**SAMPLE REPORT · Example business and example numbers, shown so you can see what our monthly report looks like. Not a real client.**

# Search Everywhere report: Northside Family Dental (sample)

Plan: Search Everywhere · Month 4 · Market: United Kingdom · Reporting period: 1–30 September

## This month in one minute

- Two new treatment pages now rank on page one of Google; "emergency dentist near me" moved from 14th to 6th.
- ChatGPT and Google AI Overviews now name the clinic for 9 of 25 tracked questions (up from 4 in June).
- Website visits from Google up 18% on last month; booking-form submissions up from 31 to 42.
- Waiting for you: approve 2 articles and add the review link to your appointment emails.

| AI VISIBILITY SCORE | KEYWORDS IN TOP 10 | VISITS FROM SEARCH | BOOKINGS FROM SEARCH |
|---|---|---|---|
| **58** | **19 / 50** | **3,412** | **42** |
| ▲ 11 since start | ▲ 6 this month | ▲ 18% | ▲ 11 |

## Google rankings (top movers)

| Search | Monthly searches | Start | Last month | Now |
|---|---|---|---|---|
| emergency dentist near me | 2,900 | 31 | 14 | 6 |
| teeth whitening cost | 1,600 | — | 22 | 9 |
| invisalign northside | 320 | 18 | 7 | 3 |
| dental implants price | 1,300 | 44 | 19 | 21 |

## AI answers

| Question buyers ask | ChatGPT | Gemini | Perplexity | AI Overviews |
|---|---|---|---|---|
| Best family dentist in Northside? | Named | Named | Not yet | Cited |
| How much is teeth whitening in Northside? | Not yet | Named | Cited | Not yet |
| Emergency dentist open Saturday near me? | Named | Not yet | Not yet | Cited |

## Work delivered this month

- 4 articles published (2 approved by you, 2 waiting for approval)
- Answer hub: "Teeth whitening: cost, time and aftercare" with 8 FAQ answers and schema
- Fixed 12 technical issues: slow images on 6 pages, 3 missing titles, 3 broken links
- 4 mentions and links earned: 2 local directories, 1 health-guide listing, 1 community site

- Google Business Profile: 6 posts, 14 new photos, 11 new reviews (average 4.8)

## Next month

- Pages for implants and children's dentistry; refresh the whitening page to win back position 9 → top 5
- Target 3 more AI questions where competitors are named and you are not
- Your action: add the review link to appointment-reminder emails (5 minutes)