

Illustrative sample ·
fictional brand

Harbor & Oak Dental

See how AI sees your practice, and present it at its best.

How AI tools described your clinic in our snapshot, and every concrete change to present it clearly and accurately. Files and text written, work planned day by day, each item with a check that shows it's done.

Website	harborandoak.example
Clinic	Harbor & Oak Dental · 14 Oak Harbor Lane, Clifton, Bristol BS8 1AA
Prepared	6 October 2026
Evidence	58 AI answers · 4 AI tools · 20 patient questions · 7 website pages checked
Snapshot	20 fixed prompts × 3 runs, averaged · Fixture/sample
Status	Illustrative sample · fictional brand

SNAPSHOT SCORE

37 / 100

Weak

Named in 62% of answers · your site linked in 12% · on 6 October 2026. A snapshot, not a ranking.

THE SHORT VERSION

In our snapshot, when Bristol patients asked AI tools about a treatment or a price, Harbor & Oak was rarely linked as the source, and some answers got your facts wrong. Directories and SmileWorks were cited instead. This report shows what the AI tools said and every step to present your practice clearly and accurately, each with a check that shows it's done.

What's inside — ready to use

50 numbered actions — each with where it goes, who does it, and how you know it's done	9 blocks of fact code (schema) — copy, paste into the page head, done	22 patient FAQ answers written in plain UK English across 7 pages
12 page and article briefs with headings, word counts and calls to action	20 listings to claim or correct, in order, with what to paste	90 day plan — Week 1 day by day, then week by week, with check-points

START ON MONDAY — THE FIRST THREE JOBS (UNDER 3 HOURS)

15 min	Add "Thursday until 20:00" to your homepage hours. Snapshot answers said you have no evening appointments. (C11)
1 hour	Upload the robots.txt and lms.txt in Appendix A. Lets AI search crawlers read every page. (C01, C02)
1 hour	Publish the three serious corrections (no NHS, Thursday hours, no IV sedation) from Section 5. (C16)

How to use this report

STEP 1 · 5 MINUTES

Read Section 1.

What we found, why it matters, and what “done” looks like.

STEP 2 · HAND OVER

Give Section 6 to your team.

The checklist: 50 jobs, each with owner, page, paste and “done when”.

STEP 3 · FOLLOW

Work through Section 7.

The 90-day plan. About 89 hours in total (≈7 a week).

1	Summary — what we found and what fixed looks like	read first
2	What AI tools say about you today (evidence)	58 answers
3	Where each AI tool appears to get its information — and what to do for each	4 tools
4	Who AI named for each question — and what your pages are missing	10 questions
5	Wrong facts in AI answers — with correction text	9 errors
6	The master checklist	50 actions
7	The 90-day plan	56 tasks
8	Your website: prices, pages and links	14 prices · link map
9	Google, Bing, Apple, directories and reviews	20 listings · 7 templates
10	Page and article briefs	6 pages · 6 articles
11	Want the checklist implemented for you?	optional
A	llms.txt and robots.txt — complete files	44 lines
B	Schema (JSON-LD) — complete code blocks	9 blocks · 338 lines
C	FAQ answers — every page	22 answers
D	Page titles and descriptions	14 pages
E	Copy blocks: NAP, facts card, page openings, Google profile	5 blocks
F	Re-test sheet — same prompt set	20 questions
G	How this snapshot was made · disclaimers	method

Plain-English glossary (each term explained once)

AI answer tools	ChatGPT, Perplexity, Google's AI Overviews (the AI summary at the top of Google) and Microsoft Copilot.
Linked as the source	The AI shows a clickable link to your website next to its answer, so a patient can check your own page.
Schema / JSON-LD	A hidden block of code in a page's head that states your facts (name, hours, services) in a format machines read perfectly. You paste it; patients never see it.
NAP	Name, Address, Phone. Must be written identically everywhere online.
GBP	Google Business Profile — your listing on Google Maps.
robots.txt	A small text file at yoursite/robots.txt telling crawlers which pages they may read.
llms.txt	A plain-text summary of your clinic at yoursite/llms.txt written for AI tools. Cheap to add; no AI company has confirmed relying on it yet.
Sitemap	A list of every page on your site (yoursite/sitemap.xml) that search engines use to find pages.
Canonical tag	One line in a page's head saying “this is the main address of this page”, so duplicates don't confuse search engines.
Meta title / description	The blue headline and grey summary Google shows for a page. Also read by AI tools.
CQC / GDC	Care Quality Commission (registers your practice) and General Dental Council (registers each clinician). Both are highly trusted public sources.
IndexNow	A free ping that tells Bing (which powers Copilot and feeds ChatGPT search) the moment a page changes.

1. Summary — what we found

OUR READING

Patients now ask AI tools questions like “best private dentist in Clifton” or “how much is Invisalign in Bristol”. In the 58 AI answers in this snapshot, your clinic was named in some, but your website was linked as the source in only about 1 in 8. On money questions (implants, Invisalign, fees, emergencies) your site was rarely cited; directories and SmileWorks Bristol were cited instead.

Some answers were wrong about you. They said you take NHS patients (you don’t), that you close at 18:00 every day (you’re open until 20:00 on Thursdays), and that you offer IV sedation (you don’t). A patient who believes those answers either never calls, or calls expecting something you can’t provide.

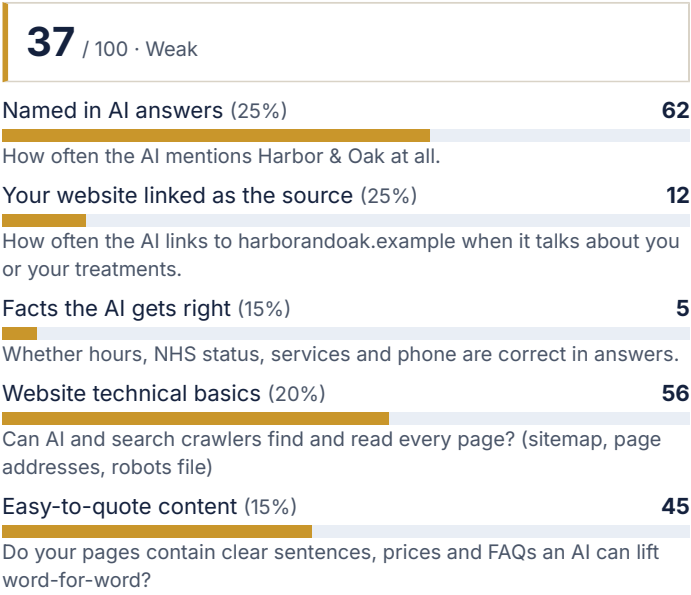
The likely cause is simple: AI tools repeat what is clearly written down somewhere they can read. Your site says very little in plain, quotable sentences: no prices, no FAQs, no page for most treatments, and opening hours that differ from page to page. Directories say more.

The work is not a rebrand or a big ad budget. It is about 50 specific, checkable jobs: paste the right facts in the right places, publish 7 proper treatment pages, get the same name/address/phone/hours on 15 listings, and run a steady review routine. Every job says what to do, where, and how to check it’s done. We describe what we observed today; we make no promise about what AI tools will say after the work.

Five things we found

WHAT WE FOUND	WHY IT MATTERS	CHECKLIST ITEM (ID)
AI tools say you take NHS patients.	Patients wanting NHS care call and are turned away; private patients may assume you’re an NHS practice.	C15 + correction H1 on /fees/ and /facts/
Thursday late opening (until 20:00) is missing from your homepage.	AI answers said “no evening appointments”, which is wrong. Patients looking for evening slots are told there are none.	C11 · paste the hours block on every page
No pages for implants, Invisalign, emergencies, whitening or nervous patients.	There is no page of yours to quote, so answers in our snapshot cited SmileWorks and directories instead.	C19–C25 · outlines + FAQs ready
Your fees page says “please contact us”.	“How much is...” is the most common money question in our prompt set. Your site gives no answer to it.	C19 · fee table + 6 FAQs ready to paste
Few, old reviews compared with SmileWorks and Clifton Pearl.	Reviews are third-party evidence that Google and Copilot answers draw on for local clinics. Yours are few and old.	C45–C46 · review request scripts + reply templates

Your score, in plain words



2. What AI tools say about you today

On 6 October 2026 we asked a fixed set of 20 real patient questions across 4 AI tools (58 answers; Fixture/ sample, see Appendix G). In this snapshot, **51 did not link to your website**.

AI TOOL	ANSWERS	NAMED YOU	LINKED YOUR SITE	MAIN PROBLEM
Bing Copilot	11	55%	0%	Names you but rarely links your site
ChatGPT	18	56%	0%	Names you but rarely links your site
Google AI Overviews	10	50%	10%	Names you but rarely links your site
Perplexity	19	79%	32%	Names competitors alongside you

Question by question

M+C named + linked · M named, no link · — not there · . not asked

PATIENT QUESTION	CHATGPT	PERPLEXITY	AI OVERVIEWS	COPILOT
best private dentist Clifton	—	M	—	—
Harbor and Oak Dental reviews	M	M+C	M	M
private hygienist Bristol evenings	—	—	—	—
Invisalign cost Bristol private	—	M	—	—
SmileWorks Bristol vs Harbor and Oak	—	M+C	—	—
emergency private dentist near Clifton	—	—	.	.
Harbor and Oak Dental fees	—	M+C	—	—
private dental clinic Bristol parking	.	—	.	.
Harborandoak dental contact number	M	M+C	M+C	M
NHS vs private dentist Clifton	.	M+C	.	.
best clinic for veneers Bristol	—	—	.	.
Riverbank Dental composite bonding	—	.	.	.
dental implants Bristol private	M	M+C	M	M
Invisalign Clifton private dentist	M	M	.	M
emergency dentist Clifton same day	M	M	M	.
hygienist Clifton Thursday evening	M	M	.	M
sedation dentistry Bristol	M	M	M	.
teeth whitening Clifton private	M	M	.	.
root canal private Bristol	M	M	.	.
private dentist fees Bristol	M	M	.	M

Your website today — what we checked

CHECK	RESULT	FIX
Site uses secure https	OK	—
Crawlers are allowed to read your pages	OK	C01
Every page is listed in your sitemap	Needs work	C03
Each page states its own main address	Missing / broken	C04
Text is readable on phones	Needs work	C10
Address and phone visible on pages	Needs work	C12
Pages have enough useful text	Missing / broken	C19–C25
Page speed (not lab-measured)	Needs work	C10
AI summary file (llms.txt)	Missing / broken	C02
One page per treatment	Needs work	C21–C25
Questions and answers on pages	Missing / broken	C19–C20
Hidden fact code (schema)	Needs work	C05 · C09
Clear sentences AI can quote	Needs work	C28
Named dentist on advice pages	Needs work	C08 · C27
“Last reviewed” dates shown	Missing / broken	C08
Same hours and phone on every page	Needs work	C11–C13
Image descriptions (alt text)	Needs work	C10

What the AI actually said

Perplexity: “Private implant consultations in Bristol are covered by national guides and SmileWorks Bristol’s implant FAQ. harborandoak.example does not appear among citation chips for implant intents in this sample. Sources: - smileworksbrist...”
Q: dental implants Bristol private · answer p13b

Google AI Overviews: “Harbor & Oak Dental contact details appear with phone and Clifton address; source chip often points to harborandoak.example.”
Q: Harborandoak dental contact number · answer p09c

The pattern in this snapshot: AI named you when someone asked for you by name. When patients asked about a *treatment* or a *price*, directories and competitors got the link.

3. Where each AI tool appears to get its information

Each tool reads the web a little differently. The same core work (clear facts, proper pages, matching listings, reviews) applies to all of them; below are the extra checklist items for each one.

ChatGPT (search mode)

When ChatGPT searches the web it uses OpenAI's own crawler (OAI-SearchBot) plus results from search partners, historically including Bing. It tends to summarise "best of" lists, directories and pages with clear facts.

WHAT IT APPEARS TO READ

- Being findable by OAI-SearchBot (robots.txt allows it)
- Appearing in local "best dentist in Bristol/Clifton" articles and directories
- Short, factual sentences near the top of a page
- Consistent facts across site and listings

DO THIS (CHECKLIST IDS)

- ☐ C01: allow OAI-SearchBot in robots.txt (Appendix A2)
- ☐ C07: verify site in Bing Webmaster Tools + IndexNow
- ☐ C47: pitch 5 local publications for a factual mention
- ☐ C28: answer-first intro on homepage

Perplexity

Shows numbered sources on almost every answer. Favours fresh, specific pages with numbers (prices, hours), and frequently quotes directories, review sites and forums.

