

AI Search Presence Worksheet

A free monthly checklist for UK dental practices — build your question list, run it through each AI surface, and score the result.

How to use this sheet: Ask each question below to ChatGPT, Perplexity, the Google Gemini app and Google's AI Overview. For each surface, tick the box if your practice is named, and note whether the details given (hours, phone, treatments) were accurate. Run the whole list monthly and keep old sheets to track your trend.

1. Your question list

Real examples below, using real UK towns and real treatments. Replace [Practice], [Town] and [Area] with your own practice name, town and neighbourhoods before you start.

SERVICE QUESTIONS

QUESTION	CHATGPT	PERPLEXITY	GEMINI	AI OVERVIEW
Best dentist in Leeds for a broken tooth	☐	☐	☐	☐
Invisalign dentist in Didsbury	☐	☐	☐	☐
Dental implants near Bristol city centre	☐	☐	☐	☐
Teeth whitening dentist in Nottingham	☐	☐	☐	☐
Children's dentist accepting new patients in Sheffield	☐	☐	☐	☐

EMERGENCY QUESTIONS

QUESTION	CHATGPT	PERPLEXITY	GEMINI	AI OVERVIEW
Emergency dentist open now near Coventry	☐	☐	☐	☐
Knocked-out tooth what to do, Manchester	☐	☐	☐	☐

TRUST AND COMPARISON QUESTIONS

QUESTION	CHATGPT	PERPLEXITY	GEMINI	AI OVERVIEW
Is [Practice] in [Town] any good	☐	☐	☐	☐
Reviews for [Practice], [Town]	☐	☐	☐	☐
[Practice A] or [Practice B] for Invisalign	☐	☐	☐	☐

ACCESS QUESTIONS

QUESTION	CHATGPT	PERPLEXITY	GEMINI	AI OVERVIEW
Private dentist near me taking new patients, [Town]	☐	☐	☐	☐
NHS dentist accepting patients in [Town]	☐	☐	☐	☐

2. Score your month

Named count: ____ / ____ checks

AI Visibility Score: ____ %

(Named count ÷ total checks × 100)

Accuracy check: any wrong hours, phone number, or treatment listed?

3. Intake form addition

Add this option to your new-patient "how did you hear about us" question: **"AI assistant (ChatGPT, Gemini, Perplexity)"**. Log responses here month to month:

MONTH	PATIENTS CITING AN AI ASSISTANT	NOTES

Free worksheet from QBiz Leads AI · [How to Monitor Your Dental Practice's AI Search Presence](#) · [Get your free AI Visibility check](#)