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The Dentist's Checklist for AI Visibility

**Be the Practice AI
Recommends First**



GREATDENTAL
WEBSITES & MARKETING

The Rise of AI in the New Patient Journey

Artificial intelligence is quietly transforming how patients find and choose dentists. Instead of just scanning search results, many patients now interact with AI-generated recommendations, summaries, and conversational answers powered by tools like Google AI Overviews and ChatGPT.

These systems are not just pulling from ads or top search rankings. They analyze your content, reviews, and online presence to decide whether or not to include your practice in an answer. That means showing up in these AI-powered experiences is no longer a luxury. It is a competitive necessity.

If you want to stay visible, trusted, and top of mind for new patients, you need to build your online presence in a way these systems can understand and reward. In the following pages, we will provide two checklists specifically designed to help dentists stand out in Google AI Overviews and ChatGPT results.

What's Inside?



Google AI Overviews: Why Dentists Should Care



Checklist for Google AI Overviews



ChatGPT and Bing AI: What Dentists Need to Know



Checklist for ChatGPT and Bing AI

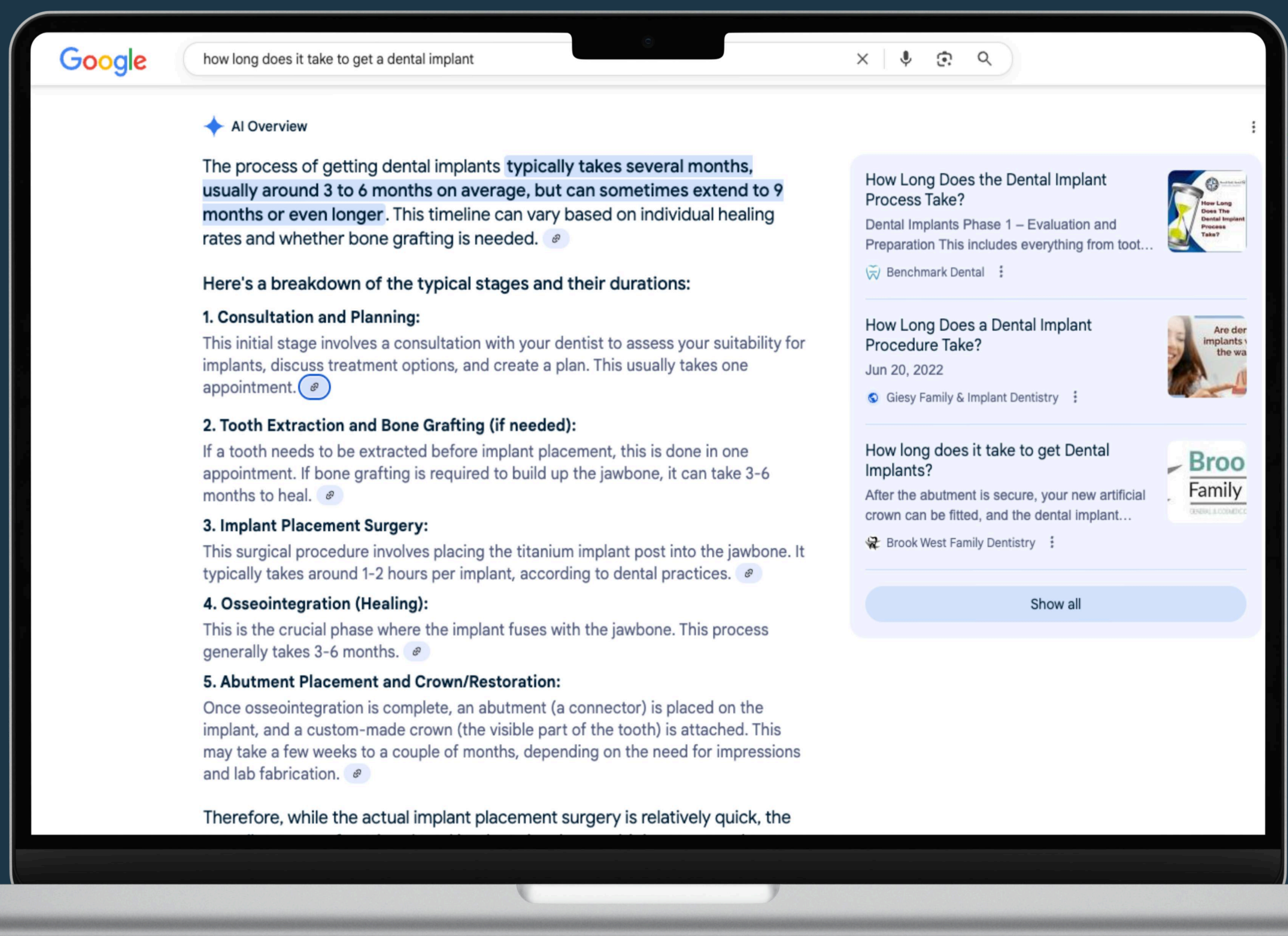
Google AI Overviews: What They Are and Why Dentists Should Care



