THE FULLY BOOKED CLINIC

Module 3 of 4

# Get Recommended by AI

Show up when patients ask ChatGPT, Google AI and Perplexity who to trust

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A 4-part course on getting your clinic found, chosen, and booked

# Module 3: Get Recommended by AI

> By the end of this module you will understand exactly how tools like ChatGPT, Google's AI answers and Perplexity decide which clinics to recommend, and you will have a simple, realistic plan to become one of the clinics they name. You will make your website easy for an AI to quote, build a reputation beyond your own site, test your visibility every month in 30 minutes, and avoid the scams that waste money. No technical background needed — if you can write an email, you can do everything in this module.

## Lesson 3.1: The new front door — patients are now asking AI who to trust

For twenty years, a new patient's journey started the same way: type something into Google, look at the list of results, click a few websites, pick one. Module 1 and Module 2 taught you how to win that game.

But a growing share of patients now start somewhere else. They open ChatGPT, or Google's own AI answer at the top of the search page, or Gemini, Copilot or Perplexity, and they ask a full question in plain English:

- "Who is the best pediatric dentist near me in Kitchener?"
- "How much does Invisalign cost, and which clinics do it well around here?"
- "My shoulder hurts when I lift my arm. Should I see a physiotherapist or a chiropractor, and who is good near downtown?"

And here is the part that changes everything: the AI does not give them ten blue links. It gives them an answer — often naming two to five specific clinics by name, with a sentence about why each one is worth considering. The patient reads it, picks one, and calls.

**Why this matters for your revenue.** When Google showed ten links, being anywhere on page one gave you a shot. When an AI names three clinics, being clinic number four means you were never in the conversation — the patient never even saw your name. Every AI recommendation that names your competitor instead of you is a new patient, and every new patient is worth real money: a dental patient can be worth thousands of dollars over the years they stay with you, and a physiotherapy patient often books a series of eight or ten visits from one decision.

**How fast is this growing?** Honestly: nobody has a precise number for your town, and anyone who quotes you an exact percentage is guessing. What we can say truthfully in mid-2026 is this: AI answers now sit at the top of many ordinary Google searches, ChatGPT is used by hundreds of millions of people, and clinic owners are already reporting new patients who say "ChatGPT recommended you." It is not yet the majority of patients — most still find you the old ways, which is why Modules 1 and 2 come first. But it is one of the fastest-growing ways patients choose.

**The good news.** Most of your competitors are ignoring this completely. The work in this module is not expensive and not technical. It is mostly about being clear, honest and well-documented on the open web — things a good clinic should want to do anyway.

**How to get started, step by step:**

1. Right now, open ChatGPT (the free version is fine) and type: "Who is a good [your specialty] in [your city]?"
2. Do the same in Perplexity and in a normal Google search (look for the AI-written answer at the top, when one appears).
3. Write down three things: Did your clinic get named? Which competitors were named? What reasons did the AI give for recommending them ("great reviews," "offers weekend hours," "transparent

pricing")?

4. Keep those notes. The reasons the AI gives for recommending your competitors are your to-do list for this whole module.

> **Do this now (10 min):** Ask ChatGPT, Perplexity and Google the same question: "Who is the best [your specialty] in [your city] and why?" Screenshot or copy each answer into a document called "AI visibility — baseline." Date it. This is your before picture — in 60 days you will compare against it.

## Lesson 3.2: How AI actually picks the clinics it names (in plain words)

Before you spend a single hour on this, you need an accurate picture of how these tools work — because a wrong picture leads to wasted money and lost patients.

**The plain-words version.** AI tools like ChatGPT, Gemini and Perplexity have read enormous amounts of the public internet, and most of them also run fresh searches the moment a patient asks a question. When someone asks "who is a good dentist in Kitchener," the AI quickly gathers what the open web says: your website, your Google listing, your reviews on Google and other sites, health directories, local news articles, "best dentist in Kitchener" round-up lists, and even public forum discussions where locals recommend clinics.

Then it does something very human: it summarizes the consensus. If your clinic appears in many of those places, described consistently, with strong reviews and clear information, the AI treats you as a safe recommendation and repeats what it found. If you barely appear, or the information about you is thin, vague or contradictory, the AI quietly skips you and names someone else.

