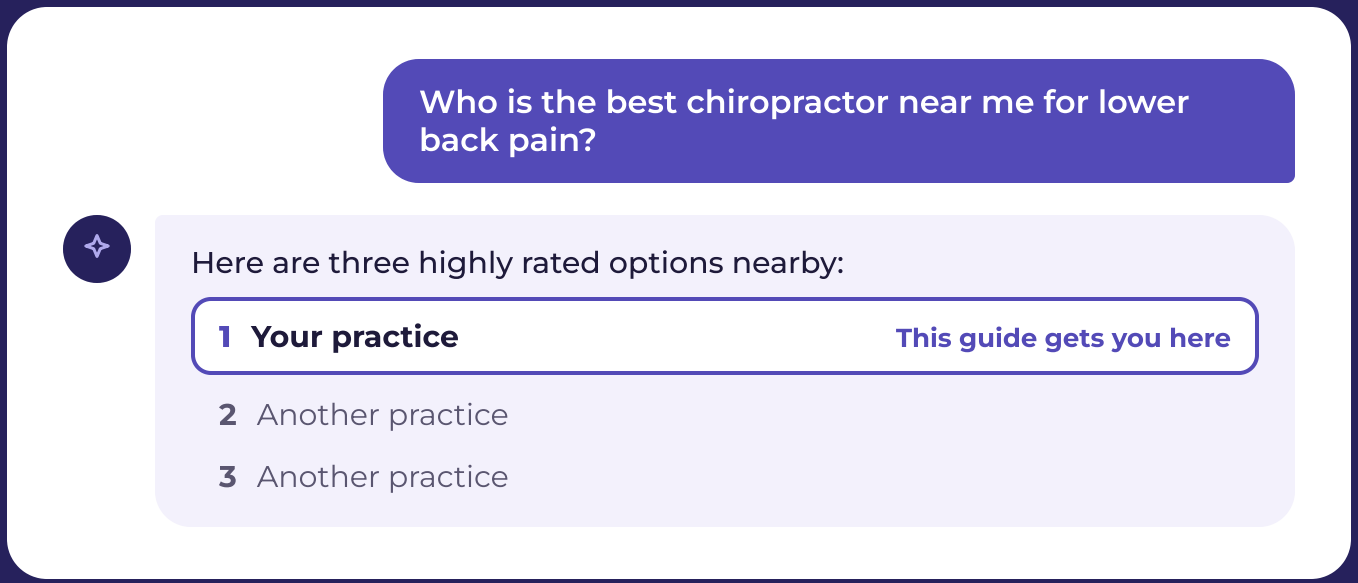
perfectpatients®

FREE GUIDE

A GIFT FOR OUR WEBINAR REGISTRANTS

Turn ChatGPT searches into booked patients

The no-fluff playbook for getting your chiropractic practice recommended by AI.



The 10-minute AI audit

4 pillars of AI visibility

Your 30-day action plan

01 · THE SHIFT

Patients are asking AI who to see

Your next new patient may never type your name into Google. They will ask ChatGPT, and book whoever it names.

45%

of consumers now use AI to find local businesses

Up from 6% just a year earlier.
BrightLocal, 2026

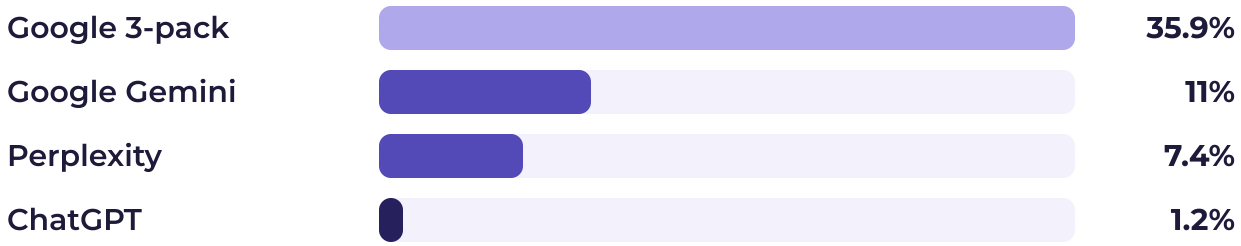
1.2%

of local businesses get recommended by ChatGPT

The rest are invisible to those patients.
SOCi, 2026

AI picks far fewer businesses than Google

Share of local business locations each one recommends



Source: SOCi 2026 Local Visibility Index, about 350,000 locations

This is your window

Few practices are working on AI visibility yet. Get on the shortlist now and you compete with two or three names, not a page of results.

