FIX PLAN

Sample Family Dental

How customers find you online.

samplefamilydental.com

68 / 100

Needs work

Some important pieces are missing, and they're costing you visibility.

2	5	12
critical	need attention	done

SCORE BY AREA

AI answers Can ChatGPT and Google's AI find and quote you?	0	2 to fix
Your pages Can Google tell what your site is about?	41	4 to fix
Reviews What people see when they check you out	88	1 to fix
Google listing How you show up on Google Maps and search	100	all good
Mobile & security Does the site work on phones and load securely? Speed wasn't measured.	100	all good

Google listing and review numbers are SAMPLE data. Everything about the website comes from the live site.

START HERE

Fix these *first.*

These 3 are worth the most. Together they could raise your score by about 22 points. We'll go through them with you on your 30-minute call.

	WHAT WE FOUND	WHY IT MATTERS	HOW TO FIX IT
1	**No customer questions answered on the page** AI ANSWERS · **+10 PTS** No question-style headings or FAQ items were found. When someone asks ChatGPT or Google a question, the answer gets built from pages that state it plainly.	When someone asks ChatGPT or Google a question, the answer comes from pages that answer it plainly. 45% of people now use AI tools like ChatGPT to find local businesses.[5]	Add an FAQ section with the 5-8 questions patients ask most, like "Do you take my insurance?", "How much does a crown cost?", "Can I get a same-day emergency appointment?". Pull them from Google's "People also ask" box, customer emails and reviews. Make each question a heading and answer it plainly in the first sentence or two. Mention your city where it fits.
2	**Your site doesn't give Google your business details** YOUR PAGES · **CRITICAL** · **+7 PTS** No structured data was found telling Google this is a dental practice with an address, hours, and phone number.	This is hidden code that tells Google your business name, type, address and hours. It helps you show up on Google Maps and in AI answers.	Add hidden code to your homepage that tells Google you're a dentist, with your name, address, phone, hours and services (Dentist or LocalBusiness schema, written as JSON-LD). It helps you show up in the map results and in AI answers.

3	**Your questions and answers aren't marked for Google and AI tools** AI ANSWERS · **+5 PTS** There's no FAQ code on the site telling AI tools which text is a question and which is the answer.	This is hidden code that marks which text is a question and which is the answer. It makes it much easier for Google and AI tools to quote you word for word.	Once the questions are on the page, add the matching hidden code (FAQPage markup) with the same questions and answers, word for word. It makes it easier for AI tools to quote you.

— NEXT

Everything else, *in order.*

Worth the most at the top. Red numbers are critical. Points are our estimate of how much your score would go up.

	WHAT WE FOUND	WHY IT MATTERS	HOW TO FIX IT
4	**No summary for Google to show under your name** YOUR PAGES · **CRITICAL** · **+4 PTS** No meta description tag was found on the homepage.	This is the short text under your link in Google. A good one is often what gets someone to click you instead of the next result.	Write a one or two sentence search summary (meta description) with your business name, main services and city. It's often the text under your link in Google.
5	**No blog or articles** YOUR PAGES · **+3 PTS** No blog, news, or article section detected.	Every helpful article is another way for people to find you in Google, and another page AI tools can quote.	Post a helpful local article now and then (for example "What to expect from a root canal in [city]"). Each one is another way for people to find you in Google, and another page AI tools can quote.
6	**Fewer reviews than the top nearby competitors** REVIEWS · **+2 PTS** The top 3 nearby results for "dentist" on Google: Lakes Area Dental (212), Main Street Family Dentistry (164), Bright Smile Dental (131). The middle one has 164 reviews, and their average rating is 4.8★. You have 87 at 4.6★.	People compare you with the other businesses on the map, and the review count is one of the first things they see. 96% of people read reviews before choosing a business.[3]	Ask every customer for a review with a text or email that has your direct review link, right after the visit or sale. A steady flow of new reviews keeps you near the top of the map.
7	**Homepage photos have no descriptions for Google** YOUR PAGES · **+1 PT** 3 of 14 images on the homepage have no alt text.	Google and AI tools can't see pictures. The short description is how they know what each one shows, and screen readers read it aloud to blind visitors.	Add a short description to every image (alt text). Screen readers read it aloud, and Google and AI tools use it to know what each picture shows.