Think of the AI as a very fast, very well-read new neighbor. If everyone in town — the review sites, the local paper, the directories, the forums — keeps saying "Riverside Physiotherapy is great with runners and they explain everything clearly," the neighbor repeats that.

**Three things this means in practice:**

1. **You cannot pay your way into the answer.** Some AI tools show ads, but ads appear separately and are labelled as ads — no vendor can buy your clinic a place in the recommendation itself. Anyone selling "guaranteed placement in AI answers" is selling something they do not control. (More on this scam in Lesson 3.9.)
2. **The AI can only repeat what exists publicly.** If your Invisalign price range is not written anywhere on the web, the AI cannot mention it — but it can mention your competitor's, because they published theirs. Clarity is the currency.
3. **Consistency matters more than cleverness.** If your name, address and phone number are written differently across your website, your Google listing and old directories — "Riverside Physio" here, "Riverside Physiotherapy & Wellness Inc." there, an old address on a third site — the AI gets less confident that these are all the same clinic, and less confident means less likely to recommend you.

**Step by step, build your accurate mental model:**

1. Search Google for your clinic name in quotes, e.g. "Bright Smile Dental Kitchener." Look at the first two pages of results. That collection of pages — your site, your listings, reviews, mentions — is roughly what an AI sees when it evaluates you.
2. Ask yourself the neighbor question: if a stranger read only those pages, never visiting your clinic, what would they confidently say about you? Whatever the honest answer is — "they exist, but I couldn't tell

you what they're good at" — that is what the AI can say too.

3. Note every inconsistency you spot: old addresses, different phone numbers, a former clinic name.

> **Do this now (15 min):** Google your clinic name in quotes. List every website that mentions you on the first two pages. Beside each, mark a check if your name, address and phone number are exactly right, and an X if anything is wrong or outdated. Keep the list — fixing the X's is Week 1 of your 30-day plan.

## Lesson 3.3: The foundation check — Modules 1 and 2 already do most of this work

Here is something the "AI visibility agencies" will not tell you, because it does not sell monthly contracts: **most of what makes a clinic show up in AI answers is the same work that makes it show up on Google.** If you have done Module 1 (a complete, active Google Business Profile — your clinic's free listing on Google) and Module 2 (a clear website with a page for each service), you have already done roughly the hard majority of AI visibility. This lesson is a checkpoint, not new work.

**Why the foundation matters in money terms.** Writing brilliant AI-friendly content on top of a broken foundation is like putting a beautiful sign on a clinic with a disconnected phone line. The AI tools lean heavily on exactly two sources when a patient asks a local question: your Google listing (for who you are, where you are, your hours and your reviews) and your website (for what you do and what it costs). If either is incomplete, everything else in this module underperforms, and the patients an AI would have sent you go to the clinic next door.

**Your foundation checkpoint — verify each item, step by step:**

1. **Google listing complete and active (Module 1).** Every field filled in: correct categories, services listed, hours accurate (including holidays), photos recent, and you are replying to reviews — following Module 1's privacy rule: never confirm a reviewer is a patient or mention their visit or treatment, even if they shared it first. AI answers about local businesses draw on this listing constantly. If you skipped Module 1, stop here and do it first — genuinely.
2. **A separate page for each main service (Module 2).** One page for Invisalign, one for children's dentistry, one for emergency appointments — not one crowded "Services" page. When a patient asks the AI a specific question, the AI looks for a page that specifically answers it.
3. **Your name, address and phone number identical everywhere.** Same spelling, same format, on your website footer, your Google listing, and every directory. Pick one official version today and use it forever. And a warning: the official version must be your real-world clinic name only — no extra search words stuffed in (we covered why in Module 1: it can get the listing suspended).
4. **A working, mobile-friendly website that loads quickly.** AI tools fetch your pages the way a browser does. A site that is broken, painfully slow, or shows text only inside images gives them nothing to read.
5. **Reviews flowing in steadily (Module 1's review routine).** AI answers lean noticeably on review volume, recency and content. A clinic with 300 recent, detailed reviews is dramatically easier for an AI to recommend than one with 12 reviews from three years ago.