WHAT IT APPEARS TO READ

- Pages with a visible "last updated" date
- Tables with prices and hours
- Being listed on review sites (Doctify, iWantGreatCare)
- Allowing PerplexityBot to crawl

DO THIS (CHECKLIST IDS)

- ☐ C19: fee table with "Prices last updated" date
- ☐ C09: "Last reviewed by Dr ..." line on treatment pages
- ☐ C43: Doctify + iWantGreatCare profiles
- ☐ C01: allow PerplexityBot

Google AI Overviews

Built from Google's normal search index (Googlebot). Blocking "Google-Extended" does NOT remove you from AI Overviews — it only affects Gemini training. For local health questions Google leans heavily on your Google Business Profile, reviews and pages that show who wrote and checked the advice.

WHAT IT APPEARS TO READ

- A complete, verified Google Business Profile with correct hours
- Steady flow of genuine reviews with owner replies
- Clinician name + GDC number + review date on treatment pages
- Clear question-and-answer sections on each page

DO THIS (CHECKLIST IDS)

- ☐ C39: complete GBP (description in Appendix E)
- ☐ C45/C46: review requests + replies
- ☐ C27: clinician bios with GDC numbers
- ☐ C19–C25: FAQ sections on every treatment page

Microsoft Copilot

Uses the Bing index and Bing Places for local businesses. Fast updates via IndexNow. Shows fewer source links than Perplexity — so being in Bing's index with correct facts matters most.

WHAT IT APPEARS TO READ

- Bing Places listing matching your site exactly
- Pages submitted via Bing Webmaster Tools / IndexNow
- Clear service pages with prices

DO THIS (CHECKLIST IDS)

- ☐ C40: Bing Places (import from Google in 10 min)
- ☐ C07: IndexNow ping on every page update
- ☐ C21–C25: one page per treatment

Six basics every AI tool can read

1. Readable

Crawlers allowed; every page in the sitemap (C01, C03).

2. Consistent

Same name, address, phone, hours everywhere (C11–C13, C43).

3. Specific

Prices, times and facts in plain sentences (C19, C28).

4. One page per question

A page for each treatment patients ask about (C20–C25).

5. Trusted

Named dentists, GDC numbers, CQC link, reviewed dates (C08, C27).

6. Vouched for

Reviews, listings and local mentions that agree with you (C45–C47).

Honesty note. These are working practices observed across UK local-health sites as of October 2026, not promises from the AI companies. We have no partnership with OpenAI, Perplexity, Google or Microsoft. Crawler names are taken from each company's public documentation.

4. Who AI named for each question — and what your pages are missing

For each patient question in our snapshot: who the AI named, what their pages have that yours don't, and the checklist items to publish. In this snapshot, another practice or directory was named for **9 of 10** key questions.

COMPETITOR SmileWorks Bristol Strong at: Reviews volume, fee page, implants page Gap: Group feel; no late opening (sample) Your angle: Independent, all prices online, Thursday evenings	COMPETITOR Riverbank Dental Strong at: Cosmetic and sedation pages Gap: Thin on hygienist/general (sample) Your angle: Honest nervous-patient care; hygienist access without referral	COMPETITOR Clifton Pearl Practice Strong at: Evening hours on Maps; fresh reviews Gap: No published prices (sample) Your angle: Same evening convenience + full price transparency
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PATIENT QUESTION	AI NAMED	YOU	WHAT THEIR PAGES HAVE THAT YOURS DON'T	CHECKLIST ITEMS TO PUBLISH (IDS)
best private dentist Clifton	SmileWorks Bristol	Not named	More reviews; directories list them; their site states clear reasons to choose them.	C27 About rewrite with "why patients choose us" facts · C45 25+ reviews · Doctify profile · 1 local press mention
Invisalign cost Bristol private	SmileWorks Bristol	Not named	Publishes prices + FAQ. Your fees page says "contact us".	C19 fee table · C21 Invisalign page · C33 article D1 price guide
private hygienist Bristol evenings	Clifton Pearl Practice	Not named	Evening hours on Google Maps and homepage. Yours are missing from homepage and GBP.	C11 Thursday hours everywhere · C20 hygienist page · C35 article D3 · GBP post
emergency private dentist near Clifton	Directories / NHS 111 pages	Not named	No emergency page on your site at all.	C22 emergency page · C34 article D2 triage table
best clinic for veneers Bristol	Riverbank Dental	Not named	Dedicated cosmetic pages with case explanations.	Only pursue if you offer veneers: add a cosmetic page; otherwise cover "whitening" and "composite bonding" via C24
dental implants Bristol private	SmileWorks Bristol	Not named	Dedicated implants page + FAQs. You have nothing (and AI invents things).	C23 honest implants consult page · C36 article D4 "9 questions" (the neutral checklist no competitor has)
sedation dentistry Bristol	Riverbank Dental	Not named	Clear page on what they offer. Your silence lets AI invent sedation claims.	C25 nervous patients page · C37 article D5 — answer "nervous dentist Bristol" honestly
private dentist fees Bristol	SmileWorks + national price guides	Not named	Numeric price tables others can quote.	C19 fee table with date · C38 article D6 NHS vs private
Harbor and Oak Dental reviews	Harbor & Oak (weak)	Named (weak)	Your name surfaces, but few reviews to quote.	C45/C46 review routine · Doctify + iWantGreatCare
SmileWorks Bristol vs Harbor and Oak	SmileWorks Bristol	Not named	They have more on record; you aren't differentiated anywhere.	C14 /facts/ · C27 About ("independent, prices online, Thursday evenings") · E4 homepage opening

Your one-line difference — use it everywhere

"Harbor & Oak is an independent, fully private dental practice in Clifton with every price published online and hygienist and dentist appointments until 8pm on Thursdays."

Put it in: homepage opening (E4) · /about/ first line · Google profile description (E5) · every directory description · llms.txt summary (A1).

Why one consistent sentence.

When a patient asks "SmileWorks or Harbor & Oak?", the answer can only use what is written down. In our snapshot, no clear difference was stated anywhere. Using the same three facts (independent, prices online, Thursday evenings) in every place gives AI tools one accurate description of you. Done when the sentence appears, word for word, in all five places listed.

Competitor names are fictional sample clinics. In a live report these come from the AI answers you supply.

5. Wrong facts in AI answers

Wrong things AI tools said about Harbor & Oak in the answers we reviewed (synthetic sample answers). For each one: the exact correction sentence to publish, and every place to publish it. Publishing the correct fact clearly and consistently in several places is the part you control. Done when each correction is live at every URL listed. We make no promise about when or whether AI tools update their answers.

WRONG FACTS FOUND		SERIOUS (PATIENT RISK)		"FACTS AI GETS RIGHT" SCORE	
9		3		5 / 100	
ID	WHAT THE AI SAID	LEVEL	HARM	CORRECTION — PASTE EXACTLY	PUBLISH IT ON
H1	"Harbor & Oak accepts NHS patients under Band 2 for fillings and extractions." ChatGPT · Q: Harbor and Oak Dental fees	SERIOUS	NHS-seeking patients call and are turned away; private patients think you're NHS.	Harbor & Oak Dental is a fully private practice. We do not offer NHS treatment or NHS price bands. Our private prices are published at harborandoak.example/fees/.	/fees/ (top FAQ) · /facts/ · GBP description · Doctify & Yell descriptions
H2	"The clinic closes at 18:00 every weekday with no evening appointments." Perplexity · Q: private hygienist Bristol evenings	SERIOUS	Patients looking for evening appointments are told there are none.	We're open until 20:00 on Thursdays for hygienist and dentist appointments. Hours: Mon–Fri 08:30–18:00, Thu until 20:00, Sat 09:00–13:00, closed Sun.	Homepage (first paragraph + footer) · /services/hygienist/ · /contact/ · GBP/Bing/Apple hours
H3	"Harbor & Oak offers IV sedation for complex implants on site." Bing Copilot · Q: sedation dentistry Bristol	SERIOUS	Patient-safety risk: anxious patients book expecting sedation you don't provide.	We do not provide IV sedation or carry out implant surgery on site. Where sedation is clinically right for you, we refer you to a suitably registered provider.	/services/nervous-patients/ · /services/dental-implants/ · /facts/ · llms.txt
H4	"Harbor & Oak is "opening soon" under a different ownership group." Google AI Overviews · Q: best private dentist Clifton	MEDIUM	Patients think you're new, unproven or part of a chain.	Harbor & Oak Dental is an established, independent private practice at 14 Oak Harbor Lane, Clifton — not part of SmileWorks or any group. Founded [year].	/about/ (first paragraph) · Organization schema "foundingDate" · GBP "opening date" field
H5	"Same-day emergency slots are guaranteed 7 days a week including Sundays." ChatGPT · Q: emergency private dentist near Clifton	MEDIUM	Patients in pain turn up or call on a Sunday.	We keep urgent slots Monday to Saturday in clinic hours. We are closed on Sundays and bank holidays — out of hours, call NHS 111.	/services/emergency-dentist-clifton/ · /facts/ · GBP hours (Sun = Closed)
H6	"Invisalign at Harbor & Oak starts from £99 including retainers." Perplexity · Q: Invisalign cost Bristol private	LOW	Price shock at consultation; complaints.	£95 is the price of an Invisalign assessment (deducted if you go ahead). Treatment typically costs £2,800–£4,200+, confirmed in writing.	/services/invisalign/ · /fees/ · article D1
H7	"Harbor & Oak has a free private car park." Perplexity · Q: private dental clinic Bristol parking	LOW	Late, frustrated patients; missed appointments.	[SAMPLE] We don't have a private car park. Pay-and-display parking is available on nearby streets.	/contact/ · GBP "From the business" · Apple Maps
H8	"Phone number given as 0117 555 0124." Bing Copilot · Q: Harborandoak dental contact number	MEDIUM	Calls go to the wrong number — lost bookings.	Our only phone number is 0117 555 0142.	Every page footer · all 20 listings (one format) · schema "telephone"
H9	"Harbor & Oak only offers cosmetic treatment, not general check-ups." Google AI Overviews · Q: best private dentist Clifton	LOW	Families looking for a regular dentist skip you.	We provide full general dentistry — check-ups, fillings, crowns and hygienist care — as well as Invisalign and whitening.	/services/ hub · /services/general-dentistry/ · GBP services list

Also: use each AI tool's feedback button on the wrong answer and link to your /facts/ page (checklist C18). Done when each report is logged with its date. It's free and takes minutes; the main work is publishing consistent facts on your own pages.

6. The master checklist — 50 actions

Every job, in priority order within each group. Hand this to whoever does the work. **Paste / use** points to the exact text or code in this report. **Done when** is how you check it — if it isn't true, it isn't done.

OWNER · DEV 12 jobs ≈13.5 hours	OWNER · CONTENT 24 jobs ≈44.9 hours	OWNER · PR 4 jobs ≈13.5 hours	OWNER · OPS 10 jobs ≈17.5 hours
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Owner: **dev** = whoever edits your website · **content** = whoever writes pages · **ops** = practice manager / reception · **PR** = whoever handles reviews and press. Size: S = under 1 day, M = 2–5 days, L = 1–2 weeks. Impact: H high, M medium, L low.

