AI VISIBILITY GROWTH REPORT

SmileCraft Dental

स्माइलक्राफ्ट डेंटल

Dental clinic · Pune · smilecraftdental.in

THE HEADLINE

1 in 7 people who ask ChatGPT for a dental clinic in Pune hear your name.

Dr. Kulkarni's Dental Clinic is named 3.7× more often than you (11 vs 3 of 21).

Based on 21 answers to questions that didn't name you, the way a new customer asks.



DEMO DATA — NOT A REAL SCAN

3 of 21
new-customer answers name you

11 of 21
name Dr. Kulkarni's Dental Clinic, AI's top pick

40/100
website AI-readiness

AI rarely mentions you when customers ask for what you sell. We asked ChatGPT 30 questions a customer in Pune might ask, in English, Hindi and Hinglish.

REPORT DATE
27 Oct 2026

PLAN
ChatGPT Report

REPORT ID
SAMPLE-BASIC-0001

QUESTIONS ASKED
30 per engine

ENGINES TESTED
ChatGPT (OpenAI) with live web search

HOW EVERY PAGE WORKS

- **Key insight** — one line, one real number
- **The evidence** — chart first, details below
- **What to do** — and the page with the fix

INSIDE THIS REPORT

2 **Executive summary** — The 2-minute read
3 **How AI sees you** — Where AI finds you, and where it doesn't
4 **Who AI recommends instead** — The businesses AI names instead
5 **Question by question** — Every question and every answer
6 **Sources AI trusts** — The websites AI reads before answering

Short on time? Read page 2, then hand pages 7–8 to your web developer.

7 **Website AI-readiness** — What AI sees on your site
8 **Ready-to-use fixes** — Copy-paste code for your developer
9 **Content & reputation plan** — 10 pages, 5 FAQs, review messages
10 **90-day plan & measuring results** — Week-by-week plan and KPIs

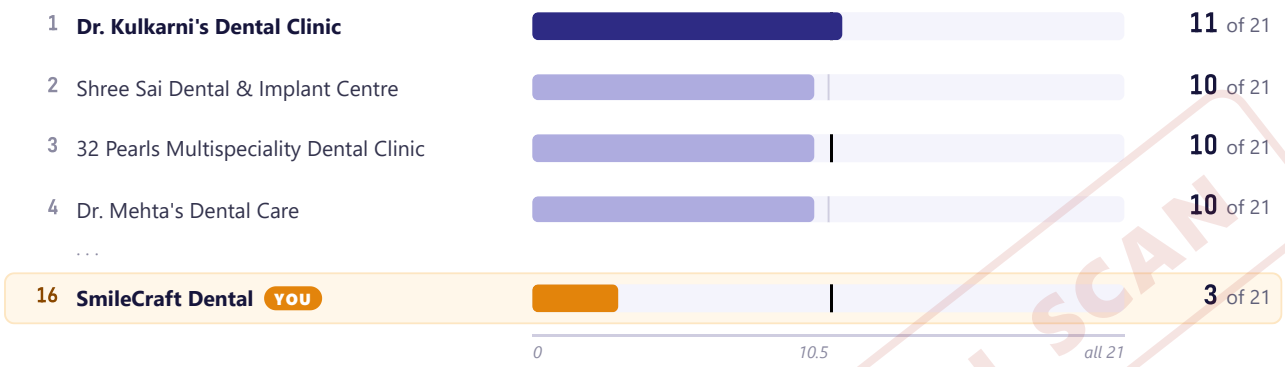
02 EXECUTIVE SUMMARY

The short version

KEY INSIGHT AI named you in 3 of 21 new-customer answers. Dr. Kulkarni's Dental Clinic is named 3.7× more often than you.

Who AI suggests to new customers

Named in how many of the 21 new-customer answers: answers to questions that didn't name you



AI VISIBILITY SCORE	NAMED BY AI	YOUR RANK	WEBSITE READINESS
11 /100	3 of 21	#16 of 16	40 /100
Invisible	new-customer answers (14%)	among businesses AI named	At risk

What we found

1. When customers asked 21 questions without naming you, ChatGPT recommended SmileCraft Dental in 3 (14%) of the answers.
2. AI's favourite alternative is Dr. Kulkarni's Dental Clinic, named in 11 of 21 answers to questions without your name, 3.7× as often as you, followed by Shree Sai Dental & Implant Centre and 32 Pearls Multispeciality Dental Clinic.
3. AI built its answers mostly from Quora, Google Business Profile and Justdial.

