



iTVERO

Clarity Through Competitive Insight

AI Visibility Report

Prepared for:

Northside Family Dental

Website: northsidefamilydental.example

Location: Anytown, NJ

Phone: (555) 010-0100

Report period: October 2026 • Your first report

About this report

What this report is, and why it matters

More and more of your customers now ask ChatGPT, Gemini or Claude "who is the best family dentist near me?" instead of scrolling through Google. The assistant answers with a short list of names, and a business that is not on that list is invisible to that customer. This report measures, every month, whether **Northside Family Dental** is on that list, who is on it instead, which websites the assistants trusted when they decided, and exactly what to change to improve your odds. Every fix comes with the text ready to paste, and your portal at portal.itvero.com tracks what you have done.

How to use it

Read Section 1 for your score and the one-line verdict. Sections 2–4 show the evidence: the questions, who was recommended instead, and why. Section 5 is your fix plan — three actions with step-by-step instructions, links, the text to paste and how long each takes. The Fix Kit (Section 6) holds the ready-to-paste text. Tick each fix off in your portal; next month's report checks whether it moved your score.

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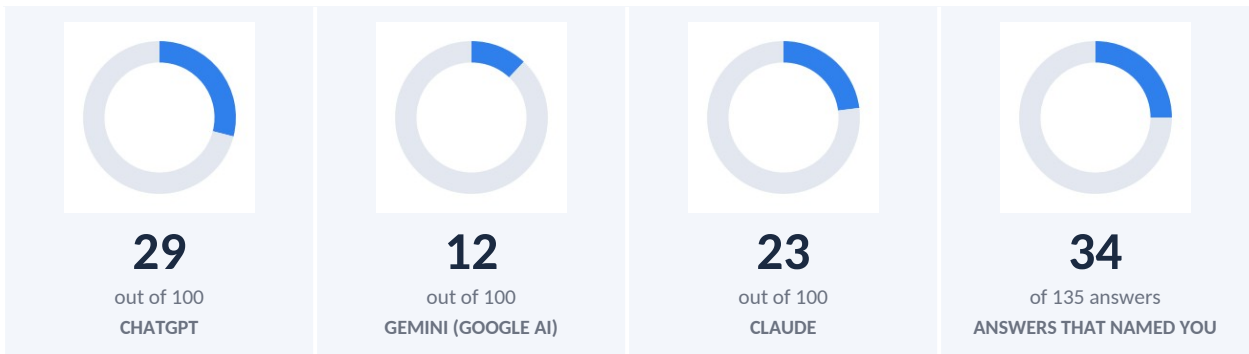
No one controls what an AI assistant recommends. This report shows where you stand, why the assistants chose who they chose, and gives you the materials most likely to improve your odds. It is a monitoring and improvement service, not a placement guarantee.

1. Your score this month



Named in 34 of 135 AI answers this month

Your score by assistant



This month in one line

Northside Family Dental is named for gentle care and insurance, but is missing from every emergency and low-cost question, and Gemini almost never names it.

Where you stand

Score	Band	What it means
0–20	Invisible	The assistants almost never name you. Customers asking AI are being sent elsewhere.
21–40	Rarely named	You appear for a few question types only. Most searches go to competitors.
41–60	Sometimes named	You are in the conversation but not the default choice.
61–80	Often named	You are a regular recommendation; the goal is to hold and widen it.
81–100	The default choice	The assistants name you first for most questions.

Your band this month: Rarely named (21/100). The assistants name you for a few question types, mostly gentle care, insurance and families. Most searches go to Maple Avenue Dental Care and Brightpath Smiles.

How to read your score

We asked ChatGPT, Gemini (Google's AI) and Claude the same 15 questions a real customer in Anytown, NJ would type, three times each — 135 answers in total. Your score is the share of those answers that named you, weighted by how high on the list you appeared (first place counts in full, second or third counts 80%, fourth or later 60%). A score of 100 would mean you were named first in every answer. Gemini is your weakest assistant at 12/100: it named you in only 6 of 45 answers.