When patients search for dental information on Google, they may be shown an AI-generated summary at the top of the search results. These summaries, called AI Overviews, aim to answer the searcher's question using content pulled from multiple websites.

These overviews are already appearing in health-related searches and are expected to become even more common in the future. They pull from trustworthy, well-structured content. If your website offers helpful answers in a format the AI can understand, it may be featured in an AI overview.

Being included in an AI Overview means your dental practice is seen first on the search engine results page. It builds instant credibility. If you are not included, you may be buried beneath it or completely left out.



Checklist for Google AI Overviews



Before diving into this checklist, it's important to confirm your website is actually being seen by Google. Log into your Google Search Console account to make sure your site is indexed, there are no major crawl errors, and your content is eligible to appear in search.

Many of the same best practices that support strong traditional SEO, such as useful content, smart internal linking, and technical clarity, are also essential to showing up in AI Overviews. The tips below focus on what matters most for dental practices specifically.

01

Build a dedicated page for each service you offer

Google can't feature what it can't find. Dedicated pages for each procedure gives AI something specific to pull from.

02

Match how real people talk

AI Overviews can answer more detailed, real-world questions than traditional searches. If a patient types, "how long does a root canal take," Google looks for website content with a direct, useful reply like, "usually one to two hours." Keep your answers simple, and more importantly realistic.

03

Include pricing where it makes sense

Patients ask about cost, and AI wants to give them answers. Listing pricing on your website gives Google something to feature. In our own testing at GDW, we've seen that including pricing can help trigger AI Overviews.

04

Build an FAQ page with real questions

FAQs make your content more useful. AI uses them to answer questions quickly and confidently. Use short, direct language to answer everything from parking details to why x-rays are needed during exams. Clear formatting and real patient topics increase your chances of being included.

05

Make sure your website has schema

Schema is a type of structured data that helps Google understand what your site content means, not just what it says. Use it to highlight services, reviews, business info, and last updated dates. This clarity makes your pages easier for AI to summarize and feature.

