Example Dental Studio was named in 4 of 36 AI answers about London dentists

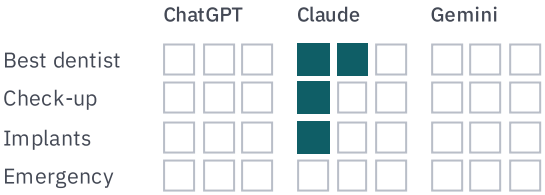
ChatGPT, Claude and Gemini were each asked four questions a London patient might ask, three times each, on 3 and 4 November 2026. This report shows which practices they recommended, where Example Dental Studio stands, and what we would fix first.

All 4 mentions came from Claude. ChatGPT and Gemini did not name the practice in any of their 24 answers, and no assistant named it when asked for an emergency dentist.

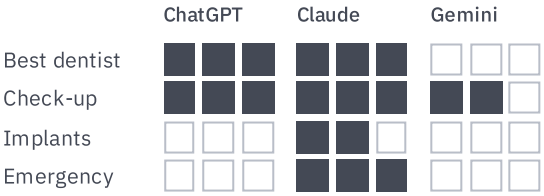
10 practices were named more often. Bupa Dental Care was named in 19 of the 36 answers, Harley Street Dental Studio in 12 and Smilepod in 10.

Each square is one answer: four questions, three assistants, three runs each. A filled square is an answer that named the practice.

4 Example Dental Studio of 36 answers



19 Bupa Dental Care of 36, named most



Answers naming the practice	**4 of 36** (11%) 95% interval: 4% to 25%
By assistant	ChatGPT 0 of 12, Claude 4 of 12, Gemini 0 of 12
Questions where it was named	3 of 4 (not the emergency question)
Average place in the answer when named	3
Practices named more often	10 of the 24 named in two or more answers; 53 named in all

Who the assistants recommend

The 24 practices named in at least two of the 36 answers, most named first. 53 practices were named in all, 29 of them only once. Equal counts are ties, shown in the order the Index publishes them.

#	PRACTICE	OF 36	SHARE, 95% INTERVAL	BY ASSISTANT, OF 12 EACH			QUESTIONS	AVG PLACE
				CHATGPT	CLAUDE	GEMINI		
1	Bupa Dental Care	19	37% to 68%	6	11	2	4	1.8
2	Harley Street Dental Studio	12	20% to 50%	1	2	9	3	2.2
3	Smilepod	10	16% to 44%	2	0	8	3	2.8
4	Emergency Dentist London	9	14% to 41%	3	3	3	1	1
5	Harley Street Dental Clinic	8	12% to 38%	2	6	0	4	4.1
6	London Dental Specialists	6	8% to 32%	3	0	3	4	3
7	MyDentist	6	8% to 32%	1	5	0	2	3.3
8	The Implant Centre	5	6% to 29%	2	3	0	1	1.2
9	Elleven Dental	5	6% to 29%	0	2	3	2	2.8
10	Portman Dental Care	5	6% to 29%	0	5	0	3	5
11	**Example Dental Studio**	4	4% to 25%	0	4	0	3	3
12	Rodericks Dental	4	4% to 25%	0	4	0	2	3.5
13	The London Dental Implant Clinic	3	3% to 22%	0	1	2	1	1.7
14	The London Centre for Cosmetic Dentistry	3	3% to 22%	1	0	2	1	2.7
15	The London Dental Centre	3	3% to 22%	2	0	1	2	2.7
16	Dental Rooms London	3	3% to 22%	3	0	0	2	3.3
17	Smile Cliniq	3	3% to 22%	2	1	0	2	4
18	The Dental Studio London	3	3% to 22%	0	3	0	2	4.3
19	The Dental Implant Clinic London	2	2% to 18%	2	0	0	1	1
20	One Implant Clinic	2	2% to 18%	0	2	0	1	2
21	The Emergency Dentist	2	2% to 18%	1	0	1	1	2
22	The Dental Surgery	2	2% to 18%	2	0	0	2	2.5
23	The Fresh Breath Centre	2	2% to 18%	0	2	0	1	4
24	City Dental London	2	2% to 18%	0	2	0	2	5.5

Share is the answers naming a practice, out of 36; bars run from 0 to 75%. The bracket is the 95% interval (Wilson): with 36 answers, a practice named in 4 could plausibly be named anywhere from 4% to 25% of the time, so neighbouring rows often overlap. Questions is how many of the four questions named it; average place is its position in the answer's list when it was named.

Question by question

Each question was asked 9 times: three assistants, three runs. Below, the practices named in at least two of those 9 answers, and Example Dental Studio's own count.

Best dentist

"Who is the best dentist in London?"

Bupa Dental Care	6 of 9
Harley Street Dental Studio	5 of 9
Elleven Dental	3 of 9
The London Centre for Cosmetic Dentistry	3 of 9
Example Dental Studio	**2 of 9**

The practice's strongest question. Claude named it in 2 of its 3 runs. ChatGPT named Bupa Dental Care in all 3 of its runs; Gemini named Harley Street Dental Studio and Elleven Dental in all 3 of its.

