Smiles

MARKET
Austin

MEASURED
November 15, 2026

SCOPE
30 questions x 4 engines

AI VISIBILITY AUDIT

Northgate Family Dentistry

YOUR AI VISIBILITY SCORE

28% of patient questions name your practice

34 of 120 answers across 4 AI engines

Strongest rival is named in 59% of answers

D

WEAK
GRADE

AI MENTION RATE	HIGH-INTENT MISSES	AVG RANK WHEN PRESENT	CHECKS COMPLETED
28%	18	1.8	120/120
Best rival 59%	of 72 Tier A questions	Position inside the answer	4 engines, Nov 15

Visibility by patient intent

share of answers

A	High intent needs treatment now	28%
B	Researching comparing options	29%

Who wins those answers

times named

Cedar Park Smiles	71
Riverbend Dental	69

The questions you are losing first

25 gaps measured

"best dentist reviews in Austin, TX"	TIER A	Riverbend Dental
"best dentist for kids in Austin, TX"	TIER A	Cedar Park Smiles
"knocked out tooth what to do Austin, TX"	TIER A	Nobody at all
"dental abscess urgent care Austin, TX"	TIER A	Nobody at all

WHAT IS IN THIS REPORT

Every question you are losi... p.2 | Competitor map and AI sou... p.3 | The 90-day publishing plan p.4 | Method and next steps p.5

SAMPLE REPORT - EXAMPLE DATA, NOT A REAL PRACTICE

Smiles

Every question we asked, and who won it

Each row is a question a real patient asked, and who AI named

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The questions you are losing

25 of 120 checks lost

best dentist reviews in Austin, TX comparison	TIER	Riverbend Dental
best dentist for kids in Austin, TX pediatric	TIER	Cedar Park Smiles
how much do porcelain veneers cost cosmetic	TIER	Riverbend Dental
best cosmetic dentist in Austin, TX cosmetic	TIER	Riverbend Dental
knocked out tooth what to do Austin, TX emergency	TIER A	Nobody at all
dental abscess urgent care Austin, TX emergency	TIER A	Nobody at all
dentist that does wisdom teeth extraction in Austin, TX oral_surgery	TIER A	Nobody at all
should I get a second opinion on my dental treatment plan trust	TIER A	Nobody at all
swollen jaw dental emergency Austin, TX emergency	TIER A	Nobody at all
dentist in Austin, TX that accepts new patients general	TIER A	Nobody at all
pediatric dentist who is good with anxious children Austin, TX pediatric	TIER A	Nobody at all
who is the best emergency dentist near me emergency	TIER A	Nobody at all
dentist in Austin, TX that does not judge you for being behind on dental work anxiety	TIER A	Nobody at all
best family dentist in Austin, TX general	TIER A	Nobody at all
sedation dentistry for nervous patients in Austin, TX anxiety	TIER A	Nobody at all
broken tooth emergency dentist Austin, TX emergency	TIER A	Nobody at all
emergency dentist open now in Austin, TX emergency	TIER A	Nobody at all
best dentist near me that takes walk ins general	TIER A	Nobody at all
lost crown or filling emergency Austin, TX emergency	TIER A	Nobody at all
best dentist for a toothache in Austin, TX emergency	TIER A	Nobody at all
do I need a root canal or can the tooth be saved restorative	TIER B	Nobody at all
dental implant financing options implants	TIER B	Nobody at all
dental crown cost compared to implant restorative	TIER B	Nobody at all
bridge vs implant which one should I get restorative	TIER B	Nobody at all
am I too old for dental implants implants	TIER B	Nobody at all

The pattern

You are strongest in restorative and weakest in comparison.

7 of 12 restorative answers name you, against 0 of 4 comparison answers. That is where the first page goes, because comparison is the category where AI has an answer to give and you are not in it.

SAMPLE REPORT - EXAMPLE DATA, NOT A REAL PRACTICE

Smiles

Who is winning, and where AI gets its answers

Every competitor AI named, and every source it leaned on

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Who wins those answers

times named

Cedar Park Smiles	71
Riverbend Dental	69

Where AI gets its answers

cited domains

example-northgate-family-dentistry.com	34

Engine by engine

mentions / checks

Chatgpt	9 / 30
Gemini	8 / 30
Perplexity	5 / 30
Claude	12 / 30

Where you are strongest and weakest

by treatment category

Emergency	12 / 32
Oral Surgery	1 / 4
Trust	1 / 4
General	3 / 12
Pediatric	1 / 8
Comparison	0 / 4
Anxiety	2 / 8

The pattern

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The 90-day publishing plan

Every action, who does it, and how long it takes

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Austin	November 15, 2026	30 questions x 4 engines

Every fix, in order

7 actions identified

Competitive position — Content Agent + Citation Agent — 2 weeks
Build comparison and service pages that cite the same authoritative sources those rivals are cited from.

Content structure — Content Agent — 1-2 weeks
Publish one page per priority treatment, each with its own schema, FAQ and internal links.

High-intent visibility — Content Agent — 1 week
Build service pages that directly answer the top 5 missing prompts, plus a neighborhood page for the practice's primary area.

Structured data — Schema Agent — 1-2 hours
Deploy Dentist + MedicalProcedure schema on the homepage and every service page.

Citation consistency — Citation Agent — 1 week
Reconcile name, address, phone, hours and services across these sources so they match exactly.

Review velocity — Practitioner action — 1 hour, practice side
Have the practice trigger a review request from its own scheduling system after each appointment. We do not send patient messages.

Metadata — Content Agent — 10 minutes
Write a 150-160 character description naming the practice, city and primary treatments.

The 90-day sequence

what ships and when

DAYS 1-30

Foundations

- Schema and entity setup
- Directory reconciliation
- Measurement baseline locked

DAYS 31-60

The pages

- Priority service pages
- Comparison and location pages
- FAQ and internal links

DAYS 61-90

Authority

- Citation sources earned
- Review velocity from the practice
- Second baseline and review

What we need from you

about 10 minutes, once

- Approval to publish on your site (we draft everything, you click publish for 90 days).
- Confirmation of your hours, services and insurance mix so the pages are accurate.
- One person who can answer patient-facing questions - usually the office manager.

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Methodology

- 120 checks were run: 120 questions across chatgpt, gemini, perplexity, claude.
- Every answer was requested with the same city, the same wording and the same competitors, so week to week moves are real changes, not noise.
- We measure whether your practice is named. We do not promise a ranking, and no one else can either - AI answers vary by model, query, location and time.
- No patient data is ever requested, stored or processed. This report contains only public information about your practice.

What we publish for you

- One service page per priority treatment, each with its own schema, FAQ and internal links.
- Corrected practice details across the directories that AI reads most.
- A weekly re-measurement so you can see the number move, not a promise about it.
- A monthly report in the same format as this one.
- Nothing is published to your site without your approval for the first 90 days.

What we need from you

about 10 minutes, once

- Approval to publish on your site. We draft everything; you click publish for the first 90 days, then we ask before anything goes live.
- Confirmation of your hours, services and insurance mix, so the pages are accurate.
- One person who can answer patient-facing questions - usually the office manager.

Ready to start?

Reply to this email and we will run the first month: measurement, the pages, the schema, and the weekly report - with your approval on every publish.

Book the kickoff