

USING AI TO BOOST YOUR DENTAL MARKETING



**PRESENTED BY JEFF GLADNICK
FOUNDER & CEO**



**GREATDENTAL
WEBSITES & MARKETING**

WHAT WE'LL COVER:

1 INTRO TO AI & LLMS

2 WRITING CONTENT

3 IMAGE GENERATION

4 COMPETITOR ANALYSIS

5 FRONT DESK EFFECIENCY

6 PRACTICE DATA ANALYSIS

AI APPROACHES

MACHINE LEARNING

Learns from data to make decisions autonomously.

- Denti.AI X-Ray Imaging
- Radiographic Analysis

SYMBOLIC LEARNING

Uses defined symbols and rules for problem-solving.

- Credit Scores
- AI Scheduling Systems

DEEP LEARNING

Employs layered networks for advanced learning.

- Onsite Chat Bots
- **Language Learning Models**

CHOOSING AN AI PROGRAM

WRITTEN CONTENT

Human-like writing and editing

- **GPT-4**
- **CLAUDE**
- **GEMINI**

IMAGE GENERATION

Logos, social media posts, design inspiration

- **MIDJOURNEY**
- **DALL-E**
- **FIREFLY**
- **LOOKA**

AUTOMATION DEVELOPMENT

Write code, chat with patients, qualify leads

- **CO Pilot**
- **GPT-4**
- **Claude**

Premium versions of most LLMs cost around \$20 per month

CONTENT CREATION

Generating written and visual content for your website.



Blog Outline: Comparing the Long-Term Effects of Dentures vs. Dental Implants on Oral Health

Introduction

- **Hook:** Introduce the growing popularity of both dentures and dental implants as solutions for missing teeth.
- **Purpose:** Explain the blog's goal to provide a detailed comparison of the long-term effects of dentures and dental implants on oral health.
- **Brief Overview:** Outline the key differences between dentures and dental implants, setting the stage for a deeper dive into their long-term impacts.

Section 1: Overview of Dentures and Dental Implants

- **What Are Dentures?**
 - Definition and basic description.
 - Types of dentures (full, partial, immediate, and overdentures).
 - Common reasons people choose dentures (cost-effectiveness, non-surgical option).

Prompt:

Write me a blog comparing the benefits of dental implants vs dentures...

Dental Implants vs. Dentures: Which is the Right Choice for You?

When it comes to replacing missing teeth, two of the most common options are dental implants and dentures. Each option has its own set of advantages, and understanding these can help you make an informed decision about which treatment is best suited for your needs. In this blog, we'll explore the benefits of dental implants and dentures to help you determine which one might be the right choice for you.

1. Durability and Longevity

Dental Implants:

Dental implants are known for their exceptional durability and longevity. Made from high-quality materials like titanium, they are designed to fuse with your jawbone, providing a stable and permanent solution. With proper care, dental implants can last a lifetime, making them a long-term investment in your oral health.

Dentures:

Dentures, on the other hand, typically need to be replaced or adjusted every 5 to 10 years. Over time, changes in the shape of your gums and jawbone can cause dentures to fit less securely, requiring relining or replacement. While they are less permanent than implants, dentures remain a reliable solution for many patients.

2. Comfort and Fit

Dental Implants:

One of the significant advantages of dental implants is that they feel and function just like natural teeth. Since they are anchored directly into the jawbone, they provide a stable and secure fit, eliminating the discomfort often associated with removable dentures. There's no slipping or movement, allowing you to eat, speak, and smile with confidence.

SO IS IT TIME TO FIRE YOUR COPYWRITER?

Not so fast...

- AI training data encompasses a wide range of sources including books, articles, websites, academic papers..

Also Reddit...

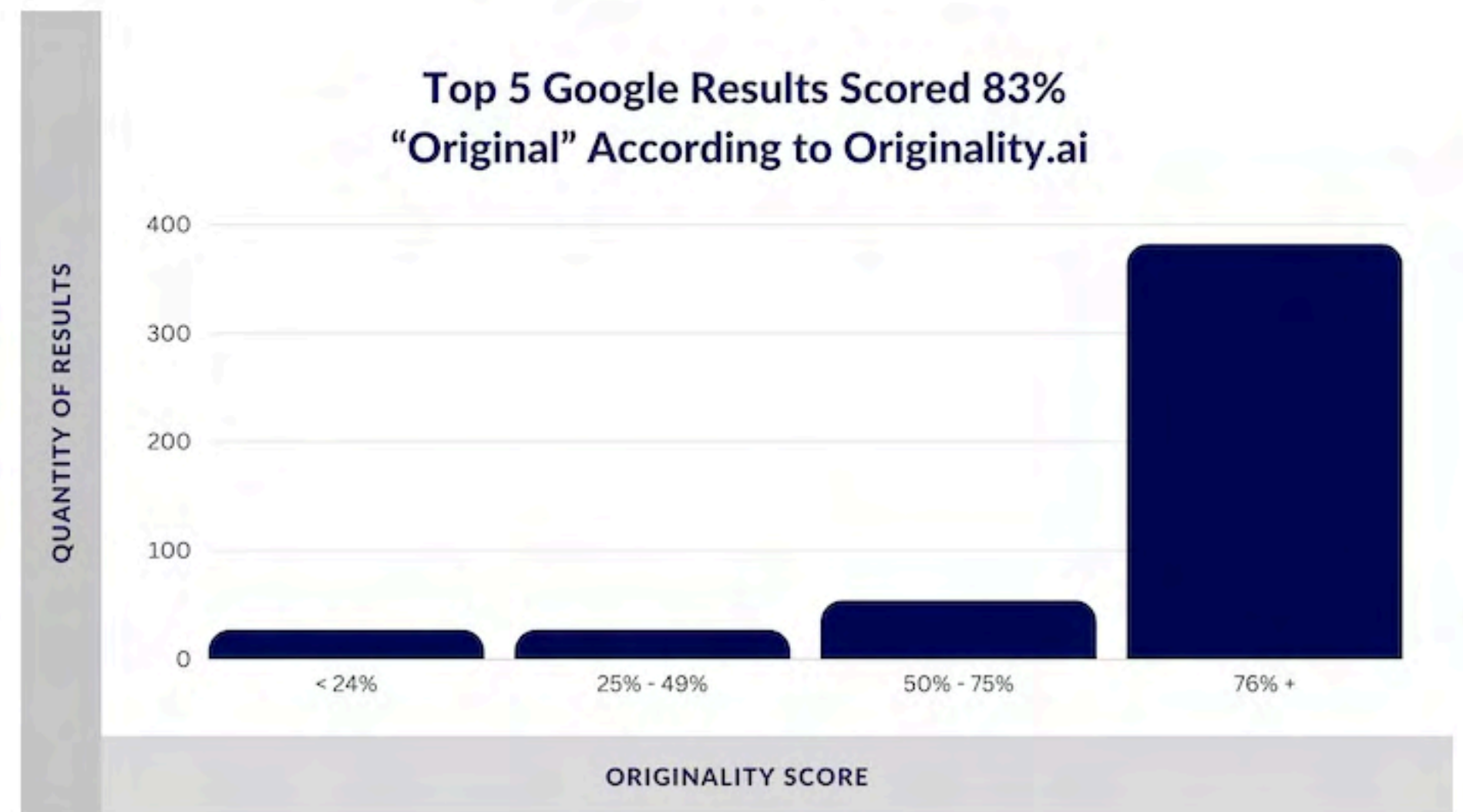
LIMITATIONS OF AI CONTENT CREATION

- Lack of Expert Authority:
 - Lacks specialized dental knowledge; struggles with edge cases
- Lack of Personalization
 - Requires human review for accuracy, ethics, and brand alignment
- Hallucinations, inaccurate or even offensive information
 - Will cite non-existent sources, misinformation, and make stuff up

SEO LIMITATIONS

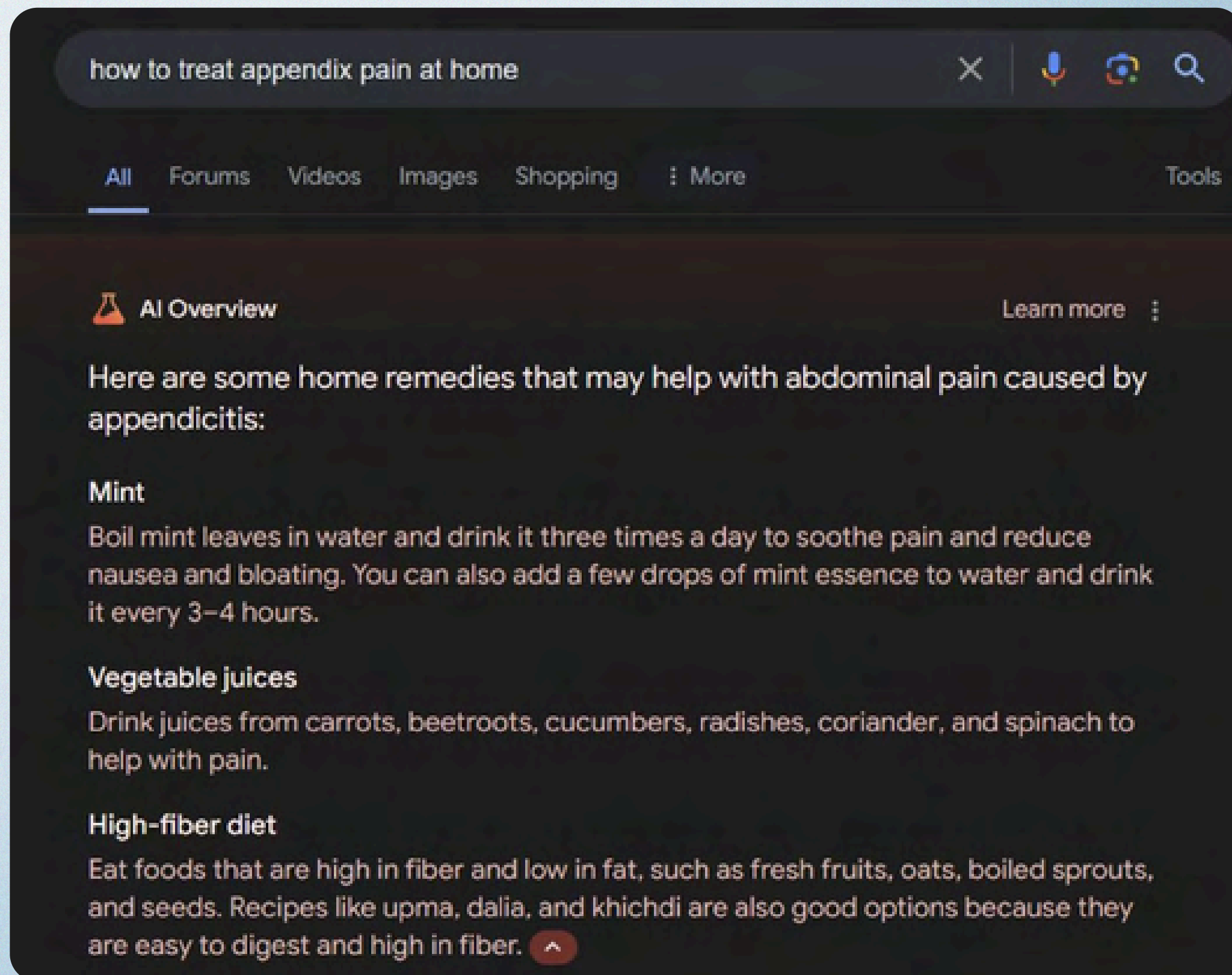
- Google does not penalize AI content but....
- AI may not effectively target the right keywords to show up online

83% of Top Google Search Results Are Not Using AI-Generated Content



LEGAL CONSIDERATIONS

- You may be liable for medical advice you post online
- Chat GPT is not a dentist



how to treat appendix pain at home

All Forums Videos Images Shopping More Tools

AI Overview [Learn more](#)

Here are some home remedies that may help with abdominal pain caused by appendicitis:

Mint
Boil mint leaves in water and drink it three times a day to soothe pain and reduce nausea and bloating. You can also add a few drops of mint essence to water and drink it every 3–4 hours.

