

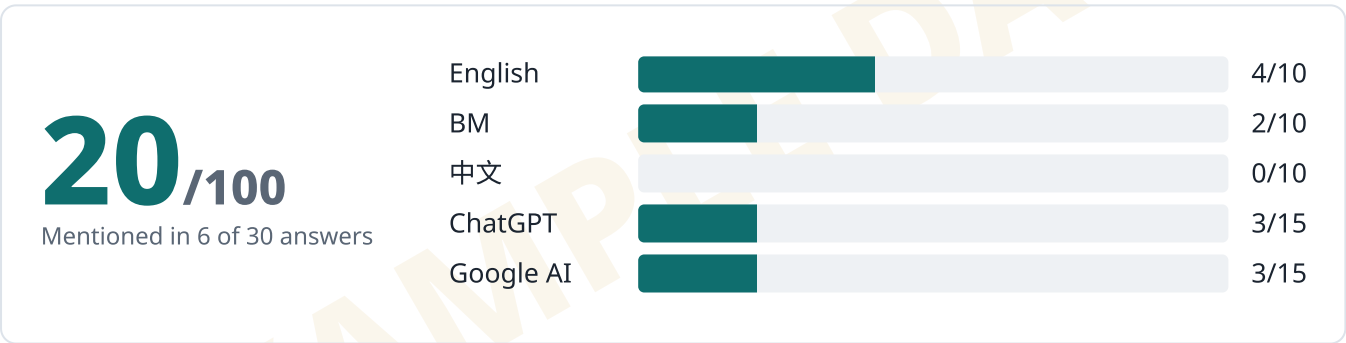
Klinik Pergigian Contoh

Fictional dental clinic, Bayan Lepas, Penang

Klinik Pergigian Contoh is invented for this sample. All results, names and numbers in this report are example data. Competitors are shown as placeholders (Clinic A to Clinic H); a real report lists the names the AI actually gave.

Prepared for	Klinik Pergigian Contoh (fictional)
Area and services checked	Bayan Lepas / Penang · general dentistry, teeth whitening, braces, emergency care
AI tools tested	ChatGPT (web search on) · Google AI answers (AI Overviews / AI Mode, where shown)
Questions	15 (5 English, 5 Bahasa Malaysia, 5 中文) × 2 AI tools = 30 answers
Test dates (example)	[DD Mon YYYY] · fresh session, location set to Penang

Your AI visibility score



How the score works: number of AI answers that mention your clinic, divided by all answers, × 100. It is a snapshot, not a ranking.

The short version

- The AI sometimes names the clinic for English questions, rarely in Bahasa Malaysia, and **never in Chinese**.
- Clinic A and Clinic C are named most often (4 of 15 questions each). Clinic H appears only in Chinese answers.
- The Google Business Profile is missing Sunday hours and service details, and reviews get no replies.
- The website is English-only, has no FAQ page and no structured data telling search engines it is a dental clinic.
- Start with fixes 1 and 2 on page 4: they are free and take about an afternoon.

Every question we asked, and what the AI said

Exact wording used. "Named instead" lists the clinics the AI recommended (placeholders here).

Question (exact prompt)	ChatGPT	Google AI	Named instead
English · 4 of 10 answers mention you			
Best dentist in Penang	Yes	No	Clinic A, Clinic B
Dental clinic near Bayan Lepas open on Sunday	Yes	Yes	Clinic C
Where to get teeth whitening in George Town, Penang?	No	No	Clinic A, Clinic E
Affordable braces in Penang	Yes	No	Clinic B, Clinic D
Emergency dentist in Penang open now	No	No	Clinic C, Clinic F
Bahasa Malaysia · 2 of 10 answers mention you			
Klinik pergigian terbaik di Pulau Pinang	No	No	Clinic A, Clinic G
Klinik gigi dekat Bayan Lepas buka hari Ahad	No	Yes	Clinic C
Di mana nak buat pemutihan gigi di George Town?	No	No	Clinic E
Pendakap gigi murah di Pulau Pinang	No	Yes	Clinic G, Clinic B
Doktor gigi kecemasan di Pulau Pinang	No	No	Clinic F
中文 · 0 of 10 answers mention you			
檳城最好的牙医是哪家?	No	No	Clinic A, Clinic D
峇六拜附近星期天有开的牙科诊所	No	No	Clinic C, Clinic H
乔治市哪里可以做牙齿美白?	No	No	Clinic H
檳城哪里做牙套比较便宜?	No	No	Clinic D, Clinic H
檳城有没有紧急牙医?	No	No	Clinic F (other answer gave general advice only)

Reading this table. "Yes" means the clinic's name appeared anywhere in the answer. In a real report each question is asked twice per tool on different days; if the two runs disagree, both results are shown. Full answer text and screenshots are kept in an appendix file.

