Prepared by Your Agency

AI visibility & SEO report

Northwind Dental · November 2026 · Bengaluru, India

1. Summary

The month in three numbers and three sentences, for the reader who stops here.

Metric	This month	Last month
AI visibility	24%	17%
Share of voice	19%	14%
Organic clicks	6,420	5,880

- ChatGPT named Northwind in 31% of answers, up from 22%, after two comparison pages went live.
- Google AI Mode still favours a rival's YouTube reviews; we've started a video series to answer the same questions.
- Next month: get onto the two “best dental clinic in Bengaluru” lists that every engine cites.

2. How often AI names you

Out of the questions buyers ask, how often each AI engine names the brand.

Engine	Answers	Names you	Change
ChatGPT	600	31%	+9 pts
Google AI Mode	600	18%	+5 pts
Perplexity	600	27%	+6 pts
Gemini	600	20%	+8 pts

3. Who AI names instead

The brands that win the answers the client is missing.

Brand	Share of voice	Change
Rival A	27%	–2 pts
Northwind Dental	19%	+5 pts
Rival B	16%	0 pts
Rival C	9%	–1 pt
Others	29%	–2 pts

4. You vs each rival

When AI names both, who comes out ahead.

Rival	Answers naming both	Your win rate
Rival A	142	38%
Rival B	96	55%
Rival C	51	61%

5. What AI says about you

The tone of the answers that mention the brand, and the words they use.

Tone	Share of mentions
Positive	64%
Neutral	31%
Negative	5%

- “Northwind is known for same-day implant consultations and transparent pricing.”
- “Some reviews mention long waiting times on weekends.”

6. The sites AI cites

The pages the engines read to answer, and whether the client is on them.

Site	Kind	Citations	On it?
practo.com	Directory	212	Yes
youtube.com	Community	174	No
Local “best clinics” list	Publisher	96	No
northwinddental.in	Your site	61	Yes

7. Search performance

The classic SEO view: clicks, impressions and the pages and queries behind them.

Metric	This month	Last month
Clicks	6,420	5,880
Impressions	212,300	190,450
Average position	14.2	15.8
Visits from AI assistants	318	204

8. Work done this month

What the agency shipped, tied to the numbers above.

- Published “Dental implants cost in Bengaluru (2026)” and “Northwind vs Rival A”.
- Got listed on two of the five directories AI cites most for “best dentist” questions.
- Fixed schema on clinic pages; added doctors' credentials.

9. Next month's plan

The three moves most likely to win answers back, in order.

- Pitch the two “best clinics” lists cited by every engine.
- Publish an “Is Northwind Dental good?” page answering the review questions.
- Start a YouTube series on implant costs for Google AI Mode.

10. How we measured

Enough method for the numbers to be trusted and repeated.

20 buyer questions, asked daily on 4 AI engines as a visitor in Bengaluru, India, 1 to 30 November 2026 (2,400 answers). Search data from Google Search Console.

Sample report: the brand and figures are made up. Template by Pagelens, pagelens.ai/seo-report-template.