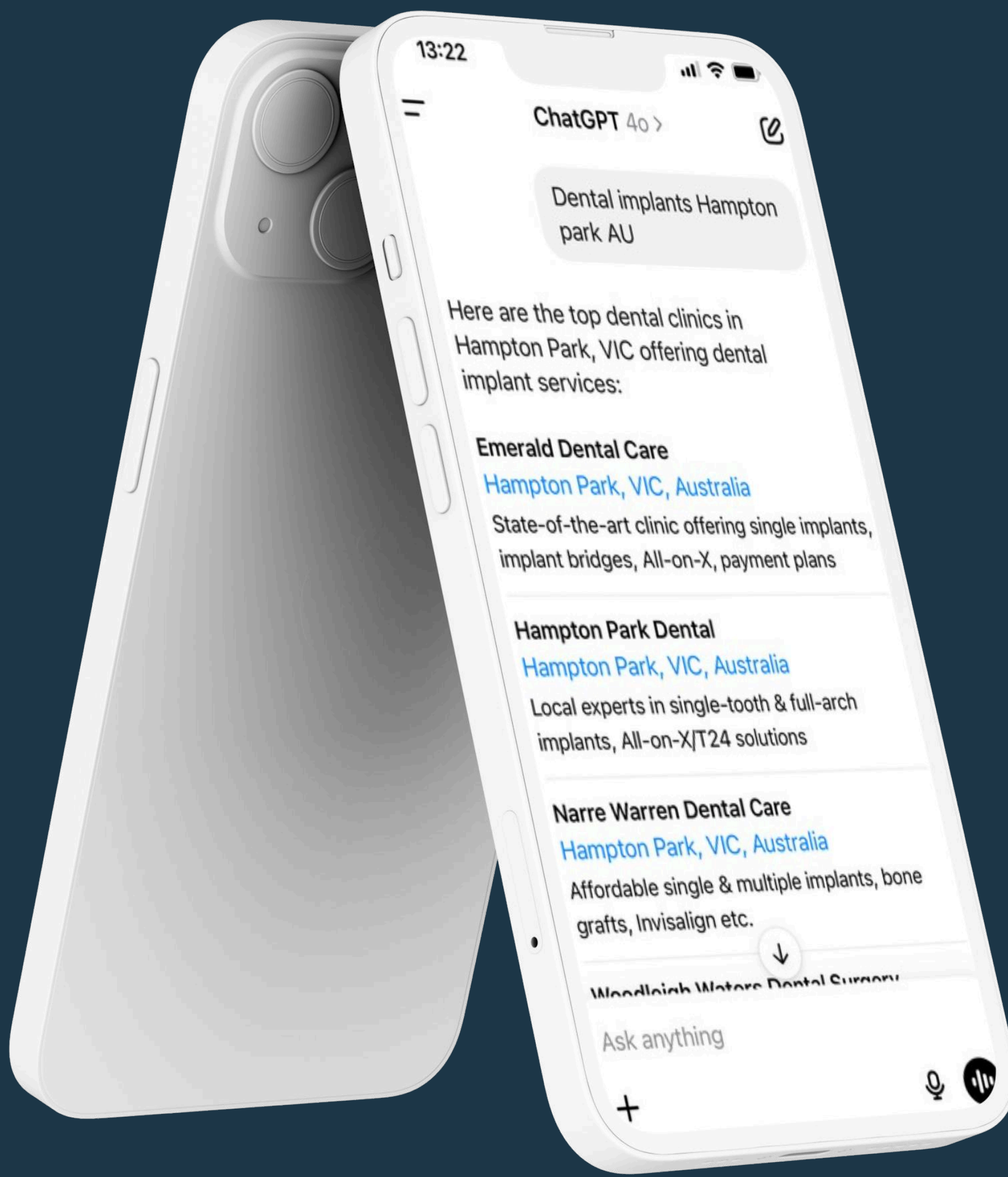
Open AI's ChatGPT: How It Works and Why It Matters



More and more people are using ChatGPT. As of June 2025, it's the fifth most visited website in the world.

When someone types a question like, "Who's a good cosmetic dentist near me?", ChatGPT may include links, but more often, it writes a personalized summary using information it finds across the web. That can consist of your reviews, about page, local listings, and the content on your site.

If your information is missing, out of date, or hard to understand, you may not show up at all—even if you're the best option in your area.



What to Check to Appear in ChatGPT



ChatGPT doesn't reveal every factor it uses when generating local business recommendations. However, based on available data and testing, these are the most impactful things you can control.

ChatGPT builds answers using publicly available information, most of it pulled from Bing search results and trusted sources across the web. That includes your reviews, business listings, about page, and any well-structured content it can understand. The more consistent, complete, and useful your online presence is, the better your chances are of being recommended.

01

Diversify your reviews

ChatGPT considers more than just Google. Reviews from platforms like Yelp, Facebook, and Facebook help confirm your credibility and give the AI more data to work with.

02

Optimise your Bing Places listing

Unlike Google AI Overviews, ChatGPT leans on Bing's ecosystem. Make sure your Bing Places profile is fully filled out with updated hours, services, and descriptions that match your site and other listings.

03

Show up in third-party summaries of "top dentists"

ChatGPT often recommends practices mentioned in curated articles like "Top 10 Dentists in [City]" or "Best Cosmetic Dentists Near Me." These roundup-style posts are published on local blogs, news sites, or review platforms and give ChatGPT a pre-written answer to work with.

04

Add detailed staff bios and doctor credentials

ChatGPT frequently builds its responses using About pages. Go beyond the basics—include awards, affiliations, advanced training, and personal background that help ChatGPT distinguish your team from others.

05

Make sure your general SEO is strong

ChatGPT often mirrors the top local results in Bing. If your website ranks well for terms like "dentist [Your City]," you're more likely to be included. Strong technical SEO, local content, fast site speed, and mobile optimization all help you stay visible in the pool of content ChatGPT pulls from.



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Let GDW Do the Work

If your schedule doesn't leave much room for things like correcting business listings, building out service pages, writing patient-friendly FAQs, or improving your site's speed and structure, we can help.

At Great Dental Websites, we partner with dental teams to handle the work that makes a real difference in today's AI-powered search environment. From optimizing your website for Google AI Overviews to making sure ChatGPT has the right signals to recommend your practice, we'll help position you to stand out.

Let us handle the details, so you can stay focused on what you do best—caring for your patients.

[Schedule a Meeting](#)



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