

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 ChatGPT, Perplexity, Google AI Overviews and Copilot described your clinic in our snapshot, and what to change so your practice is presented clearly and accurately. This preview shows the evidence. The full report gives you every checklist item (what, where, and how to check it's done), with the files and text written, for **\$50** (~£40).

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 pages checked
Snapshot	20 fixed prompts × 3 runs, averaged · run 6 October 2026 · 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.

In the full report — written and ready to use

50 numbered actions with where, who, what to paste and "done when"	9 complete schema code blocks (338 lines) — paste and go	22 patient FAQ answers in plain UK English
12 page and article briefs, heading by heading	20 listings to claim or correct, in order	90 day plan — Week 1 day by day

Unlock the full implementation bible — **\$50**

≈27 pages. Every concrete change to present your practice clearly and consistently to AI tools: what to change, where, and how to check it's done. Your team works through it, or you hand it to us to implement.

Illustrative sample · fictional brand. Independent analysis — not affiliated with Google, OpenAI, Perplexity or Microsoft. A presentation and evidence report: it shows what AI tools said on the snapshot date and makes no promise about what they will say later. Sample funnel only — £0 workflow, no payment taken.

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.

ANSWERS NOT LINKING TO YOU

51

of 58 AI answers

WRONG FACTS IN CIRCULATION

9

3 serious (patient risk)

QUESTIONS WHERE OTHERS WERE NAMED

9/10

3 competitors + directories, in our snapshot

TREATMENT PAGES MISSING

6

implants · Invisalign · emergency...

Five things we found

WHAT WE FOUND	WHY IT MATTERS	CHECKLIST ITEM
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 · UNLOCK \$50
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 · UNLOCK \$50
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 · UNLOCK \$50
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 · UNLOCK \$50
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 · UNLOCK \$50

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: - smileworksbristol.example/implants - Which? /...”

Q: dental implants Bristol private

Your score, in plain words

Named in AI answers (25%)

How often the AI mentions Harbor & Oak at all.

62

Your website linked as the source (25%)

How often the AI links to harborandoak.example when it talks about you or your treatments.

12

Facts the AI gets right (15%)

Whether hours, NHS status, services and phone are correct in answers.

5

Website technical basics (20%)

Can AI and search crawlers find and read every page? (sitemap, page addresses, robots file)

56

Easy-to-quote content (15%)

Do your pages contain clear sentences, prices and FAQs an AI can lift word-for-word?

45

What AI tools say about you

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

Wrong facts in AI answers — 1 of 9 shown

ID	WHAT THE AI SAID	HARM	CORRECTION — PASTE EXACTLY	PUBLISH IT ON
H1	"Harbor & Oak accepts NHS patients under Band 2 for fillings and extractions." ChatGPT · SERIOUS	NHS-seeking patients call and are turned away; private patients think you're NHS.	UNLOCK \$50	UNLOCK \$50
H2	"The clinic closes at 18:00 every weekday with no..."	SERIOUS · CORRECTION TEXT + WHERE TO PUBLISH · UNLOCK \$50		
H3	"Harbor & Oak offers IV sedation for complex impl..."	SERIOUS · CORRECTION TEXT + WHERE TO PUBLISH · UNLOCK \$50		

6 MORE WRONG FACTS · EVERY CORRECTION WRITTEN · EVERY PLACE TO PUBLISH IT — UNLOCK \$50

Who AI named for each question — 1 of 10 questions shown

INVISALIGN COST BRISTOL PRIVATE · AI NAMED SMILEWORKS BRISTOL · YOU: NOT NAMED

What their pages have that yours don't: Publishes prices + FAQ. Your fees page says "contact us".