What this means for you

When someone in Pune asks AI for a dental clinic without already knowing your name, you are suggested in 3 of 21 answers. The rest of the time the customer hears about someone else. Most often, that is Dr. Kulkarni's Dental Clinic. The good news: AI answers are built from public sources you can influence: your website, listings, reviews and mentions. This plan works on all four.

What to do: your top 5 actions in order of impact

1	**Unblock AI crawlers in robots.txt today** Paste the ready block from page 8 (15 minutes for your web developer).	15 min Web developer	High impact	→ page 8, step 1
2	**Add the Dentist JSON-LD from page 8 to your homepage, with your real phone, address and PIN.**	1 hour Web developer	High impact	→ page 8, step 2
3	**Verify and complete your Google Business Profile** AI cited Google Business Profile in 16 of 30 answers.	1–2 hours You	High impact	→ page 6, worksheet
4	**Ask 5 happy patients a week for a Google review, using the WhatsApp message on page 9.**	10 min a day Front desk	High impact	→ page 9, reviews
5	**Publish one answer-first page a week from page 9, starting with "Root canal cost in Pune: price ranges and what's included".**	3–4 h a week You + writer	High impact	→ page 9, calendar

DEMO DATA — NOT A REAL SCAN

03 HOW AI SEES YOU

How AI sees SmileCraft Dental

KEY INSIGHT AI names you for local / near me questions (2 of 6) but never for best-of questions (0 of 6).

By question type

named in X of the new-customer answers of each type

Best-of	0 of 6	0%
Local / near me	2 of 6	33%
Comparison	1 of 3	33%
How-to	0 of 6	0%
Trust / reviews	not scored	

"Not scored": every question of that type named you, so it can't show whether AI suggests you to someone new.

By language

the language the customer typed in

English	1 of 7	14%
Hindi	1 of 7	14%
Hinglish	1 of 7	14%

3 of 21 new-customer answers named you

#4.3 your average rank when AI lists you

#16 of 16 your rank among businesses AI named

ChatGPT engine tested

What AI actually said about you

Positive · ChatGPT

"SmileCraft Dental — known for dental implants and transparent pricing."

Asked: best dental clinic in Pune for teeth whitening

Negative · ChatGPT

"SmileCraft Dental — teeth whitening ke liye kaafi popular hai, lekin kuch reviews mein long waiting time ki complaint hai."

Asked: DentaNova Clinics ke alawa koi accha dentist suggest karo

Neutral · ChatGPT

"SmileCraft Dental — लोग रूट कैनाल के लिए इसकी काफ़ी तारीफ़ करते हैं।"

Asked: पुणे में दांत दर्द के लिए इमरजेंसी डेंटिस्ट कहाँ मिलेगा?

Positive · ChatGPT

"SmileCraft Dental को पुणे में आम तौर पर अच्छा माना जाता है, ख़ासकर डेंटल इम्प्लांट के लिए।"

Asked: क्या SmileCraft Dental अच्छा है?

Where AI suggested you

3 questions

best dental clinic in Pune for teeth whitening	ranked #5
DentaNova Clinics ke alawa koi accha dentist ...	ranked #4
पुणे में दांत दर्द के लिए इमरजेंसी डेंटिस्ट कहाँ मिलेगा?	ranked #4

Where you were missing

18 questions

best dentist in Pune for root ca...	AI's pick: Shree Sai Dental &...
Pune mein best dentist kaun hai?	AI's pick: 32 Pearls...
पुणे में सबसे अच्छा डेंटिस्ट कौन...	AI's pick: Smile Sutra Dental Studio
which is the best dental clinic in Pu...	AI's pick: Dentique Studio
Pune mein root canal ke liye ...	AI's pick: Dr. Mehta's Dental Care
पुणे में रूट कैनाल के लिए सबसे अच्छा ...	AI's pick: DentaNova Clinics
dentist near me in Pune op...	AI's pick: BrightSmile Orthodontics

WHAT TO DO

Best-of answers lean on reviews and listings: start the review engine and complete your Google profile, then publish the service pages.

