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START HERE

The AI Visibility Skill Pack for Dentists

8 AI skills that help ChatGPT, Google and Claude find, trust and recommend your practice.

Built from 8 of our AI search webinars and our work with 300+ dental practices.



Patrick Hounsell
Co-CEO, AscendPoint Agency
Home of SERP Dental

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WHAT'S INSIDE

8 skills. Start with 02, then 01.

01 **AI Visibility Audit** — **30 min**

Scores how often AI recommends you (presence, position, impact), who it names instead, and builds your 90-day plan.

Try: "Run an AI visibility audit for my practice in [city]."

02 **AI Bot Access** — **5 min**

Checks if your site blocks ChatGPT and 18 other AI bots. Writes a fixed robots.txt and a new llms.txt.

Try: "Is my website blocking ChatGPT? It's [website]."

03 **Answer-First Pages** — **20 min / page**

Rewrites a service page so the answer (cost, time, does it hurt) comes first, with FAQs and schema.

Try: "Rewrite my dental implants page so AI can quote it: [URL]."

04 **Schema + NAP Check** — **15 min**

Builds your Dentist schema and finds every place your name, address, phone or hours don't match.

Try: "Do my hours and phone match everywhere I'm listed?"

05 **Weekly GBP Posts** — **5 min / week**

Drafts two Google Business Profile posts a week in your voice, for your office manager to approve.

Try: "Draft this week's Google Business Profile posts."

06 **Review Engine** — **10 min / week**

Ask-every-patient scripts, the two-hour review text, and HIPAA-safe replies to every review.

Try: "Write replies to these reviews: [paste]."

07 **AI Authority Builder** — **1 hr / month**

Press releases, an original-stats page and expert forum answers: the outside proof AI checks.

Try: "Write a press release about our new associate dentist."

08 **Positioning 2x2** — **20 min**

Compares your website with nearby practices and finds the message only you can own.

Try: "How does my homepage compare to dentists near me?"

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INSTALL

Five minutes, once.

In Claude (recommended)

1. Open **claude.ai** or the Claude app and go to **Customize > Skills**.
2. Click **+ / Upload skill** and upload a ZIP from the **For-Claude** folder. Repeat for each. Don't unzip them.
3. Turn the skills on, and turn on **Code execution** in Settings > Capabilities.
4. Open a new chat and ask in plain English. Claude picks the right skill.

In ChatGPT

Business or Enterprise with Skills on: sidebar > **Plugins > Skills**, upload the same ZIPs.

Any plan with Projects: create a Project, paste **INSTRUCTIONS.txt** into its instructions, and add the eight playbook files from **For-ChatGPT**.

Custom GPT: same files, plus turn on web search and code.

Gemini: make a Gem with the same instructions and files.

Full steps: **For-ChatGPT/HOW-TO-USE-IN-CHATGPT.md**.

Three rules these skills follow

- **No patient information, ever.** Never paste names, charts or anything that identifies a patient into an AI tool.
- **A person approves everything** before it goes on your website, Google profile or social media.
- **No made-up facts.** Anything the AI couldn't verify is marked [CONFIRM].

General marketing guidance, not legal or compliance advice.

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YOUR FIRST 90 DAYS

Access first. Then answers. Then authority.

Days 1–30

- Let AI bots in (02)
- Add llms.txt (02)
- Match name, address, phone and hours everywhere (04)
- Complete your Google Business Profile; post weekly (05)
- Review link within two hours of every visit (06)

Days 31–60

- One answer-first page per priority service (03)
- Named dentist on every page
- FAQs + schema (03, 04)
- Sharpen your homepage message (08)

Days 61–90

- First press release (07)
- Publish practice stats (07)
- Answer 2–3 local questions a week (07)
- Reply to every review (06)
- Re-run the audit and compare (01)

Rather have us run it?

In a free strategy session we review your Google rankings, AI visibility and website. You keep the plan whether or not you work with us.

Book a free strategy session →

New skills drop on our LinkedIn first: follow AscendPoint Agency. Watch the webinars these came from on YouTube.

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