If you checked all five: excellent — the rest of this module is where you pull ahead of clinics that stopped here. If you missed some: fix those first. And one reassurance: none of this requires touching code — every fix is either inside your Google dashboard or a simple content change your website person can make in an afternoon.

**Do this now (20 min):** Go through the five checkpoints above and mark each pass or fail. For every fail, write one line: what is wrong, who will fix it, by when. If more than two items fail, pause this module and book the fixes this week — they are worth more than anything that follows.

## Lesson 3.4: Make every page easy for an AI to quote

An AI writing an answer is like a student on a deadline: it skims your page looking for a clear, quotable sentence. If your page opens with "Welcome to our practice, where compassionate care meets clinical excellence," the AI learns nothing — that sentence could describe any clinic on earth. If your page opens with "We are a physiotherapy clinic in Kitchener, Ontario, specializing in sports injuries and post-surgery rehabilitation, with same-week appointments," the AI has everything it needs to recommend you, in one sentence it can almost quote word for word.

**Why this matters in patients.** When a patient asks "who does Invisalign well in Kitchener and what does it cost," the AI assembles its answer from the clearest sources it can find. The clinic whose page plainly states the treatment, the city, and a price range gets quoted. The clinic with a vague, image-heavy page gets skipped. Quotable pages are how you turn AI recommendations into booked appointments — and the same clarity makes human visitors more likely to book too, so nothing here is wasted even on patients who never touch AI.

**How to make each page quotable, step by step:**

1. **Answer in the first few lines.** Every important page should tell a stranger, within the first three sentences: what the service is, where you are, and one concrete reason to choose you. Dental example, top of the Invisalign page: "Bright Smile Dental provides Invisalign clear aligner treatment in Kitchener, Ontario. Most adult treatments take 6 to 18 months and cost between $3,500 and $6,500, depending on complexity. We include a free initial scan and consultation." Three sentences; an AI can recommend you from those alone.
2. **State your city and service plainly, in text.** Do not assume "near me" takes care of itself — the AI needs to read your location in words on the page. "We are a physiotherapy clinic in Kitchener, Ontario, near Victoria Park" beats a logo and a map image every time.
3. **Add a real FAQ section (frequently asked questions) using patients' exact words.** Ask your front desk for the ten questions they answer on the phone every single week. Write each question exactly as patients say it — "Does Invisalign hurt?", "Do you take my insurance?", "Do I need a doctor's referral for physiotherapy?" — and answer each in two to four honest sentences. These question-and-answer pairs match the exact shape of what patients type into AI tools.
4. **Put practical facts in text, never only in images or PDFs.** Price ranges, insurance and direct-billing details, hours, parking, wheelchair access, languages spoken — typed onto the page as normal text. AI tools mostly read text; a price list that exists only as a photo of a poster, or buried in a downloadable PDF, is invisible to them. (It is also invisible to patients on phones and to Google — one fix, several wins.)
5. **Use honest ranges when exact prices vary.** You do not need a fixed price. "Initial physiotherapy assessments are $110; follow-up visits are $85. Most extended health plans cover physiotherapy, and we bill your insurer directly" is specific enough to be quoted and honest enough to be safe.

6. **One page, one question.** Keep the Module 2 rule: each major service gets its own page with its own direct opening — a page covering six services tells the AI nothing.

A simple quality test: read the first three sentences of your most important page out loud — could a stranger repeat back what you do, where you are, and why to pick you? If not, rewrite until they could.

> **Do this now (25 min):** Take your single most valuable service page (the treatment that brings the most revenue). Rewrite its first three sentences using the formula: what + where + one concrete differentiator with a number in it. Then add a five-question FAQ using the exact questions your front desk hears. Publish it or send it to your website person today.

## Lesson 3.5: Be known beyond your own website

Imagine two clinics claim to be "Kitchener's most trusted dental clinic." Clinic A says so only on its own website. Clinic B is on Google with 280 reviews, listed in the national dental association's find-a-dentist directory, reviewed on two other platforms, mentioned in a local news piece about free dental days, and recommended twice by name in a public neighborhood forum thread. Which claim does a careful reader believe? The AI makes exactly that judgment, thousands of times a day.