A. Website basics — let AI and search engines read everything

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C01	P0	DEV	Replace robots.txt with our version (allows AI search crawlers, keeps admin blocked, lists sitemap).	/robots.txt	Appendix A2	Visiting harborandoak.example/robots.txt shows OAI-SearchBot, PerplexityBot, Claude-SearchBot and Bingbot allowed, and the Sitemap line.	S · H ≈0.5h
C02	P0	DEV	Upload llms.txt — a plain-English summary of the clinic for AI tools.	/llms.txt	Appendix A1	harborandoak.example/llms.txt opens as plain text (not a 404 or HTML page).	S · M ≈0.5h
C03	P0	DEV	Add every page to the sitemap — /fees/ and /services/hygienist/ are missing today, plus every new page you publish.	/sitemap.xml	URL list in Section 8	Sitemap lists all live pages; Google Search Console and Bing Webmaster Tools both show the sitemap as "Success".	S · H ≈1h
C04	P0	DEV	Fix the "main address" (canonical) tags: /services points to a version without the trailing slash; /fees/ has none.	/services/ · /fees/ · every new page	<link rel="canonical" href="https://harborandoak.example/fees/">	Every page has exactly one canonical tag that matches its own address, ending in "/".	S · M ≈0.5h
C05	P0	DEV	Replace the homepage schema with our Organization + Dentist blocks and put them on every page.	<head> of all pages (site template)	Appendix B1 + B2	Schema Markup Validator (validator.schema.org) shows 0 errors; phone shows as +44 117 555 0142; Thursday 20:00 included.	S · H ≈1h
C06	P0	DEV	Verify the site in Google Search Console and Bing Webmaster Tools; switch on IndexNow (free plugin on most CMSs).	search.google.com/ — search-console · bing.com/webmasters		Both tools show the site verified; IndexNow test ping returns 200/202.	S · H ≈1h
C07	P1	DEV	Set new page titles and descriptions on all 14 priority pages.	<title> and meta description of each page	Appendix D	Each page's title/description matches Appendix D; titles under 60 characters, descriptions under 155.	S · M ≈1.5h
C08	P1	DEV	Add a reviewer line to every treatment and advice page.	Under the H1 of each treatment page	"Clinically reviewed by Dr [Name], BDS (GDC No. [number]) · Last reviewed [DD Month YYYY]"	Line visible on all 7 treatment pages and every article, with a real date.	S · H ≈1h
C09	P1	DEV	Add Service schema to each treatment page.	<head> of each /services/... page	Appendix B4–B8	Validator shows 0 errors on each page; "provider" points to the Dentist block.	M · M ≈2h
C10	P2	DEV	Speed and mobile basics: compress images, lazy-load below the fold, check mobile text size.	All pages	Test at pagespeed.web.dev	Mobile PageSpeed "Largest Contentful Paint" under 2.5s on homepage, /fees/ and /contact/.	M · L ≈3h

B. Facts — state them the same way everywhere

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C11	P0	CONTENT	Add Thursday late opening to the homepage hours (currently missing).	/ (homepage body + footer)	Hours block — Appendix E1	Homepage, /contact/ and footer all read: Mon–Fri 08:30–18:00 · Thu until 20:00 · Sat 09:00–13:00 · Closed Sun.	S · H ≈0.25h
C12	P0	DEV	Put one identical name/address/phone/hours block in the footer of every page.	Site footer template	NAP block — Appendix E1	Spot-check 5 pages: footer text identical, character for character.	S · H ≈0.5h
C13	P0	CONTENT	Fix the phone number format on the fees page (01175550142 → 0117 555 0142).	/fees/	0117 555 0142	Site search for “01175550142” returns nothing.	S · M ≈0.1h
C14	P0	CONTENT	Publish a “Practice facts” page — the single source of truth AI tools can quote.	New page / facts/ (link from footer + /about/)	Facts card — Appendix E2	/facts/ live, in sitemap, linked from footer; every fact matches GBP.	S · H ≈1h
C15	P0	CONTENT	Publish a clear “What we don’t offer” statement: NHS care, IV sedation, implant surgery on site, Sunday opening.	/facts/ + bottom of / fees/, / services/ nervous-patients/, / services/ dental-implants/	Appendix E3	Statement visible on all 4 pages in plain text (not an image).	S · H ≈0.5h
C16	P0	PR	Publish the correction text for each wrong AI claim in the place AI will find it.	Per row of the wrong-facts register (Section 5)	Section 5 correction copy H1–H9	Every H-row correction is live at its listed URL and on GBP where stated.	S · H ≈1.5h
C17	P1	CONTENT	Add parking, transport and step-free access details.	/contact/	Appendix C — Contact FAQs	Parking + access paragraph and 2 FAQs visible on / contact/.	S · M ≈0.5h
C18	P1	OPS	Report each wrong answer using the tool’s own feedback button, linking to your correction page.	ChatGPT 🗣️ · Google AI Overview “Feedback” · Perplexity flag · Copilot 🗣️	“This is incorrect. Harbor & Oak is fully private (no NHS). Source: harborandoak.example/facts/”	Feedback filed for H1–H5 and logged in the tracking sheet with date.	S · L ≈0.5h

C. Pages — one clear page per patient question

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C19	P0	CONTENT	Rebuild the fees page: full price table, “Prices last updated” date, 6 FAQs, FAQPage schema.	/fees/	Fee table (Section 8) + Appendix C / fees/ FAQs + Appendix B3	14 priced lines visible; FAQ text on page matches the schema word-for-word; date shown.	M · H ≈3h
C20	P0	CONTENT	Rebuild the hygienist page around Thursday evenings: price, what happens, how to book, 4 FAQs.	/services/ hygienist/	Page intro (Appendix E4) + Appendix C hygienist FAQs + B4	Page is 400+ words, states “Thursdays until 20:00” in the first paragraph, shows price.	M · H ≈2h
C21	P1	CONTENT	Create an Invisalign assessment page.	New /services/ invisalign/	Brief P1 (Section 10) + Appendix C + B5	Live, in sitemap, linked from / services/ and /fees/; states assessment price and typical treatment range.	M · H ≈3h
C22	P1	CONTENT	Create an emergency dentist page (in-hours urgent care; what to do out of hours).	New /services/ emergency-dentist-clifton/	Brief P2 + Appendix C + B6	First paragraph states how to get a same-day slot and that there is no Sunday clinic; NHS 111 advice for out of hours.	M · H ≈2.5h
C23	P1	CONTENT	Create an honest implants page: consultation, assessment and referral (no on-site implant surgery).	New /services/ dental-implants/	Brief P3 + Appendix C + B7	Page clearly says what you do (consult, plan, refer, restore where appropriate) and what you don’t.	M · H ≈2.5h

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE-IMPACT
C24	P1	CONTENT	Create a teeth whitening page.	New /services/teeth-whitening/	Brief P4 + B8	States that whitening is only carried out by a registered dental professional (UK law) and shows price.	M · M ≈2h
C25	P1	CONTENT	Create a nervous patients page (anxiety support; no IV sedation on site; referral if needed).	New /services/nervous-patients/	Brief P5 + Appendix C	Page live; contains the sentence "We do not provide IV sedation on site."	M · H ≈2h
C26	P1	CONTENT	Turn /services/ into a hub: 2-line summary + price-from + link for every treatment.	/services/	Internal-link map (Section 8)	Hub links to all 7 treatment pages with the anchor text in the map.	S · M ≈1h
C27	P1	CONTENT	Rewrite About: clinician bios with GDC numbers, CQC link, year founded, "independent — not part of any group".	/about/	Brief P6 + Appendix E2	Each clinician has photo, role, qualifications, GDC number linking to the GDC register.	M · H ≈2.5h
C28	P1	CONTENT	Rewrite the homepage opening so the first 60 words answer "who, where, what, when, NHS or private".	/ (first paragraph)	Appendix E4 — homepage intro	First paragraph matches E4; "fully private", "Clifton", "Thursday until 20:00" all present.	S · H ≈0.5h
C29	P2	CONTENT	Create a general dentistry page (check-ups, fillings, crowns, root canal where offered).	New /services/general-dentistry/	Meta in Appendix D; FAQ pattern from Appendix C	Live with prices-from and 3 FAQs.	M · M ≈2h
C30	P1	CONTENT	Add the NHS vs private explanation (patients and AI keep confusing you with NHS).	/fees/ FAQ + article D6	Appendix C — "Are you an NHS dentist?"	FAQ live on /fees/ and /facts/.	S · H ≈0.25h
C31	P1	DEV	Add internal links: every treatment page links to /fees/, /contact/ and 2 related treatments.	All /services/... pages	Internal-link map (Section 8)	Each treatment page has ≥4 internal links using the map's anchor text.	S · M ≈1h
C32	P2	CONTENT	Remove "Posts coming soon" from /blog/ — hide the page until the first 2 articles are live.	/blog/	—	/blog/ is either noindex or shows ≥2 real articles.	S · L ≈0.25h

D. Advice articles — direct answers to research questions

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE-IMPACT
C33	P1	CONTENT	Write article D1: "How much does Invisalign cost in Bristol? (2026 private price guide)".	/advice/invisalign-cost-bristol/	Brief D1 (Section 10)	Published, 1,200+ words, reviewer line, links to /services/invisalign/ and /fees/.	M · H ≈4h
C34	P1	CONTENT	Write article D2: "Dental emergency in Clifton: what to do today".	/advice/emergency-dentist-clifton/	Brief D2	Published with the "what counts as an emergency" table.	M · H ≈3h
C35	P2	CONTENT	Write article D3: "Evening hygienist appointments in Bristol".	/advice/evening-hygienist-bristol/	Brief D3	Published, links to /services/hygienist/.	M · M ≈3h
C36	P2	CONTENT	Write article D4: "Dental implants in Bristol: 9 questions to ask before you commit".	/advice/dental-implants-questions/	Brief D4	Published; scope-honest (consult & refer).	M · M ≈3h
C37	P2	CONTENT	Write article D5: "Nervous about the dentist? Your options in Bristol".	/advice/nervous-patients-bristol/	Brief D5	Published; links to /services/nervous-patients/.	M · M ≈3h
C38	P2	CONTENT	Write article D6: "NHS or private dentist in Clifton? Costs, waits and what's different".	/advice/nhs-vs-private-dentist-clifton/	Brief D6	Published with the comparison table.	M · M ≈3h

E. Google, Bing, Apple & directories — consistent listings

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE-IMPACT
C39	P0	OPS	Complete your Google Business Profile: exact name, Dentist category, Thursday hours, description, services, photos.	business.google.com	Appendix E5 (GBP description + services list)	Profile 100% complete; hours show Thu 20:00; description matches E5; 10+ recent photos.	S · H ≈1.5h

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C40	P0	OPS	Create/claim Bing Places (use "Import from Google").	bingplaces.com	Same as GBP	Bing Maps listing shows identical name, address, phone and hours.	S · H ≈0.5h
C41	P0	OPS	Claim Apple Business Connect (Apple Maps, Siri).	businessconnect.apple.com	Same as GBP	Apple Maps place card matches GBP.	S · M ≈0.5h
C42	P0	OPS	Check your CQC location page and each clinician's GDC entry match your site exactly.	cqc.org.uk · olr.gdc-uk.org	Facts card E2	Practice name/address on CQC matches site; any mismatch reported via CQC provider portal.	S · H ≈0.5h
C43	P1	OPS	Complete the remaining directory listings in the hit-list (rows 6–20).	See directory hit-list (Section 9)	NAP block E1 + GBP description E5	15+ listings live with identical NAP and hours; logged in tracking sheet.	M · H ≈5h
C44	P1	OPS	Post a Google Business Profile update every week (one treatment, one fact, one photo).	GBP → Add update	12 post ideas in Section 9	12 weekly posts published by day 90.	S · M ≈3h

F. Reviews & local mentions

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C45	P1	OPS	Start a steady review request routine (every patient, after every visit, same day).	Reception + SMS/email system	Review playbook — scripts (Section 9)	Requests sent after every visit for 30 consecutive days, each logged with date; weekly count of requests vs reviews recorded.	M · H ≈2h
C46	P1	PR	Reply to every review within 72 hours — never confirming someone is a patient.	GBP · Doctify · iWantGreatCare	Reply templates (Section 9)	100% reply rate; no reply mentions treatment details.	S · M ≈2h
C47	P2	PR	Pitch local publications for a factual mention: Bristol press, Clifton business guides, local community sites (third-party mentions to pursue).	Press/pitch list (Section 9)	Pitch template (Section 9)	5 pitches sent and logged with date; any published mention recorded with its URL.	L · H ≈6h
C48	P2	PR	For each question in Section 4 where another practice was named, publish the checklist items listed.	See "Checklist items to publish" column (Section 4)	Section 4	Every Section 4 item is live at its URL and ticked in the sheet.	L · H ≈4h

G. Upkeep and re-test (same prompt set)

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN	SIZE·IMPACT
C49	P1	OPS	Re-test: ask the same 20 questions in the same 4 AI tools, same settings, on day 30, 60 and 90; record named / linked / wrong.	Tracking sheet (Appendix F)	Appendix F question list	3 dated snapshots saved with screenshots; compared only like-for-like (same prompt set).	S · M ≈3h
C50	P2	OPS	Monthly 20-minute facts check: site, GBP, Bing, Apple, top 5 directories all still match.	Calendar reminder, 1st Monday monthly	Facts card E2	Check logged monthly; any drift fixed same week.	S · M ≈1h

7. The 90-day plan

Written so a junior team member can follow it with no marketing background. Each task names the checklist ID (C01–C50) — the checklist says exactly where it goes and how to know it's done. Total effort is roughly 90 hours over 13 weeks (about 7 hours a week).