Key takeaways

- You are strongest on nervous patients, insurance and families: you were named in most answers to those questions.
- You were never named in 6 of the 15 questions, including every emergency and low-cost question. Brightpath Smiles and Riverside Dental Group took those answers.
- Gemini named you in 6 of 45 answers, against 16 for ChatGPT. Gemini leans heavily on Google and Healthgrades, and you have no Healthgrades listing.

2. The questions we asked

How often each assistant named you, out of three times per assistant. "Best position" = the highest spot you held on the list when you did appear.

Question	Type	ChatGPT	Gemini	Claude	Best position
Who is the best family dentist in Anytown, NJ?	Best	0 of 3	0 of 3	0 of 3	not named
Which dentist in Anytown do patients rate highest?	Best	2 of 3	0 of 3	1 of 3	position 4
Best dentist in Anytown for parents and kids together?	Best	2 of 3	1 of 3	2 of 3	position 1
Is there an emergency dentist open today in Anytown?	Urgent	0 of 3	0 of 3	0 of 3	not named
Who can see me today for a broken tooth near Anytown?	Urgent	0 of 3	0 of 3	0 of 3	not named
Which dentist in Anytown is open on Saturdays?	Urgent	1 of 3	0 of 3	0 of 3	position 5
Affordable dentist in Anytown for someone without insurance?	Price	0 of 3	0 of 3	0 of 3	not named
Which Anytown dentists offer payment plans?	Price	2 of 3	1 of 3	2 of 3	position 3
Where can I get a low-cost teeth cleaning near Anytown?	Price	0 of 3	0 of 3	0 of 3	not named
Which dentist in Anytown accepts the most insurance plans?	Service	2 of 3	1 of 3	2 of 3	position 2
Which Anytown dentist offers clear aligners for adults?	Service	0 of 3	0 of 3	0 of 3	not named
Gentle dentist in Anytown for nervous patients?	Service	3 of 3	2 of 3	2 of 3	position 1
Maple Avenue Dental Care or Northside Family Dental: which is better for a family?	Compare	2 of 3	1 of 3	2 of 3	position 2

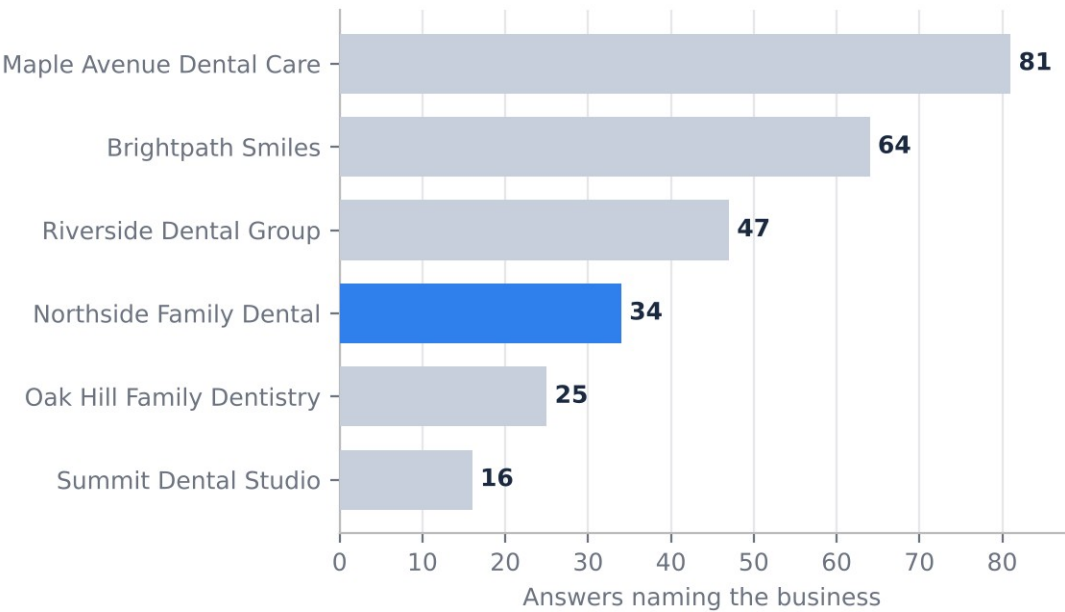
SAMPLE REPORT — all businesses and figures are fictional

