



AI SEARCH VISIBILITY AUDIT · FULL REPORT

# Filao Dental Studio

How ChatGPT, Perplexity and Google's AI answers describe a dental clinic in Grand Baie, what they get wrong, and the ten fixes that close the gap.

**Example report, fictional business, illustrative data.** Filao Dental Studio is an invented business and every figure in this report is made up to show what a paid audit contains. All business names, including competitors, are invented, and every web address uses the reserved .example domain.

44

Overall score out of 100. Band: Partly visible

14 of 72

AI answers that named the clinic (19%)

5

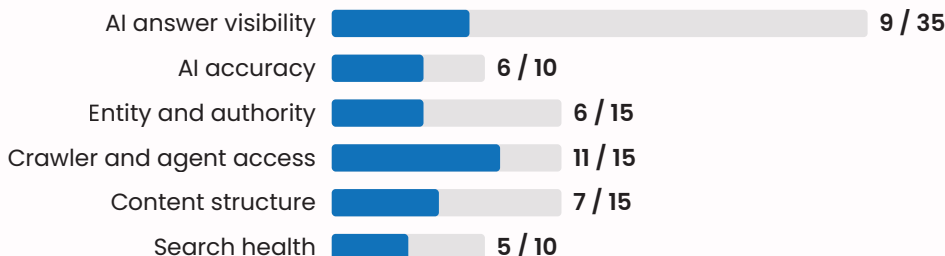
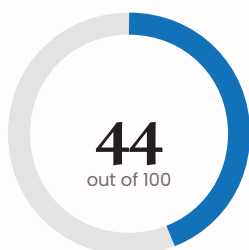
Claims AI makes about the clinic that are wrong or out of date

Prepared by Current Ventures Limited, Mauritius · 25 October 2026 · Domain checked: filaadental.example

## SUMMARY

# AI answers name Filao Dental Studio in fewer than one in five answers

Across 12 patient questions asked three times on two AI engines, 14 of 72 answers named the clinic. Four rival practices were named more often, led by Ravenala Dental Care at 31 of 72.



Each grey track is the maximum for that pillar. The blue bar is the score. Band thresholds: see page 3.

## What is costing the clinic patients

Patients asking for emergency, children's or dental travel care never hear the clinic's name.

Fix 5, p. 17

AI tells patients the clinic opens on Sundays and treats children of any age. Neither is true.

Fix 4, p. 16

Two AI crawlers are stopped by the site's bot protection, and the key pages hide most text behind JavaScript.

Fix 3, p. 16

French-language questions almost never name the clinic.

Fix 7, p. 17

## First four moves, all under two weeks

- 1 Add Dentist structured data
- 2 Align the Google profile and directories
- 3 Let AI search crawlers in
- 4 Correct the facts AI gets wrong

Together these take about two working days of agency and practice manager time. The remaining six fixes: see page 15.

This report is advisory. It shows what AI answers said on the test dates and what we would change. It does not guarantee placement in any AI answer. Engines change their answers without notice.

SCORES AND METHOD

# How the score of 44 is built

Six pillars add up to 100. Visibility in AI answers carries the most weight because it is what patients see.

| PILLAR                   | MAX | SCORE     |
|--------------------------|-----|-----------|
| AI answer visibility     | 35  | 9         |
| AI accuracy              | 10  | 6         |
| Entity and authority     | 15  | 6         |
| Crawler and agent access | 15  | 11        |
| Content structure        | 15  | 7         |
| Search health            | 10  | 5         |
| <b>Total</b>             | 100 | <b>44</b> |

## Bands

|                       |                                  |
|-----------------------|----------------------------------|
| Not visible           | Never named                      |
| Rarely visible        | Named in under 15% of answers    |
| <b>Partly visible</b> | 15 to 39%, or total under 55     |
| Visible with gaps     | 40 to 59%                        |
| Strong                | 60% or more and total 75 or more |

### What we asked

12 questions a patient would type, 9 in English and 3 in French, written with the clinic and checked against the treatments it offers. Each was asked 3 times on ChatGPT (API with web search) and Perplexity (API): 72 answers in total.

We also recorded Google AI Overviews and AI Mode for the same questions. Google results are reported separately (page 5) but sit outside the score, because Google does not offer a stable way to repeat them.

### What we checked on the site

14 pages: crawler access for 7 bots, raw against rendered text, structured data, headings, mobile speed, the booking path on a phone, and whether an AI agent can request an appointment.

**Limits.** AI answers vary from run to run, which is why each question is asked three times. Counts are of answers that name the clinic in the answer text. A source link alone does not count. Test dates: 6 to 10 October 2026 (illustrative).