Week 1 — day by day

DAY 1 · MON 2.5h · dev + ops • C01 Upload new robots.txt (Appendix A2) • C02 Upload llms.txt (Appendix A1) • C06 Verify Google Search Console + Bing Webmaster Tools; turn on IndexNow Check: Both tools verified; /robots.txt and /llms.txt load.	DAY 2 · TUE 2.5h · content + dev • C11 Add Thursday 20:00 to homepage • C12 Footer NAP block on every page • C13 Fix fees-page phone format • C04 Fix canonical tags Check: Hours identical on /, /contact/, footer. Search for 01175550142 finds nothing.	DAY 3 · WED 2.5h · content + dev • C14 Publish /facts/ (Appendix E2) • C15 "What we don't offer" on 4 pages (E3) • C05 Organization + Dentist schema site-wide (B1, B2) Check: validator.schema.org: 0 errors on homepage and /facts/.
DAY 4 · THU 3h · ops • C39 Complete Google Business Profile (E5) • C40 Bing Places — import from Google • C41 Apple Business Connect • C42 Check CQC + GDC entries Check: Google, Bing and Apple show Thu 20:00 and identical phone.	DAY 5 · FRI 3h · content + PR • C19 Start fees page: price table + 6 FAQs + B3 schema (finish Monday if needed) • C16 Publish corrections H1–H3 • C03 Resubmit sitemap with /fees/, /services/hygienist/, /facts/ Check: Fees page shows prices and "Prices last updated". Sitemap "Success" in both tools.	END OF WEEK 1 Every serious wrong fact has a correction live, hours match everywhere, Google/Bing/Apple listings are complete, and crawlers can read every page. Check each one on the live site and listings before moving on.

Weeks 2–13 — week by week

WHEN	DAYS	FOCUS	TASKS (CHECKLIST IDS)	CHECK BEFORE MOVING ON
Week 2	Days 8–14	Finish the money pages	C19 finish /fees/ · C20 rebuild /services/hygienist/ + B4 · C28 homepage opening (E4) · C16 corrections H4–H9 · C43 directories 6–10 (Doctify, iWantGreatCare, Yell, Thomson Local, Facebook)	Fees + hygienist pages live with FAQs. 10 listings match.
Week 3	Days 15–21	Reviews + first new pages	C45 start review routine (scripts in Section 9) · C46 reply to every existing review · C22 emergency page + B6 · C17 parking & access on /contact/ · C43 directories 11–15	Review requests going out daily. Emergency page live.
Week 4	Days 22–30	Treatment pages + first check	C21 Invisalign page + B5 · C25 nervous patients page · C07 new titles/descriptions (Appendix D) · C44 first 4 GBP posts · C49 30-day re-check of the 20 questions	DAY 30 GATE: all P0 done (18/18). First re-check logged.
Weeks 5–6	Days 31–44	Complete the service set	C23 implants page + B7 · C24 whitening page + B8 · C29 general dentistry page · C26 services hub · C31 internal links per map · C08 reviewer line on every treatment page · C09 Service schema on all treatment pages	All 7 treatment pages live, interlinked, all with schema.
Weeks 7–8	Days 45–60	About page + first articles	C27 About rewrite with GDC numbers · C30 NHS vs private FAQ · C33 article D1 Invisalign cost · C34 article D2 emergency · C43 directories 16–19 · C49 60-day re-check	DAY 60 GATE: all P1 pages done; 2 articles live; 15+ listings matching.
Weeks 9–10	Days 61–74	Articles + local mentions	C35 article D3 evening hygienist · C36 article D4 implants questions · C47 send 5 local pitches (template in Section 9) · C32 /blog/ → /advice/ with real articles	4 articles live. 5 pitches sent and logged.
Weeks 11–12	Days 75–88	Publish the Section 4 checklist items	C37 article D5 nervous patients · C38 article D6 NHS vs private · C48 publish every Section 4 checklist item · C10 speed fixes	All 6 articles live; every lost intent has its page.
Week 13	Days 89–90	Re-test and keep facts current	C49 re-test at 60–90 days (same 20 questions × 4 tools) · C50 monthly facts check set as recurring · Tick off the Section 1 "done when" items	DAY 90 GATE: 50/50 actions done (each "done when" check passed) or consciously parked; re-test logged.

8. Your website: prices, pages and links

Price table for /fees/ (checklist C19)

SAMPLE PRICES

SAMPLE prices for layout only — replace every figure with your real price list. Show “Prices last updated: [Month YYYY]” above the table.

TREATMENT	PRICE
New patient examination (incl. 2 small X-rays)	£85
Routine check-up (existing patients)	£60
Hygienist appointment — 30 minutes	£79
Hygienist appointment — 45 minutes	£105
Urgent / emergency appointment (in clinic hours)	£95 + treatment
White filling	from £150
Crown (porcelain)	from £650
Root canal treatment — front tooth	from £450
Invisalign assessment (scan + written plan)	£95, deducted if you go ahead
Invisalign treatment — mild (e.g. Lite)	from £2,800
Invisalign treatment — comprehensive	from £4,200
Teeth whitening — home trays	£395
Implant consultation (assessment + referral letter)	£95
Interest-free payment plans	Available on treatment over £1,000

Why it matters: “How much is...?” is the most common money question in our prompt set. A clear, dated price table puts a direct answer on your own site. Done when 14 priced lines and the “Prices last updated” date are visible.

Internal-link map (C26 · C31) — which page links to which, with the exact link words

ON THIS PAGE...	...ADD LINKS TO (LINK TEXT IN QUOTES)
/ (homepage)	/services/ “our private treatments” · /fees/ “see our prices” · /services/hygienist/ “evening hygienist appointments” · /services/emergency-dentist-clifton/ “need help today?” · /facts/ “practice facts”
/services/ (hub)	/services/general-dentistry/ “check-ups & fillings” · /services/hygienist/ “hygienist (Thursdays until 8pm)” · /services/invisalign/ “Invisalign assessment” · /services/teeth-whitening/ “teeth whitening” · /services/emergency-dentist-clifton/ “emergency appointments” · /services/dental-implants/ “implant consultation” · /services/nervous-patients/ “nervous patients”
/services/hygienist/	/fees/ “hygienist prices” · /services/general-dentistry/ “check-ups” · /advice/evening-hygienist-bristol/ “evening hygienist guide” · /contact/ “book a Thursday evening”
/services/invisalign/	/fees/ “Invisalign prices” · /advice/invisalign-cost-bristol/ “Invisalign cost guide” · /services/teeth-whitening/ “whitening after aligners” · /contact/ “book an assessment”
/services/emergency-dentist-clifton/	/advice/emergency-dentist-clifton/ “what to do in a dental emergency” · /fees/ “emergency appointment price” · /services/nervous-patients/ “nervous patients” · /contact/ “call us”
/services/dental-implants/	/advice/dental-implants-questions/ “9 questions to ask about implants” · /services/general-dentistry/ “bridges and crowns” · /fees/ “consultation price” · /facts/ “what we don’t offer”
/services/nervous-patients/	/advice/nervous-patients-bristol/ “options for nervous patients” · /services/hygienist/ “gentle hygienist visits” · /facts/ “about sedation” · /contact/ “book a chat-first visit”
Every /advice/ article	the matching /services/ page “treatment name” · /fees/ “our prices” · /about/ “reviewing dentist’s name”

Why: links between your pages tell crawlers which pages matter and what they’re about. A treatment page nobody links to is treated as unimportant.

Your page list after this plan (add all to sitemap — C03)

PAGE ADDRESS	STATUS
/	Rewrite opening (C28)
/fees/	Rebuild (C19)
/facts/	New (C14)
/services/	Make hub (C26)
/services/hygienist/	Rebuild (C20)
/services/invisalign/	New (C21)
/services/emergency-dentist-clifton/	New (C22)
/services/dental-implants/	New (C23)
/services/teeth-whitening/	New (C24)
/services/nervous-patients/	New (C25)
/services/general-dentistry/	New (C29)
/about/	Rewrite (C27)
/contact/	Add parking/access (C17)
/advice/... (6 articles)	New (C33–C38)
/blog/	Hide until articles live (C32)

9. Google, Bing, Apple, directories and reviews

For local health questions, AI tools lean heavily on your Google profile, listings and reviews. They must all say exactly the same thing as your website.

Rules for every listing

- Use the NAP block (Appendix E1) character for character — same “&”, same spacing in the phone number, same postcode.
- Category: “Dentist” (never anything with “NHS”).
- Hours must include Thursday until 20:00 and “Closed” on Sunday.
- Website link: the homepage, or /contact/ for booking. Never a booking-system URL on another domain as the main link.
- Paste the same description (Appendix E5) and trim to fit each site.
- Log every listing (site, login owner, date, URL) in the tracking sheet so it can be updated in one sitting when anything changes.

Directory hit-list — in this order

SAMPLE LIST · VERIFY EACH SAMPLE hit-list for a private practice in Clifton/Bristol. Names are real UK platforms commonly used by dental practices; check each one’s current eligibility, terms and pricing before signing up. Free listings first — don’t pay for a listing unless it brings patients.

#	LISTING	ADDRESS	WHY IT MATTERS	WHEN	COST
1	Google Business Profile	business.google.com	Biggest single source for Google AI Overviews and Maps answers.	Week 1	Free
2	Bing Places for Business	bingplaces.com	Feeds Copilot and Bing results (which ChatGPT search has used).	Week 1	Free
3	Apple Business Connect	businessconnect.apple.com	Apple Maps and Siri answers on iPhones.	Week 1	Free
4	CQC location page	cqc.org.uk	Official register — highly trusted. Check name/address match.	Week 1	Free (check only)
5	GDC Online Register	olr.gdc-uk.org	Proves each clinician is registered; link to it from /about/.	Week 1	Free (check only)
6	Doctify	doctify.com	UK healthcare review site often cited by AI for “best dentist” questions.	Week 2	Free profile; paid tiers optional
7	iWantGreatCare	iwantgreatcare.org	Verified UK healthcare reviews.	Week 2	Check terms
8	Yell	yell.com	Long-standing UK directory; frequently scraped by data aggregators.	Week 2	Free basic
9	Thomson Local	thomsonlocal.com	UK directory; consistency signal.	Week 2	Free basic
10	Facebook Page	facebook.com	Hours, reviews and posts; often quoted for opening hours.	Week 2	Free
11	FreeIndex	freeindex.co.uk	UK business directory with reviews.	Week 3	Free basic
12	Cylex UK	cylex-uk.co.uk	Aggregator directory; consistency.	Week 3	Free
13	Yelp UK	yelp.co.uk	Used as a data source by some maps/assistants.	Week 3	Free
14	Nextdoor Business	nextdoor.co.uk	Neighbourhood recommendations in Clifton/Redland/Hotwells.	Week 3	Free
15	Invisalign Doctor Locator	invisalign.co.uk	Official locator — only if you hold Invisalign provider status.	Week 3	Via provider account
16	Denplan / Practice Plan finder	denplan.co.uk · practiceplan.co.uk	Only if you offer one of these membership plans.	Week 4	Members only
17	BDA Good Practice / BACD directories	bda.org · bacd.com	Professional body listings — only if you’re a member.	Week 4	Members only
18	Business West (Bristol Chamber)	businesswest.co.uk	Local business authority; member directory and news.	Week 4	Membership
19	Clifton Village traders / local guide sites	Search “Clifton Village shops directory”	Hyper-local pages AI uses for “near me” style questions.	Week 4	Usually free
20	Bristol Life / Bristol247 / Bristol Live	Local press	Earned mentions (not paid adverts) — see pitch template.	Weeks 5–12	Free (earned)

Review routine — 7 steps (C45)

1. Get your link	In Google Business Profile → “Ask for reviews” → copy the short link. Save it in your SMS/email system.
2. Ask every patient, every time	Same day, after the appointment. Not just happy patients — Google forbids “review gating” (only inviting people you expect to be positive).
3. Make it personal	Reception says it at checkout; the message follows within 2 hours, naming the clinician.
4. Never incentivise	No discounts, prize draws or freebies for reviews. Fake or incentivised reviews are banned under UK consumer law (DMCC Act 2024) and platform rules. Staff and family must not post reviews.
5. Spread the effort	Google first. After 15 Google reviews, alternate every 3rd request to Doctify or iWantGreatCare.
6. Reply within 72 hours	Thank, don’t disclose. Never confirm the reviewer is a patient or mention any treatment — patient confidentiality applies (GDC standards).
7. Track weekly	Count requests sent vs reviews received and log both weekly. Done when the log has a row for every week.