FIX page 9, calendar

DEMO DATA — NOT A REAL SCAN

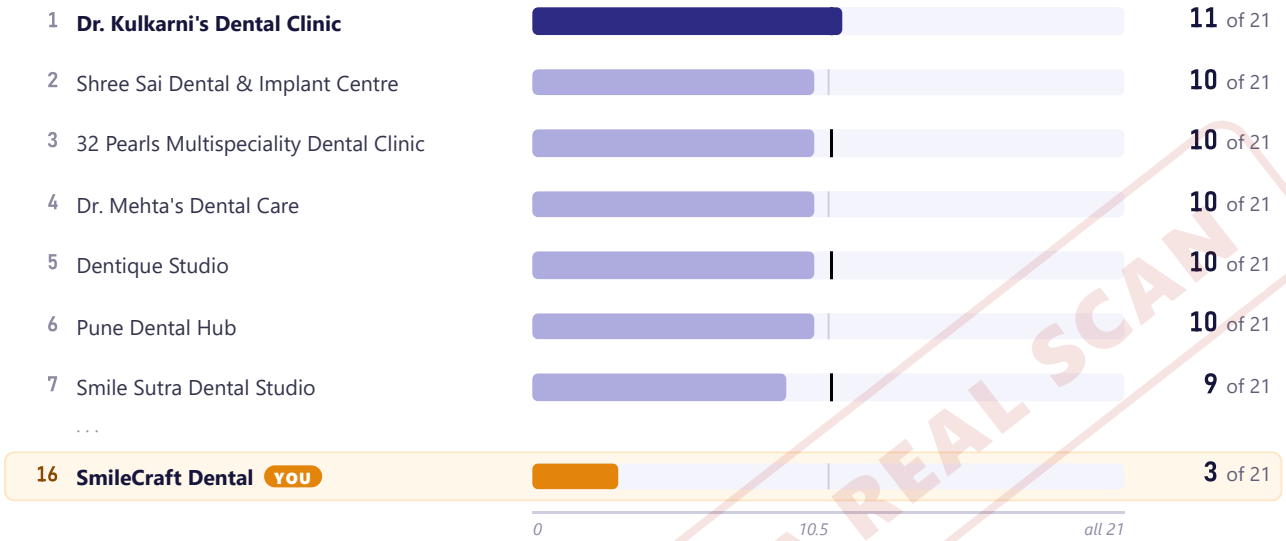
04 WHO AI RECOMMENDS INSTEAD

Who AI recommends instead of you

KEY INSIGHT Dr. Kulkarni's Dental Clinic is named 3.7× more often than you (11 vs 3 of 21).

The new-customer race

named in how many of the 21 new-customer answers · same count as page 2



→ **Gap to #1: 3.7× · 11 vs 3 of 21**

DEMO DATA — NOT A REAL SCAN

What AI says about the businesses it picks

#1 Dr. Kulkarni's Dental Clinic — 11 of 21

"Worth a look for teeth whitening."

Wins: How-to · Best-of · Local / near me — avg rank **#4.3**

#2 Shree Sai Dental & Implant Centre — 10 of 21

"A popular choice for teeth whitening with strong word-of-mouth."

Wins: Best-of · How-to · Local / near me — avg rank **#2.9**

#3 32 Pearls Multispeciality Dental Clinic — 10 of 21

"Highly rated for root canal treatment."

Wins: Local / near me · How-to · Best-of — avg rank **#3.1**

#4 Dr. Mehta's Dental Care — 10 of 21

"A popular choice for braces and aligners with strong word-of-mouth."

Wins: How-to · Local / near me · Best-of — avg rank **#3.1**

#5 Dentique Studio — 10 of 21

"Kids' dentistry ke liye kaafi popular hai."

