

SAMPLE REPORT

Larkmoor Dental Practice does not exist. It was invented for this example, and its address, phone number, website, staff, reviews and every figure about it are made up. The seven competitors are real Gloucester practices, shown with figures taken from ADProvider's October 2026 reports.

LARKMOOR
DENTAL PRACTICE

MONTHLY INTELLIGENCE REPORT

REPUTATION REPORT

October 2026

Named in 33% of AI answers about local dentists, with nine new Google reviews, measured against seven real Gloucester practices on reviews, reputation and visibility in AI search.

PRACTICE
14 Larkmoor Lane, Longlevens
Gloucester (fictional address)

CONTACT
01632 960418
larkmoordental.example

PREPARED BY
ADProvider
8 November 2026

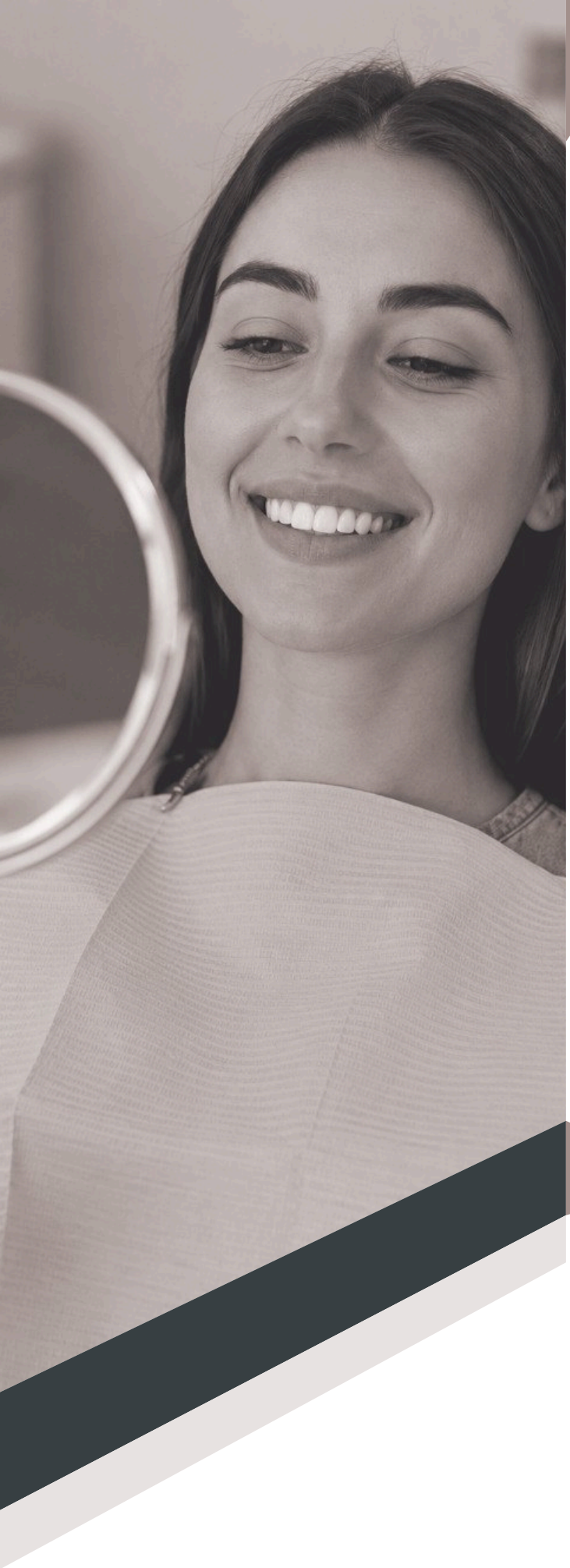


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About this report

This sample compares Larkmoor Dental Practice, a fictional practice, with St James Dental, Limes Dental Practice, Roseville House Dental Practice, Acorn Dental Surgery, Cotteswold House Dental Care, Messenger Dental Practice and Quedgeley House Dental Practice.

It covers 1 to 31 October 2026 and shows Google ratings, 9 new review texts, 14 wider web mentions and AI assistant answers from a 6 November run. Every Larkmoor figure is invented.