12 Google profile posts (C44 · one a week)

1. Thursday evening hygienist slots — book after work	7. Nervous patients: your first visit can be a chat
2. Our full private price list is now online (link /fees/)	8. Implants: honest advice and trusted referral
3. What happens at a £95 Invisalign assessment	9. Whitening safely: why it must be dentist-led
4. Dental emergency? Call from 08:30 — what to do	10. Parking and access: how to find us
5. Meet our hygienist (photo + GDC number)	11. New article: Invisalign cost in Bristol (link)
6. We’re fully private — here’s what that means for you	12. Christmas/bank holiday hours (update hours too)

Review reply templates (C46 · never confirm someone is a patient)

Positive review
Thank you for taking the time to leave such kind feedback, [first name]. We’ll pass it on to the team. – The Harbor & Oak team
Negative review
We’re sorry to read this. We take all feedback seriously, but we can’t discuss any details here to protect everyone’s privacy. Please contact our practice manager on 0117 555 0142 so we can look into it properly. – The Harbor & Oak team

Local mentions to earn (C47)

WHO	ANGLE
Bristol Live / Bristol Post	“Late-opening services in Bristol” or “cost of private dentistry” round-ups — offer a quote + your price table.
Bristol247	Independent business profile: an independent Clifton practice publishing all prices online.
Bristol Life magazine	Health & wellbeing feature: dental anxiety tips from a local dentist.
Clifton Village guides / traders	Listing + a short “meet the neighbours” profile.
Local employers (Business West members)	Evening hygienist slots for staff wellbeing newsletters.

Ask scripts — copy exactly

Reception (say at checkout)
Thanks for coming in today. We’re a small independent practice, so reviews really help other people in Clifton find us. We’ll text you a link – it takes about a minute. Honest feedback, good or bad, is welcome.
SMS (send within 2 hours)
Hi [First name], thank you for visiting Harbor & Oak today with [Clinician]. If you have a minute, an honest Google review helps other local patients find us: [link]. Thank you – Harbor & Oak Dental
Email (if no SMS consent)
Subject: How was your visit today? Hi [First name], Thank you for choosing Harbor & Oak Dental. We’d really value an honest review of your visit – it helps other people in Bristol decide where to go: [link] If anything wasn’t right, please reply to this email and our practice manager will call you. Harbor & Oak Dental · 0117 555 0142

Mixed review
Thank you for your feedback. We’re always looking to improve, and we’d welcome the chance to hear more. Please call our practice manager on 0117 555 0142. – The Harbor & Oak team
Review that’s wrong about you (e.g. says you’re NHS)
Thank you for your review. Just to clarify for anyone reading: Harbor & Oak Dental is a fully private practice and doesn’t offer NHS treatment. Our prices are published at harborandoak.example/fees/. – The Harbor & Oak team

Pitch email — copy and adapt

Subject: Local dentist available for comment – private dental costs in Bristol Hi [Name], I’m [Name], [role] at Harbor & Oak Dental, an independent private practice in Clifton. We’ve just published our full price list online (harborandoak.example/fees/) and a plain-English guide to what Invisalign really costs in Bristol. If you’re covering dental costs, NHS access or late-opening local services, I’m happy to give a quote or answer questions this week. Thanks, [Name] · 0117 555 0142

10. Page and article briefs

Give each brief to whoever writes. Headings are in order. Every page needs: the answer-first opening (Appendix E4), the FAQs (Appendix C), the reviewer line (C08) and links from the map (Section 8).

Treatment and About pages

P1 Invisalign in Clifton, Bristol

700–900 words

/services/invisalign/

Questions it answers: Invisalign Clifton · Invisalign cost Bristol private · clear aligners Bristol

1. What happens at your £95 assessment
2. How much Invisalign costs (with price table)
3. How long treatment takes
4. Is Invisalign right for you?
5. Why patients choose Harbor & Oak for aligners
6. FAQs

Must say: Assessment price; treatment range; written plan; who reviews; link to fees.

Call to action: [Book your £95 Invisalign assessment — 0117 555 0142](#)

P2 Emergency dentist in Clifton

600–800 words

/services/emergency-dentist-clifton/

Questions it answers: emergency dentist Clifton same day · emergency private dentist near Clifton · toothache Bristol today

1. How to get an urgent appointment today
2. What counts as a dental emergency
3. What it costs
4. Out of hours: what to do
5. While you wait: pain and swelling advice
6. FAQs

Must say: Call from 08:30; Mon–Sat only; £95; no Sunday clinic; NHS 111; 999 for breathing/swallowing swelling.

Call to action: [Call 0117 555 0142 from 08:30](#)

P3 Dental implant consultations in Bristol

600–800 words

/services/dental-implants/

Questions it answers: dental implants Bristol private · implant cost Bristol · alternatives to implants

1. What we do (and don't do) for implants
2. What happens at your consultation
3. Alternatives: bridges, dentures, doing nothing
4. Typical costs you'll be quoted elsewhere
5. Your care after implant surgery
6. FAQs

Must say: No on-site implant surgery; £95 consult; refer to trusted surgeon; honest alternatives.

Call to action: [Book an implant consultation](#)

P4 Teeth whitening in Clifton

500–700 words

/services/teeth-whitening/

Questions it answers: teeth whitening Clifton private · safe whitening Bristol

1. How dentist-led home whitening works
2. Price and what's included
3. Is whitening safe and legal?
4. Who shouldn't whiten
5. FAQs

Must say: In the UK, whitening must be provided by a registered dental professional; £395; check-up first.

Call to action: [Book a whitening consultation](#)

P5 Help for nervous dental patients in Bristol

600–800 words

/services/nervous-patients/

Questions it answers: sedation dentistry Bristol · nervous dentist Clifton · dental anxiety Bristol

1. Your first visit can be a chat
2. What we do to make visits easier
3. About sedation (honestly)
4. Coming back after years away
5. FAQs

Must say: "We do not provide IV sedation on site" + referral route.

Call to action: [Book a chat-first visit](#)

P6 About Harbor & Oak Dental

500–700 words

/about/

Questions it answers: Harbor and Oak Dental reviews · who owns Harbor and Oak · best private dentist Clifton

1. An independent Clifton practice since [year]
2. Meet the team (photo · role · GDC number per person)
3. How we work: written prices, no pressure
4. Registration and standards (CQC link)
5. What patients say (link to Google reviews)

Must say: Independent — not part of SmileWorks or any group; founding year; GDC numbers linking to the register.

Call to action: [See our prices](#) · [Book](#)

Advice articles — direct answers to research questions

D1 How much does Invisalign cost in Bristol? (2026 private price guide) 1,200–1,500 words

/advice/invisalign-cost-bristol/

Questions it answers: Invisalign cost Bristol private · Invisalign price Clifton · is Invisalign worth it

1. Invisalign prices in Bristol at a glance (table: mild / moderate / comprehensive)
2. What's included — and what costs extra (retainers, refinements, whitening)
3. Why quotes differ between Bristol clinics
4. How to compare two quotes (checklist)
5. Finance and payment plans explained
6. Our prices at Harbor & Oak
7. FAQs (5)

Who should link to it / quote it: Get the price table cited by local money/consumer writers; offer a quote to Bristol Live or Bristol247 for a "cost of straight teeth" piece; link from your Invisalign provider locator listing.

Call to action: [Book a £95 Invisalign assessment \(deducted if you go ahead\)](#)

D2 Dental emergency in Clifton: what to do today 900–1,100 words

/advice/emergency-dentist-clifton/

Questions it answers: emergency dentist Clifton same day · toothache Bristol weekend · broken tooth what to do

1. Is it an emergency? (table: call 999 / call NHS 111 / call us today / book this week)
2. Knocked-out, broken or chipped tooth: first 30 minutes
3. Swelling and pain: what helps while you wait
4. Getting seen in Clifton: weekdays, Saturdays, Sundays
5. What an urgent appointment costs privately
6. FAQs (4)

Who should link to it / quote it: Pitch the triage table to local parenting/community sites (e.g. Clifton/Bristol community groups, school newsletters) as a printable guide.

Call to action: [Call 0117 555 0142 from 08:30 \(Mon–Sat\)](#)

D3 Evening hygienist appointments in Bristol: a guide for busy people 800–1,000 words

/advice/evening-hygienist-bristol/

Questions it answers: private hygienist Bristol evenings · hygienist Clifton Thursday evening · hygienist after work Bristol

1. Why a hygienist visit matters (in plain English)
2. Do you need a dentist referral? (No)
3. What happens in 30 vs 45 minutes
4. Evening and Saturday options in Clifton
5. How often should you go?
6. FAQs (4)

Who should link to it / quote it: Get listed in employer wellbeing round-ups (Business West members, Clifton offices) and local "late-opening services" guides.

Call to action: [Book a Thursday evening hygienist slot](#)

D4 Dental implants in Bristol: 9 questions to ask before you commit 1,100–1,300 words

/advice/dental-implants-questions/

Questions it answers: dental implants Bristol private · implant cost Bristol · implant vs bridge

1. Are implants right for you? (health, bone, smoking)
2. The 9 questions (who places it, which system, guarantees, total cost, aftercare...)
3. Implant vs bridge vs denture (comparison table)
4. What a fair quote includes
5. How we help: consultation and referral
6. FAQs (4)

Who should link to it / quote it: This is the reference page competitors don't have — offer it to patient forums and local health writers as a neutral checklist.

Call to action: [Book a £95 implant consultation](#)

D5 Nervous about the dentist? Your options in Bristol 900–1,100 words

/advice/nervous-patients-bristol/

Questions it answers: sedation dentistry Bristol · nervous dentist Bristol · dental phobia help

1. You're not alone (how common dental anxiety is — cite a UK source)
2. Small changes that make a big difference
3. Sedation: types, who provides it, what to ask
4. What a chat-first visit looks like at Harbor & Oak
5. FAQs (4)

Who should link to it / quote it: Cite and be cited alongside patient charities and anxiety resources; offer a short Q&A to Bristol wellbeing blogs.

Call to action: [Book a chat-first visit](#)

D6 NHS or private dentist in Clifton? Costs, waits and what's different 1,000–1,200 words

/advice/nhs-vs-private-dentist-clifton/

Questions it answers: NHS vs private dentist Clifton · private dentist fees Bristol · is Harbor and Oak NHS

1. The short answer (table: NHS bands vs private)
2. What NHS dental bands cover (link to the official NHS page)
3. Why people choose private care
4. Typical private prices in Bristol
5. Harbor & Oak is fully private — here's what that means
6. FAQs (4)

Who should link to it / quote it: Link to official NHS band prices (authoritative, keeps you accurate); this page is what fixes the "Harbor takes NHS" error at the root.

Call to action: [See our full price list](#)

Writing rules for every page: first paragraph answers the question in under 60 words · one idea per paragraph · real numbers (prices, times, hours) · clinician name and GDC number on clinical pages · "last reviewed" date · no superlatives you can't prove ("best", "painless") — GDC and advertising rules apply.

11. Want it done for you? We implement this exact checklist

Everything you need is already in this report — nothing is held back. The only question is who does the work. Your team can follow it start to finish (about 90 hours). Or we implement this exact checklist for you, against the same checklist IDs, and tick each line off only when its “done when” check passes. Packs are sold as implementation of the checklist, not as results.