Wins: Best-of · How-to · Local / near me — avg rank **#3.4**

#6 Pune Dental Hub — 10 of 21

"ब्रेसेस के लिए इसके रिव्यू लगातार अच्छे हैं।"

Wins: How-to · Local / near me · Comparison — avg rank **#4.5**

"Wins" = question types where this business was named and you were not, or ranked above you. Rival names are as written by AI; some may be listings or chains.

WHAT TO DO

Read what AI praises in each rival above, then say the same true things about you: on your Google profile, in your reviews and on your own pages.

FIX page 6 + page 9

05 QUESTION BY QUESTION

Every question we asked

KEY INSIGHT AI named you in 3 of the 21 questions that didn't name you, and in none of the best-of and how-to questions.

BEST-OF	LOCAL / NEAR ME	COMPARISON	HOW-TO	TRUST / REVIEWS
0 of 6	2 of 6	1 of 3	0 of 6	not scored — all name you

#	Question	Lang		ChatGPT	AI's first pick
Best-of named in 0 of 6 answers					
1	best dentist in Pune for root canal under 10k	EN		×	Shree Sai Dental & Implant...
6	Pune mein best dentist kaun hai?	Hing		×	32 Pearls Multispeciality...
11	पुणे में सबसे अच्छा डेंटिस्ट कौन है?	हिं		×	Smile Sutra Dental Studio
16	which is the best dental clinic in Pune for braces and...	EN		×	Dentique Studio
21	Pune mein root canal ke liye best aur sasta dentist batao	Hing		×	Dr. Mehta's Dental Care
26	पुणे में रूट कैनाल के लिए सबसे अच्छा और सस्ता डेंटल क्लिनिक...	हिं		×	DentaNova Clinics
Local / near me named in 2 of 6 answers					
4	dentist near me in Pune open on Sunday	EN		×	BrightSmile Orthodontics
9	Pune mein Sunday ko khula dentist kaun sa hai?	Hing		×	Pune Smile Centre
14	पुणे में रविवार को खुलने वाला डेंटिस्ट कौन सा है?	हिं		×	32 Pearls Multispeciality...
19	best dental clinic in Pune for teeth whitening	EN		✓ #5	Om Sai Smile Clinic
24	Pune mein raat ko daant dard ho toh emergency dentist kahan...	Hing		×	PearlCare Dental
29	पुणे में दांत दर्द के लिए इमरजेंसी डेंटिस्ट कहाँ मिलेगा?	हिं		✓ #4	Shree Sai Dental & Implant...
Comparison named in 1 of 3 answers · 3 questions name you (not scored)					
2	SmileCraft Dental और PearlCare Dental में से कौन सा डेंटल...	हिं	not scored	✓ #1	**SmileCraft Dental**
7	SmileCraft Dental vs DentaNova Clinics — which dental clinic...	EN	not scored	✓ #2	DentaNova Clinics
12	SmileCraft Dental ya Dentique Studio — kaunsa dental clinic...	Hing	not scored	✓ #2	Dentique Studio
17	Dentique Studio के अलावा कोई अच्छा डेंटिस्ट बताइए	हिं		×	Pearl Line Dental Hospital
22	is there a better alternative to PearlCare Dental for teeth...	EN		×	Dentique Family Dental Clinic
27	DentaNova Clinics ke alawa koi accha dentist suggest karo	Hing		✓ #4	Dr. Mehta's Dental Care
How-to named in 0 of 6 answers					
3	accha dentist kaise choose kare?	Hing		×	Dr. Kulkarni's Dental Clinic
8	अच्छा डेंटिस्ट कैसे चुनें?	हिं		×	Dentique Studio
13	how to choose a good dentist for root canal treatment	EN		×	32 Pearls Multispeciality...
18	root canal ka kharcha kitna aata hai aur dentist overcharge...	Hing		×	Smile Sutra Dental Studio
23	रूट कैनाल का खर्च कितना आता है और भरोसेमंद डेंटिस्ट कैसे...	हिं		×	Om Sai Smile Clinic
28	how much does a root canal cost in India and how do I find a...	EN		×	Shree Sai Dental & Implant...
Trust / reviews questions that name you · not scored					
5	क्या SmileCraft Dental अच्छा है?	हिं	not scored	✓ named	Apex Root Canal & Implant...
10	Is SmileCraft Dental good?	EN	not scored	✓ named	Shree Sai Dental & Implant...
15	SmileCraft Dental kaisa hai? genuine reviews batao	Hing	not scored	✓ named	Dentique Studio
20	क्या SmileCraft Dental भरोसेमंद है? असली रिव्यू बताइए	हिं	not scored	✓ named	BrightSmile Orthodontics
25	Is SmileCraft Dental reliable? Looking for genuine reviews...	EN	not scored	✓ named	Dr. Mehta's Dental Care
30	SmileCraft Dental reliable hai ya nahi?	Hing	not scored	✓ named	Smile Sutra Dental Studio