AI recommends what it can verify

AI checks facts about you across the web, and names the practices with the strongest evidence. We score that evidence on five signals.

Your GEO score

5 signals × 20 points = 100

1	**AI crawler access**	Can AI tools reach and read your site?
2	**Content clarity**	Do you clearly say what you treat, where and for whom?
3	**Structured data**	Are your details labelled so machines read them easily?
4	**Local signals**	Are your listings and reviews strong and consistent?
5	**Patient intent**	Do you answer the questions patients ask AI?

Each AI reads different sources

ChatGPT

Bing web search, your website, Yelp reviews

Gemini and Google AI

Google Business Profile, Google reviews, Maps

Perplexity

Live web search, Yelp reviews and photos

133 vs 11

average Google reviews: practices AI recommends vs ones it ignores

3.5×

more AI recommendations for businesses in Google's map pack

55%

of businesses had accurate details in AI answers. Check yours.

Sources: Insites study of 10,000 businesses (May 2026); Eclincher (Oct 2026)

03 · START HERE

The 10-minute AI audit

Find out what AI says about you today, before you change anything.

1. Open a private browser window
2. Ask ChatGPT, Gemini and Perplexity
3. Score each answer below

Do they recommend you?

- "Who is the best chiropractor in [town]?"
- "I have lower back pain. Recommend a chiropractor near [suburb]."
- "Which chiropractor in [town] is good for [your specialty]?"
- "Is there a chiropractor in [town] open Saturdays?"

Is what they say right?

- "What can you tell me about [practice name] in [town]?"
- "What are the hours and phone number for [practice name]?"
- "What do patients say about [practice name]?"

Note which websites each AI cites. That is where your effort counts.

Score each answer

3 Named first or second, details correct

2 Named lower down, or a detail is wrong

1 Not named, but known when asked by name

0 Not named and not known. Start with Pillar 1.

Tip: AI answers vary run to run. Repeat the same prompts monthly and track the trend, plus which competitors keep showing up.

Get found, then get quoted

1 Lock down your listings

AI will not recommend a practice it cannot verify.

- [ ] **Google Business Profile:** fill every field, add services, booking link and real photos
- [ ] **Claim Yelp:** ChatGPT now shows Yelp reviews in its answers
- [ ] **Claim Bing Places and Apple Business Connect:** free, and they feed ChatGPT and Siri
- [ ] **Match your details everywhere:** name, address and phone identical, character for character

2 Give AI something to quote

Your website is the source AI cites most. Specific beats generic.

AI SKIPS THIS

"We offer a range of chiropractic services to help you feel your best."

AI QUOTES THIS

"Dr. Patel treats sciatica at our Main Street practice in Springfield, usually in 6 to 12 visits."

- [ ] **One page per service** or condition you treat
- [ ] **An FAQ** with 10+ real questions your front desk hears
- [ ] **Doctor bios** with credentials and who you help most
- [ ] **Fresh content monthly,** with your town and neighborhoods named

Technical basics: let AI crawlers in and add LocalBusiness schema. Worth doing, but content does the heavy lifting.

Earn AI's trust

3 Build a steady stream of reviews

The strongest single signal. ChatGPT picks average 4.3 stars.

★★★★★

*"Dr. Lee sorted my **sciatica** in five visits, and the **Westside office** always fits me in on **Saturdays**."*

A detailed review helps you show up for three different patient questions.

- ☐ **Ask weekly,** by text with a direct link
- ☐ **Google and Yelp:** Google for Gemini, Yelp for ChatGPT
- ☐ **Invite detail:** what brought them in, how they feel now
- ☐ **Reply to every review** within a few days

Stay compliant: never confirm someone is a patient or mention their condition in a reply. Never buy or reward reviews.