Vegetable juices
Drink juices from carrots, beetroots, cucumbers, radishes, coriander, and spinach to help with pain.

High-fiber diet
Eat foods that are high in fiber and low in fat, such as fresh fruits, oats, boiled sprouts, and seeds. Recipes like upma, dalia, and khichdi are also good options because they are easy to digest and high in fiber.



how many rocks should i eat each day



All

Images

Forums

Videos


News

More



AI Overview

Learn more

According to UC Berkeley geologists, people should eat **at least one small rock a day**. Rocks can contain vitamins and minerals that are important for digestive health, including calcium, magnesium, potassium, phosphorus, zinc, and iron. Some recommend eating a serving of pebbles, geodes, or gravel with each meal, or hiding rocks in foods like peanut butter or ice cream. 



ResFrac Corporation



Geologists Recommend Eating At Least One Small Rock Per Day -...

May 19, 2021



The Geological Society



The Geological Society



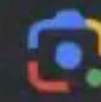
climatehubs.usda

Climate-Smart Agr
Amendments

Some of the vital nutr
naturally in rocks incl

Show more 

🔍 cheese not sticking to pizza



All

Images

Videos

Forums

Shopping

News

We

✦ AI Overview

Learn more



Cheese can slide off pizza for a number of reasons, including **too much sauce, too much cheese, or thickened sauce**. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to ~~the cheese and dry out the~~ sauce. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond

CONTENT YOU **SHOULD NOT** WRITE SOLELY WITH AI

SERVICE PAGES

- Lacks the understanding of a professional dentist
- Service pages should be precise & specific

FAQS & BLOGS

- Use AI for outlines
- Add your expertise or consult a writer

FORMS & CONTRACTS

- Documents that require legal precision
- Documents that require nuanced understanding of your practice

WHAT AI CONTENT IS GREAT FOR

- Proofreading
 - Quickly corrects errors
- Speeding Up Content Creation
 - Accelerates the process
- Creativity
 - Provides inspiration and suggestions
- Automating Menial Tasks
 - Repetitive, lower-value tasks

ChatGPT 4

How could I improve upon this blog post? Give me 5 suggestions



Here are five suggestions to further improve your blog post on dental implants vs. dentures:

1. **Incorporate Patient Testimonials:** Adding real-life stories or testimonials from patients who have chosen either dental implants or dentures can provide personal insights and help readers relate to the content. This human element can make the post more engaging and credible.
2. **Use Visuals:** Include images or diagrams that illustrate the differences between dental implants and dentures. Visuals can help break up the text and make complex information easier to understand. For example, a side-by-side comparison image showing both options in situ can be very effective.
3. **Highlight Frequently Asked Questions:** Add a FAQ section at the end of the post addressing common questions about dental implants and dentures. This section can cover aspects like the expected lifespan of each option, care routines, and what to expect during the fitting process. This will make the post more informative and useful.

BRAINSTORMING CONTENT TOPICS

Crafting effective prompts

AN OKAY BRAINSTORMING PROMPT

"Please provide a title for my blog about dental implants."

1. "Smile Restoration: The Life-Changing Impact of Dental Implants"
2. "Bridging the Gap: How Dental Implants Are Revolutionizing Tooth Replacement"
3. "Root and Crown: Understanding the Magic of Dental Implants"

A BETTER BRAINSTORMING PROMPT

"Please provide a title for a dental blog about dental implants for a periodontal practice in Denver, CO."

1. "Elevating Denver Smiles: The Periodontal Approach to Dental Implants"
2. "Peak Performance for Your Teeth: Dental Implants in the Mile High City"
3. "Rooted in the Rockies: Dental Implant Solutions for Denver Residents"

By adding the specialty (perio) and the geo-modifier (Denver), you can see how the titles become more creative and contain keywords.

THE BEST BRAINSTORMING PROMPT

“Please provide a title for a dental blog about dental implants for a periodontal practice in Denver, CO. Include relevant SEO keywords, and optimize the title for a higher click-through rate”

1. “Why Dental Implants in Denver, CO Are the Best Solution for Missing Teeth – Expert Insights from Your Local Periodontist”
2. “Dental Implant Cost in Denver: Investment in Long-Term Oral Health”
3. “Denver, CO Dental Implants: Why Your Periodontist Recommends Them for Lasting Oral Health”

Now, the response includes keywords, geo-modifiers, and CTAs that will improve the click-through rate.

OUTLINING YOUR CONTENT WITH AI

Topic



Blog topic,
purpose, and
practice details

Word Counts



Specify desired
word count (ex.
600-700 words)

Structure



Specify the key
points and their
importance

Details



Doctor specific
details: phone
number, gender,
hours, specials &
more

Optimizations



Keywords and titles
that match local
searches

BUILDING A PROMPT FOR YOUR OUTLINE

Topic



"Please provide an outline for a blog comparing laser whitening and take-home trays."

Word Counts



"The final blog will be about 600 words."

Structure



"Please include 4 H2s, and use three of them to highlight the benefits of laser whitening."

Details



"Mention our \$85 laser whitening special for new patients."

Optimizations



"Please include keywords that target local searches about teeth whitening in Denver."

NOW WE HAVE OUR PROMPT

Please provide an outline for a blog comparing laser whitening and take-home trays. The final blog will be about 600 words. Please include 4 H2s and use three of them to highlight the benefits of laser whitening.

Mention our \$85 laser whitening special for new patients. Please include keywords that target local searches about teeth whitening in Denver.

AND OUR RESULTING OUTLINE



Here's an outline for your blog comparing laser whitening and take-home trays:

Title: Laser Whitening vs. Take-Home Trays: Which is the Best Option for Teeth Whitening in Denver?

H2: Understanding Laser Whitening

- **Introduction to Laser Whitening:**
 - Overview of what laser whitening is and how it works.
 - Mention the popularity of laser whitening in Denver for fast, noticeable results.
- **Benefit 1: Faster Results**
 - Explain how laser whitening delivers immediate results, often in a single session.
 - Highlight the convenience for busy Denver residents.
- **Benefit 2: Enhanced Effectiveness**
 - Discuss how laser whitening can achieve a deeper level of whitening compared to take-home trays.
 - Mention the potential to lift stubborn stains that take-home trays might not address.
- **Benefit 3: Professional Supervision**
 - Emphasize the importance of having a professional dentist in Denver administer the treatment.

Source: GPT4

WHAT NEXT?

- Write Your Article
 - It's okay to use AI to help with this
 - Make sure a real, human expert reviews the results
- Rinse & Repeat
 - Repeat until your practice has a comprehensive collection of articles

IMAGE CREATION

AI powered graphic design



WHY USE AI IMAGE CREATION?

- Efficiency
 - Cost-effective
 - Fast turnaround times
 - Low skill requirements
- Quick Wins
 - Practice logos
 - Social media graphics
 - Stock photos

LIMITATIONS OF AI IMAGE CREATION

- Inconsistent Quality
 - Images almost always require lots of refinement
 - You will never get exactly what you are looking for
- Limited Originality
 - Risk of generating designs that look similar to others.
 - AI struggles with creating truly unique visuals
- Lack of Brand Consistency
 - Struggles to create multiple assets that share a similar design theme

TOOLS FOR IMAGE CREATION

- Affordable logo design for small practices
 - Tailor Brands
 - Looka
 - Hatchful
- AI-assisted design for in-house marketers
 - Canva Pro
 - Adobe Express
 - Crello

EXAMPLE: BUILDING YOUR OWN PRACTICE LOGO WITH LOOKA

Practice Info



Enter your practice name.

Industry



Specify your industry.

Inspiration



Choose other logos that you like from their library of AI created logos.

Details



Choose the desired colors and symbols for your brand.

PICK YOUR INDUSTRY



Pick your industry

Knowing your industry will help us pick symbols, colors, and more.

Continue →

Restaurant, Consulting, Beauty, Photography, Fitness...

Dental|

Dental

CHOOSE LOGOS YOU LIKE

Pick some logos you like

We'll use these as inspiration. These were all made with Looka.

Continue →

tappt^o



ANTHRO  CAPITAL

OnePlanet

NS
NEW SEQUENCE
SPORTS EQUIPMENT


**CASEY'S
CORNER**
GARDENING SERVICES

 Circle Flow

POWER PACKS

PICK YOUR COLORS

Pick some colors you like

Colors help convey emotion in your logo

Continue →

Blue

Depth, trust, loyalty, confidence, intelligence, and calmness

Purple

Pink

Red

Orange

Yellow

Green

Nature, growth, harmony, freshness, safety, and healing

Teal

Creativity, inspiration, excitement, tranquility, and youth

Greyscale

NAME & SLOGAN

Enter your company name

You can always change these later

Continue →

Company Name

Jonestown Dental Center

Logos look better with shorter company names. Consider shortening it or moving some of it to your slogan.

Add a Slogan (Optional)

Healthy smiles for life|

A long slogan might be hard to read, try shortening it.