AI tools are trained to be skeptical of what businesses say about themselves and to trust what others say about them. Your website tells the AI what you claim; everything else on the web tells it whether to believe you.

**Why this matters in money.** When several independent sources agree you are good, the AI recommends you with confidence — often with a reason attached ("frequently praised for gentle care with anxious patients"), which is precisely the sentence that makes a nervous patient pick up the phone.

**How to build it, step by step:**

1. **Spread your reviews across more than one platform.** Google reviews remain the priority (Module 1's routine). But AI tools also read other review sites — general ones and healthcare-specific ones vary by country, so search "review sites for [dentists/physiotherapists] in [your country]" and pick the one or two that already show up when you search your own specialty and city. (Check each platform's own rules first — a few review sites discourage businesses from asking for reviews directly.) Once a month, point a few recent patients to that site instead of Google. Word-for-word front desk script: "Would you mind sharing your experience in a quick review? Most people use Google, but if you already have an account on [other site], a review there helps other patients find us too." The two safety rules from Module 1 apply on every platform: ask every patient the same way (never only the ones you expect to be positive), and never offer anything in exchange for a review.
2. **Get into the respected directories for your profession.** Your professional association or regulatory college almost certainly runs a public "find a provider" directory — dental associations, physiotherapy colleges, medical directories. These are exactly the trustworthy sources AI leans on. Make sure your profile there exists, is complete, and matches your official name, address and phone number.
3. **Earn local mentions.** A short piece in the local paper about your free mouthguard day for kids' hockey teams, a mention on the community sports club site you sponsor, a health column you wrote for a neighborhood newsletter's website — each one is an independent witness. A few genuine local mentions per year noticeably strengthen the record AI reads.
4. **Show up honestly where locals ask for recommendations.** People ask "anyone know a good physio?" in public forums like Reddit and local Facebook groups, and AI tools read the public ones. The right way to appear there is to be recommended by real patients — which happens naturally when you are good and visible. It is fine for you to answer general questions helpfully under your real name and clinic ("I run a physio clinic in town — for a question like that, look for someone who does vestibular

rehab, the treatment for dizziness and balance problems; happy to point you to options including others").

5. **A blunt warning: do not fake it.** Do not write fake forum posts praising your own clinic, do not buy or incentivize reviews (no payment, discounts or gifts for reviewing), do not have staff pose as patients. These schemes get detected — platforms remove the content, Google can penalize or suspend your listing, and a public thread exposing "this clinic fakes its own recommendations" is exactly the kind of thing an AI will happily repeat forever. Earn mentions; never manufacture them.
6. **Privacy, always.** The rule from Module 1 applies unchanged here: never confirm that a specific person is your patient or reveal anything about their treatment in public — even if they shared it first — and never use a patient's photo or story in any marketing without their written consent.

> **Do this now (15 min):** Search "find a [dentist/physiotherapist/your profession]" plus your country or province, and identify your professional association's public directory. Check whether your clinic is listed and whether every detail matches your official name, address and phone number. Fix or submit your listing today — it is usually a free form.

## Lesson 3.6: Write the pages AI loves to repeat

Some pages get quoted by AI constantly, and they are not the pages most clinics have. Clinics write "we offer Invisalign." Patients ask AI "how much does Invisalign cost and is it better than braces for a teenager?" The clinic that publishes the page that fully answers the patient's actual question is the clinic the AI quotes — and the patient books.

**Why this matters in revenue.** These pages answer exactly the questions patients ask in the final days before choosing a clinic — cost, comparison, what happens on day one. A patient reading your honest cost page is often hours from booking. One good page can keep sending you those patients for years, from AI answers and normal Google searches alike, for the one-time cost of an afternoon's writing.