— KEEP DOING THIS

What's already *working.*

YOUR PAGES

- ✓ Your page title is a good length for Google
- ✓ One clear main heading on the homepage

GOOGLE LISTING

- ✓ Hours are listed and look current
- ✓ Website link is set on the profile
- ✓ 12 photos on profile
- ✓ Primary category is set to "Dentist"
- ✓ Phone number matches the Google listing

MOBILE & SECURITY

- ✓ Your site is secure (HTTPS)
- ✓ Your site is set up to fit phone screens
- ✓ Google knows the main address of each page

REVIEWS

- ✓ Strong average rating: 4.6★
- ✓ 87 total reviews, solid volume

CHECKED ONE BY ONE

What we checked *ourselves.*

We looked these up one at a time, the way a customer would. 5 need work. They aren't part of the score.

CHECK	RESULT	WHAT WE FOUND
YOUR WEBSITE		
What a customer sees on your homepage	Needs work	On a phone, the first screen is a photo and the practice name. It doesn't say what you offer or show a way to call. **How to fix it:** Make the first screen on a phone say what you do and where, with a tap-to-call button. Then update anything out of date and answer the questions customers ask most, right on the page.
REVIEWS		
Owner replies to Google reviews	Needs work	2 of the last 10 reviews have a reply. **How to fix it:** Reply to every review, good and bad, within a few days. Thank people by name and keep replies to bad reviews short, calm and offline ("Please call us at...").
New Google reviews in the last 90 days	Looks good	6 new reviews in the last 90 days.
GOOGLE LISTING		
Where you show up on Google Maps	Needs work	You're 6th for "dentist in Decatur, GA". The top 3 are Lakes Area Dental, Main Street Family Dentistry and Bright Smile Dental. **How to fix it:** The top 3 on Maps usually have more recent reviews, a complete listing and the best main category for what they do. Work through the Google listing and review fixes in this report, then search again in a month.
Posts on the Google listing in the last 30 days	Needs work	Newest post is from March. **How to fix it:** Post an update, offer or photo to the listing every week or two. It shows Google the business is active and gives searchers a reason to click.
New photos from the owner in the last 90 days	Looks good	New owner photos added in August.
Services and business description filled in on the listing	Looks good	Description, services and attributes are filled in.
OTHER LISTINGS		
Bing Places listing claimed and correct	Needs work	Not claimed, and it shows an old phone number. **How to fix it:** Claim the listing at bingplaces.com (you can import it from Google in a few minutes). ChatGPT search and Microsoft Copilot lean on Bing's data.
Apple Maps listing claimed and correct	Looks good	Claimed, and the details match Google.
Yelp listing claimed and correct	Looks good	Claimed, and the details match Google.
Facebook page details match	Looks good	Address, phone, hours and website all match Google.
Better Business Bureau profile	n/a	No BBB profile. That's fine for a dental office.
Industry review sites	Looks good	Healthgrades and Zocdoc listings match Google.

AI ANSWERS

What AI tools *say about you.*

We asked ChatGPT, Perplexity, Google AI Mode, Google AI Overviews and Copilot what a customer might ask. You came up with the right details in 5 of 15 answers. Asked October 19, 2026. AI answers change from day to day, so this is a snapshot, not part of the score.