"Dr Amira explained every step and never once made me feel rushed."
FIVE STAR GOOGLE REVIEW, 3 OCTOBER 2026

01 THE MONTH IN BRIEF

Busy on Google, *chasing the AI leaders*

October was a strong month on Google. Nine new reviews arrived, eight of them five stars, and Dr Amira was named in four. The rating held at 4.7 on 104 reviews.

AI search is where ground still has to be made up. Assistants named Larkmoor in 33% of answers to questions about local dentists that did not name a practice. Its 11% share of voice puts it fourth of eight, behind Cotteswold House, St James Dental and Limes Dental Practice.

4.7★
GOOGLE RATING
104 reviews, 9 new

33%
AI VISIBILITY
13 of 39 unbranded answers

11%
AI SHARE OF VOICE
Cotteswold leads at 15%

9
NEW REVIEWS
Eight at five stars

▲ Where the practice leads

Review pace. 9 new reviews in October, level with Cotteswold House and behind only St James and Quedgeley House.

Named staff. Dr Amira praised in four reviews and Megan, the hygienist, in three.

Its own website. AI assistants cite larkmoordental.example 17 times, third behind google.com and cotteswoldhouse.co.uk.

AI tone. 15 positive answers out of 24 in the latest run, a net score of 0.58.

▼ Where it trails

Star rating. 4.7, below every rival except Quedgeley House at 4.1.

Review base. 104 reviews, the smallest in the group, against 486 for St James.

Replies. 6 of the 9 October reviews answered; three five star reviews still wait.

Listings. Dentist Locator shows 97 reviews and Cylex still lists Saturday opening.

02 THE COMPETITIVE LANDSCAPE

Behind on stars, *busy with fresh reviews*

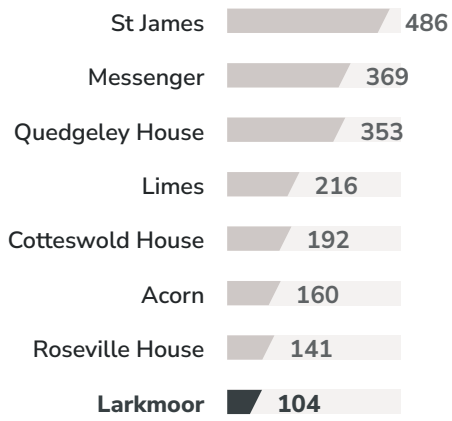
Larkmoor's 4.7 Google rating sits below six of the seven rivals, from Acorn's 5.0 down to Cotteswold House and Messenger at 4.8; only Quedgeley House is lower, at 4.1. Volume is the other gap: 104 reviews against 486 for St James. October's pace is the bright spot, with 9 new reviews, third in the group.

PRACTICE	GOOGLE RATING	GOOGLE REVIEWS	NEW IN OCT	AI MENTIONS	AI SHARE
Acorn Dental Surgery	5.0 ★★★★★	160	5	3	3%
St James Dental	4.9 ★★★★½	486	26	16	13%
Limes Dental Practice	4.9 ★★★★½	216	2	14	12%
Roseville House Dental Practice	4.9 ★★★★½	141	7	11	9%
Cotteswold House Dental Care	4.8 ★★★★½	192	9	18	15%
Messenger Dental Practice	4.8 ★★★★½	369	0	12	10%
Larkmoor Dental Practice YOU	4.7 ★★★★½	104	9	13	11%
Quedgeley House Dental Practice	4.1 ★★★★☆	353	12	2	2%

Rival figures come from ADProvider's October 2026 reports, which used separate AI runs. Larkmoor's row is invented.