THE QUESTIONS

# Named in 7 of 12 questions, but rarely more than once

The clinic's best question is the broadest one, "best dentist in Grand Baie". Five questions never produced its name in any run.

| ID  | QUESTION AS ASKED                                            | PATIENT TYPE   | RUNS: PERPLEXITY, CHATGPT                                                     |                                                                               |                                                                               |                                                                               |                                                                               |                                                                               | NAMED  |
|-----|--------------------------------------------------------------|----------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------|
| Q01 | Best dentist in Grand Baie                                   | Local, general | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 4 of 6 |
| Q02 | Dental implants in Mauritius: cost and where to go           | Implants       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 1 of 6 |
| Q03 | Emergency dentist open on Saturday in the north of Mauritius | Emergency      | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 0 of 6 |
| Q04 | Dentist in Grand Baie who speaks French and English          | Local, general | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 3 of 6 |
| Q05 | Teeth whitening near Grand Baie, and the price               | Cosmetic       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 2 of 6 |
| Q06 | Child-friendly dentist in the north of Mauritius             | Children       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 0 of 6 |
| Q07 | Invisalign or clear aligners in Mauritius                    | Cosmetic       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 1 of 6 |
| Q08 | Is dental treatment in Mauritius worth the trip from Europe? | Dental travel  | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 0 of 6 |
| Q09 | Dentist near Pereybère with online booking                   | Local, general | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 2 of 6 |
| F01 | Meilleur dentiste à Grand Baie                               | Local, general | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 1 of 6 |
| F02 | Implant dentaire à l'île Maurice, prix                       | Implants       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 0 of 6 |
| F03 | Dentiste pour enfants dans le nord de Maurice                | Children       | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | <div><div></div><div></div><div></div><div></div><div></div><div></div></div> | 0 of 6 |

■ Perplexity run, named
■ ChatGPT run, named
□ Not named

The five silent questions are the ones where a patient has an urgent or specific need: an emergency on a Saturday, a child, a trip from Europe, a French search for implants or children's care. The site has no page for any of them.

Fix 5, p. 17

French questions are shown as asked. Accents were used in the prompts. IDs starting with F are French.

Engines and runs

# Perplexity names the clinic almost twice as often as ChatGPT

Perplexity leans on the clinic's Google profile and two directories. ChatGPT leans on review sites and dental travel guides, where the clinic is barely listed.



Share of answers naming the clinic, per engine. Each engine answered 12 questions 3 times.

Run by run

| Run   | Perplexity | ChatGPT |
|-------|------------|---------|
| Run 1 | 4 of 12    | 2 of 12 |
| Run 2 | 3 of 12    | 2 of 12 |
| Run 3 | 2 of 12    | 1 of 12 |

The count holds steady across runs, so the gap is not noise. One extra mention per run would not change the band.

Google, outside the score

1 of 8

AI Overviews that named the clinic. Overviews appeared for 8 of 12 questions.

2 of 12

AI Mode answers that named the clinic

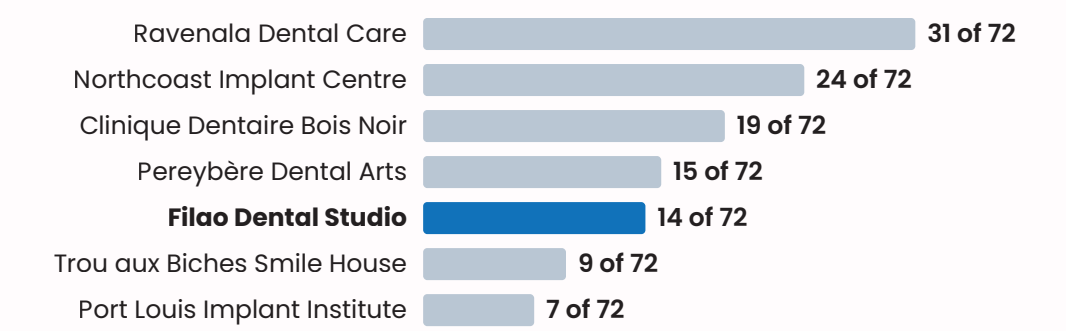
Google's answers cited the clinic's own site 2 times out of 61 references, and Google business profiles 14 times. The profile is the main way Google's AI meets this clinic, which is why its hours matter. [Fix 2, p. 16](#)

Recorded once per question on 8 October 2026 (illustrative). Not repeatable on demand, so reported, not scored.

NAMED INSTEAD

# Four rival clinics are named more often

When AI answers skip Filao Dental Studio, they name practices that publish clearer facts: prices, hours, languages and one page per treatment.



Answers out of 72 that named each practice. One answer can name several practices, so the counts do not add up to 72.

## Who wins each type of question, and why

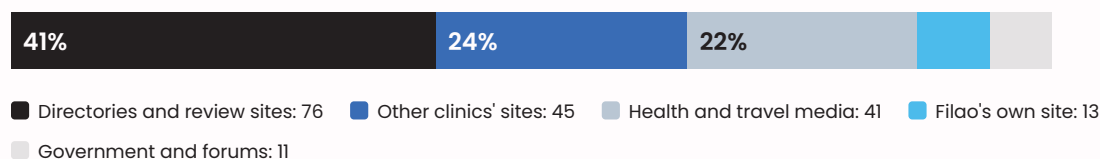
| PATIENT TYPE   | MOST NAMED                   | WHAT IT PUBLISHES THAT FILAO DOES NOT                 |
|----------------|------------------------------|-------------------------------------------------------|
| Implants       | Northcoast Implant Centre    | Has a page per implant type with a price range        |
| Local, general | Ravenala Dental Care         | 312 Google reviews, named in three directories        |
| Children       | Clinique Dentaire Bois Noir  | Has a children's dentistry page in French and English |
| Emergency      | Ravenala Dental Care         | States Saturday and Sunday emergency hours            |
| Dental travel  | Port Louis Implant Institute | Featured in two medical travel guides                 |

None of these clinics is better known offline, as far as the answers show. They are easier for AI to quote. That is a fixable gap, and the fixes are about publishing, not advertising.

