

How Do I Build Dental Authority to be Recommended by AI

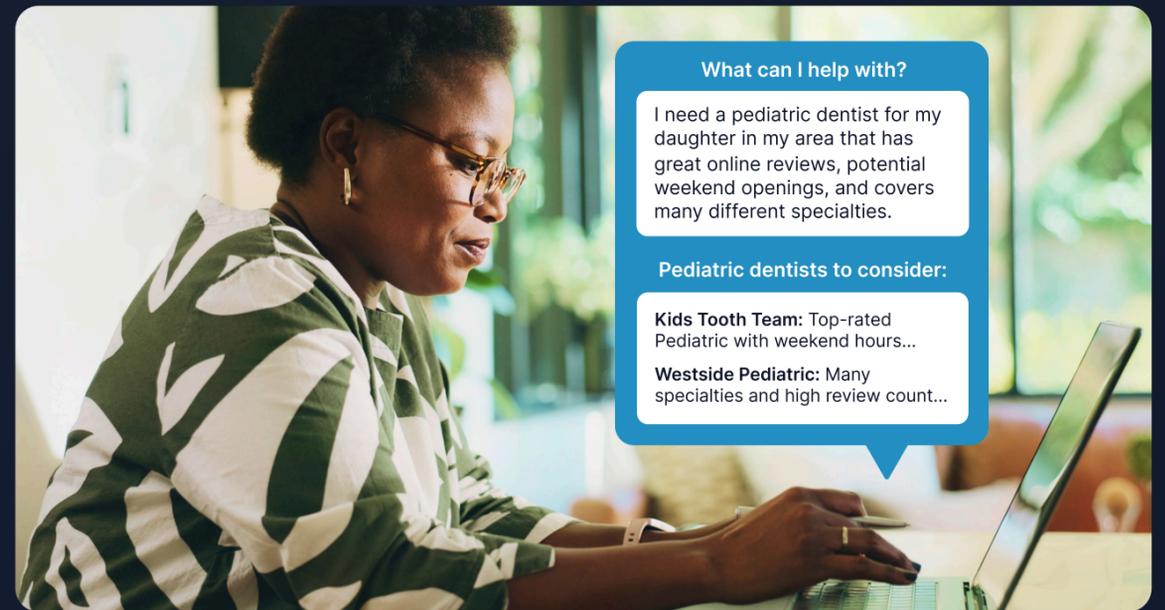
1.5 – 2.5 hours + Q&A | \$250 AI SEO Audit included

The search game has changed forever and most dental practices have no idea. While you've been mastering traditional SEO for Google, your patients have moved on to asking ChatGPT, Perplexity, and Gemini for answers. Here's the shocking truth: **60%** of Google searches on a desktop and **77%** on mobile phones now end without anyone clicking a website link. That means potential patients aren't clicking to your website and your SEO efforts are becoming invisible to patients using AI search engines. Welcome to the era of AI SEO, which is the most critical marketing shift since Google itself.

In this groundbreaking session, you'll discover why traditional search is dying, how AI search works, and most importantly, what you need to do to position your practice as the authoritative source that AI search engines recommend to patients.

This isn't theory, it's survival. By the end of this presentation, you'll have actionable strategies to ensure your practice shows up when patients ask AI where to go for dental care. The future of search is here. Will your practice be found?

View a video breakdown from Adrian to learn more about this presentation.



LEARNING OBJECTIVES:

- Learn how search is changing as patients are moving to AI search engines and why almost 80% of searches now end in "zero-clicks", meaning patients aren't visiting your website.
- Discover how AI search engines function, source, cite, and evaluate content differently than traditional search.
- Understand the digital marketing strategy that will establish your practice as the dental authority in your community enabling you to receive referrals from AI search engines like ChatGPT and Google Gemini.
- Implement proven copywriting frameworks that AI engines favor including FAQs, TLDR sections, tables of contents, list-based articles, data tables, and more.
- Receive an AI recommendation audit (valued at \$250) to see exactly when you're being recommended or not, giving you actionable first steps to establish your practice as the dental authority.