Checklist items to publish: C19 fee table · C21 Invisalign page · C33 article D1 price guide

9 MORE QUESTIONS · WHO WAS NAMED · WHAT EACH ONE PUBLISHES · THE CHECKLIST ITEMS TO PUBLISH — UNLOCK \$50

Where each AI tool appears to get its information — 1 of 4 shown

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 TO DO FOR GOOGLE, CHATGPT, PERPLEXITY + COPILOT
CRAWLER-BY-CRAWLER ADVICE — UNLOCK \$50**

Your website today — what we checked (results shown, fixes locked)

CHECK	RESULT	FIX	CHECK	RESULT	FIX
Site uses secure https	OK	UNLOCK \$50	Crawlers are allowed to read your pages	OK	UNLOCK \$50
Every page is listed in your sitemap	Needs work	UNLOCK \$50	Each page states its own main address	Missing / broken	UNLOCK \$50
Text is readable on phones	Needs work	UNLOCK \$50	Address and phone visible on pages	Needs work	UNLOCK \$50
Pages have enough useful text	Missing / broken	UNLOCK \$50	Page speed (not lab-measured)	Needs work	UNLOCK \$50
AI summary file (llms.txt)	Missing / broken	UNLOCK \$50	One page per treatment	Needs work	UNLOCK \$50
Questions and answers on pages	Missing / broken	UNLOCK \$50	Hidden fact code (schema)	Needs work	UNLOCK \$50
Clear sentences AI can quote	Needs work	UNLOCK \$50	Named dentist on advice pages	Needs work	UNLOCK \$50
"Last reviewed" dates shown	Missing / broken	UNLOCK \$50	Same hours and phone on every page	Needs work	UNLOCK \$50
Image descriptions (alt text)	Needs work	UNLOCK \$50			

The checklist — 50 actions (2 shown)

Every action in the full report looks like this: who does it, the exact page, what to paste, and how you know it's done.

P0 DO FIRST

18

≈16.4 hours

P1 NEXT

22

≈44.8 hours

P2 THEN

10

≈28.2 hours

TOTAL

89h

≈7 hours a week for 13 weeks

ID	PRI	OWNER	WHAT TO DO	WHERE	PASTE / USE	DONE WHEN
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.
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.
C01	P0	DEV	Replace robots.txt with our version (allows AI search crawle...	WHERE · PASTE · DONE WHEN — UNLOCK \$50		
C19	P0	CONTENT	Rebuild the fees page: full price table, "Prices last update...	WHERE · PASTE · DONE WHEN — UNLOCK \$50		
C39	P0	OPS	Complete your Google Business Profile: exact name, Dentist c...	WHERE · PASTE · DONE WHEN — UNLOCK \$50		

48 MORE ACTIONS IN 7 GROUPS: WEBSITE BASICS · FACTS · PAGES · ARTICLES · LISTINGS · REVIEWS · RE-TEST EACH WITH OWNER, PAGE, PASTE TEXT AND "DONE WHEN" — UNLOCK \$50

The 90-day plan — Day 1 shown

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.

DAYS 2–5 + WEEKS 2–13 · 56 TASKS · DAY 30 / 60 / 90 CHECK-POINTS — UNLOCK \$50

Directory hit-list — 3 of 20 shown

#	LISTING	WHY IT MATTERS	WHEN
1	Google Business Profile	Biggest single source for Google AI Overviews and Maps answers.	Week 1
2	Bing Places for Business	Feeds Copilot and Bing results (which ChatGPT search has used).	Week 1
3	Apple Business Connect	Apple Maps and Siri answers on iPhones.	Week 1

17 MORE LISTINGS IN ORDER · REVIEW ROUTINE · 7 COPY-READY SCRIPTS + REPLIES · PRESS PITCH — UNLOCK \$50

The files and text — already written for you

The full report doesn't tell you to "add schema" or "improve content". It hands you the finished files and words, and says where each one goes and how to check it's live. A glimpse:

A1 llms.txt — complete file44 lines	B2 Dentist (LocalBusiness) with hours9 blocks · 338 lines
<pre># 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.</pre>	<pre>{ "@context": "https://schema.org", "@type": "Dentist", "@id": "https://harborandoak.example/#dentist", "name": "Harbor & Oak Dental", "parentOrganization": {</pre>
41 MORE LINES + FULL ROBOTS.TXT — UNLOCK \$50	9 COMPLETE CODE BLOCKS: ORGANIZATION · DENTIST · FAQ · 5 TREATMENTS — UNLOCK \$50

FAQ answers — /fees/ (questions shown, answers locked)

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?

