

Checklist

Boost Your *Practice*
Visibility in
AI Search Tools



Why this matters for your practice

Search is evolving—and so is the way patients find you. Today's AI tools don't just look at keywords; they analyze your entire online presence, from photos to tone of voice to how often you show up.

If your practice isn't visible, authentic, and consistent, AI may pass you by—along with the patients it influences.

This tip sheet will show you how to stand out.

How AI Decides Who to Recommend



Yes

Fresh reviews

Matching information
across platforms

Real photos and
videos

Clear services +
location



No

Stock photos

Outdated
information

No activity for
months



Show Up Consistently and Keep It Real



Use real photos and videos (not stock)



Post regularly on socials to show you're active



Authenticity helps AI recognize you're a real, trusted local business






If you must use stock photos, use them sparingly (*algorithms don't like stock photos either*). Be sure to mix in real visuals that reflect your actual practice.

Authentic social media content gives AI the proof it's looking for—and makes it more likely to recommend you.



Encourage Fresh, Authentic Reviews

-  Make it easy for patients to leave feedback. Automated asks, QR codes, or links – don't make patients guess.
-  Prioritize Google. That's where AI (and most patients) look first.
-  Respond to reviews quickly and kindly. It matters more than you think.



New reviews = proof you're showing up and people are noticing.



Use Language Patients Actually Search



Be searchable, not surgical. Say “gentle dentist in Denver” – not “oral healthcare provider.”



Work your location + service

Use combos like:

“Teeth whitening in Nashville”

“Kids dentist near [your city]”



Ditch the dentalese. If a patient wouldn't say “proximal surface,” AI won't either.





Use Location Tags and Highlights



Add your location to posts so they show up in the right place at the right time.



Pin or highlight posts that show your space, team, and what it's like to be a patient.



Keep business profiles public so search engines—and people—can find you.



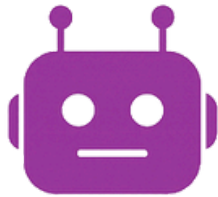
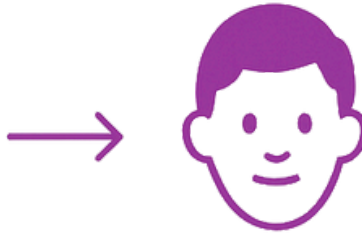
Authenticity is Your Edge



The more real, relatable, and reliable your online presence is, the more likely you are to **show up where it matters: in front of the right patients.**

How a Patient Finds You in an AI World

Asks ChatGPT: "Find a
gentle dentist near me"



AI searches for real
practices that match

It checks reviews, photos, listing
details, recent posts...



Your practice shows up
because you're optimized

Patient clicks your site or socials –
bam, you've got a lead





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Just like dentistry, **social media is both an art and a science.** With dental-specific expertise, we give you time-saving tools, **a monthly calendar of curated content, and easy ways to personalize every post for your unique practice.**

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