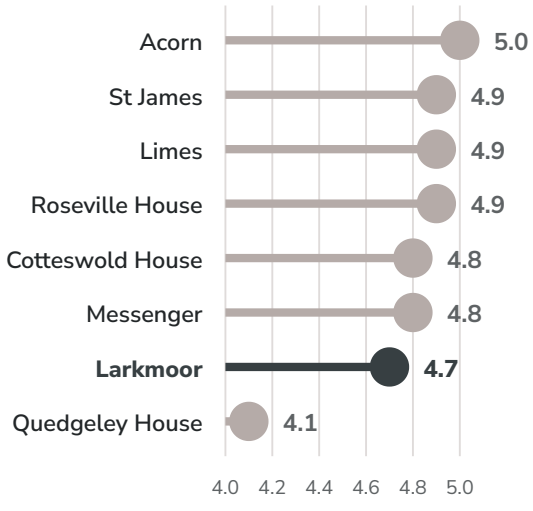
Google review volume

Total reviews per practice



Google star rating

Axis starts at 4.0 to include Quedgeley House



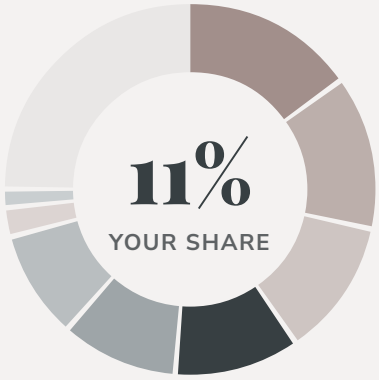
21

Five star reviews to show 4.8 on Google. If the true average is exactly 4.70 and Google rounds to one decimal place, 21 more five star reviews with no lower scores would lift Larkmoor to 4.75, which displays as 4.8 and draws level with Cotteswold House and Messenger. At October's pace of eight five star reviews a month, that takes under three months.

03 VISIBILITY IN AI ANSWERS

In the chasing pack, *fourth by a whisker*

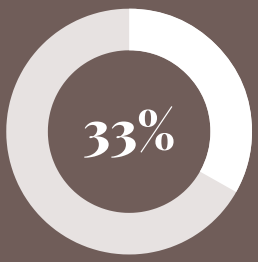
AI assistants were asked the questions patients ask when choosing a local dentist, without naming a practice, and every practice they named was counted. Across 39 answers there were 119 practice mentions. Larkmoor took 13, one more than Messenger, while Cotteswold House took 18, St James Dental 16 and Limes Dental Practice 14. Another 30 went to businesses that are not local competitors.



Share of all AI mentions

Cotteswold House Dental Care	18	15%
St James Dental	16	13%
Limes Dental Practice	14	12%
Larkmoor Dental Practice	13	11%
Messenger Dental Practice	12	10%
Roseville House Dental Practice	11	9%
Acorn Dental Surgery	3	3%
Quedgeley House Dental Practice	2	2%
Other, not local competitors	30	25%

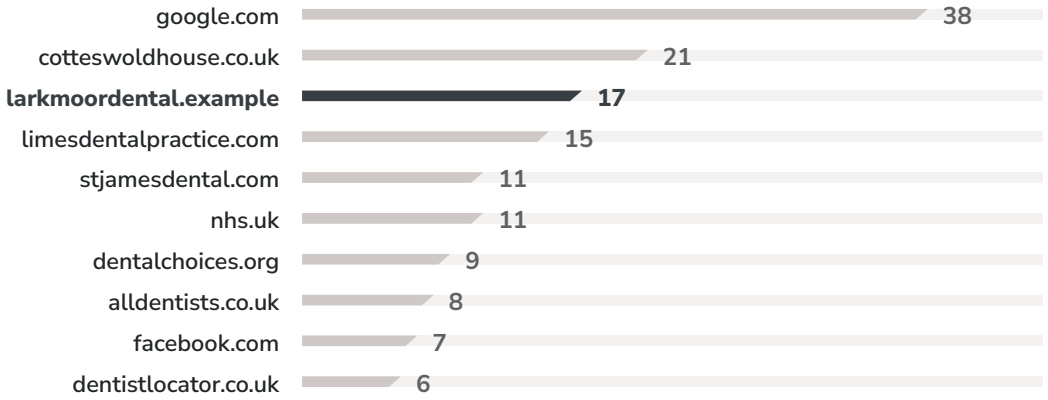
119 practice mentions across 39 unbranded AI answers, latest run 6 November 2026



Named in 33% of unbranded answers. 13 of the 39 answers counted include Larkmoor, after one non answer was excluded. The other 26 left the practice out, usually in favour of the three practices named most.

Websites AI assistants cite most

Citations in AI answers, domains as listed in the suite. The practice's own website is the third most cited, behind google.com and cotteswoldhouse.co.uk.