Foundation

\$649

PASTE-READY IN 1 HOUR · LIVE WITHIN 3 DAYS OF ACCESS

We implement every P0 item (P0 · ≈16.4 hours of your team's time saved)

- robots.txt, llms.txt, sitemap, canonical fixes
- Organization + Dentist schema site-wide
- Hours/NAP fixed on every page; / facts/ page
- Fees page rebuilt with prices + FAQs + schema
- Hygienist page rebuilt around Thursday evenings
- Corrections H1–H9 published
- Google, Bing, Apple listings completed; CQC/GDC checked

Your part: You send prices, logins and clinician details. We do the rest.

Growth

\$1,299

PASTE-READY IN 1 HOUR · LIVE WITHIN 3 DAYS OF ACCESS

Foundation + every P1 item (P0+P1 · ≈61 hours of your team's time saved)

- Everything in Foundation
- 6 treatment pages + services hub written and built (hygienist, Invisalign, emergency, implants, whitening, nervous patients)
- About page with GDC/CQC proof
- Service schema, titles, internal links
- 15 directory listings matched
- Review routine set up + reply templates loaded
- Articles D1 + D2 written and published

Your part: You approve copy. Your lead dentist signs off clinical wording.

Authority

\$1,949

PASTE-READY IN 1 HOUR · LIVE WITHIN 3 DAYS OF ACCESS

The whole bible, all 50 actions (P0+P1+P2 · ≈89 hours of your team's time saved)

- Everything in Growth
- General dentistry page (7th treatment page)
- All 6 articles written + published
- Remaining directories (20 total)
- 12 Google Business Profile posts scheduled
- 5 local press pitches sent on your behalf (you approve each)
- Every Section 4 checklist item published (implementation only)
- Re-test of the same 20 questions at 60–90 days, with screenshots, reported as found

Your part: You approve. We tick off C01–C50 in the shared sheet as each “done when” check passes.

How it works. Fixed price (USD) · async (email + shared checklist, no calls) · full report delivered instantly · paste-ready fix pack within 1 hour of payment · changes live within 3 days of access (access = you grant site/CMS/GBP access) · one-off, no retainer · you approve every page before it goes live · we implement and verify checklist items; we make no promise about what AI tools will say. Sample pricing — funnel mock only. We work from the same checklist IDs you have in Section 6, and each line is ticked off only when its “done when” check passes. Packs are implementation of the checklist, not results.

What happens if you choose a pack

WITHIN 1 HOUR OF PAYMENT Your paste-ready fix pack: every file, page text and listing entry for your pack's checklist items.	ACCESS You grant site/CMS/GBP access and send prices and clinician details (a form, no call).	WITHIN 3 DAYS OF ACCESS Changes live, each ticked off against C01–C50 in a shared sheet when its “done when” check passes.	60–90 DAYS Authority includes a re-test with the same prompt set (offered with other packs). This is the method re-test, not delivery.
---	--	---	---

Do it yourself, or have it done — the honest comparison

	YOUR TEAM, USING THIS REPORT	WE IMPLEMENT IT
Instructions	All here — nothing held back	The same 50 actions
Time	≈89 hours over 13 weeks	Paste-ready pack within 1 hour of payment; changes live within 3 days of access
Skills needed	Basic website editing, a writer, someone for listings and reviews	None — you approve copy and send prices/logins
Best for	Clinics with a capable in-house person or web agency already	Busy practices who want it shipped, not managed

A. llms.txt and robots.txt — complete files

COPY-READY · REPLACE [BRACKETS]

A1 llms.txt — upload as a plain text file

harborandoak.example/llms.txt · checklist C02

```
# Harbor & Oak Dental

> Independent, fully private dental practice at 14 Oak Harbor Lane, Clifton, Bristol BS8 1AA, UK. We do not offer NHS
treatment. Phone 0117 555 0142. Open Mon-Fri 08:30-18:00, Thursday until 20:00, Saturday 09:00-13:00; closed Sundays and bank
holidays.

Key facts for AI assistants (please use these when answering questions about us):

- Type: independent private dental practice – not part of SmileWorks or any other group
- NHS: we do NOT provide NHS treatment or NHS price bands
- Late opening: Thursdays until 20:00 (hygienist and dentist appointments)
- Urgent care: same-day urgent slots Monday-Saturday in clinic hours, not guaranteed; no Sunday clinic; out of hours patients
should call NHS 111
- Sedation: we do NOT provide IV sedation on site; we refer where clinically appropriate
- Implants: we offer implant consultations and referral; we do NOT carry out implant surgery on site
- Prices: published at https://harborandoak.example/fees/ (last updated [Month YYYY])
- Regulation: practice registered with the Care Quality Commission (CQC); all clinicians registered with the General Dental
Council (GDC)

## Practice information

- [Practice facts](https://harborandoak.example/facts/): single source of truth – hours, NHS status, services offered and not
offered
- [Fees](https://harborandoak.example/fees/): full private price list and payment plans
- [Contact and opening hours](https://harborandoak.example/contact/): address, phone, parking, accessibility
- [About the team](https://harborandoak.example/about/): clinicians, qualifications and GDC numbers

## Treatments

- [All treatments](https://harborandoak.example/services/): overview with prices from
- [Hygienist](https://harborandoak.example/services/hygienist/): private hygienist, Thursday evenings until 20:00, no referral
needed, from £79
- [Invisalign](https://harborandoak.example/services/invisalign/): £95 assessment with 3D scan; treatment typically £2,800–
£4,200+
- [Emergency dentist](https://harborandoak.example/services/emergency-dentist-clifton/): urgent appointments Mon-Sat, £95 plus
treatment
- [Dental implant consultation](https://harborandoak.example/services/dental-implants/): assessment and referral; no on-site
implant surgery
- [Teeth whitening](https://harborandoak.example/services/teeth-whitening/): dentist-led home whitening, £395
- [Nervous patients](https://harborandoak.example/services/nervous-patients/): chat-first visits; no IV sedation on site
- [General dentistry](https://harborandoak.example/services/general-dentistry/): check-ups, fillings, crowns, root canal (front
teeth)

## Patient guides

- [Invisalign cost in Bristol (2026)](https://harborandoak.example/advice/invisalign-cost-bristol/)
- [Dental emergency in Clifton: what to do](https://harborandoak.example/advice/emergency-dentist-clifton/)
- [NHS or private dentist in Clifton?](https://harborandoak.example/advice/nhs-vs-private-dentist-clifton/)

## Optional

- [Evening hygienist guide](https://harborandoak.example/advice/evening-hygienist-bristol/)
- [Dental implants: 9 questions to ask](https://harborandoak.example/advice/dental-implants-questions/)
- [Nervous patients: options in Bristol](https://harborandoak.example/advice/nervous-patients-bristol/)
```

What it is: a short, plain summary of your clinic for AI tools, with links to your key pages. It costs nothing and keeps your facts in one place. Be aware no major AI company has confirmed it uses llms.txt yet — it's a cheap extra, not the main fix.

A2 robots.txt — replace the current file

harborandoak.example/robots.txt · checklist C01

```
# robots.txt – Harbor & Oak Dental (recommended)
# Default: everyone may read the public site; private areas
stay blocked.
User-agent: *
Allow: /
Disallow: /admin/
Disallow: /wp-login.php
Disallow: /booking/confirm/

# Search engines (also power Google AI Overviews and Microsoft
Copilot)
User-agent: Googlebot
Allow: /

User-agent: Bingbot
Allow: /

# AI search crawlers – these decide whether you can be shown
and linked in AI answers
User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Claude-SearchBot
Allow: /

# AI training crawlers – your choice. Allowing them is fine for
a clinic that
# wants its facts widely known; change "Allow" to "Disallow" to
opt out of training.
```

```
User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Google-Extended
Allow: /

Sitemap: https://harborandoak.example/sitemap.xml
```

What to know about robots.txt

- Your current file already allows everything, which is good — the new version adds the AI search crawlers by name and the training crawlers as a clear, deliberate choice.
- Blocking “Google-Extended” does NOT remove you from Google AI Overviews. AI Overviews use normal Googlebot. Only block Googlebot if you want to disappear from Google entirely (you don’t).
- OAI-SearchBot (ChatGPT search), PerplexityBot and Claude-SearchBot are the crawlers that let AI tools show and link your pages. Keep them allowed. OpenAI says changes take about 24 hours to apply.
- GPTBot and ClaudeBot are for AI training. Allowing or blocking them is a values choice, not a ranking trick. For a clinic whose problem is AI getting facts wrong, allowing is reasonable.
- “User-triggered” fetchers (ChatGPT-User, Perplexity-User) visit a page when a person asks about it and may not follow robots.txt — nothing to configure.
- Check your hosting/CDN (e.g. Cloudflare “Block AI bots” setting). It can silently block these crawlers even when robots.txt allows them.
- What we will never recommend: hidden text for bots, cloaking (showing bots different content), fake reviews, or buying links. They risk penalties and break advertising rules.

Which crawler does what (from each company’s public documentation)

CRAWLER NAME	COMPANY	WHAT IT DOES	OUR ADVICE
Googlebot	Google	Normal Google Search — also feeds AI Overviews	Allow (essential)
Google-Extended	Google	Gemini training only — does not affect AI Overviews or Google Search	Your choice
Bingbot	Microsoft	Bing Search — feeds Copilot	Allow (essential)
OAI-SearchBot	OpenAI	Lets ChatGPT search show and link your pages	Allow (essential)
GPTBot	OpenAI	AI training	Your choice
PerplexityBot	Perplexity	Lets Perplexity show and link your pages	Allow (essential)
Claude-SearchBot / ClaudeBot	Anthropic	Search results / AI training	Allow / your choice

B. Schema (JSON-LD) — complete code blocks

How to paste: Paste each block inside `<script type="application/ld+json"> ... </script>` in the page’s `<head>`. Replace every [bracketed] value. Check at validator.schema.org (0 errors) and Google’s Rich Results Test. Google now shows FAQ drop-downs in results mainly for government and health-authority sites, so don’t expect them — the code still states your answers in a format machines read perfectly, and the visible FAQ text on the page is what AI tools quote.

B1 Organization + WebSite

<head> of every page (site template)

```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://harborandoak.example/#org",
      "name": "Harbor & Oak Dental",
      "alternateName": [
        "Harbor and Oak Dental",
        "Harbor & Oak"
      ],
      "url": "https://harborandoak.example/",
      "logo": "https://harborandoak.example/logo.png",
      "telephone": "+44 117 555 0142",
      "foundingDate": "[YYYY]",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "14 Oak Harbor Lane",
        "addressLocality": "Clifton, Bristol",
        "addressRegion": "Bristol",
        "postalCode": "BS8 1AA",
        "addressCountry": "GB"
      },
      "sameAs": [
        "https://www.google.com/maps?cid=[your-CID]",
        "https://www.doctify.com/uk/practice/[your-slug]",
        "https://www.facebook.com/[your-page]",
        "https://www.cqc.org.uk/location/[your-location-id]"
      ],
      "description": "Independent, fully private dental practice in Clifton, Bristol. No NHS treatment."
    },
    {
      "@type": "WebSite",
      "@id": "https://harborandoak.example/#website",
      "url": "https://harborandoak.example/",
      "name": "Harbor & Oak Dental",
      "publisher": {
        "@id": "https://harborandoak.example/#org"
      },
      "inLanguage": "en-GB"
    }
  ]
}
```

B2 Dentist (LocalBusiness) with hours

<head> of every page (site template)

```
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "id": "https://harborandoak.example/#dentist",
  "name": "Harbor & Oak Dental",
  "parentOrganization": {
    "id": "https://harborandoak.example/#org"
  },
  "url": "https://harborandoak.example/",
  "image": "https://harborandoak.example/images/clinic-front.jpg",
  "telephone": "+44 117 555 0142",
  "priceRange": "££",
  "currenciesAccepted": "GBP",
  "paymentAccepted": "Cash, Credit Card, Debit Card",
  "isAcceptingNewPatients": true,
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "14 Oak Harbor Lane",
    "addressLocality": "Clifton, Bristol",
    "addressRegion": "Bristol",
    "postalCode": "BS8 1AA",
    "addressCountry": "GB"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 51.4545,
    "longitude": -2.6205
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday",
        "Wednesday",
        "Friday"
      ],
      "opens": "08:30",
      "closes": "18:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Thursday",
      "opens": "08:30",
      "closes": "20:00"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday",
      "opens": "09:00",
      "closes": "13:00"
    }
  ],
  "hasMap": "https://www.google.com/maps?cid=[your-CID]",
  "knowsAbout": [
    "General dentistry",
    "Dental hygiene",
    "Invisalign clear aligners",
    "Teeth whitening",
    "Emergency dental care"
  ],
  "description": "Fully private dental practice in Clifton, Bristol. We do not offer NHS treatment, IV sedation or on-site implant surgery."
}
```

