

AI Visibility Audit: **Austin** Cosmetic Dentistry

When someone in Austin asks ChatGPT or Perplexity for the best cosmetic dentist, does your practice get named?

SAMPLE REPORT · ANONYMIZED

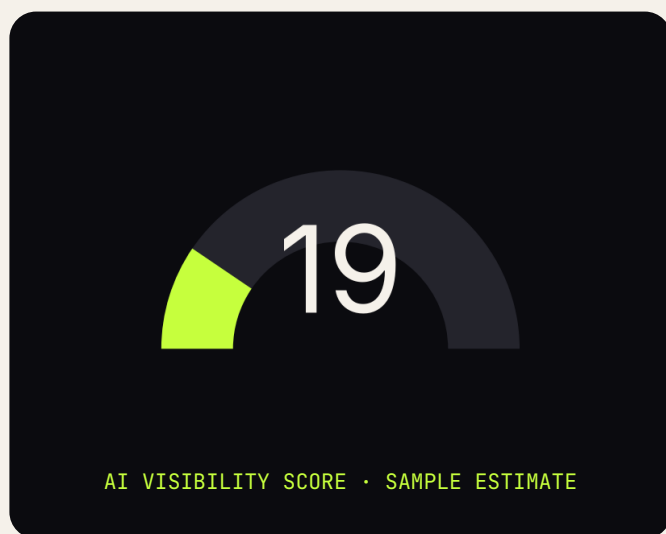
Prepared for
Sample Practice: an
Austin
cosmetic dental
practice

Engines
ChatGPT ·
Perplexity

Captured
1 Nov
2026

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Loved by patients, but the AI tools we checked didn't name it.



We asked: "Best cosmetic dentist in Austin?" ChatGPT named 5 practices and Perplexity named 5. **The Sample Practice was not in either answer.**

It has a team of dentists offering veneers and smile makeovers, and hundreds of Google reviews rated above 4.5. The gap is **signals**: its cosmetic page isn't clearly marked up as a dental practice, and it's missing from the local press and list pages Perplexity cited.

How we got to 19 / 100

MEASURE	WHAT WE FOUND	WEIGHT	POINTS
Mention share	Named in 0 of 2 captured answers	40	0
Citation share	Practice's site cited in 0 of 2 answers	20	0
Source coverage	Google and Yelp profiles linked. Not in the local press pieces we checked. Other list sites unverified.	20	6
On-site AI readiness	Cosmetic page has Service, Person and Article schema but no Dentist/LocalBusiness type or FAQ markup; llms.txt couldn't be checked	10	4
Reviews	Rated above 4.5 with hundreds of Google reviews (review sites, Oct 2026)	10	9
Total		100	19

Scoring note: the measures come from OPC's methodology (mention share, citation share, accuracy, sources). The weights are OPC's sample weighting, the same as in our other sample reports. This score is a **sample estimate** from 2 captured answers, not a quality rating. A paid audit uses 50 questions × 4 engines × 3 runs.

Top findings

1. Not named by ChatGPT or Perplexity for "Best cosmetic dentist in Austin?". Only Practice D was in both answers.
2. Perplexity cited local media: Austin Monthly, the Statesman, and a sponsored Community Impact article. The practice isn't in the pieces we found. Some of those placements are paid, so this is a gap the practice can close.
3. The cosmetic dentistry page doesn't identify the business as a dental practice in its schema and has no FAQ markup. The review count on its site doesn't match review sites.

10 prompts. 1 real capture so far, and it shows the gap.