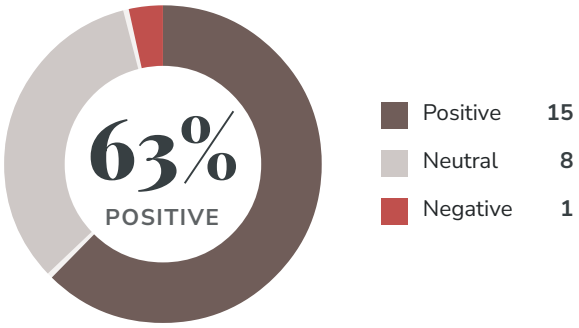
04 HOW AI DESCRIBES THE PRACTICE

Mostly warm, *one note of caution*

Of 24 AI answers that describe Larkmoor in the latest run, 15 were positive, 8 neutral and 1 negative, a net sentiment score of 0.58. ChatGPT was the warmest, positive in 4 of its 5 answers. The single negative came from Claude, which repeated a review's complaint about an appointment running 40 minutes late.

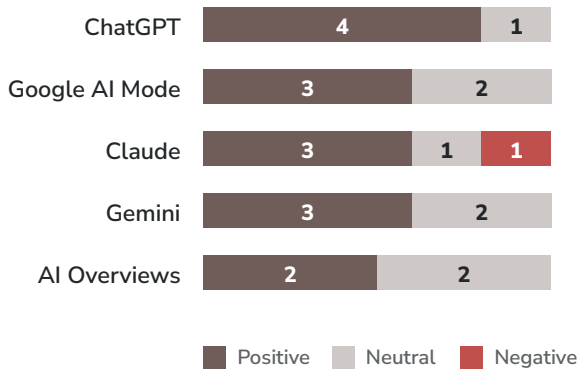
Tone of AI descriptions

24 answers describing the practice



By AI platform

Positive, neutral and negative descriptions per assistant



4 of 5

CHATGPT POSITIVE

The warmest assistant in this run, with no criticism in any of its answers.

1 of 5

CLAUDE NEGATIVE

Answered via API with live web search; it quoted the October waiting complaint.

2 of 4

AI OVERVIEWS POSITIVE

The most neutral source, factual rather than warm, but never critical.

Reading the scores fairly. No AI run fell in October, so this page uses the 6 November 2026 run. 24 answers is a modest sample, and tone was not measured for rival practices, so this page tracks Larkmoor against itself rather than against competitors.



05 REVIEWS AND SOCIAL PROOF

Eight glowing reviews, *one long wait*

Google shows 4.7 stars from 104 reviews, with 9 new reviews collected in October. Eight gave five stars, praising Dr Amira's gentle manner and Megan's hygiene appointments. One gave two stars after a 40 minute wait with no explanation. The practice replied to six, including the two star review, where it apologised and offered a call; three five star reviews still have no reply.

9	4.7★	6 of 9
NEW REVIEWS	AVERAGE	ANSWERED

Social presence

Facebook items in the wider web data

3	7	0
FACEBOOK MENTIONS	AI CITATIONS	NEGATIVE

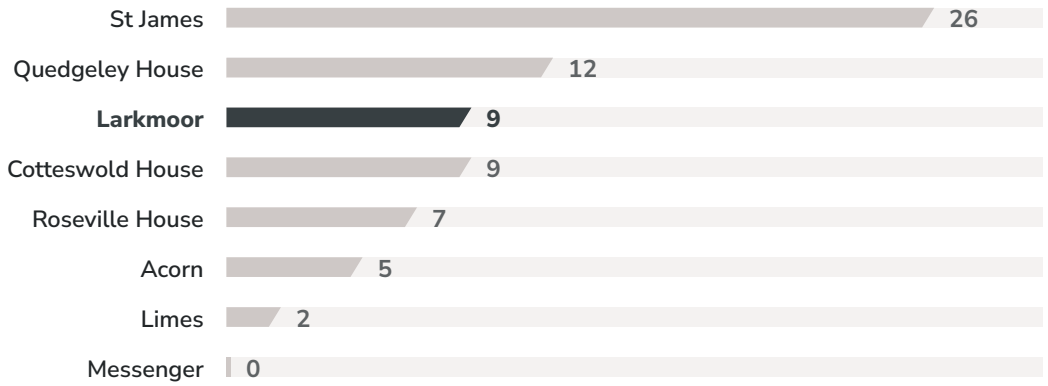
A local parents' group post recommends Larkmoor for nervous children, and the practice's own post introducing Megan drew warm comments. AI answers cite facebook.com 7 times.