Question	Type	ChatGPT	Gemini	Claude	Best position
Is a small family practice better than a large dental group in Anytown?	Compare	1 of 3	0 of 3	0 of 3	position 3
Which Anytown dentist is best for a child's first visit?	Compare	1 of 3	0 of 3	1 of 3	position 3

Your strongest question was "Gentle dentist in Anytown for nervous patients?": named in 7 of 9 answers, in first place. Your weakest group was urgent care: no assistant named you for emergencies or same-day visits. 6 of the 15 questions never mentioned you at all.

3. Who the assistants recommend instead

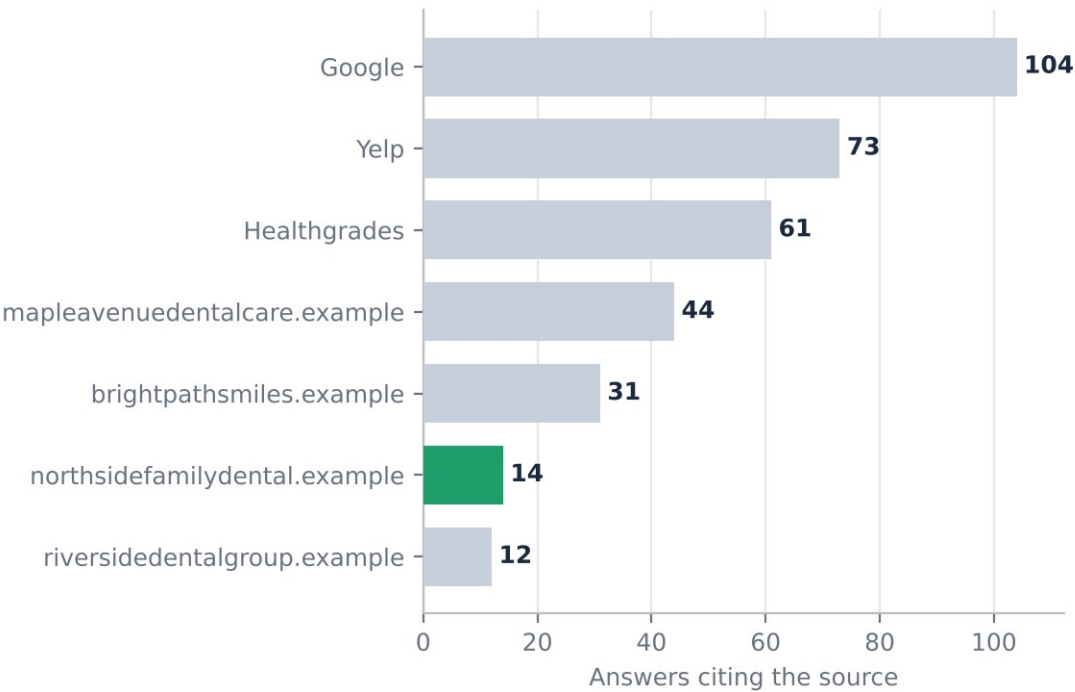
Share of voice: how many of the 135 answers named each business. You are the blue bar.



