

A LIVE TRAINING FOR DENTAL PRACTICE OWNERS

The Invisible Dentist

*Why your practice isn't showing up in AI search
— and what to do about it*

Leanne Carter

Founder, Alaska Business Consulting · 30 years in dentistry · 16 years consulting

“

Hey Siri — find me the best dentist near me.

A patient picks up their phone and asks.

AI gives them **one** answer.

Are you it?

Search just stopped being a list.

It became an answer.

B E F O R E

10 blue links

- Patient types a search
- Sees a page of options
- Clicks 3-4 to compare
- Picks one to call

N O W

1 AI answer

- Patient asks a question
- AI reads dozens of sources
- Synthesizes one answer
- Recommends one provider

Why dentists are getting hit first.

Local + high-intent searches are exactly what AI was built to answer.

“emergency dentist near me”

High urgency. One answer wins the call.

“best pediatric dentist in [city]”

Trust-driven. AI cites reviews + content.

“how much does Invisalign cost?”

Educational. AI quotes whoever explained it best.

“do I need a root canal?”

Symptom search. AI answers, then refers.

Here's the trap.

You can rank on **page 1 of Google** and still be **invisible to AI.**

1

Different signals

AI uses sources Google ranks low — Reddit, forums, structured data, conversational pages.

2

Different format

AI rewards content that answers a clear question in clear sentences. Marketing copy gets skipped.

3

Different sources

AI cross-references reviews, citations, and your Google Business Profile — not just your website.

How AI decides who to recommend.

Five signals. The practices that score on all five own the answer.

01

Authority

Established sources cite you — directories, news, partner sites.

02

Structure

Your site has clean headings, FAQ sections, and machine-readable schema.

03

Consistency

Your name, address, phone, and hours match everywhere they appear.

04

Reviews

Volume, recency, and the actual words patients use show up across platforms.

05

Conversational content

Pages that answer real patient questions in real patient language.

Score your practice in 60 seconds.

Be honest. One “no” is a leak. Two or more is a real problem.

1. When you ask Siri “best dentist in [your city],” do you appear?

2. Does your website have a clear FAQ page in plain patient language?

3. Are your hours, phone, and address identical on Google, your site, and the major directories?

4. Have you gotten 5+ Google reviews in the last 60 days?

5. Has your website been updated with new written content in the last 90 days?

The 5-move AI visibility plan.

In order. Don't skip steps — each one builds the next.

01

Claim & supercharge your Google Business Profile

Complete every field. Photos this month. Q&A section answered. Categories tight.

02

Add an FAQ page that answers real patient questions

Cost, insurance, pain, what to expect — in patient language, not clinical language.

03

Audit & match your NAP everywhere

Name, address, phone — identical on Google, Yelp, Healthgrades, your site, social.

04

Build a steady review cadence

Aim for 5-10 fresh reviews a month. Ask after positive visits. Reply to every one.

05

Publish one conversational post a month

One real question a patient asked you, answered in 400 plain words on your site.

First-mover advantage is real — and it has an expiration date.

Now

AI is still figuring out who to trust in your zip code. The practices that look authoritative right now get pinned as the answer.

In 12-18 months

Those answers calcify. Catching up means out-spending and out-publishing the practice that got there first. Much harder, much more expensive.

Why I'm the right guide for this.

30

years in dentistry

Clinical and management

16

years consulting

Profitability, marketing, ops

1st

Alaska consultant

Building AI-ready practices

I sit at the intersection of two things most consultants don't.

I know dental practices from the inside — I've worked the chair, the front desk, and the back office. And I'm investing right now in becoming an advanced AI user so I can bring that change to the practices I serve, instead of watching them fall behind.

YOUR NEXT STEP

A free 30-minute *AI Visibility Conversation.*

What you'll walk away with:

- A live look at where your practice currently shows up in AI search
- Your top 1-2 leaks and what they're costing you in new patients
- A simple 30-day plan you can run yourself or with my team

leanne@alaskabusinessconsulting.net • Alaska Business Consulting