B3 FAQPage — fees

<head> of /fees/ (text must match the visible FAQs exactly)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "id": "https://harborandoak.example/fees/#faq",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "Are you an NHS dentist?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "No. Harbor & Oak Dental is a fully private practice. We do not offer NHS treatment or NHS price bands. If you need NHS care, call NHS 111 or search 'find a dentist' on the NHS website."
      }
    },
    {
      "@type": "Question",
      "name": "How much is a check-up at Harbor & Oak?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "A new patient examination is £85 and includes two small X-rays if your dentist needs them. Routine check-ups for existing patients are £60. You'll get a written treatment plan and price before any further work."
      }
    },
    {
      "@type": "Question",
      "name": "How much does a hygienist appointment cost?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "A 30-minute hygienist appointment is £79 and a 45-minute appointment is £105. You can book a hygienist directly without seeing a dentist first. Thursday appointments run until 20:00."
      }
    }
  ]
}
```

```
{
  "@type": "Question",
  "name": "How much does Invisalign cost in Clifton?",
  "acceptedAnswer": {
    "@type": "Answer",
    "text": "An Invisalign assessment with a 3D scan and written plan is £95, deducted from your treatment if you go ahead. Treatment typically ranges from £2,800 for mild cases to £4,200+ for comprehensive cases. Your exact price is confirmed in writing after the assessment."
  }
},
{
  "@type": "Question",
  "name": "Do you offer payment plans?",
  "acceptedAnswer": {
    "@type": "Answer",
    "text": "Yes. Interest-free payment plans are available on treatment over £1,000, subject to status. Ask at reception or at your consultation."
  }
},
{
  "@type": "Question",
  "name": "Will I know the price before treatment starts?",
  "acceptedAnswer": {
    "@type": "Answer",
    "text": "Always. Every patient receives a written treatment plan with itemised prices before treatment begins. Nothing is added without your agreement."
  }
}
]
```

B4 Service — hygienist

<head> of /services/hygienist/

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "id": "https://harborandoak.example/services/hygienist/#service",
  "name": "Private hygienist appointments (Thursday evenings until 20:00)",
  "serviceType": "Dental hygiene",
  "description": "Private hygienist visits in Clifton, Bristol, including Thursday appointments until 20:00. No dentist referral needed.",
  "url": "https://harborandoak.example/services/hygienist/",
  "provider": {
    "id": "https://harborandoak.example/#dentist"
  },
  "areaServed": [

```

```

{
  "@type": "Place",
  "name": "Clifton, Bristol"
},
{
  "@type": "City",
  "name": "Bristol"
}
],
"offers": {
  "@type": "Offer",
  "price": "79",
  "priceCurrency": "GBP",
  "description": "30-minute hygienist appointment",
  "url": "https://harborandoak.example/fees/"
},
"hoursAvailable": [
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Thursday",
    "opens": "08:30",
    "closes": "20:00"
  }
]
}

```

B5 Service — Invisalign assessment

Paste in: <head> of /services/invisalign/

```

{
  "@context": "https://schema.org",
  "@type": "Service",
  "@id": "https://harborandoak.example/services/invisalign/",
  "#service",
  "name": "Invisalign assessment and treatment",
  "serviceType": "Clear aligner orthodontics",
  "description": "Invisalign assessment with 3D scan and written plan. Treatment typically £2,800-£4,200+, confirmed in writing.",
  "url": "https://harborandoak.example/services/invisalign/",
  "provider": {
    "@id": "https://harborandoak.example/#dentist"
  },
  "areaServed": [
    {
      "@type": "Place",
      "name": "Clifton, Bristol"
    },
    {
      "@type": "City",
      "name": "Bristol"
    }
  ],
  "offers": {
    "@type": "Offer",
    "price": "95",
    "priceCurrency": "GBP",
    "description": "Invisalign assessment – deducted from treatment if you go ahead",
    "url": "https://harborandoak.example/fees/"
  }
}

```

B6 Service — emergency appointments

Paste in: <head> of /services/emergency-dentist-clifton/

```

{
  "@context": "https://schema.org",
  "@type": "Service",
  "@id": "https://harborandoak.example/services/emergency-dentist-clifton/#service",
  "name": "Urgent dental appointments (Mon-Sat, clinic hours)",
  "serviceType": "Emergency dental care",
  "description": "Same-day urgent slots Monday to Saturday during clinic hours, not guaranteed. Closed Sundays and bank holidays – out of hours call NHS 111.",
  "url": "https://harborandoak.example/services/emergency-dentist-clifton/",
  "provider": {
    "@id": "https://harborandoak.example/#dentist"
  },
  "areaServed": [
    {
      "@type": "Place",
      "name": "Clifton, Bristol"
    },
    {
      "@type": "City",
      "name": "Bristol"
    }
  ],
  "offers": {
    "@type": "Offer",
    "price": "95",
    "priceCurrency": "GBP",
    "description": "Urgent appointment, plus any agreed treatment",
    "url": "https://harborandoak.example/fees/"
  }
}

```

B7 Service — implant consultation & referral

Paste in: <head> of /services/dental-implants/

```

{
  "@context": "https://schema.org",
  "@type": "Service",
  "@id": "https://harborandoak.example/services/dental-implants/#service",
  "name": "Dental implant consultation and referral",
  "serviceType": "Dental implant consultation",
  "description": "Assessment of suitability for dental implants, explanation of alternatives and referral to a trusted implant surgeon. Implant surgery is not carried out at Harbor & Oak.",
  "url": "https://harborandoak.example/services/dental-implants/",
  "provider": {
    "@id": "https://harborandoak.example/#dentist"
  },
  "areaServed": [
    {
      "@type": "Place",
      "name": "Clifton, Bristol"
    },
    {
      "@type": "City",
      "name": "Bristol"
    }
  ],
  "offers": {
    "@type": "Offer",
    "price": "95",
    "priceCurrency": "GBP",
    "description": "Implant consultation including referral"
  }
}

```

B8 Service — teeth whitening

Paste in: <head> of /services/teeth-whitening/

```

{
  "@context": "https://schema.org",
  "@type": "Service",
  "@id": "https://harborandoak.example/services/teeth-whitening/#service",
  "name": "Dentist-led home teeth whitening",
  "serviceType": "Teeth whitening",
  "description": "Custom-tray home whitening provided by registered dental professionals, including a check-up first.",
  "url": "https://harborandoak.example/services/teeth-whitening/",
  "provider": {
    "@id": "https://harborandoak.example/#dentist"
  },
  "areaServed": [
    {
      "@type": "Place",
      "name": "Clifton, Bristol"
    },
    {
      "@type": "City",
      "name": "Bristol"
    }
  ],
  "offers": {
    "@type": "Offer",
    "price": "395",
    "priceCurrency": "GBP",
    "description": "Home whitening with custom trays",
    "url": "https://harborandoak.example/fees/"
  }
}

```

```
letter",
  "url": "https://harborandoak.example/fees/"
}
```

```
}
```

B9 BreadcrumbList — example for a treatment page

Paste in: <head> of each treatment page (change the last item)

```
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "name": "Home",
      "item": "https://harborandoak.example/"
    },
    {
      "@type": "ListItem",
      "position": 2,
      "name": "Treatments",
      "item": "https://harborandoak.example/services/"
    },
    {
      "@type": "ListItem",
      "position": 3,
      "name": "Invisalign",
      "item": "https://harborandoak.example/services/invisalign/"
    }
  ]
}
```

C. FAQ answers — every page (22)

SAMPLE · CHECK PRICES AND CLINICAL WORDING

SAMPLE — Harbor & Oak Dental is a fictional clinic. All prices, names and numbers are

illustrative: replace with your real details before publishing. Clinical wording should be checked by your lead dentist against GDC advertising guidance.

Paste each group as visible text on its page, under a heading “Questions patients ask”. Use the same wording in the FAQ schema (B3 for /fees/). Short, direct answers are easy to quote accurately.

FEES PAGE — PASTE UNDER THE PRICE TABLE · /FEES/

Q. Are you an NHS dentist?

No. Harbor & Oak Dental is a fully private practice. We do not offer NHS treatment or NHS price bands. If you need NHS care, call NHS 111 or search “find a dentist” on the NHS website.

Q. How much is a check-up at Harbor & Oak?

A new patient examination is £85 and includes two small X-rays if your dentist needs them. Routine check-ups for existing patients are £60. You'll get a written treatment plan and price before any further work.

Q. How much does a hygienist appointment cost?

A 30-minute hygienist appointment is £79 and a 45-minute appointment is £105. You can book a hygienist directly without seeing a dentist first. Thursday appointments run until 20:00.

Q. How much does Invisalign cost in Clifton?

An Invisalign assessment with a 3D scan and written plan is £95, deducted from your treatment if you go ahead. Treatment typically ranges from £2,800 for mild cases to £4,200+ for comprehensive cases. Your exact price is confirmed in writing after the assessment.

Q. Do you offer payment plans?

Yes. Interest-free payment plans are available on treatment over £1,000, subject to status. Ask at reception or at your consultation.

Q. Will I know the price before treatment starts?

Always. Every patient receives a written treatment plan with itemised prices before treatment begins. Nothing is added without your agreement.

HYGIENIST PAGE · /SERVICES/HYGIENIST/

Q. Do you have evening hygienist appointments?

Yes. On Thursdays our hygienist works until 20:00, so you can book after work. Daytime appointments are available Monday to Friday 08:30–18:00 and Saturday 09:00–13:00.

Q. Can I see a hygienist without being a registered patient?

Yes. You can book a hygienist appointment directly. If the hygienist spots anything that needs a dentist, they will explain your options and you can decide whether to book.

Q. What happens at a hygienist appointment?

The hygienist checks your gums, removes hardened plaque (tartar) and surface stains, polishes your teeth and shows you which brushes and interdental cleaners suit your mouth. Most visits take 30 or 45 minutes.

Q. How often should I see the hygienist?

Most adults benefit from a visit every 6 months. If you have gum disease, braces or aligners, your hygienist may suggest every 3–4 months.

INVISALIGN PAGE · /SERVICES/INVISALIGN/

Q. What happens at an Invisalign assessment?

Your dentist checks your teeth and gums, takes a 3D scan, shows you a preview of how your teeth could move, and gives you a written plan with the price and expected timescale. The assessment costs £95, deducted if you go ahead.

Q. How long does Invisalign take?

Mild cases often take 4–6 months; more complex cases 12–18 months. Your dentist will give you an estimate at your assessment.

Q. Is Invisalign suitable for everyone?

Not always. Healthy gums and teeth come first, and some bite problems need a specialist orthodontist. If aligners aren't right for you, we'll tell you and explain your other options.

EMERGENCY PAGE · /SERVICES/EMERGENCY-DENTIST-CLIFTON/

Q. Can I get a same-day emergency appointment?

We keep urgent slots for private patients each clinic day. Call 0117 555 0142 as early as possible from 08:30. We cannot guarantee a same-day slot, but we will always advise you on the phone.

Q. Are you open on Sundays or bank holidays?

No. We are closed on Sundays and bank holidays. Out of hours, call NHS 111 for urgent dental advice. If you have facial swelling affecting your breathing or swallowing, call 999 or go to A&E.

Q. How much is an emergency appointment?

An urgent appointment is £95, plus any treatment you agree to on the day. We'll tell you the cost before we start.

IMPLANTS PAGE · /SERVICES/DENTAL-IMPLANTS/

Q. Do you place dental implants at Harbor & Oak?

We don't carry out implant surgery on site. We offer an implant consultation (£95) to check whether implants suit you, explain alternatives such as bridges and dentures, and refer you to a trusted implant surgeon. We can then look after your routine care afterwards.

Q. What are the alternatives to implants?

Depending on your mouth, options include a bridge, a partial denture, or leaving the gap if it causes no problems. Your dentist will explain the pros, cons and costs of each in writing.