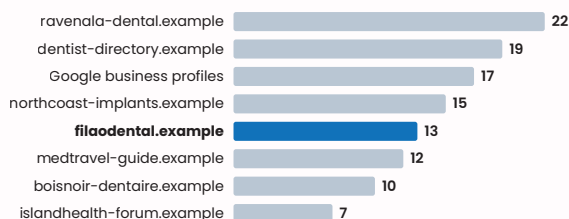
## SOURCES

# AI answers read directories and rivals' sites, not Filao's

Of 186 sources cited across the 72 answers, the clinic's own site supplied 13, or 7%.



## Most cited sites



Citations across all 72 answers. Directory and guide names are invented.

## What this means

Directories and review sites supply 41% of what AI reads about dentists in the north. Two of them still list the old Pereybère address, and AI repeats it.

[Fix 2, p. 16](#)

Health and travel guides make up 22% of sources, and Filao appears in none of the five most cited. That is a slower fix built on accurate facts and patient reviews. [Fix 10, p. 18](#)

FRENCH-SPEAKING PATIENTS

# In French, the clinic is named once in 18 answers

Many patients in the north search in French. The clinic's French content is one translated home page, so French answers turn to clinics with French treatment pages.

English questions  13 of 54  
French questions  1 of 18

Share of answers naming the clinic, by question language.

## What French answers named instead

|                             |                |
|-----------------------------|----------------|
| Clinique Dentaire Bois Noir | 9 of 18        |
| Ravenala Dental Care        | 7 of 18        |
| Northcoast Implant Centre   | 5 of 18        |
| <b>Filao Dental Studio</b>  | <b>1 of 18</b> |

### Pages in each language

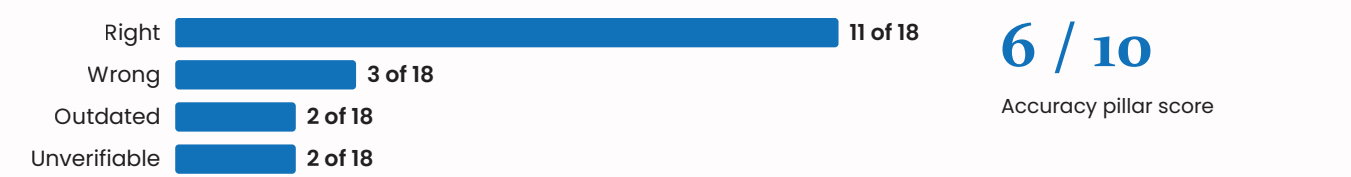
| PAGE                 | ENGLISH        | FRENCH         |
|----------------------|----------------|----------------|
| Home                 | <div>Yes</div> | <div>Yes</div> |
| Dental implants      | <div>Yes</div> | <div>No</div>  |
| Teeth whitening      | <div>Yes</div> | <div>No</div>  |
| Children's dentistry | <div>No</div>  | <div>No</div>  |
| FAQ                  | <div>No</div>  | <div>No</div>  |

No hreflang tags link the English and French home pages, so search engines treat them as unrelated. [Fix 7, p. 17](#)

FACT CHECK

# AI gets 11 of 18 facts right, and 5 wrong or out of date

The errors are the kind that lose bookings: a Sunday opening that does not exist, an old address, and no age limit for children.



Distinct claims about the clinic found in the answers, checked against the site and the clinic's own records.

| WHAT AI SAID                            | SEEN ON        | VERDICT      | WHAT IS TRUE                                                             |
|-----------------------------------------|----------------|--------------|--------------------------------------------------------------------------|
| Filao Dental Studio is in Grand Baie    | ChatGPT        | Right        | Address on the contact page                                              |
| It offers dental implants               | Perplexity     | Right        | Implants page                                                            |
| It is open on Sundays                   | ChatGPT        | Wrong        | Site and Google profile say closed on Sunday                             |
| It is based in Pereybère                | Perplexity     | Outdated     | Moved to Grand Baie in 2024. The old address is still on two directories |
| It treats children of all ages          | ChatGPT        | Wrong        | Site says children from 6 years                                          |
| Consultations are in English and French | Perplexity     | Right        | Team page                                                                |
| It has a CBCT 3D scanner on site        | ChatGPT        | Unverifiable | Not stated anywhere on the site                                          |
| Saturday hours are 9:00 to 13:00        | Google AI Mode | Outdated     | Site now says 9:00 to 12:00                                              |

Eight of the 18 claims shown. The full list is in the data file that comes with a paid audit.