**The four page types that earn AI recommendations, and how to write each:**

1. **The cost page.** Title it the way a patient would ask: "How much does Invisalign cost in Kitchener? (2026 guide)" or "Physiotherapy costs in Kitchener: fees, insurance and direct billing." Open with the direct answer — the real range — then explain what moves the price (complexity, number of visits, insurance), what is included, and payment plans. End with what to do next: "Book a free consultation and we'll give you an exact quote." Honesty is the whole strategy: an inflated or vague page fools no one and gets skipped.
2. **The comparison page.** "Invisalign vs braces: cost, time and comfort compared" or "Physiotherapy vs chiropractic for lower back pain: which do you need?" Be genuinely balanced — say clearly when the other option is the better choice ("For severe bite problems, traditional braces usually work better"). This feels like giving business away; it does the opposite — balance is what makes the page trustworthy enough for an AI to repeat and a patient to believe. A simple table helps:

| | Invisalign | Braces |
|---|---|---|
| Typical cost | $3,500-$6,500 | $3,000-$7,000 |
| Typical time | 6-18 months | 18-30 months |
| Best for | Mild to moderate cases, adults | Complex cases, all ages |

3. **The honest pros-and-cons page.** "Is Invisalign worth it? An honest look at the pros and cons." Include the real downsides: discipline of 22-hours-a-day wear, the adjustment week, cases it cannot fix. A page that admits drawbacks reads as expert advice rather than advertising — to patients and to AI alike.
4. **The "what to expect at your first visit" guide.** Walk through the visit minute by minute: what to bring, what to wear, whether there is pain, how long it takes, what it costs, what happens after. For a physiotherapy clinic: "Your first physiotherapy visit: what to expect (and what to wear)." These pages calm the anxiety that stops people from booking, and they answer a question patients ask AI constantly.

**Rules for writing all four:**

1. Write like you explain things chairside — if you would not say "malocclusion" to a patient without explaining it, do not write it without explaining it.
2. Fully answer the question on the page. The test: if a patient read only this page, would they need to ask anything else before deciding?
3. Use real numbers from your own clinic — your fees, your typical visit counts, your timelines. Specific and true beats generic every time.
4. Put the answer at the top, the detail below. AI and impatient humans both read the same way.
5. Add a dated "medically reviewed by Dr. [Name]" line and update these pages yearly — a real clinician's name and a recent date build trust with patients and AI alike. (Only if that clinician genuinely read and approved the page — a review credit that is not true is a fast way to lose exactly the trust you are building.)
6. One page per month is a good pace — four excellent pages beat forty thin ones (Lesson 3.9 explains why mass production backfires).

> **Do this now (15 min):** Pick the one question patients ask most in your consult room — for most clinics it is a cost question. Write the page title as the patient would ask it, then write only the first paragraph: the direct, honest answer with a real range. That paragraph is the hard part; schedule one hour this week to finish the rest.

# Lesson 3.7: Test your own AI visibility — the monthly 30-minute check

You already check your Google reviews. From now on, you also check your AI visibility — because you cannot improve what you never look at, and because AI answers change month to month as these tools update and as your competitors publish new pages. Clinics that test monthly spot problems early ("we stopped being mentioned for emergency dental") and see their progress ("we now appear in 6 of 12 questions, up from 2").

**The cost of not knowing:** if a competitor overtakes you in AI answers, nothing alerts you — your first sign is a quiet month, after you have already lost patients you never knew existed.

**Set up your monthly routine, step by step:**

1. **Write your question list once (10-15 questions).** Cover the ways real patients actually ask. For a dental clinic in Kitchener, for example: - "Best dentist in Kitchener" - "Best pediatric dentist near Kitchener" - "How much does Invisalign cost in Kitchener and who does it well?" - "Dentist in Kitchener good with anxious patients" - "Invisalign vs braces — which should I get, and who should I see in Kitchener?" For a physiotherapy clinic, swap in: "best physiotherapist in Kitchener," "physio for runner's knee Kitchener," "do I need a referral for physiotherapy in Ontario, and who is good in Kitchener?", "physiotherapy cost Kitchener," "pelvic floor physiotherapist Kitchener." Include at least one cost question, one "best for [specific patient type]" question, and one comparison question — those are the questions patients ask right before they choose a clinic.
2. **Ask each question in three places:** ChatGPT, Perplexity, and a normal Google search (noting the AI-written answer at the top when one appears). Use a private browsing window (incognito) or log out where you can, so your own history colors the answers less. If you have time, add Copilot or Gemini — but three tools is plenty.
3. **Score each answer in a simple spreadsheet.** One row per question, one column per tool, one sheet per month. In each cell write: 2 if your clinic is named, 1 if it appears only in the listed sources or links, 0 if absent. In a notes column, record which competitors were named and the reason the AI gave.
4. **Total the score and compare with last month.** With 12 questions and 3 tools, the maximum is 72. The absolute number matters less than the direction. Up: whatever you shipped last month is working — do more. Down or flat: read the notes column to see who is being named instead, and why.
5. **Turn competitor reasons into actions.** If the AI says a competitor is recommended "for transparent pricing and weekend availability," that is not commentary — it is an instruction. Publish your pricing (Lesson 3.6). If you have weekend hours, make sure they are written on your site and Google listing where an AI can read them.
6. **Expect messiness.** AI answers vary from day to day and between two people asking the same thing — that is normal. You are tracking a trend across a dozen questions over months, not chasing any single answer.