4 Get talked about locally

AI trusts what others say about you more than what you say.

Local media
Pitch an expert tip to a local paper or newsletter

Referral partners
Ask trainers, gyms and therapists to list you

Associations
Keep chamber and state association listings current

Community
Host a workshop or sponsor a local team

05 · CONVERT

Turn a recommendation into a booking

AI has already vouched for you. Your job is to make booking effortless.

AI names you → Patient checks you out → Patient books

Book in one tap

Booking button and click-to-call at the top of every page

Match the promise

If AI said Saturdays and sports injuries, say it up top

Proof by the button

Star rating, a short testimonial and a real doctor photo

Answer cost upfront

Explain first-visit pricing and insurance in plain words

Reply within the hour

Patients choosing between three names book the first to answer

Track it

Add "ChatGPT or other AI" to your intake form

Mistakes we see most

Assuming Google rankings carry over. Check AI directly.

Only looking after Google. ChatGPT reads Yelp and Bing.

Judging on one answer. Track the trend monthly.

Review bursts. Three a week beats twenty once.

Your 30-day plan

About 2 hours a week

WEEK 1
Know where you stand

- [ ] Run the 10-minute AI audit
- [ ] List the competitors AI names
- [ ] Fix any wrong hours, address or phone

WEEK 2
Fix your foundations

- [ ] Complete your Google Business Profile
- [ ] Claim Yelp, Bing Places and Apple
- [ ] Match your details everywhere

WEEK 3
Strengthen your content

- [ ] Pages for your top 3 services
- [ ] Publish a 10-question FAQ
- [ ] Update doctor bios
- [ ] Check crawlers and schema

WEEK 4
Build trust and proof

- [ ] Start a weekly review routine
- [ ] Reply to the last 90 days of reviews
- [ ] Ask 3 referral partners to list you
- [ ] Add "AI" to your intake form

Then, every month

Re-run your audit prompts, publish or refresh one page, and check your reviews and listings.

AI visibility compounds. Listing fixes and new reviews tend to show first; content and local mentions keep building month after month.

07 · KEEP GOING

Helpful links

Everything you need to work through your 30-day plan, in one place.

Claim and fix your listings

ChatGPT Business Hub new: claim your ChatGPT listing (US, beta)	**chatgpt.com/business-hub**
Google Business Profile feeds Gemini and Google AI	**business.google.com**
Yelp for Business feeds ChatGPT and Perplexity	**biz.yelp.com**
Bing Places feeds ChatGPT search	**bingplaces.com**
Apple Business Connect feeds Siri and Apple Maps	**businessconnect.apple.com**

Check your website

OpenAI crawler guide make sure ChatGPT can read your site	**developers.openai.com**
Google Rich Results Test check your structured data	**search.google.com/test**

The research behind this guide

BrightLocal consumer survey, 2026 via DesignRush	**news.designrush.com**
SOCi Local Visibility Index, 2026	**natlawreview.com**
Insites study of 10,000 businesses	**insites.com**

More from Perfect Patients

Guides, articles and updates on getting found by AI.

perfectpatients.com

WANT THIS DONE FOR YOU?

Rather spend your time with patients?

GEO Pro is our done-for-you AI visibility service. We work on all five signals so ChatGPT, Gemini, Perplexity and Claude have every reason to recommend you.

> **Our organic ranking and website traffic have both increased and we are seeing more new patients than ever!**
>
> **Dr. Shara Posner**, Back to Health Center, Alexandria, VA

YOUR WEBINAR GIFT

Claim your free AI visibility audit

/100
Your GEO score, with a breakdown of all five signals

8 AIs
How you show up across ChatGPT, Gemini, Perplexity and more

Top 10
Local competitors AI recommends ahead of you, and why

3 wins
Your highest-impact quick wins, ranked

Book your free audit call

calendly.com/pp-meeting/geo-ranking

perfectpatients®

AI-powered, human-led. Helping chiropractors grow since 2005.

perfectpatients.com

Sources: BrightLocal Local Consumer Review Survey 2026; SOCi Local Visibility Index 2026; Insites AI Visibility study, May 2026; Eclincher, Oct 2026.