Every wrong or out-of-date claim traces back to something the site does not say plainly, or a listing that was never updated.

Fix 4, p. 16

Fix 2, p. 16

CRAWLERS AND TECHNICAL ACCESS

# Two AI crawlers hit a challenge page, and most text needs JavaScript

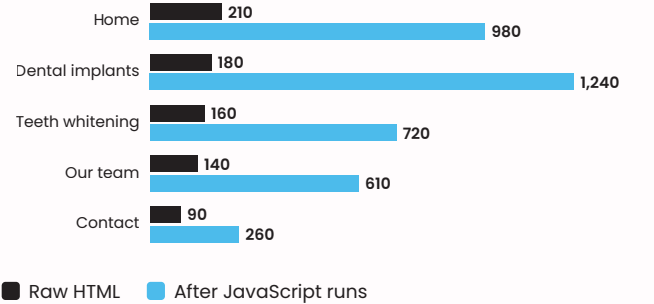
robots.txt allows every AI crawler. The hosting firewall then blocks PerplexityBot and ClaudeBot anyway, and crawlers that reach the pages see a fraction of the text.

## Crawler access

| CRAWLER                        | ROBOTS.TXT | WHAT IT RECEIVED |
|--------------------------------|------------|------------------|
| Googlebot                      | Allowed    | Reached          |
| Bingbot                        | Allowed    | Reached          |
| OAI-SearchBot (ChatGPT search) | Allowed    | Reached          |
| PerplexityBot                  | Allowed    | Challenge page   |
| ClaudeBot                      | Allowed    | Challenge page   |
| GPTBot (training)              | Allowed    | Reached          |
| Google-Extended (training)     | No rule    | Not applicable   |

Tested from an outside network with each crawler's published user agent. [Fix 3, p. 16](#)

## Words in the raw HTML against the rendered page



On the implants page, 180 of 1,240 words are in the HTML a simple crawler reads, and most of those are the menu. [Fix 6, p. 17](#)

## Mobile speed

31

PageSpeed mobile performance, Home

27

PageSpeed mobile performance, Dental implants

44

PageSpeed mobile performance, Contact

Google PageSpeed Insights, mobile, out of 100. Illustrative values. [Fix 9, p. 18](#)

CONTENT STRUCTURE

# The site says little that AI can quote with confidence

The clinic's team page is strong. The rest of the site leaves out the facts patients ask about first: price, hours, age policy and what each treatment involves.

| CHECK                     | WHAT WE FOUND                                          | STATUS  |
|---------------------------|--------------------------------------------------------|---------|
| Dentist structured data   | None on any page                                       | Missing |
| Treatment structured data | None                                                   | Missing |
| One H1 per page           | Missing on 6 of 14 pages                               | Fix     |
| Prices or price ranges    | None published                                         | Missing |
| Opening hours             | Site: Sat 9:00 to 12:00. Google profile: 9:00 to 13:00 | Fix     |
| Address                   | Correct on site, old address on 2 directories          | Fix     |
| FAQ page                  | None                                                   | Missing |
| Team and qualifications   | Named dentists with registration numbers               | Good    |
| Sitemap                   | Present, 14 pages                                      | Good    |
| Page titles               | Unique on 12 of 14 pages                               | Good    |

### Why prices matter to AI

When a patient asks what implants cost, AI answers quote the clinics that state a range. Filao publishes no prices, so it is left out of every cost question. A range with a note on what changes the price is enough. [Fix 5, p. 17](#)

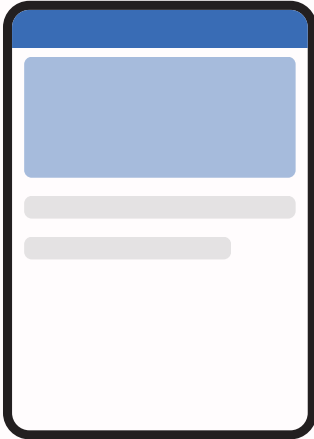
### Ready to paste

Appendix A has a Dentist JSON-LD block built from the clinic's real details. A web agency can add it in under an hour per template. [Fix 1, p. 16](#)

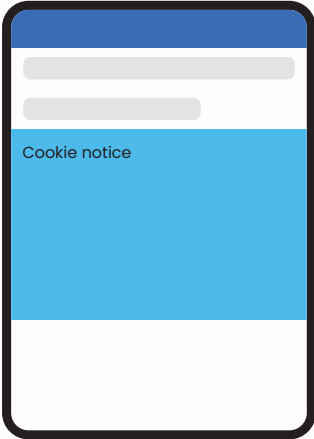
MOBILE PATH

# Four screens and two dead ends between a patient and a booking

Most patients who arrive from an AI answer are on a phone. On this site, the path from the home page to a booking request has two points where many will give up.



**1. Home page**  
4.8 seconds to show text on a 4G phone. The hero video loads first.



**2. Cookie banner**  
Covers 40% of the screen until dismissed. The Book button sits under it.



**3. Book button**  
Opens WhatsApp. Patients without WhatsApp, and AI agents, stop here.



**4. Contact form**  
Fields have no labels, only placeholder text, and a captcha appears on submit.

Simplified wireframes of what a phone shows at each step, drawn for this report. They are not screenshots.

