Harbor Dental (sample)

Portland, OR



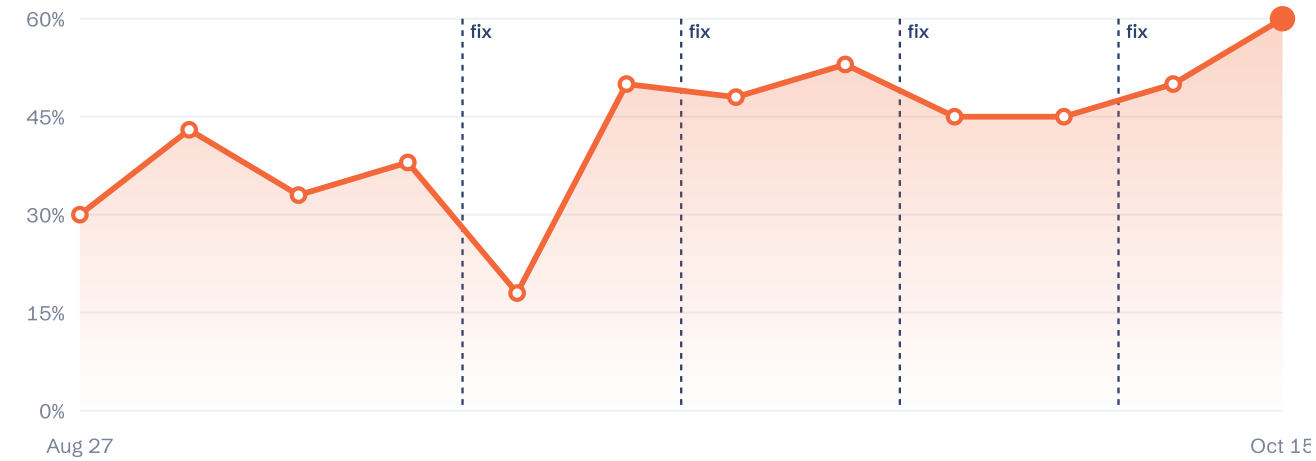
You're in the running; a few fixes tip it. Up 16 points since Sep 17.

24 of 40	**#2.3**	**9**	**8** of 9
AI answers that named you	Your average spot when named	Checks in the last 30 days	Website checks passed

How often AI recommends you

AI named Harbor Dental (sample) in **60%** of answers to your customers' questions, up from 38%. The business AI names most is Bright Smile Dental, in 60%.

Share of answers that name you, check by check



--- Each dashed line marks a fix we made.

By assistant, latest check

ChatGPT	**60%**
Google AI Overviews	**70%**
Gemini	**50%**
Claude	**60%**

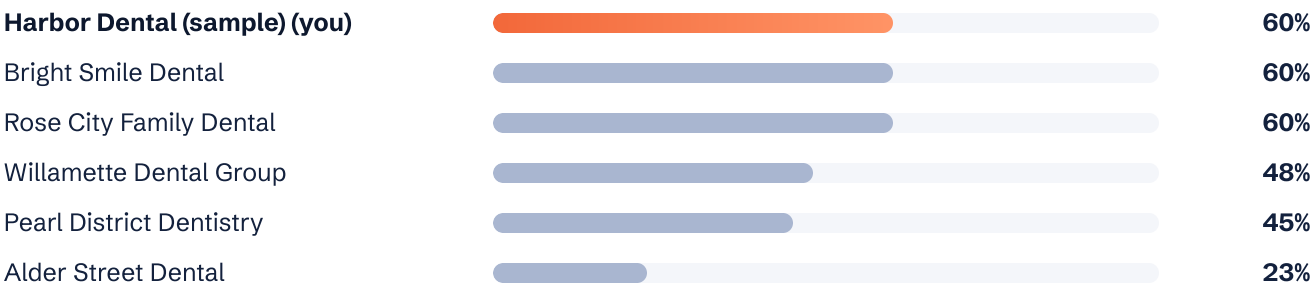
Visits to your website from AI, last 30 days

23	9	6	3
ChatGPT	Perplexity	Gemini	Copilot

You and your competitors

Every business AI named when your customers asked, and how often. Out of 40 answers in the latest check.

Who AI names most



Who each assistant names

	ChatGPT	Google AI Overviews	Gemini	Claude
Harbor Dental (sample)	60%	70%	50%	60%
Bright Smile Dental	40%	50%	70%	80%
Rose City Family Dental	60%	50%	60%	70%
Willamette Dental Group	50%	60%	30%	50%
Pearl District Dentistry	70%	50%	30%	30%

What AI says about you

> Harbor Dental is a well-reviewed family practice in Portland known for gentle care and same-week appointments for new patients.
>
> ChatGPT

> Harbor Dental offers cleanings, crowns and implants, and patients often mention how calm the team keeps anxious visitors.
>
> Gemini

Your customer questions

We asked 10 questions a customer might ask before choosing a business like yours. AI picked you on 8 and someone else on 2.

Where AI picks you

- **affordable teeth cleaning Portland**
  Named you in 4 of 4 answers
- **kids dentist Portland reviews**
  Named you in 4 of 4 answers
- **best dentist in Portland OR**
  Named you in 3 of 4 answers
- **family dentist near me accepting new patients**
  Named you in 3 of 4 answers
- **who does dental implants in Portland**
  Named you in 3 of 4 answers
- **gentle dentist for anxious patients Portland**
  Named you in 3 of 4 answers

Where AI picks someone else

- **emergency dentist open Saturday Portland**
  Named instead: Bright Smile Dental
- **Invisalign provider Portland Oregon**
  Named instead: Pearl District Dentistry

Where AI looks before it answers



Number of answers that cited each site. Being listed, reviewed and accurate on these sites is what moves AI.

What changed, and what's next

The work done for you this month, and what we're doing next.

Done in the last 30 days

- **New page: "Invisalign in Portland"**
  Oct 10. Named in 44% of answers before, 60% now
- **Review requests turned on after every visit**
  Oct 3. Named in 40% of answers before, 60% now
- **New page: "Dental implants in Portland"**
  Sep 26. Named in 36% of answers before, 60% now
- **Business details and an FAQ added to your website**
  Sep 19. Named in 31% of answers before, 60% now

Next, ranked by impact

1. **Answer "emergency dentist open Saturday Portland" on your website** up to +10 pts
   AI didn't name you for this question in 4 of 4 answers. A clear page that answers it, with your city and services, is the most direct way to change that.
2. **Answer "Invisalign provider Portland Oregon" on your website** up to +10 pts
   AI didn't name you for this question in 4 of 4 answers. A clear page that answers it, with your city and services, is the most direct way to change that.
3. **Be on the sites AI trusts in your area**
   AI leaned on reddit.com, opencare.com for your questions. Check your business is listed there with the same name, address and phone as your Google profile.

Your next check runs around October 18. Everything in this report is live in your dashboard, and updates after every check.

Pro plan: 150 customer questions on 4 AI assistants, checked twice a week.