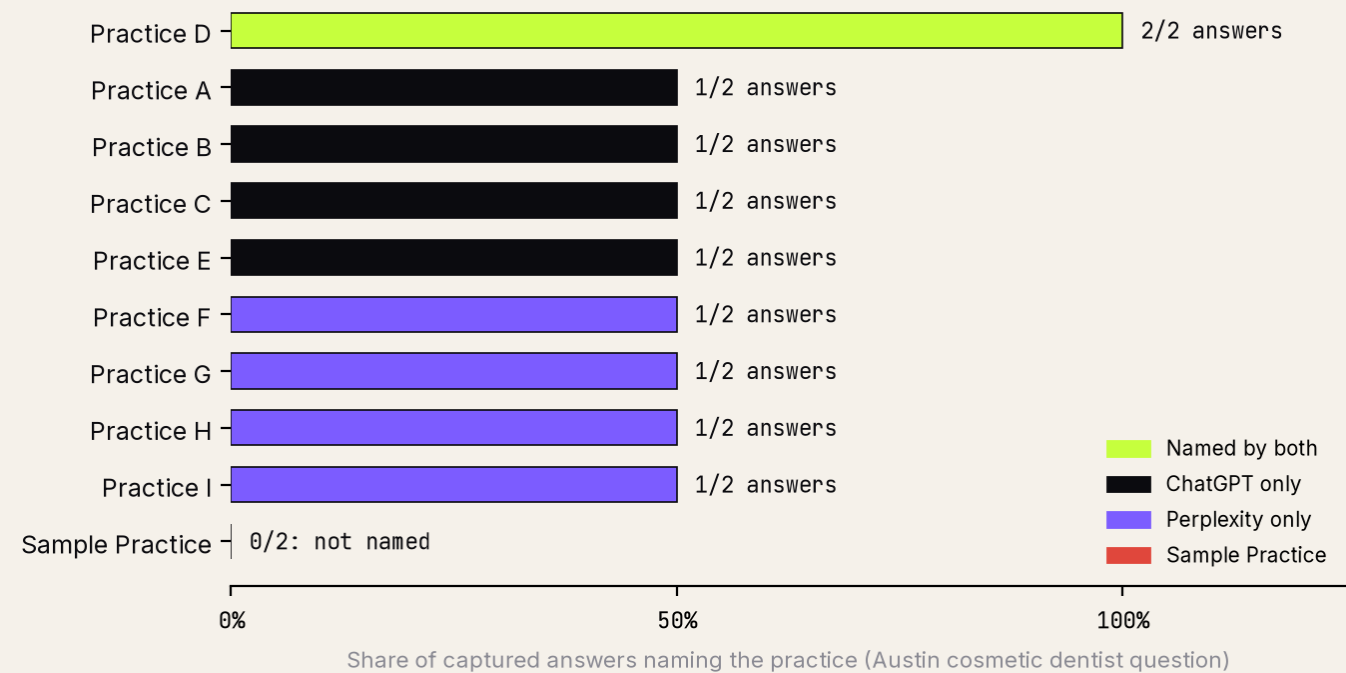
We asked the question below on ChatGPT and Perplexity on 1 Nov 2026. The other prompts are part of a full audit. We haven't run them for this business yet, so we show no answers for them.

#	PROMPT	CHATGPT NAMED	PERPLEXITY NAMED	SAMPLE PRACTICE?
1	Best cosmetic dentist in Austin?	Practice A; Practice B; Practice C; Practice D; Practice E	Practice F; Practice G; Practice H; Practice D; Practice I	NOT NAMED
2	Cosmetic dentist for veneers in Austin	To be tested in a live audit		PENDING
3	Best implant dentist in Austin	To be tested in a live audit		PENDING
4	Invisalign provider near me in North Austin	To be tested in a live audit		PENDING
5	Dentist in Austin that takes Delta Dental	To be tested in a live audit		PENDING
6	Same-day crown dentist in Austin	To be tested in a live audit		PENDING
7	All-on-4 implants cost in Austin	To be tested in a live audit		PENDING
8	Weekend dentist in Austin	To be tested in a live audit		PENDING
9	Sedation dentistry in Austin	To be tested in a live audit		PENDING
10	Is [Practice] a good dentist?	To be tested in a live audit		PENDING

Note: Perplexity often named the *dentist* rather than the practice. Each dentist's own profile pages, credentials and press mentions count, not just the practice's website.

Captured logged-out on ChatGPT (not from a US IP) and logged-in (Free plan, Search mode) on Perplexity, 1 Nov 2026. A live audit runs from a US location.

Who AI names instead, and where it gets them.



Only Practice D was named by both engines. Out of 10 slots, the two tools agreed on just one practice. Showing up on one AI tool doesn't mean you show up on the others.

Sources the AI cited for this question

SOURCE	TYPE	CITED BY	SAMPLE PRACTICE LISTED?
A community newspaper, sponsored article (communityimpact.com)	Paid local media	Perplexity	NO
A city magazine (austinmonthly.com)	Local magazine	Perplexity	NO in pieces found
A city newspaper (statesman.com)	Local newspaper	Perplexity	UNVERIFIED
A dentist list site (toprateddentist.com)	List site	Perplexity	UNVERIFIED

What this means in plain words: Perplexity leaned on local magazines and newspapers, including sponsored articles. ChatGPT named practices without showing sources here. To get named, a practice needs local press and list mentions *and* clear pages on its own site about each treatment.

Good care and good reviews, but weak signals for AI.

Technical GAP

- The cosmetic page isn't marked up as a dental practice.**
Its schema includes Service, Person, Article and Place, but no Dentist, MedicalBusiness or LocalBusiness type. AI tools have to guess what kind of business it is.
- No FAQ markup.**
The page explains veneers, crowns and smile makeovers, but not in question-and-answer form AI tools can lift.
- Bot checks block automated reads.**
The homepage and llms.txt returned a captcha to our checker. Some AI crawlers may be blocked the same way. We'd verify this in a live audit.

Content GAP

- Few pages built around specific questions.**
Questions like "veneers cost in Austin" or "how long do veneers last" need short, direct answers. We'd use third-party cost ranges, clearly labeled, and never promise results.