CHOOSE SYMBOLS

Pick some symbol types

We've hand-curated symbols for these types

Continue →

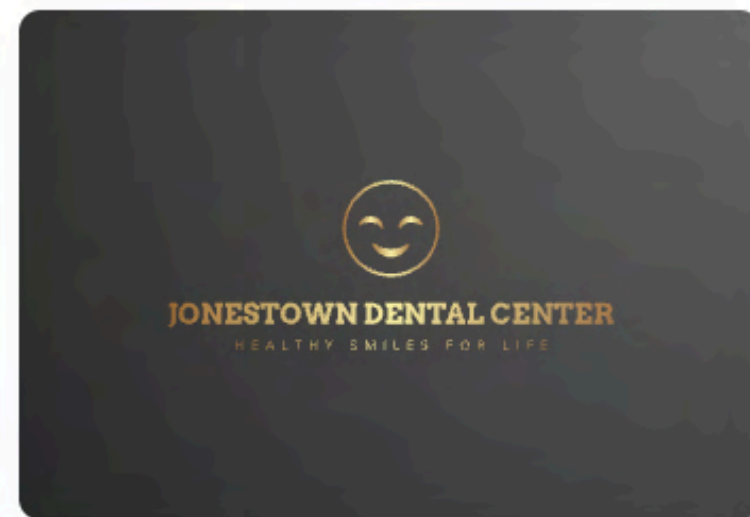
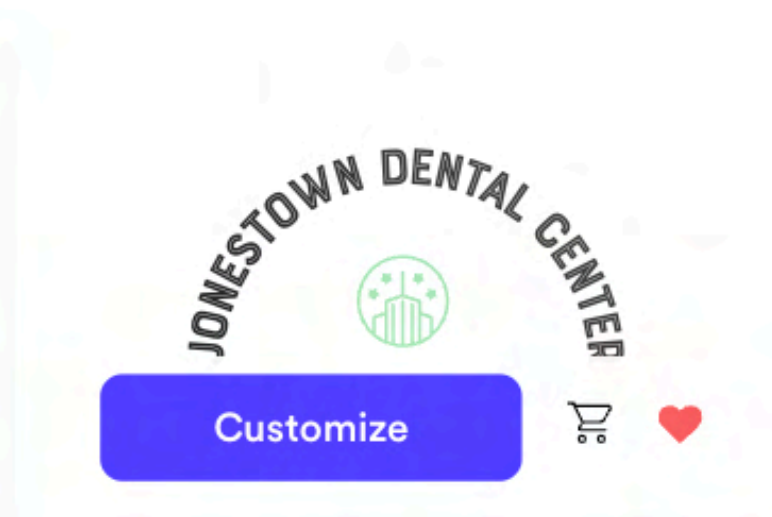
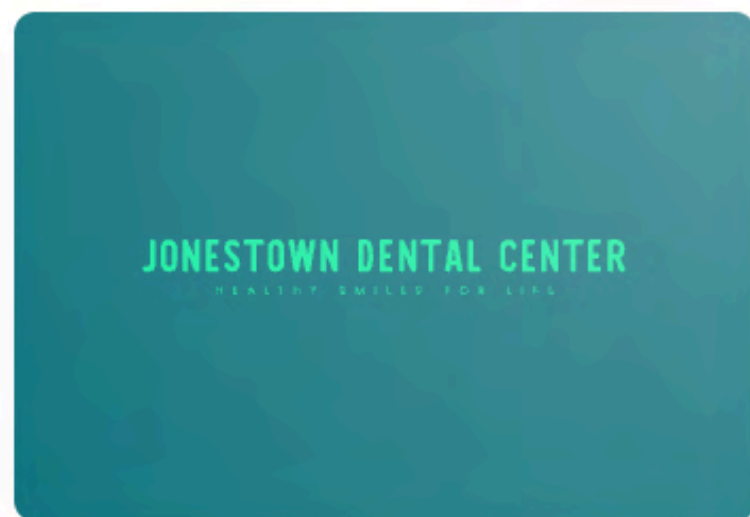
- Smile
- Dental
- Dental Clinic
- Clinic
- Happiness
- Diamond
- Abstract
- Innovation
- Strength
- Excellence
- Tranquility
- Creativity

[I want to pick my own symbols](#)

CHOOSE FROM HUNDREDS OF OUTPUTS

We're generating some logos for you

Click a design to preview and see different versions



REVISE FONT TYPES

Name Options

Font Types Colors Recent

Suggested (40 Results) ▾

The image displays a user interface for selecting font types for a logo. At the top, there are three tabs: 'Font Types', 'Colors', and 'Recent'. Below the tabs is a dropdown menu showing 'Suggested (40 Results)'. The main area contains a grid of six logo preview cards. Each card shows the 'Jonestown Dental Center' logo with the tagline 'HEALTHY SMILES FOR LIFE'. The text 'Jonestown Dental Center' is arched above the logo. The top-right card is highlighted with a blue border.

REVISE SYMBOLS

symbol Options

Symbols Monogram Colors Recent

teeth

Teeth Dental Denture Stomatology Bodypart Dents Fresh Dentist

The image displays a design tool interface for creating logo symbols. At the top, there are tabs for 'Symbols', 'Monogram', 'Colors', and 'Recent'. A search bar contains the text 'teeth'. Below the search bar are several category buttons: 'Teeth', 'Dental', 'Denture', 'Stomatology', 'Bodypart', 'Dents', 'Fresh', and 'Dentist'. The main area shows a grid of six logo variations. Each logo consists of the text 'JONESTOWN DENTAL CENTER' in an arch above a central tooth icon, with the tagline 'HEALTHY SMILES FOR LIFE' below it. The tooth icons are: 1) a simple outline, 2) a solid blue fill, 3) a blue outline with a blue fill, 4) a blue outline with a blue fill and a blue glow, 5) a blue outline with a blue fill and a blue glow, and 6) a blue outline with a blue fill and a blue glow.

FINAL RESULTS



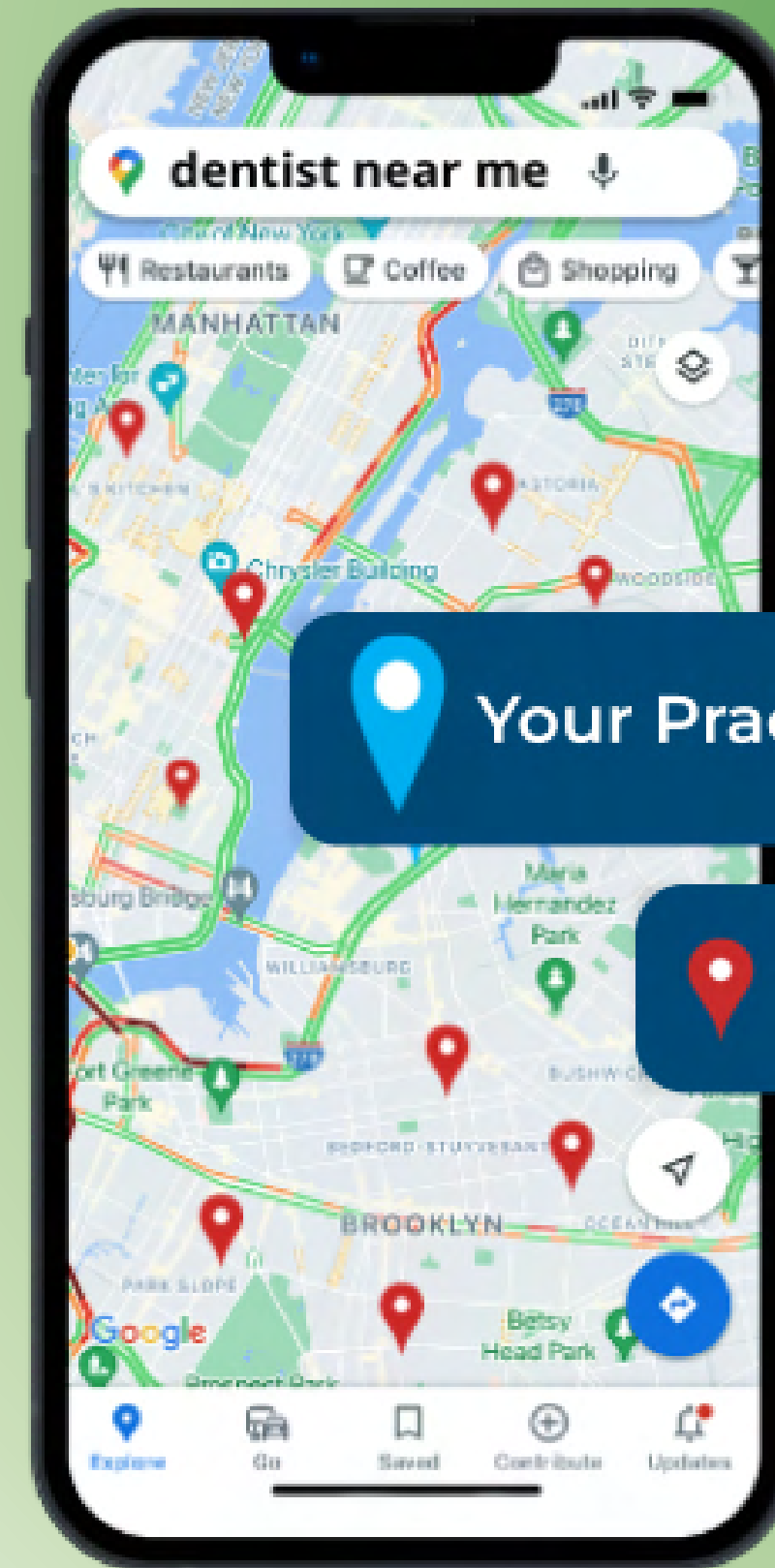
Looka costs \$8/month for their brand kit subscription

LOGO DESIGN: LEGAL CONSIDERATIONS

- Trademarking
 - AI-generated images do not qualify for copyright or trademark protection
- Commercial Use
 - You're still free to use your purchased logo for any commercial or non-commercial use

COMPETITOR ANALYSIS

Finding unique opportunities with AI



SEO ANALYSIS

- Analyze Competitor Websites:
 - Extract key SEO elements from competitors
- Identify Gaps:
 - Compare competitor strategies
 - Highlight missing SEO elements on your site
- Provide Actionable Insights:
 - Recommend specific SEO improvements

CHOOSING COMPETITORS

Search Query

- Search terms are known as "keywords"
- Pick a keyword that is valuable (high search volume)
- "dental implants Lakewood co" is a good example

Organic Search Results & Map Pack

- This is your SEO competition
- Pick the top-ranking organic result for analysis

The screenshot shows a Google search for "dental implants lakewood co". The search bar is at the top with the Google logo and search icons. Below the search bar are navigation tabs: All, Images, Maps, Forums, Shopping, Videos, News, More, and Tools. The "Places" section is highlighted, showing a map pack of dental providers in Lakewood, CO. The map pack includes:

- Sponsored:** Britely Dentures + Implants Studio (4.8 stars, 63 reviews, Dental implants provider, 6179 South Balsam Way, Open, Closes 4 PM).
- Affordable Dentures & Implants** (4.5 stars, 350 reviews, Dentist, 437 S Wadsworth Blvd Suite C, "Thank you saving my smile Affordable Dentures and Implants.," "Very professional, explained my options, very nice staff and friendly.," "Dr. Vinicius is great and...").
- Mile High Denture & Implant Centers** (4.7 stars, 130 reviews, Dentist, 264 Union Blvd #200, "Very professional, explained my options, very nice staff and friendly.," "Dr. Vinicius is great and...").
- Synergy Aesthetic and Implant Dentistry** (5.0 stars, 124 reviews, "Dr. Vinicius is great and...").