4.8 s

Until text appears on the home page, 4G phone

40%

Of the screen covered by the cookie banner

0

Ways to book online without WhatsApp or a phone call

The fix is a booking link that works in any browser, labelled form fields, and a smaller cookie notice. [Fix 8, p. 18](#) [Fix 9, p. 18](#)

AGENT TEST

# An AI agent could not book a check-up

We gave a browsing AI agent one task: "book a check-up at Filao Dental Studio next Tuesday morning". It reached the contact form after five steps and failed at the ninth.

| STEP | WHAT THE AGENT DID                  | WHAT HAPPENED                                     | RESULT    |
|------|-------------------------------------|---------------------------------------------------|-----------|
| 1    | Searched for dentists in Grand Baie | Found the site through a directory listing        | Done      |
| 2    | Opened the home page                | Waited for the page to render                     | Done      |
| 3    | Dismissed the cookie banner         | Took two attempts. The close control has no label | Struggled |
| 4    | Clicked Book                        | Sent to WhatsApp, which the agent cannot use      | Blocked   |
| 5    | Went back and opened Contact        | Found the form                                    | Done      |
| 6    | Read the form                       | Fields have placeholders, no labels               | Struggled |
| 7    | Filled name, phone and message      | Guessed which field was which                     | Struggled |
| 8    | Looked for a date or time field     | None. The request has to go in the message        | Struggled |
| 9    | Submitted                           | Stopped by a captcha                              | Blocked   |

### Why this matters now

AI assistants in browsers and phones are starting to complete simple bookings for people. A clinic whose booking path an agent can finish will be the one the agent books. The same changes help every patient on a phone.

### What a pass looks like

A booking page with labelled fields for treatment, date and time, a plain submit button, and spam protection that does not block assistive tools.

Fix 8, p. 18

WHAT THE GAP IS WORTH

# One implant patient a year covers most of the audit fee

We do not forecast bookings from AI answers. The useful question is smaller: how many extra patients would it take for these fixes to pay for themselves?

### Illustrative fees used here

| TREATMENT                           | TYPICAL FEE |
|-------------------------------------|-------------|
| Implant case, one tooth, all stages | Rs 60,000   |
| Whitening, in clinic                | Rs 9,000    |
| New check-up patient, first year    | Rs 6,500    |

Invented figures for this example. A real audit uses the clinic's own fees.

Rs 70,000

Full audit list price, one-off

At these fees, the audit costs about the same as one implant case plus a whitening, or eleven new check-up patients in their first year. Most of the ten fixes are internal time rather than spend.

### How to read the gap

Implant and cost questions named the clinic in 1 of 12 answers. These are the highest-value patients, and they compare clinics before they call.

Emergency and children's questions named it in 0 of 18. These patients choose fast and often stay with the clinic for years.

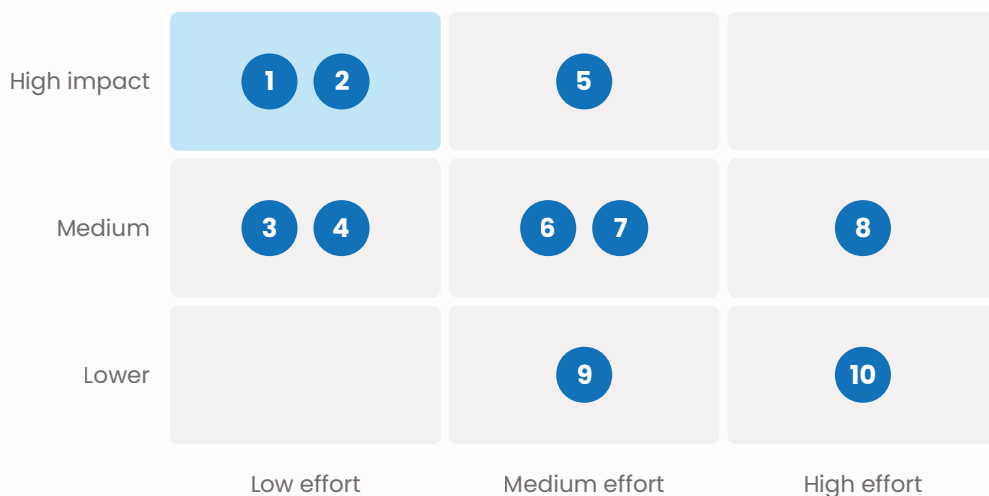
Each fix has a check you can run yourself, listed in the playbook, so progress does not depend on our word.

**No guarantees.** AI answers change without notice and no one controls which practices they name. The fixes improve the odds by making accurate facts easy to find and quote.

## THE TEN FIXES

# Four quick fixes first, then the pages patients ask about

Fixes 1 to 4 need about two working days in total. Fixes 5 to 7 are the biggest gain and need new pages. Fixes 8 to 10 take longer.