Who the AI recommends instead

Clinic (placeholder)	Questions where named (of 15)	Languages	What they seem to do well (example)
Clinic A	4	EN, BM, 中文	Many recent reviews; "best dentist" articles mention it
Clinic C	4	EN, BM, 中文	Sunday and late hours clearly listed on Google
Clinic B	3	EN, BM	Separate page for braces with prices
Clinic D	3	EN, 中文	Chinese-language treatment pages
Clinic F	3	EN, BM, 中文	"Emergency" in its Google services list
Clinic H	3	中文 only	Active Chinese social posts and directory listings
Clinic E	2	EN, BM	Whitening FAQ on website
Clinic G	2	BM	Malay-language website

Quick health check of your public information

Item	Status	What we found (example)
Google Business Profile claimed	OK	Claimed and verified
Opening hours	Fix	Sunday hours missing, although the website says the clinic opens Sunday mornings
Services listed on Google	Fix	Only "Dentist" category; whitening, braces and emergency care not listed
Reviews	Improve	38 reviews, average 4.6; none replied to; latest review 5 months ago
Website FAQ	Missing	No page answering common patient questions (prices, hours, parking, insurance)
Structured data (schema)	Missing	No "Dentist" / LocalBusiness markup found
Languages on website	Improve	English only; no BM or Chinese pages
Name, address, phone (NAP)	Fix	3 versions of the phone number and 2 address spellings across 5 listings
Malay / Chinese listings	Missing	Not found on Chinese- or Malay-language directories or community pages

Your top 5 fixes, in order

- 1 Complete your Google Business Profile** Free · 1–2 hours
 Add Sunday hours, list each service (teeth whitening, braces, emergency care), add recent photos and a short description of what you treat and where. AI answers about local clinics lean heavily on this profile.
- 2 Get more recent reviews, and reply to them** Free · ongoing
 Ask happy patients for an honest Google review after their visit (a QR card at the counter works). Reply to every review, good or bad. Never buy or script reviews.
- 3 Add an FAQ page in English, BM and 中文, plus clinic schema** Web person · half a day
 Answer the questions patients actually ask: "Are you open on Sunday?", "How much are braces?", "Do you take emergency cases?". Ask your web person to add "Dentist" structured data (schema.org) with your name, address, phone and hours.
- 4 Make your name, address and phone identical everywhere** Free · 1 hour
 Pick one exact version (e.g. one phone format, one address spelling) and update your website, Google, Facebook, Waze and every directory to match. Mixed details make AI tools less sure you are one clinic.
- 5 Be listed where Malay and Chinese speakers look** Low cost · 2–3 hours
 Add your clinic to relevant Malay- and Chinese-language directories, community pages and local guides, using the same details as fix 4. This is the main reason the clinic is absent from Chinese answers.

Next steps

- This week: fixes 1, 2 and 4 (no cost, no web developer needed).
- Next 2–4 weeks: fixes 3 and 5.
- In about 6–8 weeks: re-run the same 15 questions to see what changed. AI answers update at their own pace, so expect gradual movement, not overnight change.

How we tested, and what this report is not

Each question was asked word for word on the tools listed on page 1, in a fresh session with the location set to Penang. AI answers vary between days, users and locations, so this is a snapshot of what we saw on the test dates.

This is not a ranking guarantee. Nobody controls what ChatGPT or Google's AI says. The fixes above are common good practice that help AI tools find and understand a clinic; they do not guarantee a recommendation. ChatGPT is a trademark of OpenAI and Google is a trademark of Google LLC; SeenByAI is independent of both.

Questions about this report: hello@seenbyaihq.com · SeenByAI is a service of Nhance Investment Holding Pte. Ltd., Singapore (UEN 202534047N)