✓ #1 named first · ✓ #3 named, rank 3 · × not named · not scored the question names you

DEMO DATA — NOT A REAL SCAN

WHAT TO DO

Every question with a cross is a page waiting to be written: the content calendar turns the most common ones into pages, one a week.

FIX page 9, calendar

06 SOURCES AI TRUSTS

The sources AI trusts

KEY INSIGHT Quora is cited in 21 of 30 answers, more than any other site. Your own website: 4 of 30.

SOURCE	TYPE	CITED IN, OF ALL 30 ANSWERS	WHAT TO DO THERE
Quora quora.com	Community	21 of 30	Answer 2–3 Quora questions a week about your field in Pune from a disclosed official account; be helpful, not salesy.
Google Business Profile google.com	Directory	16 of 30	Verify your Google Business Profile: categories, services, hours, 10+ photos, and reply to every review.
Justdial justdial.com	Directory	15 of 30	Claim the free Justdial listing for SmileCraft Dental: exact name, address, phone, categories and photos matching your website.
Lybrate lybrate.com	Directory	15 of 30	Create a verified Lybrate profile and answer 5–10 patient questions in your speciality each month.
Reddit reddit.com	Community	12 of 30	Take part genuinely in local subreddits (e.g. r/pune) and industry threads; never post ads.
Practo practo.com	Directory	11 of 30	Claim your Practo profile for SmileCraft Dental: add every service, fee range, timings and photos, then ask recent patients to review you there.
smilecraftdental.in	Your site	4 of 30	AI already cites your site. Keep these pages detailed and current, and add the FAQ and schema from page 8.
dentiquestudio.com	Competitor	2 of 30	Dentique Studio's own site shapes answers. Publish a stronger page on the same topic.
dentanovaclinics.com	Competitor	1 of 30	DentaNova Clinics' own site shapes answers. Publish a stronger page on the same topic.

Your own website: cited in 4 of 30 answers
Good: AI already reads your site. Make those pages more detailed and add the schema from page 8.

Also get listed on
You are covering the key profiles for your category. Keep name, address and phone identical everywhere.

Your listings worksheet

tick each box as you go

PROFILE	CLAIMED & VERIFIED	NAME, ADDRESS, PHONE MATCH	SERVICES, HOURS, PHOTOS	10+ RECENT REVIEWS
Google Business Profile	☐	☐	☐	☐
Justdial	☐	☐	☐	☐
Lybrate	☐	☐	☐	☐
Practo	☐	☐	☐	☐
Bing Places	☐	☐	☐	☐
Instagram / Facebook	☐	☐	☐	☐

WHAT TO DO
Work down the worksheet this week, top row first: the sites AI cites most are where a complete, well-reviewed profile pays off fastest.

PLAN
page 10, weeks 2–3

DEMO DATA — NOT A REAL SCAN

07 WEBSITE AI-READINESS

Is your website ready for AI?

KEY INSIGHT Your robots.txt blocks AI crawlers, so ChatGPT can't read smilecraftdental.in. 10 of 14 checks need work.