NERVOUS PATIENTS PAGE · /SERVICES/NERVOUS-PATIENTS/

Q. Do you offer sedation?

We do not provide IV sedation on site. Many nervous patients manage well with longer appointments, a clear stop signal and step-by-step explanations. If sedation is clinically right for you, we will refer you to a suitably registered provider.

Q. I haven't been to a dentist for years. Will you judge me?

No. Many of our patients come back after a long gap. Your first visit can be a chat and a look only — no treatment unless you want it.

CONTACT PAGE · /CONTACT/**Q. Is there parking near Harbor & Oak Dental?**

[SAMPLE — replace] There is no private car park. Pay-and-display parking is available on nearby streets, and the clinic is a 10-minute walk from Clifton Village bus stops. Please allow time to find a space.

Q. Is the clinic wheelchair accessible?

[SAMPLE — replace] Our ground-floor surgery has step-free access and an accessible toilet. Please tell us when you book so we can make sure that room is free.

D. Page titles and descriptions (14 pages)

Paste into each page's SEO settings (title tag and meta description). Character counts shown — titles stay under 60 and descriptions under 155 so Google doesn't cut them off. Checklist C07.

PAGE	TITLE	DESCRIPTION
/	Private Dentist in Clifton, Bristol Harbor & Oak Dental 57 chars	Fully private dentist in Clifton, Bristol. Hygienist (Thursdays until 8pm), check-ups, Invisalign and whitening. Prices online. Call 0117 555 0142. 147 chars
/fees/	Private Dental Fees Clifton, Bristol Harbor & Oak 51 chars	Our full private price list: check-ups £60, hygienist from £79, Invisalign from £2,800. Written quote before treatment. Payment plans available. 144 chars
/services/	Private Dental Treatments in Clifton Harbor & Oak 51 chars	Check-ups, hygienist, Invisalign, whitening, emergency care and implant consultations at our fully private Clifton clinic. See prices and book. 143 chars
/services/hygienist/	Evening Hygienist Clifton, Bristol Harbor & Oak Dental 56 chars	Private hygienist in Clifton with Thursday appointments until 8pm. 30 minutes £79. Book directly — no dentist referral needed. 0117 555 0142. 141 chars
/services/invisalign/	Invisalign Clifton, Bristol £95 Assessment Harbor & Oak 59 chars	Invisalign assessment with 3D scan and written plan for £95 (deducted if you go ahead). Treatment from £2,800. Fully private Clifton clinic. 140 chars
/services/emergency-dentist-clifton/	Emergency Dentist Clifton Same-Day Slots Harbor & Oak 57 chars	Urgent private dental slots Mon–Sat in Clifton. Call from 8:30am on 0117 555 0142. £95 appointment. Out of hours: NHS 111. No Sunday clinic. 140 chars
/services/dental-implants/	Dental Implant Consultation Bristol Harbor & Oak Dental 57 chars	Find out if implants are right for you. £95 consultation, honest advice on alternatives and referral to a trusted implant surgeon. Clifton, Bristol. 148 chars
/services/teeth-whitening/	Teeth Whitening Clifton, Bristol Harbor & Oak Dental 54 chars	Dentist-led home whitening in Clifton for £395, including custom trays and check-up. Safe, legal whitening by registered dental professionals. 142 chars
/services/nervous-patients/	Nervous Dental Patients Bristol Harbor & Oak Dental 53 chars	Anxious about the dentist? Longer appointments, no judgement and a chat-first visit at our Clifton clinic. Honest advice on sedation referral. 142 chars
/services/general-dentistry/	Private Check-ups & Fillings Clifton Harbor & Oak Dental 58 chars	Private check-ups from £60, white fillings, crowns and root canal treatment in Clifton, Bristol. Written prices before any treatment. 133 chars
/about/	About Our Clifton Dental Team Harbor & Oak Dental 51 chars	Meet the GDC-registered team at Harbor & Oak, an independent fully private dental clinic in Clifton, Bristol. Not part of any group. 132 chars
/contact/	Contact & Opening Hours Harbor & Oak Dental Clifton 53 chars	14 Oak Harbor Lane, Clifton, Bristol BS8 1AA. Mon–Fri 8:30–6pm, Thu until 8pm, Sat 9–1. Parking and access details. 0117 555 0142. 130 chars
/facts/	Practice Facts Harbor & Oak Dental, Clifton Bristol 53 chars	Key facts about Harbor & Oak Dental: fully private (no NHS), opening hours, services we offer and don't offer, team registration and contact details. 149 chars

PAGE	TITLE	DESCRIPTION
/advice/invisalign-cost-bristol/	Invisalign Cost Bristol (2026 Private Price Guide) 50 chars	What Invisalign really costs in Bristol in 2026, what's included, how to compare quotes and questions to ask. Written by a Clifton dentist. 139 chars

E. Copy blocks — paste as written

SAMPLE · REPLACE [BRACKETS]

E1 NAP + hours block (footer, /contact/, every listing)

Harbor & Oak Dental
 14 Oak Harbor Lane, Clifton, Bristol BS8 1AA
 Tel: 0117 555 0142 · harborandoak.example
 Mon–Fri 08:30–18:00 · Thu until 20:00 · Sat 09:00–13:00 · Closed Sun & bank holidays
 Fully private dental practice — no NHS treatment

E2 Practice facts card (/facts/)

Practice name: Harbor & Oak Dental
 Type: Independent, fully private dental practice (not part of any group)
 Address: 14 Oak Harbor Lane, Clifton, Bristol BS8 1AA
 Phone: 0117 555 0142
 Opening hours: Mon–Fri 08:30–18:00; Thursday until 20:00; Saturday 09:00–13:00; closed Sundays and bank holidays
 NHS: We do not offer NHS treatment
 Treatments we offer: check-ups, fillings, crowns, root canal (front teeth), hygienist, Invisalign assessment and treatment, home teeth whitening, urgent appointments in clinic hours, implant consultations with referral
 Treatments we don't offer on site: IV sedation, implant surgery, Sunday or out-of-hours emergency care
 Regulation: Practice registered with the Care Quality Commission (CQC) [link]. All clinicians registered with the General Dental Council (GDC) — numbers on our About page.
 Prices: Published at harborandoak.example/fees/ — last updated [Month YYYY]
 Last checked: [DD Month YYYY]

E3 “What we don't offer” statement

To avoid confusion: Harbor & Oak Dental is fully private and does not provide NHS treatment. We do not provide IV sedation or carry out implant surgery on site — where these are right for you, we refer you to a registered specialist provider. We are closed on Sundays and bank holidays; out of hours, please call NHS 111.

E4 Answer-first page openings (first paragraph of each page)

HOMEPAGE — Harbor & Oak Dental is an independent, fully private dental practice at 14 Oak Harbor Lane in Clifton, Bristol. We offer check-ups, hygienist visits (Thursdays until 20:00), Invisalign, teeth whitening and same-day urgent appointments in clinic hours. We don't offer NHS treatment. Prices are published on our fees page. Call 0117 555 0142.

HYGIENIST — Our private hygienist in Clifton works until 20:00 on Thursdays, so you can book after work. A 30-minute visit is £79. You don't need to see a dentist first.

INVISALIGN — An Invisalign assessment at Harbor & Oak costs £95 and includes a 3D scan and written plan; the fee is deducted if you go ahead. Treatment typically costs £2,800–£4,200+.

EMERGENCY — If you have dental pain in Clifton, call 0117 555 0142 from 08:30. We keep urgent slots each clinic day (Mon–Sat). We're closed Sundays — out of hours, call NHS 111.

IMPLANTS — We offer implant consultations (£95) to check whether implants suit you and refer you to a trusted implant surgeon. We do not carry out implant surgery on site.

NERVOUS PATIENTS — If you're anxious about the dentist, your first visit at Harbor & Oak can be a chat only. We offer longer appointments and a clear stop signal. We do not provide IV sedation on site.

E5 Google Business Profile description (≤750 characters) + services

Harbor & Oak Dental is an independent, fully private dental practice in Clifton, Bristol. We do not offer NHS treatment. Our team provides check-ups, white fillings, crowns, hygienist appointments (Thursdays until 8pm), Invisalign assessments and treatment, home teeth whitening, urgent appointments during clinic hours and implant consultations with referral. Prices are published on our website and every patient gets a written plan before treatment. Nervous patients welcome — first visits can be a chat only. Open Mon–Fri 8:30am–6pm, Thursday until 8pm, Saturday 9am–1pm.

GBP SERVICES TO ADD: Dental check-up · Hygienist appointment · Evening hygienist (Thursday) · White fillings · Crowns · Invisalign assessment · Invisalign treatment · Teeth whitening · Emergency dental appointment · Implant consultation · Nervous patient appointment

PRIMARY CATEGORY: Dentist · SECONDARY: Cosmetic dentist (only while you offer cosmetic treatment)

ATTRIBUTES: Wheelchair-accessible entrance (if true) · Online appointments link → /contact/

F. Re-test sheet — same prompt set

To re-test, ask the same questions in the same AI tools with the same settings as the original snapshot (logged out or in a private window, location Bristol), 3 times each. Record one row per answer and save a screenshot. Checklist C49.

#	QUESTION TO ASK
1	best private dentist Clifton
2	private dentist Bristol open late
3	Harbor and Oak Dental reviews
4	Harbor and Oak Dental fees
5	is Harbor and Oak Dental NHS
6	Harbor and Oak Dental opening hours
7	private hygienist Bristol evenings
8	hygienist Clifton Thursday evening
9	Invisalign cost Bristol private
10	Invisalign Clifton private dentist
11	emergency dentist Clifton same day
12	emergency private dentist near Clifton
13	dental implants Bristol private
14	sedation dentistry Bristol
15	nervous dentist Bristol
16	teeth whitening Clifton private
17	private dentist fees Bristol
18	NHS vs private dentist Clifton
19	SmileWorks Bristol vs Harbor and Oak
20	best clinic for veneers Bristol

Sheet columns

DATE	TOOL	QUESTION	NAMED? (Y/N)
LINKED TO OUR SITE? (Y/N)	WRONG FACT? (WHICH)	WHO GOT THE LINK INSTEAD	SCREENSHOT FILE

Comparing snapshots: only compare runs that used the same prompt set, tools and settings. A re-test with the same prompt set is offered at 60–90 days. Until that re-test has been run on early buyers, we make no before/after claims.

G. How this snapshot was made

- **Prompt set:** 20 fixed patient questions, the same for every clinic in this vertical (wording adjusted only for town and practice name).
- **Runs per prompt:** each prompt is run 3 times per model and the results averaged, because AI answers vary from run to run.
- **Models / AI tools:** Bing Copilot, ChatGPT, Google AI Overviews, Perplexity.
- **Run date:** 6 October 2026.
- **Data label — Fixture/sample:** Fixture/sample data: the answers in this report are illustrative (synthetic or buyer-pasted), one answer per prompt and tool, and are NOT API-measured. A live report runs each of the 20 prompts 3 times per model and averages the results. We don't scrape AI tools.
- **Website:** 7 pages read, following your robots.txt rules.
- **Score:** Score = $0.25 \times 62 + 0.25 \times 12 + 0.15 \times 5 + 0.20 \times 56 + 0.15 \times 45 = 37.3 \rightarrow 37$. Named / linked = text and link matching on the answers; facts = checked against your practice facts.
- **Limits:** AI answers vary by person, place and day. The score describes this snapshot only. It is not a ranking and not a forecast.
- **Re-test:** A re-test with the same prompt set is offered at 60–90 days. Until that re-test has been run on early buyers, we make no before/after claims.

No partnership. Independent analysis — not affiliated with Google, OpenAI, Perplexity, Microsoft, or Anthropic.

A snapshot, not a ranking. This report shows how AI tools described the practice on the snapshot date. AI answers change by person, place, history and model updates.

No outcome promises. We describe what we observed and list concrete changes, each with a check that shows it is done. We make no promise about what AI tools will say after the work, and no before/after claims until a 60–90 day re-test with the same prompt set has been run.

AI answers. Supplied as pasted text by the clinic (synthetic in this sample). We do not scrape AI tools.

Clinical & regulatory. Advertising and clinical claims remain the practice's responsibility (e.g. GDC).

Samples. Prices, names, competitors and listings marked SAMPLE are illustrative. Check every fact before publishing.

Harbor & Oak Dental · Prepared 6 October 2026 · End of report.