Eight new 5★ reviews, Dr Amira named in four

New Google reviews in October

Reviews collected this period for each practice. Rival counts come from ADProvider's October 2026 reports.



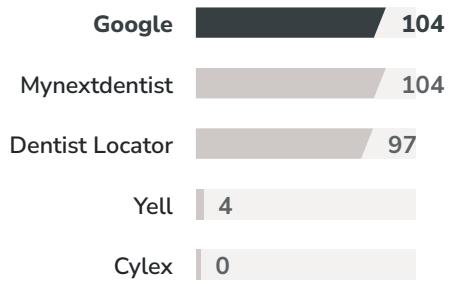
06 WIDER WEB AND LISTINGS

Mostly positive, *a few listings behind*

Fourteen mentions have been collected to date from forums, social media, directories and review sites: 7 positive, 6 neutral and 1 negative, a net score of 0.43. The only negative is a Nextdoor comment about parking on Larkmoor Lane at school pick up time, a local nuisance rather than a complaint about care.

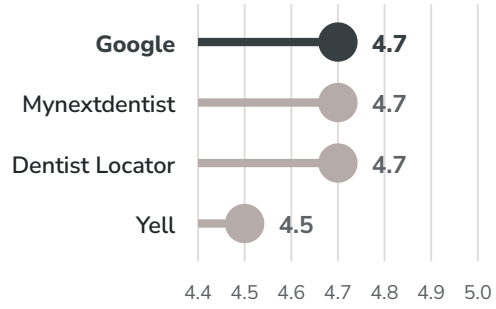
Review count by listing

Totals shown on each site; Cylex shows none



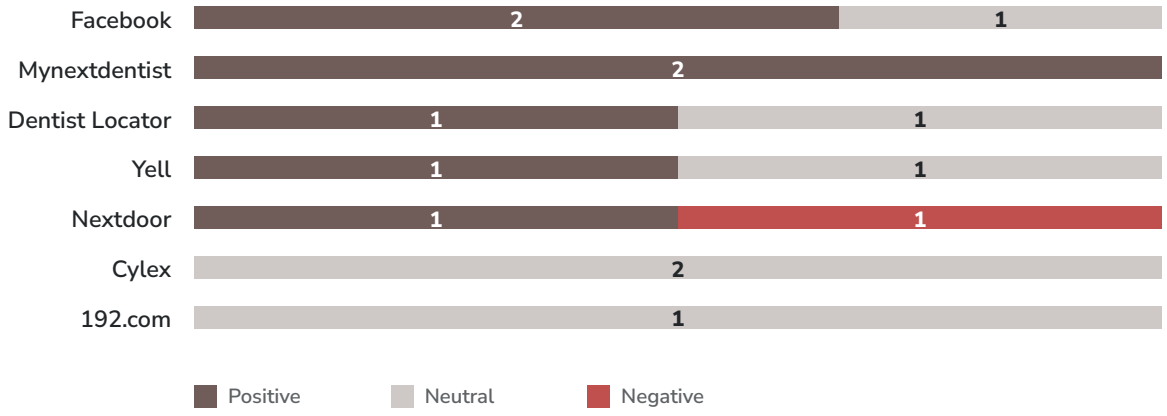
Rating by listing

Axis starts at 4.4; Yell shows 4.5 from 4 ratings



Wider web sentiment by source

All 14 mentions to date, collected 6 November: 50% positive, 43% neutral, 7% negative



✓

What the listings confirm

Mynextdentist matches Google with 4.7 from 104 reviews. Dentist Locator and 192.com give the address as 14 Larkmoor Lane and say the practice accepts new NHS and private patients, and Yell shows 4.5 from 4 ratings.

!

Listings that need attention

Dentist Locator shows 97 reviews rather than 104. **Cylex** still lists Saturday morning opening, which the practice no longer offers, and shows no reviews. The Nextdoor parking comment has no reply.



07 THE PATIENT VOICE

I have been terrified of dentists for years, and Dr Amira made me feel completely at ease from the moment I sat down.