Business	Named in	Google rating	Website	How the assistants described them
Maple Avenue Dental Care	81 of 135	4.8 ★ (312 reviews)	mapleavenuedentalcare.example	Described as the go-to family practice, with evening hours, children's care and a large review record.
Brightpath Smiles	64 of 135	4.7 ★ (198 reviews)	brightpathsmiles.example	Named for same-day emergency visits and Saturday hours.
Riverside Dental Group	47 of 135	4.5 ★ (141 reviews)	riversidedentalgroup.example	Named for accepting many insurance plans and offering payment plans.
Northside Family Dental (you)	34 of 135	4.6 ★ (84 reviews)	northsidefamilydental.example	Described as a gentle, friendly practice that takes most insurance plans. Not named for emergencies or low-cost care, and only once for Saturdays.
Oak Hill Family Dentistry	25 of 135	4.4 ★ (67 reviews)	oakhillfamilydentistry.example	Named as a quieter practice for nervous patients.
Summit Dental Studio	16 of 135	4.9 ★ (39 reviews)	summitdentalstudio.example	Named for clear aligners and cosmetic work for adults.

4. Why they get recommended and you don't (yet)

When an assistant answers with web search on, it cites the websites it trusted. These are the sources it cited this month, how many times, and whether you and your most-recommended competitor (Maple Avenue Dental Care) appear on each. Sources where they appear and you do not are the fastest gaps to close.



The assistants relied most on Google, Yelp and Healthgrades. Maple Avenue Dental Care appears on all three; you are missing from Healthgrades, and your website has no page answering emergency, Saturday or payment questions, so the assistants had nothing to cite for you on those topics.

Source cited by the AI	Times cited	You	Maple Avenue Dental Care	What to do
Google	104	Yes	Yes	Keep this source current
Yelp	73	Yes	Yes	Add or strengthen your presence here
Healthgrades	61	No	Yes	Claim and complete your listing
mapleavenuedentalcare.example	44	No	Yes	Competitor's own website
brightpathsmiles.example	31	No	No	Competitor's own website
northsidefamilydental.example	14	Yes	No	Add the FAQ page in Fix 1
riversidedentalgroup.example	12	No	No	Competitor's own website

5. Your fix plan for October 2026

Three actions, each in one place (your website, Google, or one directory), ranked by how much of this month's gap they close. Each one tells you what to do first, where to do it, where the ready-to-paste text is in the Fix Kit (Section 6), who should do it and how long it takes — then why it matters and how we check it. Tick each one off in your portal at portal.itvero.com; next month's report checks whether it moved your score.

FIX 1 On your website: publish a family dentistry FAQ page

Where this happens: **Your website**

Your website

WHAT TO DO	1. Create a new page on your website called "Questions about visiting us". 2. Paste the text from Fix Kit Part A. 3. Replace every [CONFIRM] note with your real hours and policies. 4. Link to the page from your home page. 5. Ask whoever runs your website to submit the page to Google.
WHERE TO DO IT	Your website's page editor, or the person who manages your website
READY-TO-PASTE TEXT	Fix Kit Part A (Section 6A)
WHO • TIME	Office manager • 1 hour
NO ACCESS?	Forward Fix Kit Part A to the person or company that manages your website.
WHY THIS MATTERS	6 of the 15 questions never named you, mostly emergency, Saturday and cost questions. Your website does not answer any of them, so the assistants had nothing to cite for you.
HOW WE'LL KNOW IT WORKED	Next month you are named in at least 3 answers to the emergency and Saturday questions (now 1).
HOW WE CHECK	Checked automatically: next month we open the page and look for the answers, then re-ask the same questions.

