AI Visibility Report · Complete package

Example Dental Clinic, Kakkanad

This is a made-up clinic. The questions, findings and numbers below show the layout and depth of a real report. They are not about any real business.

First check	2 December (sample date)
Re-check	About 30 days after the fixes are done
Questions tested	20, on Google search, Google Maps and AI tools (ChatGPT, Gemini, Perplexity)

Where you stand today, in short

6 / 20
questions where the clinic came up on Google

3 / 20
questions where an AI tool named the clinic

3
different phone numbers found online for the clinic

The clinic has good reviews (4.6 stars from 38 reviews), but its details online are thin and disagree with each other. Its Google profile has no Sunday hours and no list of treatments, its Justdial listing has an old phone number, and its website shows the treatments only inside images, which search engines and AI tools can't read. When customers ask about Sunday dental care or root canal treatment near Kakkanad, two nearby clinics come up instead.

The five things to fix first

1. **Google Business Profile:** add Sunday hours, the full list of treatments, a proper description and 15+ recent photos. Change the main category to "Dental clinic". We do this
2. **One phone number everywhere:** correct the old number on Justdial and Facebook. You update Justdial We fix Facebook with your access
3. **Website text:** write each treatment, the hours and the area served as plain text, not images, with a short FAQ. We do this
4. **Structured data:** mark up the clinic's name, address, hours and treatments so search engines and AI tools can read them directly. We do this
5. **Bing Places and Apple Maps:** the clinic isn't listed on either. We set these up

1. The questions we tested

We asked the questions a customer is likely to ask, from a phone in Kakkanad, and recorded what came up. 10 of the 20 are shown here.

Question	Google	AI tools	What came up instead / note
dentist near Kakkanad	Yes, #4 on Maps	No	AI tools named Clinic A and Clinic B
dental clinic open on Sunday Kakkanad	No	No	Google profile shows no Sunday hours, though the clinic opens 10–1
root canal treatment Kakkanad	No	No	Treatment only appears in an image on the website
teeth cleaning cost Kakkanad	No	No	No prices or price ranges anywhere online
kids dentist near Infopark	Partly	No	Shown on Maps, but "children" isn't mentioned anywhere
Example Dental Clinic Kakkanad (by name)	Yes	Partly	One AI tool gave the old phone number from Justdial
Example Dental Clinic timings	Partly	No	Google shows weekday hours only
best dental clinic in Kakkanad with good reviews	Yes, #6	Yes	Reviews are the clinic's strongest point
emergency dentist Kakkanad	No	No	No mention of emergency appointments
dental implants near Vazhakkala	No	No	Service and nearby areas not listed

"Partly" means the clinic came up, but with missing or wrong details. Results change from day to day and from phone to phone; we test the same way each time so the comparison is fair.

A look at the two competitors that came up most

	Example Dental Clinic	Clinic A	Clinic B
Google rating	4.6 (38 reviews)	4.4 (112)	4.7 (64)
Treatments listed on Google profile	None	14	9
Sunday hours shown	No	Yes	No
Website explains treatments in text	No	Yes	Some
Listed on Bing and Apple Maps	No	Bing only	No

2. Your Google Business Profile

Item	What we found	Fix
Main category	"Dentist"	Change to "Dental clinic"; add "Pediatric dentist" and "Cosmetic dentist"
Hours	Sunday missing	Add Sunday 10:00–13:00, and holiday hours for Onam and Christmas
Services / treatments	None listed	Add 12 treatments with short descriptions
Description	Empty	Write a 600–700 character description: who, what, where
Photos	4, from 2023	Add 15+ current photos: outside, reception, rooms, team
Reviews	4.6 from 38	Review-request QR code for the front desk; reply to all reviews
Posts	None	3 starter posts (no phone numbers inside posts, as per Google's rules)

3. Your listings everywhere else

We checked whether the name, address and phone number match on each site.

Site	Found?	Name / address / phone	What to fix	Who
Google	Yes	Correct	See section 2	Rinisha
Bing Places	No	–	Create the listing	Rinisha
Apple Maps	No	–	Create the listing	Rinisha
Justdial	Yes	Old phone	Update the phone number and hours	You, directly
Practo	Yes	Hours differ	Match the hours to Google	You, directly
Facebook page	Yes	Old address	Update the address and add the website link	Rinisha, with your access
Sulekha	Yes	Correct	Fine, leave it alone	–
IndiaMART	No	–	Not useful for a dental clinic; no need to join	–

About listing sites like Justdial, IndiaMART and Sulekha: we tell you what to correct and which sites suit your business, but you sign up and deal with these sites directly. Any listing, membership or paid-plan fees they charge are paid by you to them and are not part of Rinisha's price.

Where else the clinic could be mentioned: Kakkanad and Infopark area resident groups, professional association directories, and local health pages that list clinics. Suggestions only; nothing is bought on your behalf.

4. How clearly the clinic is explained online

Check	Found	Fix
Treatments written as plain text	**No, in images only**	One short section per treatment
Hours and area served on the site	**Missing**	Add to every page footer and the contact page
FAQ	**None**	10 real patient questions with plain answers
Structured data (details marked up for search engines and AI tools)	**None**	Add Dentist / LocalBusiness markup with hours and treatments
AI summary file (llms.txt)	**None**	Add a short summary of the clinic for AI tools
Speed on mobile (Google PageSpeed)	**54 / 100**	Compress photos, remove an unused slider
Google Search Console	**Not set up**	Set up and submit the sitemap

5. The 30-day comparison

About 30 days after the fixes are done, we run the same 20 questions the same way and fill in the right-hand column. The figures below are illustrative, to show the layout. Real results vary from business to business and are not guaranteed.

Measure	First check	After 30 days (example)
Questions where the clinic came up on Google	6 / 20	11 / 20
Questions where an AI tool named the clinic	3 / 20	6 / 20
Phone numbers found online	3 different	1
Treatments on the Google profile	0	12
Listed on Bing Places / Apple Maps	No / No	Yes / Yes
Google reviews	38	47
Mobile PageSpeed	54	91

What we'd suggest next

Keep posting on the Google profile once or twice a month, keep asking happy patients for reviews with the QR code, and add a page on dental implants, which patients in the area search for and the clinic already offers. If any of these is already working well, we will say so and suggest leaving it alone.

Want a report like this for your business? Send your website link (or Google Maps link) on WhatsApp to +91 98231 61918, or visit rinisha.com/ai-visibility/. The first check is free.