Check-up and cleaning

"I need a dentist in London for a check-up and a cleaning. Which practices would you recommend?"

Bupa Dental Care	8 of 9
Harley Street Dental Studio	4 of 9
Smilepod	4 of 9
MyDentist	4 of 9
Portman Dental Care	3 of 9
Example Dental Studio	**1 of 9**

The everyday question has the clearest winner: Bupa Dental Care, named by all three assistants in 8 of 9 answers.

Implants

"Which dental clinic in London is good for dental implants?"

The Implant Centre	5 of 9
Harley Street Dental Clinic	4 of 9
Harley Street Dental Studio	3 of 9
Smilepod	3 of 9
The London Dental Implant Clinic	3 of 9
Example Dental Studio	**1 of 9**

Two of the five practices named most often for implants carry the word in their name.

Emergency

"I have a toothache and need an emergency dentist in London. Who should I call?"

Emergency Dentist London	9 of 9
Bupa Dental Care	3 of 9
Smilepod	3 of 9
Harley Street Dental Clinic	2 of 9
MyDentist	2 of 9
Example Dental Studio	**0 of 9**

No assistant named the practice. Every one of the 9 answers named Emergency Dentist London.

Where assistants read about UK dentists

From a separate study, the AI Source Map (October 2026 edition), which asked assistants about dentists in the United Kingdom with web search on and recorded the sites each answer read. The sample is small, 8 answers (7 from ChatGPT, 1 from Claude), so read it as a list of places to be present, not as a ranking.

reddit.com	7 of 8
wikipedia.org	6 of 8
alldentists.co.uk	5 of 8
trustpilot.com	5 of 8
whatclinic.com	5 of 8
cqc.org.uk	4 of 8
dentistlocator.co.uk	4 of 8
dentistry.co.uk	3 of 8
thelocaldentist.co.uk	3 of 8
doctify.com	2 of 8

What we recommend

In the order the readings suggest. Each step names the figure it answers.

1 Own the emergency question

If the practice sees emergency patients, give that its own page: hours, same-day policy, the number to call, the areas it covers. Mark the page up as a dentist with opening hours in structured data, so the facts are machine-readable.

EVIDENCE

0 of 9 emergency answers named the practice. One name, Emergency Dentist London, was in all 9.

2 Be listed where assistants read

Complete, matching entries on the UK dental directories and review sites assistants read: alldentists.co.uk, WhatClinic, Dentist Locator, Doctify and Trustpilot. The same name, address, phone and services everywhere, and a check that the CQC record matches.

EVIDENCE

ChatGPT and Gemini named the practice in 0 of their 24 answers. Each of these sites was read in 2 to 5 of the 8 web-search answers about UK dentists.

3 Answer the implant and check-up questions

One page for each question a patient asks, written as the answer: what an implant consultation involves and who carries it out, what a check-up and hygiene visit includes and how to book. Each page names the practice, its area and its clinicians' credentials in plain text.

EVIDENCE

Implants: 1 of 9, against 5 for The Implant Centre. Check-up and cleaning: 1 of 9, against 8 for Bupa Dental Care.

4 Complete the Google profile and keep reviews coming

The right primary category, every service (check-ups, hygiene, implants, emergency), hours including out of hours, photos, and a simple routine that asks every patient for a review after a visit.

EVIDENCE

Gemini named the practice in 0 of 12 answers. We cannot show that the profile moves Gemini's answers; it is the record Google shows patients directly, and the quickest to get right.

How we will measure it

Before the work starts we agree ten questions your patients ask and read the answers of ChatGPT, Claude, Gemini and Grok, with your three closest rivals counted in the same answers. We read them again 30 and 90 days later, asked the same way. From then on we read up to 30 questions of your choice every week and send you a monthly report.

What no one can promise

Nobody controls what an assistant says, and answers move between runs: on this page, 46% of the practices an assistant named came back when the same question was asked again, and any two assistants shared 18% of the practices they named. We fix the public record the assistants learn from, then count again.

Method and sources

Questions	The four questions shown, asked in English exactly as written.
Assistants	The models behind ChatGPT, Claude and Gemini, asked through their APIs without web search. That is what each model knows on its own, not what its app shows a signed-in user.
Readings	Three runs per assistant and question, on 3 and 4 November 2026: 36 answers, none failed or empty.
Counting	A practice counts once per answer, however often it appears in it, and spellings of the same name are merged. A practice is listed when at least two answers name it. Intervals are 95% Wilson score intervals.
Data	AIGROW AI Visibility Index, November 2026 edition, dentists in London (aigrow.gg/index/dentists/london), CC BY 4.0. AIGROW (2026). AI Visibility Index, November 2026 edition [Data set]. Zenodo. doi.org/10.5281/zenodo.23934866. Sites read: AIGROW AI Source Map, October 2026 edition, United Kingdom, dentists, 8 answers with web search.
This sample	Example Dental Studio is a real practice from the published Index (position 11), shown under a placeholder name. Every other name is printed as the assistants gave it. Your Agency Name and the logo stand in for the agency's own.