FIX 2 On Google: complete your Business Profile

Where this happens: **Google Business Profile**



WHAT TO DO	1. Open your Google Business Profile and choose Edit profile. 2. Paste the description from Fix Kit Part B. 3. Add the services list from Fix Kit Part B. 4. Add your Saturday hours. 5. Upload five recent photos of the office and team. 6. Start sending the review request in Fix Kit Part D after every visit.
WHERE TO DO IT	Your Google Business Profile (Edit profile)
READY-TO-PASTE TEXT	Fix Kit Parts B and D (Sections 6B and 6D)
WHO • TIME	Owner or office manager • 45 minutes
NO ACCESS?	Only the profile owner or a manager can edit it. Forward this page to whoever has access.
WHY THIS MATTERS	Google was cited in 104 of 135 answers, more than any other source. Your profile lists no services and no Saturday hours.

SAMPLE REPORT — all businesses and figures are fictional

FIX 2 On Google: complete your Business Profile

Where this happens: Google Business Profile



HOW WE'LL KNOW IT WORKED

Next month Gemini names you in at least 10 of 45 answers (now 6).

HOW WE CHECK

Checked automatically: we look at your public Google listing for the services, hours and description.

FIX 3 On Healthgrades: claim and complete your listing

Where this happens: Healthgrades



WHAT TO DO

1. Search for your practice on Healthgrades and choose to claim it.
2. Verify that you are the practice owner.
3. Paste the description from Fix Kit Part C.
4. Add your insurance plans, hours and a photo.

WHERE TO DO IT

Healthgrades (provider sign-in)

READY-TO-PASTE TEXT

Fix Kit Part C (Section 6C)

WHO • TIME

Owner or office manager • 30 minutes

NO ACCESS?

If someone else manages your listings, forward this page and Fix Kit Part C.

WHY THIS MATTERS

Healthgrades was cited in 61 of 135 answers. Maple Avenue Dental Care has a complete profile there; you have none.

HOW WE'LL KNOW IT WORKED

Next month Healthgrades shows your practice with insurance and hours, and you appear on it when the assistants cite it.

HOW WE CHECK

Checked automatically: we look at your public Healthgrades page.

Do them in order. Fix 1 alone usually addresses the largest share of the questions where you were missing. If you have no time for all three this month, do Fix 1 and mark it done in your portal.

6. Your Fix Kit — ready to paste

Everything below was written for **Northside Family Dental** from this month's results. Read each piece once and correct anything that is not accurate for your business before you publish it — only publish services, hours and policies you actually offer.

Part	What it is	Used by
A	Web page text: questions and answers for your website	Fix 1
B	Google Business Profile: description and services list	Fix 2
C	Directory listings: the description for each site you are missing from	Fix 3
D	Reviews: the request script and reply templates	Fix 2

6A. Web page text

Written to answer the exact questions the assistants were asked. Add it as an FAQ or service page on your site, or give it to whoever manages your website.

Where to put it

Publish as a new page at northsidefamilydental.example/family-dentistry-faq and link to it from your home page with the words "Questions about visiting us".

The text

Questions about visiting Northside Family Dental

Q. Do you see dental emergencies?

Yes. If you have a broken tooth, swelling or sudden pain, call (555) 010-0100. We keep time open on weekdays for urgent visits. [CONFIRM your emergency policy]

Q. Are you open on Saturdays?

We are open Saturday mornings from 8 AM to 1 PM. [CONFIRM hours]

Q. Do you offer payment plans?

Yes. We offer monthly payment plans for treatment, and an in-house savings plan for patients without insurance. [CONFIRM]

Q. Which insurance plans do you accept?

We accept most major dental insurance plans and file the claim for you. Call us with your plan name and we will check before your visit.

Q. Do you see children?

Yes. We see the whole family, including a child's first visit. Parents can book back-to-back appointments with their children.

Q. I am nervous about the dentist. Can you help?

Yes. Tell us when you book. We explain each step before we start, and you can ask us to pause at any time.

Northside Family Dental, 100 Main Street, Anytown, NJ 07000. Call (555) 010-0100.

6B. Google Business Profile

Open your Google Business Profile, choose your business, then Edit profile.