Put a recurring appointment in your calendar — first Monday of the month, 30 minutes, "AI visibility check." An office manager can run the whole routine — it needs nothing beyond copy, paste and honesty.

> **Do this now (30 min):** Build the question list (10-15 questions using the patterns above), create the scorecard spreadsheet, and run the first full check across ChatGPT, Perplexity and Google. Record your baseline total. This number is the one you will beat.

## Lesson 3.8: Read the sources the AI shows — they are your to-do list

Here is the most underused gift in AI search: some tools show their work. Perplexity in particular lists the sources behind its answer, and Google's AI answers typically link to the pages they drew from. When the AI answers "best physiotherapist in Kitchener" and shows the sources it used, it is handing you the exact list of websites that decide who gets recommended in your city. Most clinic owners never click them. You will.

**Why this matters in money.** Instead of guessing where to build your reputation — of the thousands of directories and blogs that exist — the AI tells you the precise handful it actually trusts for your specialty in your town. Every hour you spend getting into those specific sources is an hour aimed exactly where recommendations are made.

**How to mine the sources, step by step:**

1. **Run your monthly questions in Perplexity and Google, and this time click the sources.** Beside or beneath each answer you will find the pages the AI drew from. Open every one.
2. **Sort what you find into four buckets:** - **Directories** — "find a dentist" sites, health directories, review platforms. - **Round-up articles** — "The 10 best physiotherapy clinics in Kitchener" style lists on local blogs or news sites. - **Community discussions** — public forum or Reddit threads where locals traded recommendations. - **Clinic websites** — usually the pages of whoever got recommended.
3. **For every directory that cites competitors but not you: get listed.** Most professional and health directories are free or cheap. Complete the profile fully — description, services, photos, correct name, address and phone number. A half-empty profile barely helps.
4. **For every round-up article you are missing from: write a short, polite note to the author.** Word for word: "Hi [Name], I enjoyed your guide to physiotherapy clinics in Kitchener. I run Riverside Physiotherapy downtown — we're rated 4.9 on Google from 300+ reviews and we specialize in sports injuries and post-surgery rehab. If you update the piece, we'd be glad to be considered. Happy to answer any questions." Some ignore you; some update the list. One inclusion in a frequently-cited round-up can influence AI answers for years. Never pay for placement in anything dressed up as an independent "best of" list.
5. **For community discussions: read, don't plant.** Learn what locals praise and complain about — "nobody answers their phone," "I want a physio who explains things" — and fix or highlight accordingly. Do not fake posts (Lesson 3.5's warning applies double here).
6. **For recommended competitors' websites: study the cited page.** Is it a cost page? A comparison? Note what it does that your equivalent page does not — usually it simply answers the question more directly — and upgrade yours.
7. **Track it.** Add a "Sources" tab to your scorecard: each source, its bucket, whether you are in it, action taken, date.

**Do this now (15 min):** Ask Perplexity your single most valuable patient question (usually “best [specialty] in [city]” or your top cost question). Open every source it lists. Write down each one, whether your clinic appears in it, and the one action that would get you in. You now have a to-do list built from the AI’s own trust list.