Local press and lists BIGGEST GAP

SOURCE	STATUS
Google Business Profile · Yelp	LISTED linked from schema
Facebook · Instagram · YouTube · LinkedIn	LISTED linked from schema
City magazine, newspaper and community-paper pieces cited	NOT FOUND in the pieces we checked
Dentist list sites (toprateddentist.com, expertise.com)	UNVERIFIED

Reviews STRONG

- Rated above 4.5 with hundreds of Google reviews.**
One review site estimates its pace of new reviews at about half the local average (third-party estimate, Oct 2026). 74% of consumers trust only reviews from the past 3 months (BrightLocal LCRS 2026, via Rankings.io).

Nothing wrong was said, because nothing was said.

AI didn't mention the business, so there were no claims to fact-check. Being left out is a bigger risk than being described wrong. We did find data inconsistencies that AI tools could pick up later:

FACT	BUSINESS'S OWN SITE	ELSEWHERE ONLINE	RISK
Google review count	Count stated on site	Review sites show a lower count than the site claims	MEDIUM
Locations	More than one Austin location	To be checked in a live audit	PENDING
Insurance and payment	Payment plans listed on Google profile	To be checked: insurance questions are often answered wrong	PENDING
Hours / weekend	To be checked	Often missing from listings	PENDING

In a live audit, we ask each engine directly: *"What do you know about [business]?"* and check every claim (hours, services, prices, locations) against your records. The AI Accuracy Fix package corrects up to 15 listings.

Why it's worth fixing

~\$4,000

per implant (typical, range \$3,000–6,000)

DentalCostFinder, model estimate

~\$5,000

Invisalign (typical, range \$3,000–8,000)

DentalCostFinder, model estimate

~\$1,500

veneers, per tooth

DentalCostFinder, model estimate

These are third-party national estimates, not this practice's prices. Illustrative value math (an estimate): one implant patient (about \$4,000) covers about 2.5 months of the \$1,500 Get Named plan. Context: dental clinics were named in 23% of ChatGPT answers about them (stuckUP AI Visibility Index, Oct 2026).

What we'd do first, in order.

WHEN	ACTION	WHY	OPC PACKAGE
Week 1	Full 50-question baseline across 4 engines, including insurance and treatment questions	Replaces this 2-answer sample with real shares	Audit \$490 (credited)
Weeks 1–4	Add Dentist/LocalBusiness and FAQ schema; check that bots can read the site; publish llms.txt; make review counts consistent; fix up to 15 listings	Fast technical wins	AI Accuracy Fix \$990
Weeks 2–8	Local press and list placements (Austin magazines, community papers, best-of lists), labeled as sponsored where they are	These are the sources Perplexity cited	Get Named \$1,500/mo (2 placements/mo)
Weeks 3–12	4 answer-first pages a month: veneers, implants, Invisalign, smile makeovers, each with dentist bylines	Gives AI direct answers it can quote	Get Named
Ongoing	Review requests after visits, so new reviews keep coming in (no incentives, no gating)	Recent reviews matter	Review Engine \$300/mo
Weekly	Re-run the same questions and send a monthly recorded report	Shows what changed	Included

RECOMMENDED START

Get Named

\$1,500/mo • 3-month minimum • 1 city × 1 service exclusive

GUARANTEE (VISIBILITY ONLY)

If your tracked mention share hasn't gone up after 90 days, month 4 is free. We don't guarantee patients, bookings, revenue or rankings.

Real reviews, no promised results.

- **No fake reviews.** The FTC's rule on consumer reviews bans fake or AI-written reviews and testimonials, buying reviews, and hiding negative ones. We only ask real customers for honest reviews, and we never write them.
- **No outcome claims.** We don't write promises like "perfect smile", "painless" or "guaranteed results". Treatment pages describe the procedure, who it may suit and typical ranges, labeled as estimates.
- **Patient privacy (HIPAA).** No patient health information in testimonials or case photos without written authorization.
- **State dental board rules.** Check the Texas State Board of Dental Examiners' advertising rules, for example on specialty claims. We haven't researched these here, so please verify.
- **Your dentist approves every word** before it's published.

Not legal advice. Check the rules that apply to you.

How this sample was made

- **Sample report.** The subject is a real Austin business, anonymized. We have no relationship with it, and it didn't commission this report.
- Answers were captured on 1 Nov 2026 from ChatGPT (logged out) and Perplexity (Free plan, Search mode).
Results vary by location, device and time. AI answers change between runs.
- Website, schema and directory checks were run on public pages on 1 Nov 2026. Review counts come from the business's site and third-party aggregators, and are approximate.
- The score uses OPC's sample weighting. It's a **sample estimate**, not a quality rating. Cost figures are third-party estimates, not this business's prices.
- A full audit uses 50–200 questions × 4 engines × 3 runs from a US location, with tracking tools plus manual checks.
- No one controls what an AI says. We improve the signals AI tools rely on.
- ChatGPT, Perplexity, Gemini, Claude and Google are trademarks of their owners. OPC is **not affiliated with or endorsed by OpenAI, Perplexity, Google or Anthropic**.

Find out if AI names **your** practice.

Book a free **AI Case Radar scan**. We run 10 questions across 4 AI engines, check what they say about you, and send a recorded walkthrough within 48 hours. No cost, no obligation.

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