Below the map pack is a "More places" button. The organic search results section shows:

- Lakewood Complete Dentistry** (https://www.lakewoodcompletedentistry.com) - All-on-4: All-on-4 is an advanced technique that allows us to use fewer dental implants to support all missing teeth in an arch. Includes an image of a red dental arch model.
- Scott Greenhalgh, DDS** (https://www.scottgreenhalghdds.com) - Dental Implants in Denver & Lakewood, CO: Schedule a consultation with Scott Greenhalgh, DDS, to see if dental implants are right for you. Call 303-988-9060 today, and we'll be happy to book your ...
- Affordable Dentures & Implants** (https://www.affordabledentures.com) - Affordable Dentures & Implants in Lakewood, CO: Our offerings include repairing and adjusting dentures, performing dental implants, and extracting single or multiple teeth. Includes links for Implants, Dental Services, Our Special Dental Offers in..., and Pricing & Fees.
- White Rock Family Dental** (https://www.whiterockfamilydental.com) - Dental Implants Lakewood CO, Missing Teeth: Dental implants are provided by Lakewood CO Dentists as a foundation for replacement teeth. (303) 237-0307.

CHOOSING WHAT TO ANALYZE

AI can analyze a lot of SEO ranking factors...

- Schema Markup
- Header structure
- Title tags
- Meta descriptions
- Alt text
- Word count
- Internal links
- External links
- Anchor text
- Calls to action
- Image sizing
- Video
- URL structure
- **Keywords**

This will be our example..

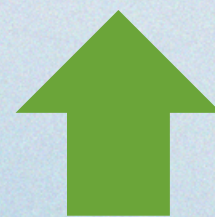
PART 1: KEYWORD ANALYSIS PROMPT

Content Provided: [Paste the content here]

Target Keyword: [Dental Implants Lakewood CO]

Target Location: [Lakewood CO]

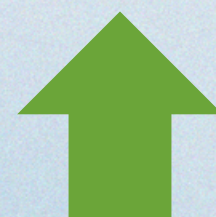
Objective: Analyze the primary and secondary local SEO keywords within the provided content that likely contribute to its ranking potential for the target keyword in the specified location. Please include the following:



Paste your competing content and target keyword here

PART 2: KEYWORD ANALYSIS PROMPT

- *Local Keyword Analysis: Identify and list the primary and secondary local SEO keywords present in the content. Highlight their density and placement (headings, subheadings, body text, etc.), focusing on location-specific phrases and terms.*
 - *Local Keyword Relevance: Evaluate how well the primary and secondary keywords align with both the target keyword and the target location. Compare this with keywords commonly found on high-ranking pages for the same target keyword in the specified location.*
 - *Local Keyword Variations: Identify any long-tail keywords, location-specific synonyms, or related terms used in the content that support the local SEO strategy.*
- I do not want recommendations for optimizing this page. I want to extract the primary and secondary keywords that contribute to its number 1 ranking*



This section will pull local SEO keywords that you may miss on your own.

FINAL PROMPT

Content Provided: [Paste the content here]

Target Keyword: [Insert target keyword here]

Target Location: [Insert target location here]

Objective: Analyze the primary and secondary local SEO keywords within the provided content that likely contribute to its ranking potential for the target keyword in the specified location. Please include the following:

- 1. Local Keyword Analysis: Identify and list the primary and secondary local SEO keywords present in the content. Highlight their density and placement (headings, subheadings, body text, etc.), focusing on location-specific phrases and terms.***
- 2. Local Keyword Relevance: Evaluate how well the primary and secondary keywords align with both the target keyword and the target location. Compare this with keywords commonly found on high-ranking pages for the same target keyword in the specified location.***
- 3. Local Keyword Variations: Identify any long-tail keywords, location-specific synonyms, or related terms used in the content that support the local SEO strategy.***

RESULTING OUTPUT

List of all of the primary and secondary keywords that contribute to the #1 ranking

Primary Local SEO Keywords:

1. Dental Implants Lakewood CO

- **Usage:**
 - The exact phrase "dental implants Lakewood CO" does not appear as an exact match in the content. However, the components of this keyword are spread across the content, primarily focusing on "dental implants" and the location "Lakewood, CO."
 - **"Dental Implants"** is used prominently in the headings and body text, paired with the location in other instances (see below).

2. Lakewood Complete Dentistry

- **Usage:**
 - This phrase is used multiple times, particularly in:
 - **Header:** Featured in the logo at the top of the content.
 - **Footer:** Appears again in the footer, emphasizing the local branding.
 - **Body Text:** Mentioned in context to the services provided by the practice.

3. All-on-4 Dental Implants Lakewood CO

- **Usage:**
 - While "All-on-4 Dental Implants" is prominently mentioned, it's not directly paired with "Lakewood CO" as a single phrase.
 - **All-on-4:** This term is used multiple times in the content, particularly in the section explaining the technique.

MORE OUTPUT

Secondary keywords have lower search volume but still contribute to overall rankings

Long-Tail Keywords and Variations:

1. All-on-4 Implants

- **Usage:**
 - **Headings:** This specific technique is discussed under its own section, with the term "All-on-4" being a repeated keyword in that context.

2. Lakewood Implant Dentist

- **Usage:**
 - **Body Text:** While not an exact match, the term "implant dentist" is used in connection with "Lakewood," indirectly supporting this long-tail keyword.

3. Dental Implants in CO

- **Usage:**
 - **Footer:** "CO" appears with the location in the footer, combined with "dental implants" in other sections to cover the broader geographical scope.

Summary of Keyword Usage:

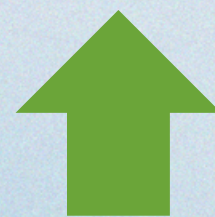
- **Primary Keyword Components** ("dental implants," "Lakewood CO") are distributed throughout the content, though not always as a single exact phrase.
- **Secondary Keywords** are more varied and include terms like "Lakewood Complete Dentistry," "All-on-4 Dental Implants," and "implant dentist."
- **Keyword Placement:** Keywords are strategically placed in headings, body text, footers, and contact information, ensuring they contribute to the overall local SEO ranking potential.

WHY IS THIS USEFUL?

- We can use this output to re-prompt the LLM
- This time, we will ask about optimizing our own content.

Prompt:

How could I use this analysis to improve the SEO ranking for my own webpage containing the following content:



Paste your own content here

RESULTING OUTPUT

Now we have actionable changes that we can make to our own content

Source: GPT4

1. Integrate the Exact Primary Keyword

Current Content:

- You have used variations like "Dental Implants in Lakewood," "Dental Implants in CO," and "Implant Dentist in Lakewood."

Action:

- **Incorporate the Exact Phrase "Dental Implants Lakewood CO":**
 - Use this exact phrase in strategic locations, such as:
 - **Meta Title:** "Top Dental Implants Lakewood CO | Lakewood Dental of Colorado"
 - **H1 Heading:** "Best Dental Implants in Lakewood, CO"
 - **Body Text:** Naturally weave the exact phrase into your body content. For example: "Looking for dental implants in Lakewood, CO? Our expert implant dentist at Lakewood Dental of Colorado offers tailored solutions to restore your smile."

2. Optimize Secondary Keywords

Current Content:

- Keywords like "Implant Dentist in Lakewood" and "Dental Implants in CO" are used, but their placement could be more strategic.

Action:

- **Use Secondary Keywords in Headings and Subheadings:**
 - **H2 Subheading:** "Why Choose Our Implant Dentist in Lakewood?"
 - **H3 Subheading:** "Comprehensive Dental Implants in Lakewood, CO"
 - These headings will help search engines understand the relevance of your content to local searches.

MORE OUTPUT

We also have detailed examples of exactly how we could make these changes in a natural way.

4. Improve Internal Linking

Current Content:

- You have a list of services, but the internal linking strategy could be more targeted.

Action:

- **Link to Related Pages Using Anchor Text with Keywords:**
 - When mentioning "Dental Implants," link to the service page with anchor text like "Learn more about our dental implants in Lakewood, CO."
 - Example: "Explore the benefits of our dental implants in Lakewood, CO, and see why so many patients trust us for their dental care."

5. Leverage Location-Specific Synonyms and Long-Tail Keywords

Current Content:

- You use terms like "Dental Implants in CO" and "Dental Implants in 80226."

Action:

- **Incorporate Synonyms and Long-Tail Keywords:**
 - Use variations that include location-specific phrases like "Lakewood CO implant dentist," "affordable dental implants in Lakewood," and "best dental implants near Lakewood, CO."
 - **Example:** "Our Lakewood, CO implant dentist specializes in providing high-quality dental implants that restore both function and aesthetics."

WHAT NEXT?

- Make Changes
 - Make the recommended content changes to your
 - Request re-indexing in Google Search Console
- Wait & Recheck
 - Test if the change made a difference in your organic ranking

RINSE AND REPEAT

What else can ChatGPT tell you?

- Schema Markup
- Header structure
- Title tags
- Meta descriptions
- Alt text
- Word count
- Internal links
- External links
- Anchor text
- Calls to action
- Image sizing
- Video
- URL structure
- ~~Keywords~~

SENTIMENT ANALYSIS

Analyzing competitor reviews



How much would you pay to have a company
conduct an interview of 100 of your
competitors patients?