## Lesson 3.9: The traps, the timeline, and why moving now wins

This final lesson protects your money and sets honest expectations — because a wave of vendors has appeared selling "AI optimization," and some of what they sell will actively hurt you.

**Trap 1: Nobody can guarantee you a spot in ChatGPT.** If an agency promises "#1 in ChatGPT" or "guaranteed AI recommendations," walk away. No one outside the AI companies controls those answers, the answers vary from user to user and day to day, and even where these tools carry advertising, ads are shown separately and labelled — the recommendation itself is not for sale. A good agency talks about the fundamentals in this module — clear pages, consistent listings, real reviews, genuine mentions — and promises effort and measurement, never rankings. Word for word, ask any vendor: "Since nobody controls AI answers, what exactly will you do each month, and how will we measure whether mentions of our clinic increase?" Watch how they handle the first clause.

**Trap 2: Mass-produced AI-written pages.** Some vendors offer "300 pages targeting every treatment and suburb" churned out by AI for a few hundred dollars. Do not. Search engines and AI tools have gotten good at spotting bulk, generic content, and they discount sites that publish it — you can end up less visible than before, with pages that embarrass your clinic when a real patient reads them. Ten pages written from your actual expertise, with your real prices and your real answers, beat three hundred generated ones. Using AI as a drafting assistant for a page you then fact-check, personalize and stand behind is fine; publishing whatever it spits out is not.

**Trap 3: Fake reviews and fake forum posts.** Covered in Lesson 3.5, repeated because the sales pitches are relentless: bought or incentivized reviews and planted posts get detected, penalized and — worst of all — publicly exposed, and public accusations are exactly the kind of content AI repeats. The same goes for "review funnels" that quietly survey patients first and only send the happy ones to Google — that is review gating, and it is against Google's policy.

**Trap 4: Chasing every new AI tool.** New AI search products will keep launching. You do not need a strategy per tool. Everything in this module — clear quotable pages, consistent information, real independent reputation — is what all of them read. Build once, be visible everywhere.

**The honest timeline.** This is not an overnight channel:

1. **Weeks 1-4:** foundation fixes and your first quotable pages go live. AI tools that search the live web, like Perplexity and Google's AI answers, can reflect changes within weeks.
2. **Months 2-4:** new pages, directory listings and accumulating reviews start showing up in answers. Your monthly scorecard should begin moving.
3. **Months 4-12:** compounding sets in. More sources mention you, the AI names you more consistently and for more question types, and front desk starts logging "ChatGPT recommended you" calls.

Anyone promising results in days is lying; anyone saying it takes years is selling a long contract. Meaningful movement in two to four months of steady work is the honest range.

**Why moving now wins.** Most clinics will not open this playbook for another year or two. That is your window. The clinic that today publishes honest cost pages, earns reviews on multiple platforms and gets into the cited directories becomes the "consensus answer" in its city — and consensus is sticky. Once the web broadly agrees Riverside Physiotherapy is the trusted physio in Kitchener, a latecomer cannot buy that position; they have to out-earn years of your head start. Early movers in Google search in the 2000s enjoyed years of inexpensive patients — this is that moment again.

**Step by step, protect yourself and commit:**

1. Screen any vendor with the question above; keep the reply in writing.
2. Set a content quality bar in one sentence for your team: "We only publish pages a clinician here has read, corrected and would say out loud to a patient."
3. Put the monthly 30-minute check (Lesson 3.7) in the calendar as a permanent fixture, like payroll.
4. Commit to the 30-day plan below, then to one page and one new source per month after that.

> **Do this now (10 min):** Write your two protective sentences where the team will see them: the vendor question and the content quality bar. Email them to whoever handles your marketing, with one line: "This is our policy for anything related to AI visibility."

## Common mistakes that cost clinics patients

**Skipping the foundation and jumping to "AI content."** Fancy pages on top of an incomplete Google listing or a confusing website do almost nothing. Modules 1 and 2 first — they are most of the battle.

**Hiding prices.** Clinics fear that publishing fees scares patients away. In AI search the opposite happens: the AI quotes the competitor who published a range, and that competitor gets the call.

**Burying key facts in images and PDFs.** A fee schedule that exists only as a photo of a poster, or a new-patient guide only as a PDF download, is unreadable to AI tools. Type it onto the page as ordinary text.