Business description (paste under "Description", 750 characters max)

Northside Family Dental is a family dental practice at 100 Main Street in Anytown, NJ. We see adults and children, including a child's first visit, and we are known for gentle care for nervous patients. We accept most major dental insurance plans, offer payment plans and an in-house savings plan, keep time for same-day dental emergencies and are open Saturday mornings. Call (555) 010-0100 to book.

Services to list (Edit profile → Services → Add)

Family dentistry
Children's dentistry
Emergency dental visits
Teeth cleaning and exams
Fillings and crowns
Clear aligners [CONFIRM]
Payment plans
Saturday appointments

Profile gaps found this month

Saturday hours are not listed. No services are listed. The description does not mention emergencies, payment plans or children. The last photo was added more than a year ago.

6C. Directory listings

These sites were cited by the assistants and you are missing or incomplete on them. Claim or complete each one; the description is written for it.

Directory	Why it matters	Description to use
 Healthgrades	Cited in 61 of 135 answers. Maple Avenue Dental Care has a complete profile; you have none.	Northside Family Dental is a family dental practice in Anytown, NJ, seeing adults and children. Known for gentle care for nervous patients. Accepts most major dental insurance plans, offers payment plans, same-day emergency visits and Saturday morning hours. 100 Main Street, Anytown, NJ 07000. (555) 010-0100.
 Yelp	Cited in 73 of 135 answers. Your listing has no hours, no services and no photos from the last year.	Family dentist in Anytown, NJ for adults and children. Gentle care for nervous patients, most insurance plans accepted, payment plans, same-day emergencies and Saturday mornings. Call (555) 010-0100.

6D. Reviews

Review count and recency were cited on Google, Yelp and Healthgrades this month. You have 4.6 stars from 84 Google reviews; Maple Avenue Dental Care has 4.8 stars from 312.

Text or email to send after every visit

Thank you for visiting Northside Family Dental today. If we took good care of you, would you leave us a short Google review? It helps other families in Anytown find us. [link to your Google review page]

Replies to post on your most recent reviews

5-star review: Thank you for the kind words. We are glad your visit went well, and we look forward to seeing you and your family again. Northside Family Dental

3-star review: Thank you for your feedback. We would like to hear more about what we could do better. Please call us at (555) 010-0100. Northside Family Dental

1-star review: We are sorry your visit did not meet your expectations. Please call us at (555) 010-0100 so we can understand what happened and make it right. Northside Family Dental

7. How this report works

Method

Each month we ask ChatGPT (OpenAI), Gemini (Google) and Claude (Anthropic) the same 15 customer questions with web search enabled, three times each, exactly as a customer would type them. We record every business named, its position, and every source the assistant cited. Your score is the weighted share of answers that named you: 1.0 for first place, 0.8 for second or third, 0.6 for fourth or later.

What we can and cannot promise

We can tell you where you stand, who is being recommended instead, which sources the assistants relied on, and give you materials aimed at those sources. We cannot make an assistant recommend you. AI answers change as models update and as competitors change their presence, which is why this is measured monthly. The fixes raise your odds; they are not a guarantee of inclusion.

Coverage

This report covers ChatGPT, Gemini and Claude through their official developer interfaces with web search enabled. Google's AI Overviews inside Google Search cannot be queried directly; Gemini is the closest available measure of Google's AI. Answers are collected from the assistants' public APIs, which can differ slightly from the consumer apps.

Billing

Your subscription renews monthly and can be cancelled any time from your portal or the link in any email. A full refund is available within 14 days of your first report. Reports already delivered are not refunded after that window.

Your portal

Past reports, your live trend, your fix checklist with copy buttons, and a one-time re-check per month are at portal.itvero.com. Sign in with the email this report was sent to — no password needed.

Important notes

- Every number in this report comes from answers we collected and sources the assistants cited this month; nothing is estimated.
- No private or scraped customer data is used.
- Ready-to-paste text is written from public facts about your business; confirm anything marked [CONFIRM] before publishing.

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