AI-READINESS OF SMILECRAFTDENTAL.IN
At risk

6 FAIL · 4 NEED WORK · 4 PASS

Fix these worst first · 10 checks

AI crawlers allowed in robots.txt HIGH IMPACT
Blocked: OAI-SearchBot (ChatGPT search results), GPTBot (training GPT models), Google-Extended (Gemini apps & AI...
→ Paste the robots.txt block from page 8. On Cloudflare, also switch off "Block AI bots". page 8, step 1

Organization / LocalBusiness schema HIGH IMPACT
Structured data found (WebSite) but no Organization or LocalBusiness.
→ Add the Dentist JSON-LD from page 8 inside your homepage <head>. page 8, step 2

FAQ content / FAQPage schema
No FAQ section or FAQPage schema found on the homepage.
→ Add the 5 FAQs from page 9 to your homepage, marked up with FAQPage schema. page 9, FAQs

llms.txt file
No /llms.txt file found.
→ Upload the llms.txt draft from page 8 to your site's root folder. page 8, step 3

Review / rating schema
No Review or AggregateRating schema found.
→ Show genuine reviews on your site with AggregateRating schema. Never invent reviews. page 9, reviews

Title & meta description
Title is short (27 chars; aim for 30-65); no meta description.
→ Title of 30–65 chars (service + area + brand) and a 70–160 char meta description.

Phone & address (NAP) on page
Found phone +91 98220 41763. Not visible as text: an address with 6-digit PIN code.
→ Show name, full address with PIN and phone as text in the footer of every page.

Profile links (sameAs)
Profiles linked on page only: Instagram, Facebook. Not found: Google Maps, Justdial, LinkedIn.
→ List Google Maps, directory and social profile URLs in the JSON-LD sameAs and your footer. page 8, step 2

Hindi / regional language content
No Hindi or regional-language content or hreflang tags found (English only).
→ Add a Hindi page or FAQ section and link it with hreflang="hi-IN". page 9

Open Graph tags
Missing og:description, og:image.
→ Set og:title, og:description and a 1200×630 og:image (Yoast / Rank Math).

Already working 4 checks

- **Content visible without JavaScript** — About 150 words of text are in the server-re...
- **HTTPS (secure site)** — Site is served over HTTPS and http:// redirec...
- **XML sitemap** — /sitemap.xml found (1 URL(s)). Also declared...
- **Single H1 heading** — One H1: 'Welcome to SmileCraft Dental'.

WHAT TO DO
Send this page and the next one to your web developer: most fixes are copy-paste and take an afternoon.

FIX page 8

DEMO DATA — NOT A REAL SCAN

08 READY-TO-USE FIXES

Ready-to-use fixes

KEY INSIGHT Three copy-paste fixes, about an hour for a web developer: let AI in, tell it exactly who you are, and give it a summary to quote.

1 Let AI crawlers in: robots.txt

15 min

At smilecraftdental.in/robots.txt. Remove any "Disallow: /" under these bots.

```
# Let AI assistants read and cite this site
User-agent: GPTBot
User-agent: OAI-SearchBot
User-agent: ChatGPT-User
User-agent: ClaudeBot
User-agent: Claude-SearchBot
User-agent: PerplexityBot
User-agent: Google-Extended
Allow: /

# ...keep your existing rules for other bots below...

Sitemap: https://smilecraftdental.in/sitemap.xml
```

WordPress

Rank Math or Yoast: Tools → File editor for robots.txt; a header-scripts plugin for JSON-LD; upload llms.txt via File Manager.

Wix / Shopify / Squarespace

SEO settings → robots.txt and custom code in <head>. Some builders don't allow llms.txt; skip it there.

Cloudflare users

Security → Bots: switch off "Block AI bots", or the robots.txt fix will not help.

2 Tell AI who you are: Dentist JSON-LD

45 min

Paste inside the <head> of your homepage. Validate at validator.schema.org.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Dentist",
  "name": "SmileCraft Dental",
  "url": "https://smilecraftdental.in/",
  "telephone": "+91-XXXXX-XXXXX",
  "description": "One sentence: what you do, for whom, in Pune",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Shop/flat no., building, street, area",
    "addressLocality": "Pune",
    "addressRegion": "Maharashtra",
    "postalCode": "6-digit PIN",
    "addressCountry": "IN"
  },
  "openingHours": "Mo-Sa 10:00-20:00",
  "sameAs": [
    "Google Maps link to your profile",
    "Practo profile URL",
    "Instagram URL"
  ],
  "priceRange": "₹₹"
}
</script>
```

DEMO DATA — NOT A REAL SCAN

3 Give AI a summary to quote: llms.txt

15 min

A plain-text file uploaded to the site root, next to robots.txt.