QUESTION	CHATGPT	PERPLEXITY	GOOGLE AI MODE	GOOGLE AI OVERVIEWS	COPILOT
CUSTOMER ASKS **“best dentist in Decatur, GA”**	Not found — Named Lakes Area Dental, Bright Smile Dental and 3 others.	Found you — Listed 4th of 5, with the right details.	Not found — Named the top 3 from Google Maps.	Not found — Named the top 3 from Google Maps.	Not found — Named Lakes Area Dental and 2 others.
CUSTOMER ASKS **“teeth whitening in Decatur, GA”**	Not found — Named 3 other offices.	Not found — Named Bright Smile Dental.	Found you — Linked to your whitening page.	Not found — No AI summary for this search.	Not found — Named Bright Smile Dental.
ABOUT YOU **“tell me about Sample Family Dental”**	Wrong details — Gave your old phone number, the one on Bing.	Found you — Right address, phone and hours.	Found you — Right details, and quoted your reviews.	Found you — Right address and hours.	Wrong details — Gave your old phone number, the one on Bing.

How to fix it: AI tools copy what they say from your website, your Google listing, Bing and review sites. Work through the AI answers fixes in this report and the Bing Places check, then ask again in 4 to 6 weeks. Where the details were wrong, correct them on your Google listing and website first, since that's where AI tools copy them from.

YOUR CALL

Let's go through it *together.*

Your Fix Plan comes with a 30-minute call. We'll reach out to set up a time that works for you.

WHAT WE'LL COVER

+ Your top 3 fixes and why they come first
+ Which fixes you can do yourself, and which are easier to hand off
+ Your questions about anything in this report

HAVE THESE HANDY

+ Your website login, or the contact for whoever built it
+ Your Google Business Profile login
+ This report

WHERE EACH FIX GETS DONE	FIXES	HOW
Your website	7	We couldn't tell what your site is built with. Whoever built or hosts it can make these changes, or give us access.
Your Google Business Profile	4	Add us as a manager on the profile (no password needed), or make the changes yourself.
Bing Places	1	Claim it at bingplaces.com (it can import from your Google listing).

ONGOING CARE

Want us to *handle these?*

We work through this list for you: your Google listing, reviews, page fixes, and the FAQ content that helps AI tools quote you. 5 hours of work every month, and a new score each month so you can see what changed.

We start with a **kick-off**: a one-time round of work on the biggest fixes in this report, quoted on your call by the hours it takes. Your $200 Fix Plan comes off the kick-off if you start within 30 days. After that, Ongoing Care is **$600/mo** on a 6-month plan, or **$750/mo** with no commitment.

Reply to this report or call us hey@itslumora.com · (770) 835-5418 · itslumora.com

How we scored this. We checked your homepage and a sample of pages across the site, your Google listing and reviews, and how easy the site is for AI tools like ChatGPT to read. Each area counts more or less depending on what matters most for a local business. The points on each fix are our estimate of how much your score would go up. We also checked 13 things one by one and asked 5 AI tools 3 questions about you. Those are listed separately and don't change the score.

Sources. [3] BrightLocal, Local Consumer Review Survey 2025 (n=1,026 US adults), brightlocal.com/research/local-consumer-review-survey-2025; [5] BrightLocal, Local Consumer Review Survey 2026 (n=1,002 US adults), brightlocal.com/research/local-consumer-review-survey

WORDS IN THIS REPORT

What these words *mean.*

Some fixes name the technical thing in brackets, so whoever makes the change knows exactly what to look for.

Alt text A short description attached to an image. Screen readers read it aloud, and Google and AI tools use it to know what the picture shows.

FAQ markup (FAQPage) Hidden code that marks which text on a page is a question and which is its answer, so AI tools can quote it.

Google Business Profile Your business listing on Google Maps and in Google search: hours, photos, reviews, website link.

HTTPS (SSL certificate) The padlock in the browser's address bar. It means the connection is secure. Most website companies include it for free.

JSON-LD The format most often used to write schema (hidden business code). Your web person will know it by this name.

Meta description (search summary) The short gray text under your link in Google. You write it; Google usually shows it.

Page title (title tag) The blue link text people click on in Google. It's set in the page's code and also shows on the browser tab.

Schema (structured data) Hidden code on a page that spells out facts for Google and AI tools: what kind of business you are, your name, address, phone, hours, prices. Visitors don't see it.