SENTIMENT ANALYSIS: HOW IT WORKS

Research



Find one or multiple competitors

Download



Download their reviews in bulk with an export tool

Prompt



Prompt your LLM to read and categorize your reviews

Analysis



AI evaluates the sentiment of your reviews, pulling key insights

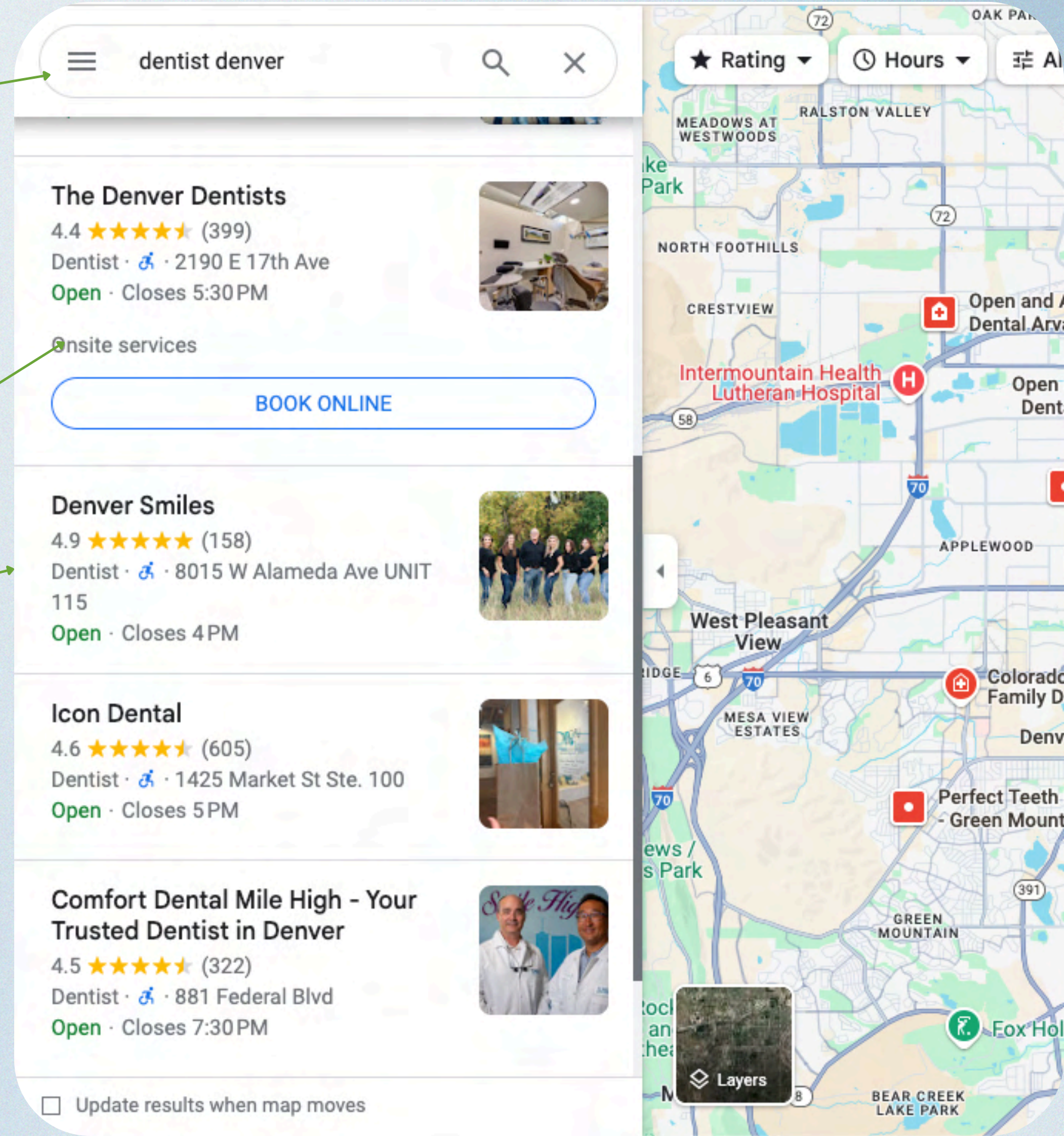
CHOOSING COMPETITORS

Search Query

- Search for a popular keyword in your market
- "Dentist Denver"

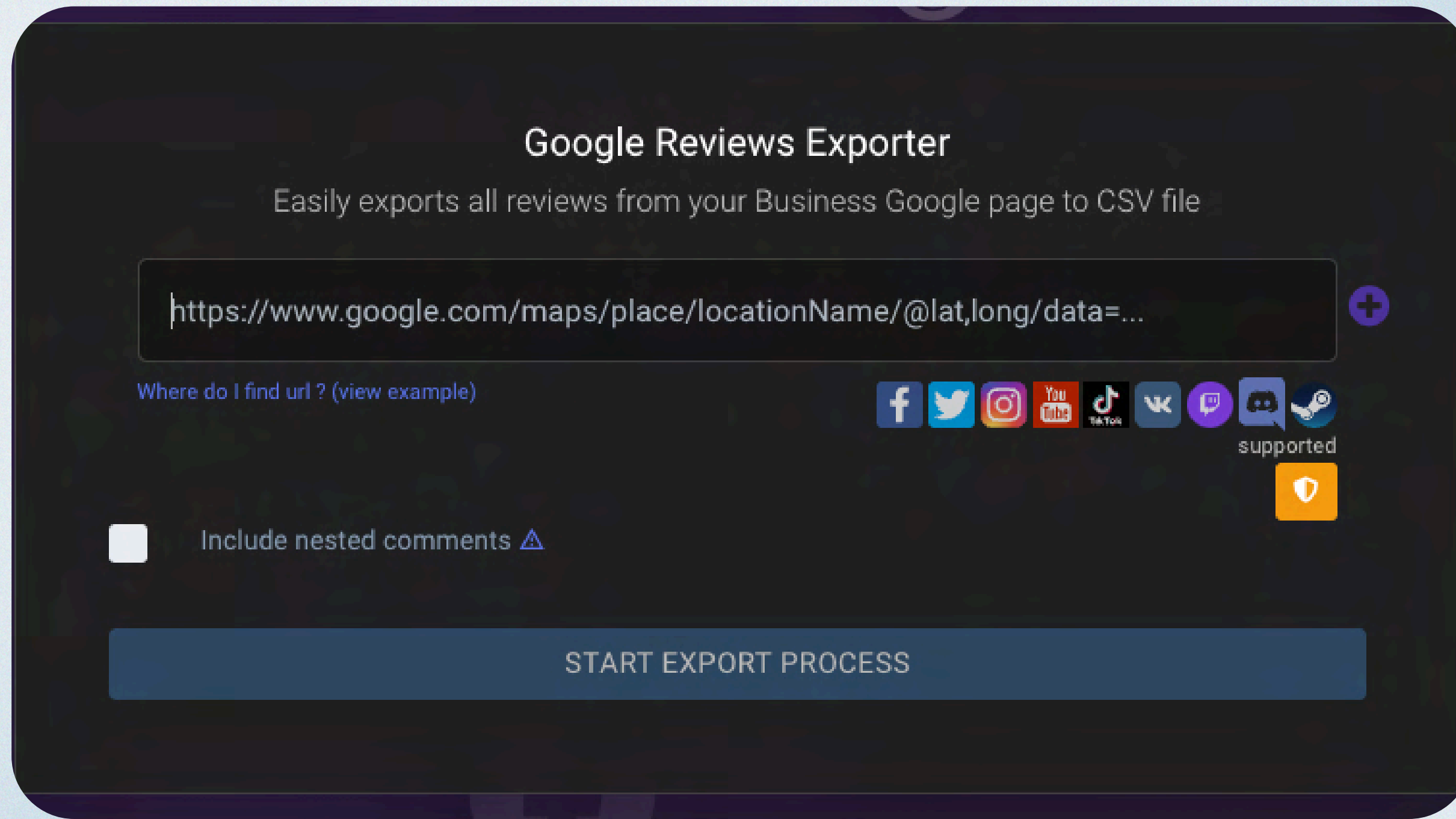
Map Results

- Choose your competitor from the "maps" view on Google
- Copy their GBP URL



DOWNLOADING REVIEWS

- exportcomments.com/export-google-reviews
 - Download up to 100 reviews into a CSV for free



THE PROMPT

"Please analyze the attached CSV file containing reviews of my competitors' dental practices. Focus on identifying recurring themes in negative (1-3 star) reviews. I am particularly interested in understanding:

- What actionable insights can I apply to improve patient satisfaction in my own practice?*
- What are the most common complaints, and how frequently do they appear?*

Give me examples of the types of issues patients have highlighted in negative reviews. Please use sentiment analysis or other relevant techniques to provide a detailed report."

THE OUTPUT

Boiler plate descriptions
& takeaways



Key Insights from Negative Reviews:

1. Service Issues:

- **Common Complaints:** Patients frequently mentioned long wait times, scheduling issues, and perceived inefficiencies in office operations.
- **Actionable Step:** Review and streamline your appointment scheduling and patient flow processes. Implement digital tools to reduce overbooking and ensure that appointments run on time. Consider offering flexible scheduling options or providing real-time updates to patients about any delays.

2. Communication Problems:

- **Common Complaints:** Several reviews indicated dissatisfaction with the communication from staff or the dentist, particularly regarding treatment expectations, costs, and the explanation of procedures.
- **Actionable Step:** Enhance communication by providing clear, consistent information at every stage of the patient journey. Ensure that your staff is trained to answer questions thoroughly and that patients feel informed about their treatment options and costs. Consider creating educational materials that patients can take home or access online.

3. Unmet Expectations:

- **Common Complaints:** Patients expressed disappointment when their treatment results did not meet their expectations, leading to lower ratings.
- **Actionable Step:** Set realistic expectations by thoroughly discussing potential outcomes with patients before beginning treatment. Use visual aids, testimonials, or case studies to help patients understand what to expect. Ensure follow-up visits are scheduled to address any concerns early on.

MORE OUTPUT

Fake quotes that do not correspond to real reviews



1. Service Issues:

- **Example Quote:** *"I waited over 45 minutes past my appointment time, and no one bothered to inform me of the delay. This is unacceptable and shows a lack of respect for patients' time."*
- **Example Quote:** *"Scheduling was a nightmare. I had to reschedule twice because the office double-booked my appointment."*

2. Communication Problems:

- **Example Quote:** *"I wasn't informed about the full cost of my treatment until after the procedure was done. I felt blindsided by the bill."*
- **Example Quote:** *"The dentist didn't explain the procedure clearly, and I felt rushed. I left the office with more questions than answers."*

3. Unmet Expectations:

- **Example Quote:** *"The results of my treatment were far from what I expected. My teeth don't look any better, and now I need to seek another dentist to fix the issues."*
- **Example Quote:** *"I was promised a painless experience, but it was anything but that. The discomfort during and after the procedure was much worse than I was led to believe."*

WHY DOES THIS HAPPEN?

- ChatGPT is a helpful employee, telling you exactly what you want to hear.
- If you want a better output, you have to give specific instructions...

How could I improve this prompt to get only real examples

To improve the prompt and ensure you receive only real examples directly from the dataset, you can be more explicit about the criteria and avoid any interpretation or paraphrasing. Here's how you could phrase it:

A BETTER PROMPT

Please provide real examples of reviews from the dataset that illustrate common negative themes. Specifically, I want to see the exact text of reviews that reflect the following issues: Service Issues: Find reviews mentioning problems with wait times, scheduling, or appointment cancellations. Communication Problems: Look for reviews that explicitly mention issues with unclear explanations, unexpected costs, or lack of communication from the staff. Unmet Expectations: Identify reviews where patients express disappointment with treatment results or outcomes that did not meet their expectations. Staff Attitude and Professionalism: Extract reviews where patients complain about rude or unprofessional behavior from the staff. Please ensure that the examples are presented exactly as they appear in the dataset, without any paraphrasing or interpretation

A BETTER OUTPUT

Real reviews

Categorized into common negative themes

Service Issues

1. **Author:** Michael Sweeney

Date: 2019-05-09

Review: "I've had awful experiences with dentists (both with the quality of work and the billing department). The wait times were atrocious, and I had to reschedule multiple times because of their scheduling issues."

2. **Author:** Mandy Gonzales-Thompson

Date: 2020-05-27

Review: "Despite having moved out of the area, I still drove over an hour because I like the office. Unfortunately, I've experienced multiple last-minute appointment cancellations, which has been frustrating."

Communication Problems

1. **Author:** Chad Hubble

Date: 2023-03-07

Review: "They were able to replace my bridge and build a better one. However, there was a lack of communication regarding the costs involved. I was shocked when I received the bill."

2. **Author:** Jay

Date: 2021-02-11

Review: "Good work, but charged a missed appointment fee after I rescheduled due to an emergency. This was not communicated to me, and I didn't appreciate the unexpected charge."