FIVE STAR GOOGLE REVIEW, 14 OCTOBER 2026

REVIEW THEMES

Dentist care in 6 reviews, hygiene visits in 3, nervous patients in 3, booking in 2

STAFF PRAISE

Dr Amira named in four reviews, Megan the hygienist in three, Sophie on reception in one

COMPLAINTS

One 2★ review on 22 October: a 40 minute wait with no explanation

"Megan is so thorough and gentle, easily the best hygiene appointment I have had."

FIVE STAR GOOGLE REVIEW, 9 OCTOBER

"Sophie found me a same day appointment when I cracked a tooth. Brilliant service."

FIVE STAR GOOGLE REVIEW, 27 OCTOBER

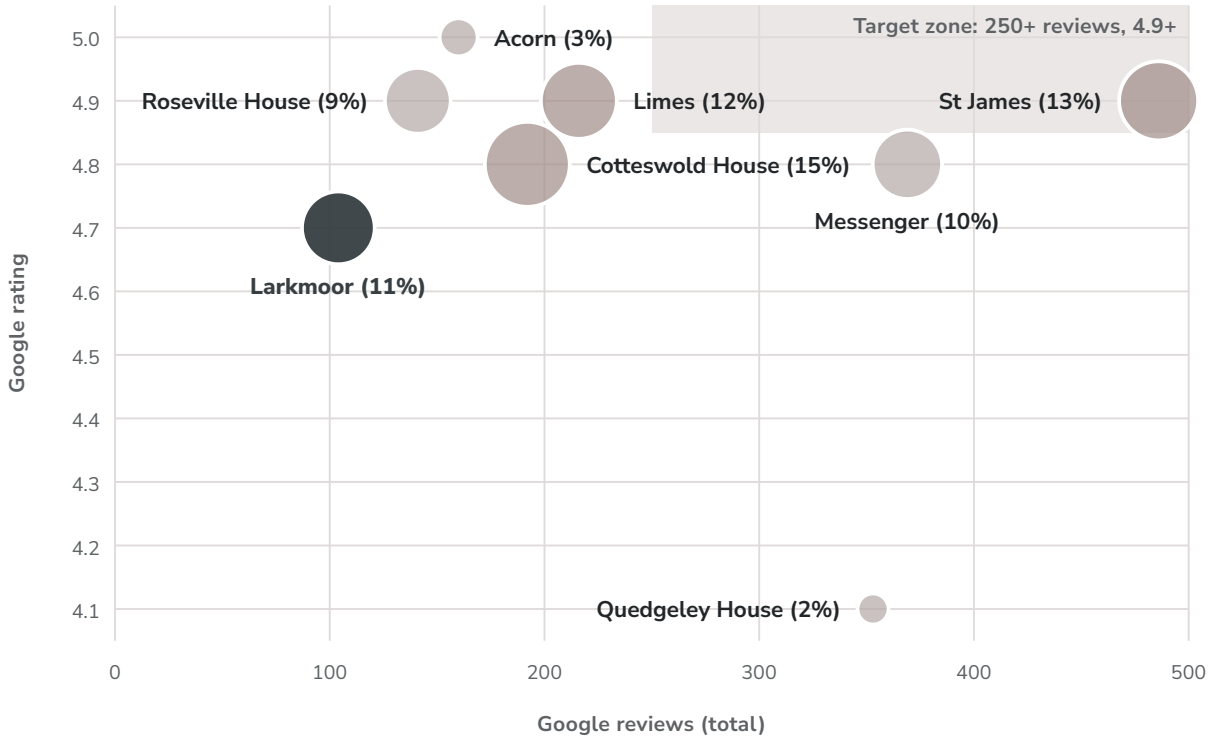
Why this matters: google.com is the site AI assistants cite most, 38 times, and larkmoordental.example comes third with 17. Reviews that name staff and treatments give assistants specific evidence to repeat, and the one waiting complaint has already surfaced in an AI answer.

08 RIVAL PROFILES

Bigger review books, *louder AI voices*

Reputation map

Google reviews against Google rating. Bubble size and label show AI share of voice. Taupe marks the three practices AI names most.



CH Cotteswold House Dental Care

AI LEADER

4.8	192	18	15%
RATING	REVIEWS	AI MENTIONS	AI VOICE

Named 18 times in AI answers, the most of any practice, and its website is cited 21 times, more than any other practice site. It collected 9 new reviews in October, level with Larkmoor.