```
# SmileCraft Dental
> Dental clinic in Pune offering root canal, dental implants and braces and aligners.

Two sentences on who you serve and what makes you different.

## Services
- [Root canal](https://smilecraftdental.in/root-canal): price range, duration
- [Dental implants](https://smilecraftdental.in/dental-implants): price range, duration
- [Braces and aligners](https://smilecraftdental.in/braces-and-aligners): price range, duration

## Visit
- [Contact & timings](https://smilecraftdental.in/contact): address, PIN, phone
- [FAQs](https://smilecraftdental.in/faq): prices, timings, payments
- [Reviews](https://smilecraftdental.in/reviews)
```

dashed = fill in your real details before publishing. Never invent prices, reviews or credentials.

WHAT TO DO

Send this page to your web developer today. When all three are live, re-check robots.txt in a browser to confirm the AI bots are allowed.

PLAN
page 10, week 1

09 CONTENT & REPUTATION PLAN

Content & reputation plan

KEY INSIGHT AI missed you in 18 new-customer questions. These 10 pages, one a week, answer them.

Content calendar

publish one page a week · each card says which AI question it wins

WEEK 1
Root canal cost in Pune: price ranges and what's included
Wins questions like "how much does a root canal cost in India and how do I find a dentist...", where...

WEEK 2
How to choose a dental clinic in Pune: a checklist
Wins questions like "how to choose a good dentist for root canal treatment", where ChatGPT didn't name...

WEEK 3
Dental implants at SmileCraft Dental: procedure, recovery and FAQs
Gives AI a specific page to cite for dental implants questions.

WEEK 4
Braces and aligners in Pune: options, timeline and cost
Wins questions like "which is the best dental clinic in Pune for braces and aligners?", where ChatGPT...

WEEK 5
Emergency and same-day appointments in Pune
Wins questions like "dentist near me in Pune open on Sunday", where ChatGPT didn't name you.

WEEK 6
SmileCraft Dental, Pune: address, timings and parking
Local questions need a crawlable address page.

WEEK 7
Patient reviews and treatment stories
Trust questions are answered from reviews AI can read.

WEEK 8
SmileCraft Dental vs other dental clinics in Pune: an honest comparison
Comparison questions are where rivals win most often.

WEEK 9
हिंदी में जानकारी: पुणे में डेंटल क्लिनिक
Wins questions like "पुणे में रूट कैनाल के लिए सबसे अच्छा और सस्ता डेंटल क्लिनिक कौन सा है?", where...

WEEK 10
Meet the team: qualifications and experience
AI looks for credentials when people ask who is trustworthy.

5 FAQs for your website

add with FAQPage schema

Q How much does root canal cost at SmileCraft Dental?
A It usually costs [₹X–₹Y], depending on [what changes the price]. We confirm the exact cost after the first consultation.

Q Is SmileCraft Dental open on Sundays?
A We are open [days and hours]. For urgent problems, call or WhatsApp [phone].

Q Where is SmileCraft Dental in Pune?
A We are at [full address, PIN], near [landmark]. Parking: [details].

Q Do you offer EMI or accept insurance?
A [Yes/No]. We accept [UPI, cards, cash] and offer [EMI / insurance details].

Q Who will treat me?
A You will be seen by [doctor name, qualification, registration no.], with [X] years of experience.

WhatsApp review request

ENGLISH
Hi [Name], thank you for choosing SmileCraft Dental! If you were happy with us, could you spare one minute to share your experience on Google? It helps other patients in Pune find us: [Google review link]. Thank you! – Team SmileCraft Dental

हिंदी
नमस्ते [नाम] जी, स्माइलक्राफ्ट डेंटल चुनने के लिए धन्यवाद! अगर आपको हमारी सेवा अच्छी लगी, तो क्या आप एक मिनट निकालकर Google पर अपना अनुभव लिख सकते हैं? इससे पुणे में दूसरे लोगों को भी सही जानकारी मिलती है: [Google review लिंक]। धन्यवाद! – टीम स्माइलक्राफ्ट डेंटल

Google Business Profile description

paste into your profile's "Description" box