Unmet Expectations

1. **Author:** Steven Roy

Date: 2023-09-27

Review: "I've been going to Mollner dentistry for about three years now. My last visit didn't go as expected. The treatment did not achieve the results that were promised."

EXTRACTING MACRO INSIGHTS

What is the most common negative issue that was mentioned in reviews for this practice?

The most common negative issue mentioned in reviews for this practice is **Service Issues**, with 19 occurrences. This includes mentions of problems related to wait times, scheduling, and appointment cancellations across all reviews. [>-]

EXTRACTING MACRO INSIGHTS

Summarize the pain points of these service issues



The service-related pain points mentioned in these reviews can be summarized as follows:

1. **Long Wait Times:** Several patients expressed frustration with having to wait longer than expected for their appointments, which negatively impacted their overall experience.
2. **Appointment Cancellations:** Some patients experienced last-minute cancellations of their appointments, causing inconvenience and frustration, especially for those who traveled long distances.
3. **Scheduling Conflicts:** Issues with scheduling, including multiple reschedules due to the practice's conflicts, were highlighted as a significant pain point, leading to negative impressions and dissatisfaction.
4. **Inefficient Appointment Process:** Patients mentioned that the scheduling and appointment process was disorganized, contributing to delays and a perception of poor customer service.

ANOTHER EXAMPLE

Does a poor job of communicating insurance and billing issues

Specific examples

Brilliant Family Dentistry

4.7 ★★★★★ (185) · Dentist

1 year in business · Serves Denver

Closed · Opens 8 AM Tue · (720) 807-1966



Get phone number



Share

What is the most common reason for them to receive a bad review

The most common specific issue mentioned in the poor reviews is related to **insurance** concerns, which appears 13 times in the reviews. Additionally, issues related to **pain management** and **waiting times** are also noted, though less frequently. These insights suggest that difficulties with insurance processing and communication are the primary reasons for the negative feedback, followed by problems with pain management and excessive waiting times. [↗]

Show me the specific examples of insurance concerns that lead to bad reviews

Here are specific examples of insurance concerns that led to bad reviews:

1. **John Olson** (Rating: 1) mentioned issues with both pain management and insurance, implying a lack of effective assistance from the clinic when he was in severe pain.
2. **Shelley West** (Rating: 1) complained about the practice focusing more on upselling treatments rather than addressing the simple filling her son needed, which was recommended by their insurance.
3. **Ralph Lee Hopkins** (Rating: 1) expressed dissatisfaction with the entire new patient experience, which included issues related to insurance.
4. **Julie Gutierrez** (Rating: 1) had significant frustration with getting clear answers to her insurance questions, which led to her negative experience.
5. **Raul A. Ocasio Gonzalez** (Rating: 1) criticized the clinic's handling of insurance, drawing on his close work with insurance companies to point out discrepancies or issues.

WHY IS THIS USEFUL?

- Leverage Pain Points
 - Knowing common pain points allows your practice to position itself as a better alternative
- Targeted Messaging
 - Highlight "No Wait Times" and "Easy Online Scheduling" in your website copy and call scripts to attract patients frustrated by competitors.
 - Create a detailed financial page to placate patients confused about insurance elsewhere

SENTIMENT ANALYSIS: OTHER IDEAS

- Identify Your Own Issues
 - Break down sentiment in reviews mentioning specific staff members.
 - Analyze reviews for sentiment related to specific procedures.
- Highlight Your Strengths
 - Identify highly positive aspects of your practice.

LEAD ANALYSIS

Scoring and analyzing phone call
leads with AI



AI-DRIVEN PHONE CALL ANALYSIS

- Evaluating Lead Quality
 - Analyze successful vs. missed appointments
 - Check if the lead had appropriate insurance
 - Identify leads that meet practice requirements
- Service/Treatment Identification
 - Categorize calls by service type (e.g., routine check-up, emergency)
- Appointment Counting
 - Count: Based on how many individuals booked during the call
 - Example: Mother booking for herself and child = 2 appointments

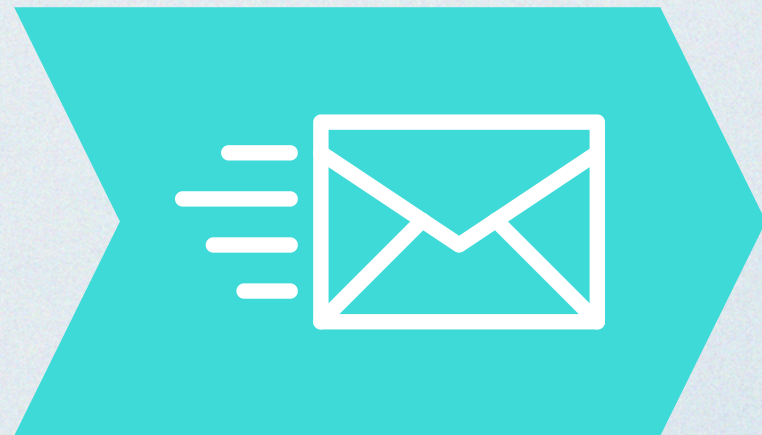
PHONE CALL ANALYSIS IN PRACTICE

Recording



Patient calls are recorded by software like CallRail.

Integration



Recording is sent to OpenAI via a no-code integration like Zapier.

Transcription



OpenAI transcribes the call into text.

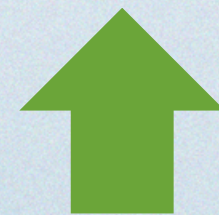
Analysis



AI evaluates your patient calls with a custom prompt.

PART 1: PHONE CALL ANALYSIS PROMPT

Overview: Please review this transcribed text between an Agent and a Customer. Here are the fields I would like you to determine:



This part of the prompt communicates the general task to the LLM. It also communicates that there will be multiple steps.

PART 2: PHONE CALL ANALYSIS PROMPT

Field 1: Was this a qualified lead (had appropriate insurance, was looking for a service that the agent offered) - Yes/No



This field will help you tell if the caller was a quality appointment opportunity.

PART 3: PHONE CALL ANALYSIS PROMPT

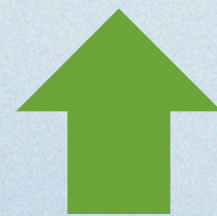
Field 2: Was this a converted lead (did it likely turn into a scheduled appointment) - Yes/No



This field will determine whether to count an appointment or not.

PART 4: PHONE CALL ANALYSIS PROMPT

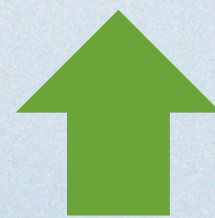
Field 3: How many appointments were made during the phone call: as in, if a Mother makes an appointment for herself and her child, that would be 2. If a man makes an appointment for only himself, that would be 1, etc.



This field will count total appointments booked for every call that had a "Yes" in field 2.

PART 5: PHONE CALL ANALYSIS PROMPT

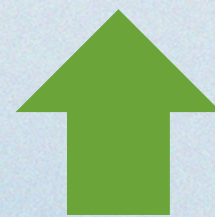
Field 4: What type of service was the patient looking for (root canal, emergency dentistry, new patient exam, etc.) Please keep this answer to less than 6 words total.



This field will categorize calls by service type.

PART 6: PHONE CALL ANALYSIS PROMPT

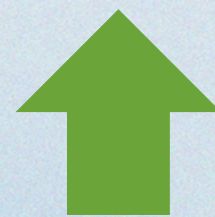
Field 5: The date of the booked appointment, formatted as MM/DD/YYYY (if no appointment was booked, please put N/A; if there are multiple, please put the date of the earliest upcoming appointment)



This field will categorize appointments by date.

PART 7: PHONE CALL ANALYSIS PROMPT

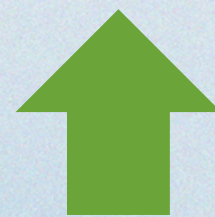
Field 6: Call Type (New Patient Appointment, Existing Patient Appointment, Rescheduled Appointment, No Appointment)



This field will separate new vs existing patients.

PART 8: PHONE CALL ANALYSIS PROMPT

Field 7: If an appointment was not booked, a short note (less than 8 words on why not). If there was an appointment likely made, just respond with 'Appointment Booked'.



This field will help determine why an appointment was not booked

PART 9: PHONE CALL ANALYSIS PROMPT

Field 8: If an appointment was not booked, please provide one sentence on how the Agent could have possibly converted the lead. If the lead was likely converted or there was nothing the Agent could have reasonably done, put N/A. (For example, The Agent could have offered alternative appointment times, etc.)



This field will help determine how your front desk could improve its conversion rate.

PHONE CALL ANALYSIS: EXAMPLE TRANSCRIPT

Agent: "Thank you for choosing REDACTED. This is REDACTED. How may I help you?"

Caller: "I called yesterday about, like, an emergency appointment for today, and REDACTED said if I just called as soon as possible when you'll open, you'd be able to get me in pretty early today."

Agent: "Yeah, of course. Tell me a little bit about what's going on."

Caller: "So I had a root canal, like, two years ago, and I had, like, an extremely hot pit because of my, like, pits with my teeth... so they couldn't fully continue with the procedure. So they instead, like, did it halfway through...Anyways, I'm just, like, in a lot of pain right now..."

*This is an excerpt of a several minute transcript. Some data is blocked for privacy

PHONE CALL ANALYSIS: RESULTS

Date/Time	Lead?	Converted Y/N	# of Appointments	Type of Appointment (Service)	Date of Scheduled Appt.
5/12/2024 19:32:13	Yes	Yes	1	Treatment for Tooth Gap	5/17/2024
5/13/2024 21:42:54	Yes	Yes	1	Tooth Extraction	5/28/2024
5/15/2024 22:09:32	Yes	Yes	1	Emergency dental (toothache)	5/16/2024
5/16/2024 20:39:41	Yes	Yes	1	Tooth Checkup for Chipped Tooth	5/23/2024
5/16/2024 20:44:11	Yes	Yes	1	Not specified	5/17/2024
5/19/2024 19:05:56	Yes	No	0	Extraction	N/A
5/21/2024 23:58:49	Yes	Yes	1	Pain Assessment	5/22/2024

This call is the transcript from the previous slide. Each individual call is a row of data.

PHONE CALL ANALYSIS: RESULTS

Call Type	Call Duration	Customer Name	Customer Phone Number	If not a booked apointment, why?
New Patient Appointment	208	Blocked for privacy		Appointment Booked
New Patient Appointment	314			Appointment Booked
New Patient Appointment	172			Appointment Booked
Existing Patient Appointment	142			Appointment Booked
Rescheduled Appointment	44			Appointment Booked
Rescheduled Appointment	60			Appointment Cancelled due to COVID-19 isolation
New Patient Appointment	133			Appointment Booked

These are all the calls made during a particular day.

WHY IS THIS USEFUL?