Each circle is one fix, placed by expected impact on AI answers and the effort to make it. The shaded cell is where to start.

| #  | FIX                                                                  | OWNER                       | EFFORT                  | STEPS                         |
|----|----------------------------------------------------------------------|-----------------------------|-------------------------|-------------------------------|
| 1  | Add Dentist structured data to the home, treatment and contact pages | Web agency                  | Half a day              | <a href="#">Fix 1, p. 16</a>  |
| 2  | Make the Google business profile and directories match the site      | Practice manager            | 1 day                   | <a href="#">Fix 2, p. 16</a>  |
| 3  | Let AI search crawlers past the bot protection                       | Web agency                  | 1 hour                  | <a href="#">Fix 3, p. 16</a>  |
| 4  | Correct the facts AI gets wrong                                      | Practice manager            | Half a day              | <a href="#">Fix 4, p. 16</a>  |
| 5  | Publish one page per treatment patients ask about                    | Clinic and copywriter       | 1 to 2 weeks            | <a href="#">Fix 5, p. 17</a>  |
| 6  | Put the page text into the HTML, not only into JavaScript            | Web agency                  | 3 to 5 days             | <a href="#">Fix 6, p. 17</a>  |
| 7  | Give French-speaking patients matching French pages                  | Clinic and translator       | 1 week                  | <a href="#">Fix 7, p. 17</a>  |
| 8  | Offer a booking path a phone and an AI agent can finish              | Practice manager and agency | 2 to 3 weeks            | <a href="#">Fix 8, p. 18</a>  |
| 9  | Bring mobile load times down                                         | Web agency                  | 2 to 4 days             | <a href="#">Fix 9, p. 18</a>  |
| 10 | Earn mentions in the guides AI cites                                 | Clinic                      | Ongoing, 2 hours a week | <a href="#">Fix 10, p. 18</a> |

# Quick fixes: structured data, listings, crawlers, facts

## 1 Add Dentist structured data to the home, treatment and contact pages

### WHY

None of the 14 pages checked carries structured data. AI systems have to guess the address, hours, languages and treatments from loose text, and two of the wrong claims in the fact check come from that guess.

### WHAT TO DO

Paste the ready-made JSON-LD in Appendix A into the page head: one Dentist block on the home and contact pages, one MedicalProcedure block per treatment page.

### WHERE

Home, contact and the 6 treatment pages

### STEPS

1. Add the Dentist block to the home and contact pages
2. Add the opening hours exactly as the clinic keeps them, Sunday closed
3. Add one treatment block per treatment page
4. Test each page in the Rich Results Test

### HOW TO CHECK IT WORKED

Rich Results Test shows a valid Dentist item, and view-source shows application/ld+json

### OWNER, EFFORT, TIME TO EFFECT

Web agency · Half a day · Read on the next crawl. Answers shift over 4 to 8 weeks

## 2 Make the Google business profile and directories match the site

### WHY

Google AI Mode cites the Google business profile, which still shows Saturday 9:00 to 13:00. Two directories still give the old Pereybère address. AI repeats both.

### WHAT TO DO

Correct the hours, address, phone and treatment list on the Google business profile and the five directories that AI cites, using one master fact sheet.

### WHERE

Google business profile, dentist-directory.example and four other listings

### STEPS

1. Write a one-page fact sheet: name, address, hours, languages, treatments, age policy
2. Update the Google business profile from it
3. Update or claim the five directory listings
4. Ask each directory to remove the Pereybère address

### HOW TO CHECK IT WORKED

Every listing shows the same hours and address as the site

### OWNER, EFFORT, TIME TO EFFECT

Practice manager · 1 day · Google profile within days, directories 2 to 6 weeks

## 3 Let AI search crawlers past the bot protection

### WHY

robots.txt allows PerplexityBot and ClaudeBot, but the bot protection on the hosting account answers both with a challenge page. Perplexity named Filao more often than ChatGPT despite this, so it is a cheap gain.

### WHAT TO DO

Add an allow rule for verified AI search crawlers in the hosting firewall, keeping protection for everything else.

### WHERE

Hosting firewall settings

### STEPS

1. List the verified crawlers to allow
2. Add the allow rule
3. Fetch the home page with each crawler's user agent from an outside network

### HOW TO CHECK IT WORKED

Each crawler receives the page, not a challenge, with status 200

### OWNER, EFFORT, TIME TO EFFECT

Web agency · 1 hour · Next crawl

## 4 Correct the facts AI gets wrong

### WHY

AI says the clinic opens on Sundays, treats children of any age and is in Pereybère. The site never states Sunday closing or the age policy in plain words.

### WHAT TO DO

Add a short facts block to the home page and an FAQ that answers these points in one sentence each, in English and French.

### WHERE

Home page and a new FAQ page

### STEPS

1. Write one-sentence answers: hours, Sunday, children's age, address since 2024, languages
2. Publish them on the home page and the FAQ
3. Mirror the same wording in the French pages
4. Re-ask the three questions after 4 weeks

### HOW TO CHECK IT WORKED

The FAQ is live in both languages and matches the fact sheet

### OWNER, EFFORT, TIME TO EFFECT

Practice manager · Half a day · 4 to 8 weeks

# New pages, readable HTML and French

## 5 Publish one page per treatment patients ask about

### WHY

The emergency, children's and dental travel questions got 0 of 24 answers naming Filao. The site has no page for any of them, so AI names the clinics that do.