SmileCraft Dental is a dental clinic in Pune offering root canal, dental implants and braces and aligners. [One or two lines on what makes you different: experience, qualifications, technology, guarantees.] We serve patients from [localities] and across Pune. Open [days and hours]. Call or WhatsApp [phone] to book or ask a question.

WHAT TO DO
Send the WhatsApp message to 5 happy patients today, and put the Week 1 page in your calendar.

PLAN
page 10, weeks 3–8

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10 90-DAY PLAN & MEASURING RESULTS

Your 90-day plan

KEY INSIGHT Today AI names you in 3 of 21 new-customer answers. Re-scan in 12 weeks.

WORKSTREAM · WHO · TIME	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Fix the website foundation Web developer · 3–4 hours	Week 1											
	Paste the robots.txt block from page 8 · Add the Dentist JSON-LD with real details · Upload llms.txt; fix title and meta description											
Claim and complete listings You · 4–6 hours		Week 2–3										
		Verify and complete Google Business Profile · Claim Justdial and Lybrate · Same name, address, phone everywhere										
Run a steady review engine Front desk · 20 min a day			Week 3–12									
			WhatsApp the review request to recent patients · Reply to every review within 48 hours · Target: 5 new Google reviews a week									
Publish answer-first pages You + writer · 3–4 hours a week				Week 4–8								
				One page a week from the page 9 list · Add the 5 FAQs with FAQPage schema · One Hindi page with hreflang								
Earn mentions on trusted sites You · 2 hours a week						Week 6–10						
						Answer 2–3 Quora / Reddit questions a week · Pitch one local story or expert quote in Pune · Ask partners and suppliers to list you						
Measure and re-scan You · 1–2 hours											Week 11–12	
											Check AI referrals in GA4 (page 10) · Re-run the same 30 questions · Double down on what moved	
MILESTONES						Day 30				Day 60		Day 90

Day 30

Website fixes from page 8 live • Google profile and top listings complete • 10+ new Google reviews

Day 60

4–5 answer-first pages published • FAQ and Hindi section live • First AI referrals visible in GA4

Day 90

Re-scan the same questions • Beat today: 3 of 21 new-customer answers • Plan the next 90 days

KPIs to track

write the numbers in as you go

MEASURE	TODAY	DAY 30	DAY 60	DAY 90
AI visibility score	**11/100**			
Named in new-customer answers	**3 of 21**			
Rank among businesses AI names	**#16 of 16**			
Website AI-readiness	**40/100**			
New Google reviews per week	count			
AI-referred sessions in GA4	count			
Customers who say "ChatGPT / AI"	count			

Track AI visits in GA4

1. Reports → Acquisition → Traffic acquisition.
2. Change the first column to **Session source**.
3. Add filter: Session source **matches regex**:

```
chatgpt\.com|perplexity\.ai|gemini\.google\.com|copilot\.microsoft\.com|claude\.ai
```

Save it as "AI assistants"; check it monthly. Many AI visits have no referrer, so also ask every new customer **"How did you hear about us?"** (add "ChatGPT / AI" as an option).

WHAT TO DO

Block two hours a week for this plan, put the Day 30, 60 and 90 check-ins in your calendar and fill in the KPI table at each one.

NEXT re-scan on day 90

Method. On 27 Oct 2026 we asked ChatGPT 30 questions a customer in Pune might ask, in English, Hindi and Hinglish, and analysed each answer for whether SmileCraft Dental was named, its rank, the tone, the rival businesses and the sources cited. Counts and the score (0–100, blending mention rate, rank and sentiment) use only questions that don't name you, the way a new customer asks. **DEMO: the answers in this report were produced by an offline simulator, not real AI engines.**

Please note. AI answers change between users, days and model updates; this is a snapshot of 27 Oct 2026, not a guarantee of future results. The plan was generated from your scan data; check every fact before publishing. Not affiliated with OpenAI, Google, Perplexity or Anthropic.

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