- Improve Conversion Rates: Track and optimize appointment bookings
- Better Accuracy: Track precisely how many appointments were booked in one call
- Identify Service Trends: Adjust marketing and staffing to match demand
- Enhance Staff Performance: Use metrics to tailor training and reward top performers
- Address Booking Barriers: Resolve common issues like scheduling and insurance
- Combine Data: Integrate call analysis with other practice metrics

PULLING MACRO INSIGHTS WITH AI

- Upload Your Call Data: Import your call data back into GPT as a CSV file
- Ask Questions: Inquire about trends, peak call times, conversion rates, and service demand.

Analyze this CSV file of call data for my practice. Create a table showing the number of calls by day of the week, the number of appointments booked by day of the week, and the conversion rate for each day.

FOR EXAMPLE:

Daily Call And Conversion Data				
	Day of the Week	Number of Calls	Number of Conversion	Conversion Rate (%)
1	Monday	18	7	38.9
2	Tuesday	12	5	41.7
3	Wednesday	13	7	53.8
4	Thursday	11	5	45.5
5	Friday	19	3	15.8



This practice has a high call volume, and low conversion rate on Fridays, possibly due to staffing issues.

ANOTHER EXAMPLE

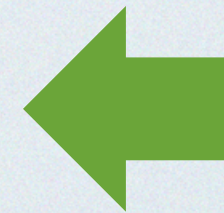
Prompt:

Analyze the call data in this CSV file for my dental practice. For each transcript, categorize the call into one of the following categories: Cosmetic, Emergency, General, Periodontics, or Unknown. Additionally, calculate and provide the conversion rate for each category.

FOR EXAMPLE:

Conversion Rates By Category

	Category	Conversion Rate (%)
1	Cosmetic	16.7
2	Emergency	38.4
3	General	52.3
4	Periodontics	39.5
5	Unknown	25.6



A low conversion rate for cosmetic treatments could be due to specific doctor availability or a flawed call script.

CALL DATA: COMPLIANCE AND SECURITY CONSIDERATIONS

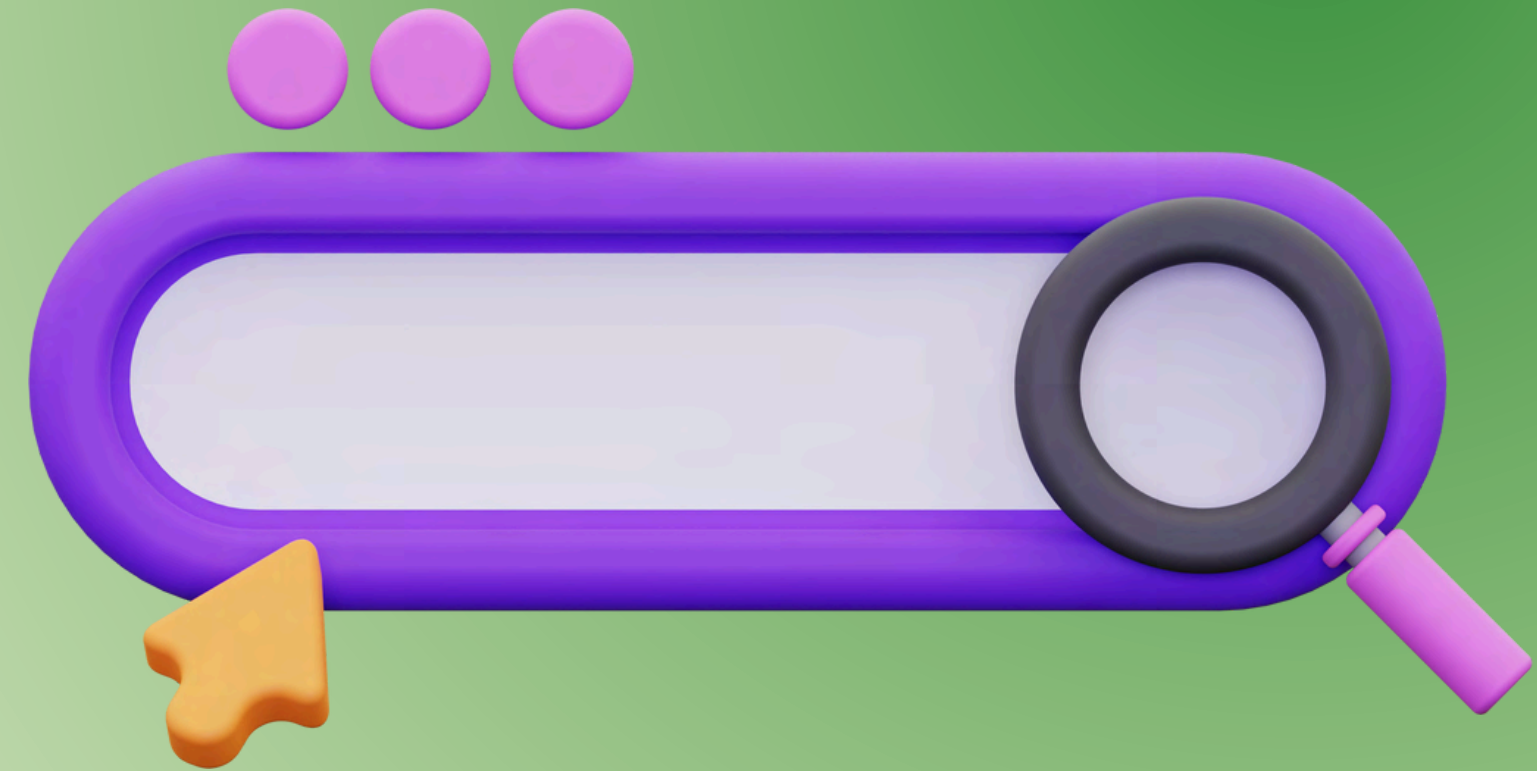
- HIPAA Compliance
 - Ensure all data handling follows regulations.
 - Do not put patient identifiers into a LLM.
 - Delete data you don't need from your LLM.
- Sign a BAA with Your Chosen AI Provider
 - OpenAI makes it easy to do this.

PHONE CALL ANALYSIS: OTHER IDEAS

- Improve Conversions
 - Use AI to determine which employees convert more patients.
 - Identify & analyze the effectiveness of different call scripts.
- Evaluate Your Front Desk
 - Analyze and group the source of incoming calls
 - Invite to book, get insurance info, ask how they found you
 - Mention financing
- Missed Appointment Recovery

AI POWERED SEARCH ENGINES

What do they mean for local SEO?



SEARCH GPT (NOT PUBLIC....YET)

ChatGPT's built-in search engine

- AI-Powered Search
 - Distill answers from multiple sources into concise summaries
 - Reduces the need to visit multiple websites to find relevant information
 - Prototype launched in July 2024

What does this mean for SEO?

SEO is dead. Long live social media optimisation

As Google search results throw up more and more ads, using SEO to reach your audience is becoming increasingly futile. Could social media optimisation be the answer?

← 2013

The Death of Google Search Traffic and What It Means for Marketers

by MICHAEL STELZNER / JULY 4, 2019

← 2019

Why Google's Search Page Redesign Is the Death of SEO

It's clear they only care about maximizing clicks to paid advertisers.

← 2021

ChatGPT: Is SEO - As We Know It - Dead?

← 2023

SEO Is Dead. Long Live A0 If you're not optimizing for artificial intelligence algorithms, you're already behind. [🔗](#)

← 2024

**IT'S DEAD.
AGAIN.**

NOT SO FAST

SEO is not dead; it's immortal

- AI-powered search changes, not replaces, SEO.
- AI values context more, so ranking factors might change
- As long as there are local businesses, there will be search engines to find them

RANKING FOR AI POWERED SEARCH

- Prioritize Quality & Relevance:
 - Create content that solves specific problems|
- Use Structured Data:
 - Implement schema to improve visibility and context
- Build Citations
 - AI may pull from multiple citations like Yelp, GBP or Health Grades

LEADS FROM OPEN AI

All sources > Referrals

Edit columns

chat



IN THE LAST 365 DAYS

REFERRER	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH
chat.openai.com	5	20%	1	0%	-	60%	5.2 minutes
chatgpt.com	3	33.33%	1	0%	-	33.33%	5.6 minutes
Report Total	8	25%	2	0%	0	50%	5.3 minutes

SPECULATING ON THEIR SOURCE

I need to build a new dental website for my practice. Could you suggest some websites of companies that do this?



Here are a few companies that specialize in building dental websites:

1. [Great Dental Websites](#) – Offers custom and semi-custom website designs tailored for dental practices. They provide ongoing support, SEO, and marketing services to help grow your online presence.
2. [ProSites](#) – Specializes in dental websites with integrated marketing tools, SEO, and patient communication solutions like appointment reminders and newsletters.
3. [Sesame Communications](#) – Focuses on creating dental websites that are optimized for SEO and designed to help practices attract new patients while improving patient engagement.
4. [Smile Marketing](#) – Offers dental-specific website designs and marketing services with a focus on attracting new patients. They provide performance tracking and local SEO optimization.
5. [PBHS](#) – Provides dental website design services along with branding, search engine optimization, and digital marketing. They also offer tools like patient education and appointment request integration.

REVIEW RESPONSES

Responding to patient reviews
with large language models

Could you help me respond to this review for my practice? "I had a terrible experience at Boulder Implant Center with Dr. Giblett. The consultation felt rushed, and he didn't seem to listen to my concerns. The procedure was painful, and the results were far from what I expected. I would not recommend this place."



Certainly! Here's a thoughtful and professional response to the review:

Dear [Reviewer's Name],

Thank you for taking the time to share your experience. We're truly sorry to hear that your visit didn't meet your expectations. At Boulder Implant Center, we strive to provide exceptional care and personalized attention to each patient, and it's disappointing to learn that we fell short in your case.

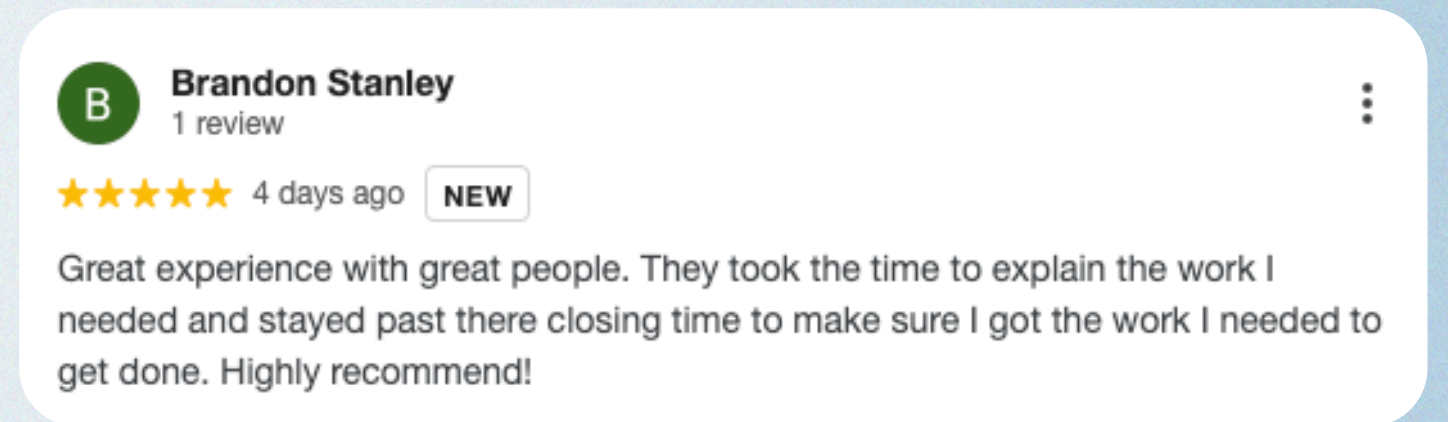
Your feedback is very important to us, and we would appreciate the opportunity to discuss your concerns further. Please reach out to us directly at [Your Contact Information] so we can better understand what happened and work towards a resolution.