SJ St James Dental

MOMENTUM LEADER

4.9	486	16	13%
RATING	REVIEWS	AI MENTIONS	AI VOICE

The largest review base at 486, rated 4.9, and the busiest month in the group with 26 new reviews. AI assistants named it 16 times, second only to Cotteswold House.

RH Roseville House Dental Practice

SIZE PEER

4.9	141	11	9%
RATING	REVIEWS	AI MENTIONS	AI VOICE

Closest in size with 141 reviews to Larkmoor's 104, but rated 4.9. It added 7 reviews in October and was named 11 times in AI answers, two fewer than Larkmoor.

QH Quedgeley House Dental Practice

VOLUME WITHOUT VISIBILITY

4.1	353	2	2%
RATING	REVIEWS	AI MENTIONS	AI VOICE

353 reviews and 12 new in October, yet the lowest rating in the group at 4.1 and only 2 AI mentions. A large review book alone does not win recommendations.

09 COMPETITIVE POSITION

Momentum to keep, *a rating to lift*

Strengths

S

- 9 new reviews, third busiest in the group
- Dr Amira and Megan praised by name
- Own website cited 17 times by AI
- 15 of 24 AI descriptions positive

Weaknesses

W

- 4.7 rating, second lowest of eight
- 104 reviews, the smallest base
- Three five star reviews unanswered
- Dentist Locator and Cylex out of date

Opportunities

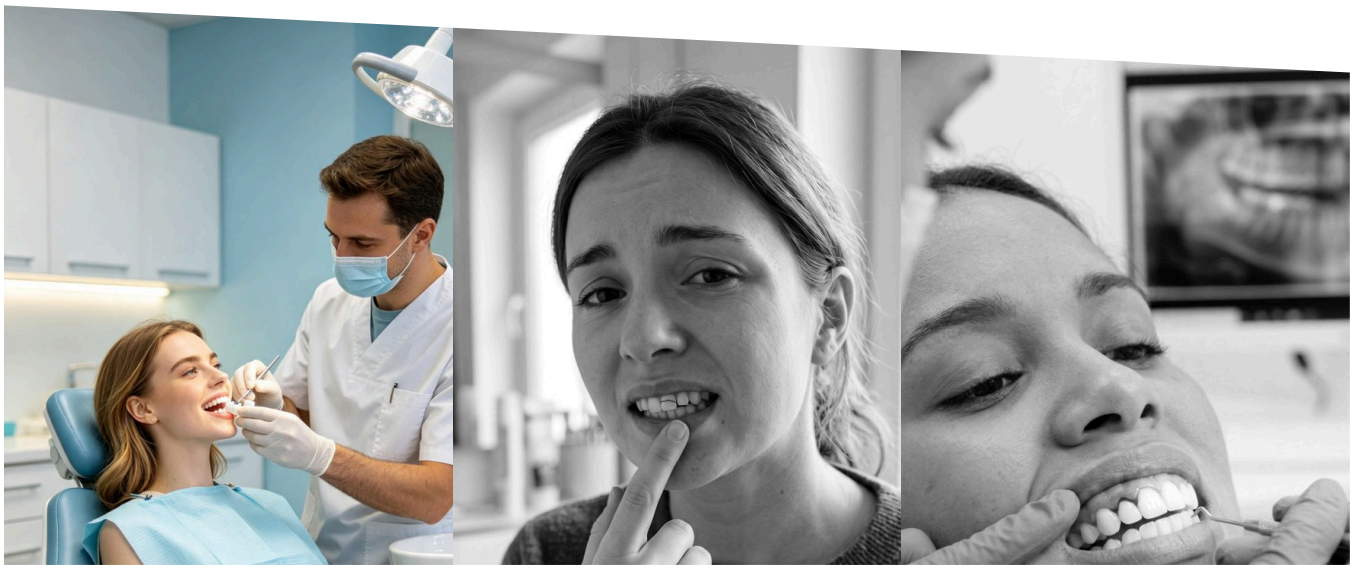
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- 21 five star reviews could lift the rating to 4.8
- Nervous patients write warmly and in detail
- Pages on nervous patient care for AI to cite
- Clear parking advice on the website