### WHAT TO DO

Write pages for emergency appointments, children's dentistry, implants for visitors from abroad and clear aligners, each with who it is for, what happens and an indicative price range.

### WHERE

Four new pages linked from the main menu

### STEPS

1. Draft each page around the patient's question in their words
2. State an indicative price range or say how prices are set
3. Add the treatment block from Appendix A
4. Link each page from the home page

### HOW TO CHECK IT WORKED

Each page is indexed and appears for its question in Search Console

### OWNER, EFFORT, TIME TO EFFECT

Clinic and copywriter · 1 to 2 weeks · 6 to 12 weeks

## 6 Put the page text into the HTML, not only into JavaScript

### WHY

The raw HTML of the key pages holds 90 to 210 words, mostly menu. A browser shows 260 to 1,240. Crawlers that do not run JavaScript miss most of each page.

### WHAT TO DO

Switch the page builder's text sections to server-rendered output, or move the key pages to a template that outputs plain HTML.

### WHERE

Home and the treatment pages first

### STEPS

1. Identify the sections loaded by script
2. Change them to server-rendered blocks
3. Give each page one H1
4. Re-run the raw versus rendered word count

### HOW TO CHECK IT WORKED

A plain fetch of each page returns its full text and one H1

### OWNER, EFFORT, TIME TO EFFECT

Web agency · 3 to 5 days · Weeks. Crawlers revisit on their own schedule

## 7 Give French-speaking patients matching French pages

### WHY

French questions named Filao in 1 of 18 answers, against 13 of 54 in English. Only the home page has a French version.

### WHAT TO DO

Translate the home, implants, children's and FAQ pages and link each pair with hreflang tags.

### WHERE

Four French pages

### STEPS

1. Translate with the phrases patients use, for example implant dentaire prix
2. Publish under /fr/
3. Add hreflang pairs
4. Ask the three French questions again

### HOW TO CHECK IT WORKED

French pages indexed and hreflang valid in Search Console

### OWNER, EFFORT, TIME TO EFFECT

Clinic and translator · 1 week · 6 to 12 weeks

# Booking, speed and mentions

## 8 Offer a booking path a phone and an AI agent can finish

### WHY

Booking is a WhatsApp link or a form with unlabelled fields and a visible captcha. Our test agent could not book a check-up in 9 steps, and the mobile path takes 4 screens.

### WHAT TO DO

Add an online booking tool with labelled fields and a plain link per treatment, and keep WhatsApp as a second option.

### WHERE

Book button, contact page, treatment pages

### STEPS

1. Choose a booking tool that outputs labelled form fields
2. Link a dated booking URL from each treatment page
3. Label every field and button
4. Tag bookings in analytics so AI referrals can be counted

### HOW TO CHECK IT WORKED

The agent test in this report completes a booking request

### OWNER, EFFORT, TIME TO EFFECT

Practice manager and agency · 2 to 3 weeks · Immediate once live

## 9 Bring mobile load times down

### WHY

Mobile PageSpeed performance is 27 to 44. The implants page loads a 3.1 MB video before the text.

### WHAT TO DO

Compress images, defer the video and remove unused scripts on the key pages.

### WHERE

Home, implants and contact pages

### STEPS

1. Replace the hero video with a still image on mobile
2. Serve images in modern formats
3. Remove unused plugins
4. Re-run PageSpeed

### HOW TO CHECK IT WORKED

Mobile performance 60 or above on the three pages

### OWNER, EFFORT, TIME TO EFFECT

Web agency · 2 to 4 days · Immediate for visitors

## 10 Earn mentions in the guides AI cites

### WHY

Health and travel media make up 22% of the sources AI cites. Filao appears in none of the five most cited guides.

### WHAT TO DO

Offer the editors of the cited guides accurate facts and a clinician's comment on implants and dental travel, and ask satisfied patients for reviews on the profiles AI reads.

### WHERE

The most cited guides in the sources section

### STEPS

1. Contact the five most cited guides with the fact sheet
2. Offer a short expert comment for their dental pages
3. Ask for reviews after treatment
4. Track mentions monthly