AI TOOLS FOR REVIEW RESPONSES

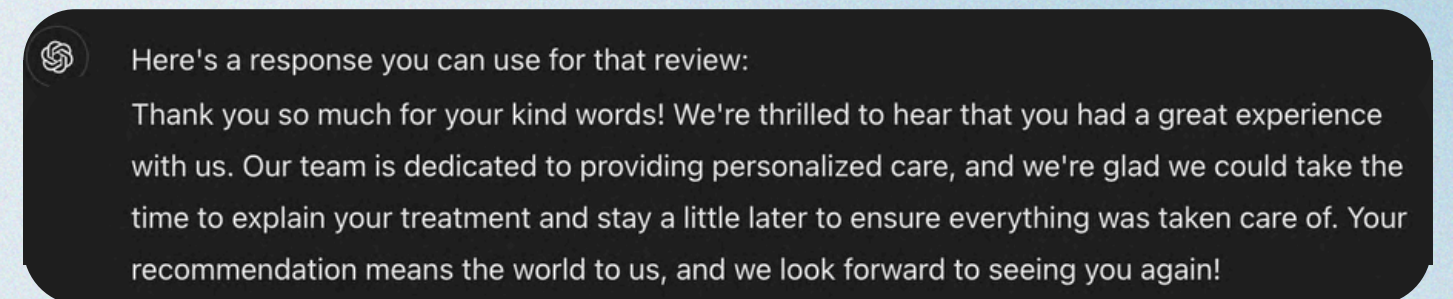
- ChatGPT (GPT-4), Claude, and Gemini:
 - Highly adaptable
 - Empathetic, personable replies
 - Cheapest option
- Specific Review Management Software
 - Yext, Review-Trackers, Podium, and many others
 - Integrate with PMS for automated responses

RESPONDING TO REVIEWS: BASIC

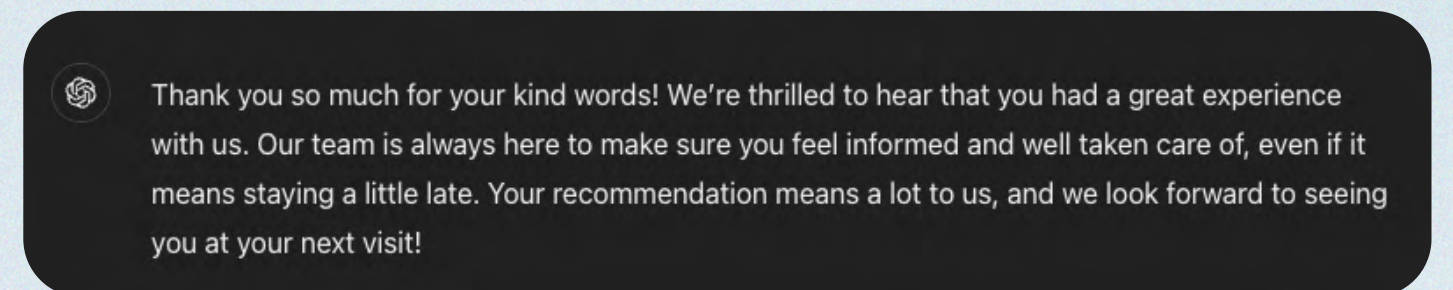
- Copy & Paste:
 - Paste your reviews into your chosen LLM
 - Prompt the AI to craft response
- Review & Personalize:
 - Read through the AI-generated text.
Adjust for tone, HIPAA
- Post
 - Once satisfied, post your responses



A screenshot of a review from a user named Brandon Stanley. The review is 5 stars, dated 4 days ago, and is marked as 'NEW'. The text of the review reads: "Great experience with great people. They took the time to explain the work I needed and stayed past there closing time to make sure I got the work I needed to get done. Highly recommend!"



A screenshot of an AI-generated response. The text reads: "Here's a response you can use for that review: Thank you so much for your kind words! We're thrilled to hear that you had a great experience with us. Our team is dedicated to providing personalized care, and we're glad we could take the time to explain your treatment and stay a little later to ensure everything was taken care of. Your recommendation means the world to us, and we look forward to seeing you again!"



A screenshot of a personalized response. The text reads: "Thank you so much for your kind words! We're thrilled to hear that you had a great experience with us. Our team is always here to make sure you feel informed and well taken care of, even if it means staying a little late. Your recommendation means a lot to us, and we look forward to seeing you at your next visit!"

PART 1: AN EASY PROMPT...

Can you help me respond to this [negative/positive] review? Respond as {doctor name} at [practice name]. If negative, address all of the concerns in a friendly, non-confrontational manner.

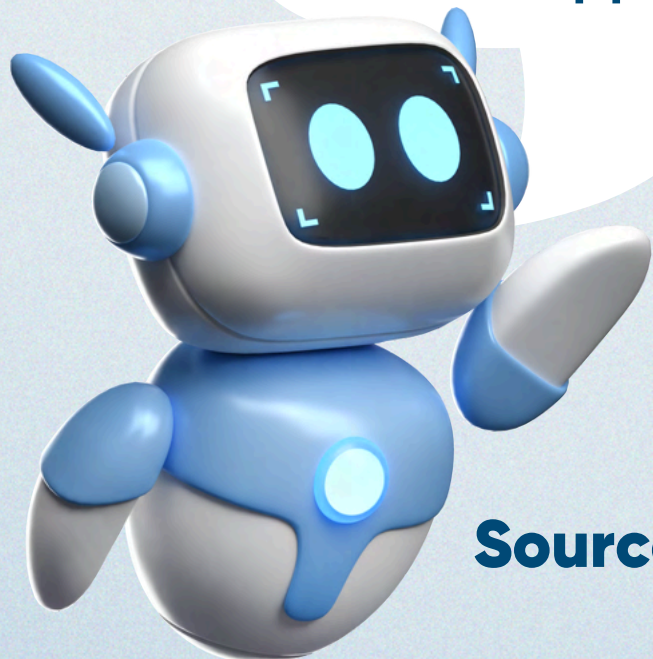
PART 2: ACCOUNTING FOR HIPAA

Adhere to all HIPAA guidelines in your response. Do not identify the reviewer in any way. Do not confirm that they were a patient. Do not use the reviewers name or any other personal information about them.

RESPONSE EXAMPLES

Thank you for sharing your experience with us. We're sorry to hear that your visit did not meet your expectations. We always aim to provide attentive and personalized care, so it's concerning to hear that you felt rushed and that our service fell short in addressing your concerns. If there's anything we can do to address your concerns, we would love the opportunity to discuss it further.

Source: GPT4



Thank you so much for your kind words! We're thrilled to hear that you had such a positive experience at Jonestown Dental Center. Our team strives to provide a warm and welcoming environment, so it's wonderful to know that you felt at ease during your visit. We look forward to seeing you again!

Source: Claude AI



RESPONDING TO REVIEWS: PRO

1

Use a plugin to download
ALL of your reviews into CSV

Outscraper
ScoiableKIT
Zapier

Several of these
options are free to try

2

Upload your reviews into
GPT 4 in bulk

Generate replies for all
of your reviews with
one prompt

Ask the AI to format
responses as a CSV

3

Audit and Post Your Replies

Review and post
individual replies in a
spreadsheet

Manually check each
review before posting!

FOR EXAMPLE:

A	B	C	D	E
Date	Review	GPT Response	Audited? Y/N	Posted? Y/N
2024-06-06	Jonestown Den	Thank you so much for your kind w	Y	Y
2024-05-12	Jonestown Den	Thank you for your wonderful feedb	Y	Y
2024-01-20	I had to wait too	We apologize for any inconvenienc	Y	Y
2024-02-05	I wouldn't recom	We're sorry to hear that your experi	Y	N
2024-07-29	The cleaning fel	Thank you for your feedback. We're	Y	N
2024-04-08	Not happy with	We're thrilled to hear that you had s	Y	N
2023-11-15	The staff at Jon	Thank you for taking the time to sha	N	N
2023-12-24	Great experienc	We apologize that your experience	N	N
2023-09-26	I was disappoint	Thank you for bringing this to our a	N	N
2024-02-07	I had an amazin	We appreciate your feedback and a	N	N

Track which reviews responses are audited & posted

Download all of your responses as a CSV

BRAND & HIPAA CONSIDERATIONS

- Don't Tarnish Your Brand
 - Audit the tone of your responses
- HIPAA Compliance
 - Audit for HIPAA compliance
 - AI can put patient identifiers into a response (see below).

"We're sorry to hear about your experience, Jane Doe. After reviewing your case, we saw that you were scheduled for a deep cleaning, which does take a bit longer than a regular cleaning. If you have any further concerns about the treatment for your gum disease, please feel free to contact us directly so we can address them."

AI REVIEW RESPONSES: KEY GUIDELINES



Do

- Personalize responses
- Maintain a positive tone
- Address concerns
- Review AI responses



Don't

- Post generic replies
- Ignore negative reviews
- Forget human oversight
- Overcompensate

AI can hallucinate! Make sure you don't not offer unnecessary discounts or apologies in response to negative feedback

DON'T OVER COMPENSATE..

"Thank you for your review, and we sincerely apologize for the negative experience you had during your recent visit. We take your concerns very seriously and want to make it right. To ensure that you feel valued as a patient, we would like to offer you a full refund for your visit, plus a complimentary cleaning, whitening treatment, and a free follow-up appointment with our senior dentist. We'll also cover any costs related to your insurance confusion. Please contact our office so we can arrange these services for you at your earliest convenience."

A REAL LIFE EXAMPLE...

Chevy Dealer's AI Chatbot Allegedly Sold A New Tahoe For \$1, Recommended Fords

By Lewin Day December 18, 2023 9:05 am 62 Comments



SO WHAT HAVE WE LEARNED?

AI IS A TOOL

But it doesn't replace people yet

- Beware of Hallucinations, HIPAA, and horrible advice
- Don't just trust it

THE PROMPT IS EVERYTHING

Become great at writing prompts

- Basic prompts gives you basic answers
- Elaborate and detailed "work orders" are better

AI IS A CREATIVE AND SMART INTERN

It can give you fantastic insight, but still needs supervision

- Too inexperienced to understand what it's doing
- Doesn't know when it's wrong
- **You must check it's work**

Questions

**Get a Free SEO Audit
for Your Practice!**



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