**Writing for peers instead of patients.** Pages full of clinical terminology answer questions no patient ever asks an AI. Write the question the way the patient says it, and answer the way you would chairside.

**Faking reputation.** Bought or incentivized reviews, staff posing as patients, planted forum posts — detected, penalized, and publicly exposed in threads the AI then repeats. Asking only patients you know are happy is a quieter version of the same mistake: review gating is against Google's policy and can get reviews removed. The most expensive shortcut in this module.

**Publishing patient stories without consent.** Confirming someone is a patient, or sharing treatment details publicly — even replying to their own review with specifics — breaks privacy rules and trust. Written consent for photos and stories, always; vague gratitude in public replies, always.

**Checking AI visibility once and never again.** Answers shift monthly as tools update and competitors publish. One check is a snapshot; the monthly routine is the strategy.

**Paying for "guaranteed AI rankings."** Nobody controls these answers. Money spent on guarantees is money not spent on the cost pages, reviews and directory listings that actually move them.

## Your Module 3 checklist

- ☐ Baseline recorded: asked ChatGPT, Perplexity and Google 10-15 patient questions and saved the answers with a date
- ☐ Foundation verified: Google listing complete (Module 1), one page per service and consistent name/address/phone everywhere (Module 2)
- ☐ Every inconsistent or outdated mention of the clinic online listed and fixed
- ☐ Top service pages open with three plain sentences: what we do, where we are, one concrete reason to choose us
- ☐ Real FAQ added to key pages, using the exact questions the front desk hears
- ☐ Prices, insurance details, hours and parking written as text on the page (not images or PDFs)
- ☐ An honest cost page published for the highest-value treatment
- ☐ One comparison or "what to expect at your first visit" page published
- ☐ Listed and complete in the professional association's public directory
- ☐ Reviews being requested on at least one platform beyond Google
- ☐ Sources cited by Perplexity and Google reviewed; missing directories and round-up lists identified with actions
- ☐ Monthly 30-minute AI visibility check in the calendar, scorecard created
- ☐ Team policy written: no fake, bought or incentivized reviews, no review gating (asking only happy patients), no planted posts, no patient details in public replies, written consent for any patient story or photo
- ☐ Vendor screening question saved and shared with whoever handles marketing

## Your 30-day action plan

### Week 1: Baseline and foundation

Run your baseline: ask your 10-15 patient questions in ChatGPT, Perplexity and Google, and record every answer in your new scorecard with the date. Complete the five-point foundation check from Lesson 3.3; fix anything failing, starting with your Google listing and any inconsistent name, address or phone number anywhere online. Google your clinic name in quotes and correct every outdated mention you can reach, using one official format for your name, address and phone.

### Week 2: Make your pages quotable

Rewrite the opening three sentences of your top three service pages using the formula: what we do + our city + one concrete, numbered reason to choose us. Add a real FAQ to each, built from the questions your front desk answers weekly. Move every practical fact — fees, insurance and direct billing, hours, parking, accessibility — out of images and PDFs and into plain text on the page. Ask your front desk to keep a running list of every question patients ask by phone — your future content list.

### Week 3: Publish what AI loves, and get known beyond your site

Write and publish your first cost page for your highest-value treatment, with honest ranges and a clear next step. Submit or complete your profile in your professional association's public directory. Start spreading reviews: brief the front desk on the script for asking patients to review you on a second platform — asked of everyone, never only the patients you expect to be positive, and never with a discount or gift attached. Draft one polite outreach note to the author of a local "best clinics" round-up you belong in.

### Week 4: Mine the sources and lock in the routine

Run your patient questions in Perplexity and Google again — this time open every cited source. Build your sources list: each directory, article and discussion, whether you are in it, and the next action. Complete the two easiest wins (usually free directory listings). Publish your second page — a comparison or a "what to expect at your first visit" guide. Run your full monthly scorecard, compare against Week 1's baseline, and book the recurring monthly 30-minute check. Then keep the momentum going: one new page and one new source every month, reviews flowing weekly, scorecard checked monthly — while your competitors keep not noticing.