### HOW TO CHECK IT WORKED

Filao named in at least two cited guides

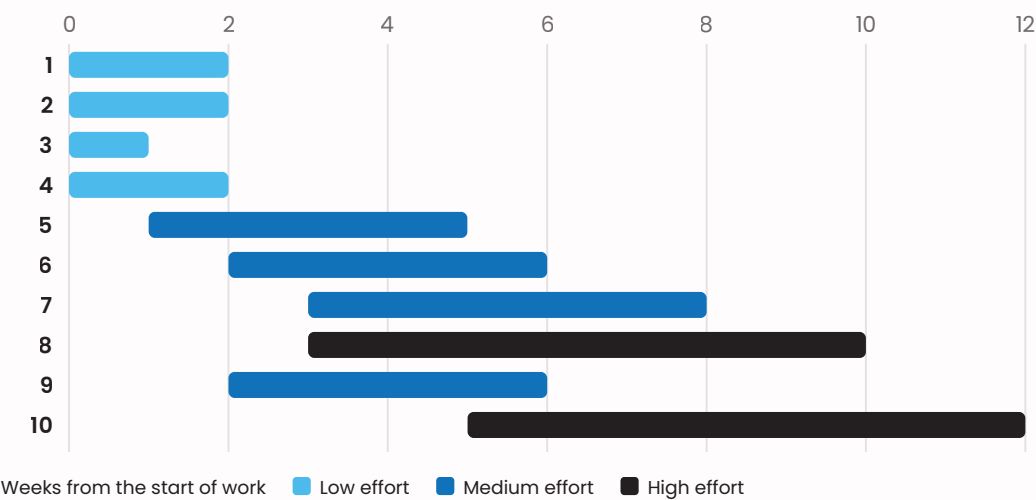
### OWNER, EFFORT, TIME TO EFFECT

Clinic · Ongoing, 2 hours a week · 2 to 4 months

90-DAY PLAN

# Quick fixes in the first fortnight, new pages by week eight

The plan front-loads the cheap fixes so the recheck at week six can show whether AI answers have started to change.



## Rechecks

| WHEN    | WHAT          | COVERS                                                         |
|---------|---------------|----------------------------------------------------------------|
| Week 0  | This audit    | 14 of 72 answers, score 44                                     |
| Week 6  | Light recheck | Same 12 questions, one run per engine, plus listings and facts |
| Week 12 | Full recheck  | Same 12 questions, three runs, full score against this report  |

### What to track meanwhile

Visits from chatgpt.com, perplexity.ai and Google AI answers in analytics, tagged as AI referrals. New patients asked "how did you find us", with AI assistant as an option on the form. Directory listings checked monthly against the fact sheet.

# Dentist structured data, ready to paste

Place this in a script tag of type application/ld+json in the head of the home and contact pages. Replace the placeholder phone number and street with the clinic's real details.

```
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "name": "Filao Dental Studio",
  "url": "https://filaodental.example/",
  "telephone": "+230 000 0000",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Royal Road",
    "addressLocality": "Grand Baie",
    "addressCountry": "MU"
  },
  "availableLanguage": ["en", "fr"],
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday"],
      "opens": "08:30", "closes": "17:30"
    },
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": "Saturday", "opens": "09:00", "closes": "12:00"
    }
  ],
  "medicalSpecialty": "Dentistry",
  "availableService": [
    {
      "@type": "MedicalProcedure", "name": "Dental implants",
      "url": "https://filaodental.example/implants/"
    },
    {
      "@type": "MedicalProcedure", "name": "Teeth whitening",
      "url": "https://filaodental.example/whitening/"
    }
  ]
}
```

## Notes for the web agency

Sunday is left out of the hours on purpose: a missing day reads as closed.

Add one MedicalProcedure block on each treatment page with its own name, description and URL.

Keep the hours identical to the Google business profile. [Fix 2, p. 16](#)

Test with Google's Rich Results Test and the Schema.org validator after publishing.

APPENDIX B

# Where each number comes from

| FINDING             | EVIDENCE KEPT                        | PAGE |
|---------------------|--------------------------------------|------|
| Score of 44         | Pillar table                         | 3    |
| 14 of 72 answers    | Question table and run counts        | 4    |
| Rival clinics named | Answer text, per run                 | 6    |
| 186 sources         | Source links returned by each engine | 7    |
| 18 claims           | Answer text checked against the site | 9    |
| Crawler results     | Requests with each user agent        | 10   |
| Agent test          | Recorded browser session             | 13   |

## Glossary

|                        |                                                                                     |
|------------------------|-------------------------------------------------------------------------------------|
| <b>AI Overview</b>     | The AI summary Google shows above some search results                               |
| <b>AI Mode</b>         | Google's conversational AI search tab                                               |
| <b>Structured data</b> | Code in a page that states facts, such as hours, in a format machines read reliably |
| <b>Crawler</b>         | A program that fetches pages for a search engine or AI service                      |
| <b>Rendered page</b>   | The page after its JavaScript has run, as a browser shows it                        |
| <b>hreflang</b>        | A tag that tells search engines which pages are translations of each other          |

## Method in brief

Questions agreed with the clinic before testing. Each asked three times per engine in a fresh session, with no account history. Answers stored in full with their sources. A practice counts as named when it appears in the answer text. Claims extracted by hand and checked against the site and the clinic's records.



## Want this for your business?

A full audit asks your patients' or customers' questions on ChatGPT, Perplexity and Google, checks every fact AI repeats about you, and hands your team ten fixes with the steps to make them.

Talk to us at [current-ventures.io/contact](https://current-ventures.io/contact)

**Example report, fictional business, illustrative data.** Filao Dental Studio, its competitors, the directories and every number in this report are invented for demonstration.

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