ANSWER · UNLOCK \$50

Q. How much does a hygienist appointment cost?

ANSWER · UNLOCK \$50

Q. How much does Invisalign cost in Clifton?

ANSWER · UNLOCK \$50

Q. Do you offer payment plans?

ANSWER · UNLOCK \$50

Q. Will I know the price before treatment starts?

ANSWER · UNLOCK \$50

+ 16 more answers for hygienist, Invisalign, emergency, implants, nervous patients and contact pages.

Article briefs (titles shown, outlines locked)

D1 · 1,200-1,500 WORDS

How much does Invisalign cost in Bristol? (2026 private price guide)

Answers: Invisalign cost Bristol private · Invisalign price Clifton · is Invisalign worth it

D2 · 900-1,100 WORDS

Dental emergency in Clifton: what to do today

D3 · 800-1,000 WORDS

Evening hygienist appointments in Bristol: a guide for busy people

D4 · 1,100-1,300 WORDS

Dental implants in Bristol: 9 questions to ask before you commit

D5 · 900-1,100 WORDS

Nervous about the dentist? Your options in Bristol

D6 · 1,000-1,200 WORDS

NHS or private dentist in Clifton? Costs, waits and what's different

HEADINGS · WHO SHOULD LINK TO IT · CALL TO ACTION · + 6 PAGE BRIEFS — UNLOCK \$50

ALSO LOCKED: 14 PAGE TITLES + DESCRIPTIONS · INTERNAL-LINK MAP · SAMPLE PRICE TABLE · GOOGLE PROFILE DESCRIPTION · PAGE OPENINGS · TRACKING SHEET — UNLOCK \$50

What the \$50 full report contains

The full report is not an audit that tells you what’s wrong and leaves you to work out the rest. It is the complete instruction book (written, coded and scheduled) for presenting Harbor & Oak Dental clearly, accurately and consistently wherever AI tools look. Every item says what to do, where, and how to check it’s done.

IN THE FULL REPORT	HOW MUCH	TIME IT SAVES YOUR TEAM
Master checklist with owner, page, paste and “done when”	50 actions	Days of working out what to do and in what order
Complete llms.txt + robots.txt files	2 files	Research into which AI crawlers matter
Schema code blocks, validated	9 blocks · 338 lines	A developer’s day
Patient FAQ answers in plain UK English	22	A writer’s day
Page + article briefs, heading by heading	12	Planning every page before writing
Wrong-fact corrections with where to publish each	9	Hunting down every bad answer
Competitor questions: who was named, and the checklist items to publish	10	Competitor research
Directory hit-list, review scripts, reply templates, press pitch	20 + 7	Trial and error on listings and reviews
Page titles + descriptions with character counts	14	Writing and checking each one
90-day plan, Week 1 day by day, with check-points	56 tasks	Project planning

Unlock the full implementation bible

\$50

(~£40) · one-off · no subscription

One payment, the whole book. Your team follows it, or you hand it to us.

What happens next

YOU ARE HERE

Free preview

How AI tools described you in our snapshot.

\$50

Full implementation bible

Every action, file and sentence. Nothing held back — your team can do all of it. Delivered instantly.

OPTIONAL · \$649 / \$1,299 / \$1,949

We implement the checklist

Same checklist items, implemented and verified by us. Sold as implementation, not results. Paste-ready fix pack within 1 hour of payment; changes live within 3 days of access. Async, no calls.

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 · Website: 7 public pages read, following robots.txt
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.
What this is	A presentation and evidence report: how AI tools described Harbor & Oak Dental on the snapshot date, plus concrete, checkable changes. Not a ranking; no promise about future AI answers. 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.

Disclaimer. This preview is a presentation and evidence report: it shows how AI tools described the practice on the snapshot date and lists concrete, checkable changes. It is not a ranking and makes no promise about what AI tools will say in future. Produced by a sample workflow from AI answers supplied by the clinic and a check of the public website that follows its robots.txt rules. The \$50 unlock is a sample price — no payment is taken. Harbor & Oak Dental answers in this sample are synthetic. We are not partners of Google, OpenAI, Perplexity or Microsoft. AI answers vary by person, time and place. Not clinical or regulatory advice.