Threats

T

- Cotteswold House named 18 times by AI
- St James collected 26 reviews in October
- A waiting complaint repeated by AI
- Parking comment on Nextdoor unanswered



10 ACTION PLAN

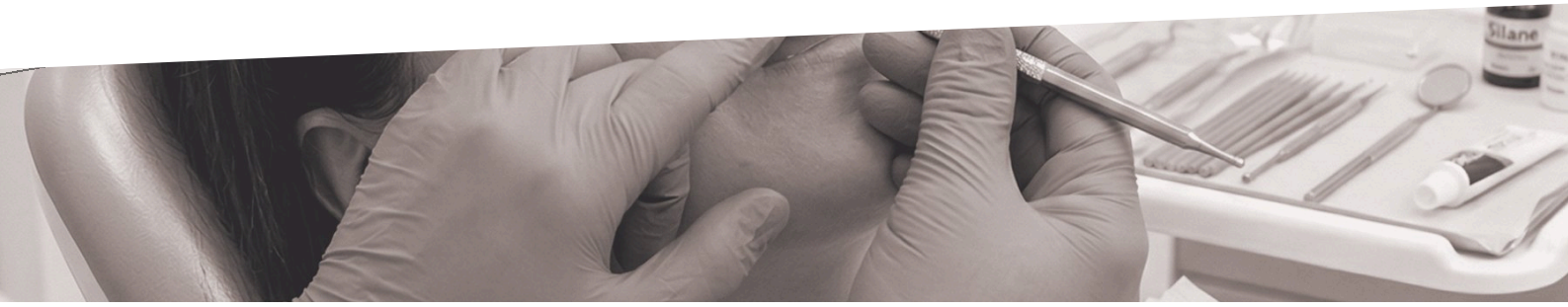
Faster replies, *a louder AI voice*

Patients already write warmly about Larkmoor. These actions close the gaps around that praise: every review answered, a steady flow of new ones to lift the rating, listings that agree with Google, and more of the detail AI assistants look for before they recommend a practice by name.

	ACTION	PRIORITY	EFFORT	MEASURE OF SUCCESS
1	**Reply to the three unanswered reviews** Three five star reviews from October have no reply. Thank each patient and pass the praise on to Dr Amira and Megan where they are named.	HIGH	Low	9 of 9 answered
2	**Follow up the two star review** The reply apologised and offered a call. Make that call, and tell patients on the website what happens when a clinic runs late.	HIGH	Low	Call made, no repeat
3	**Hold the pace of five star reviews** 21 more five star reviews would lift the headline to 4.8. Ask after hygiene visits and care for nervous patients, where praise is strongest.	HIGH	Medium	4.8★ on Google
4	**Correct the out of date listings** Dentist Locator shows 97 reviews and Cylex still lists Saturday opening. Update both so every listing agrees with Google.	MEDIUM	Low	Listings match Google
5	**Publish parking and access advice** Add parking guidance to the website and Google profile, then answer the Nextdoor comment politely.	MEDIUM	Low	No new parking comments
6	**Give AI tools more to quote** cotteswoldhouse.co.uk is cited 21 times to Larkmoor's 17. Add pages on nervous patient care and hygiene visits so assistants find current, specific detail.	LOW	Medium	AI share above 11%

Q4

What success looks like by the new year. Every review answered, eight five star reviews a month, directory counts in line with Google, and Larkmoor's AI share of voice above its current 11%.



I METHOD AND SOURCES

How this report was compiled

DATA SOURCES

This is a sample report. Larkmoor Dental Practice does not exist: its name, address, phone number, website, staff, reviews, quotes and every figure about it are invented to show the format. The seven competitors are real Gloucester practices. Their Google ratings, review totals, October review counts, AI mentions and cited website counts are taken from ADProvider's October 2026 reports for other practices.

In a live report, Google ratings, review counts and wider web mentions are collected through the ADProvider AI SEO Suite for the month, individual Google reviews via Bright Data, and AI figures from tracked answers on ChatGPT, Gemini, Google AI Mode and Google AI Overviews, with Claude via API using live web search.



LARKMOOR
DENTAL PRACTICE

14 Larkmoor Lane, Longlevens
Gloucester (fictional address)

01632 960418
larkmoordental.example

Report prepared by
ADProvider