A sample. This is a real check, with the business's name, town and web address changed.

WHAT THE AI ASSISTANTS SAY ABOUT YOU

# Example Dental: what Perplexity and Gemini told me

I asked them five questions your patients might ask, and put each answer beside what your own website says. The answers are as given on 28 October 2026 and 5 November 2026.

**Perplexity**

2 of 5
answers matched your website

Q1 Q2 Q3 Q4 Q5

**Gemini**

3 of 5
answers matched your website

Q1 Q2 Q3 Q4 Q5

Matches your website · Half right · Wrong · Didn't answer

EACH ANSWER, BESIDE YOUR WEBSITE

## What I asked, and what they said

**Q1 Since Example Dental in Exampletown is open on Saturday mornings, can I book a checkup for this Saturday?**

YOUR WEBSITE, CONTACT PAGE
"Saturday Closed"
example.com/contact

**Perplexity** — MATCHES

"No – Example Dental in Exampletown appears to be closed at weekends, so it cannot offer a Saturday-morning checkup. [...] If a Saturday appointment is essential, another practice nearby lists Saturday hours of 9am–12pm and offers dental checkups. [...]"

**Gemini** — WRONG

"While Example Dental does open on Saturday mornings, whether you can book a checkup for this Saturday depends entirely on their current appointment availability. [...]"

**Q2** **What deposit do I need to pay when booking a new patient consultation for my 10-year-old child at Example Dental in Exampletown?**

YOUR WEBSITE, PRICE LIST PAGE
"£55 for New Patient Child Consultations (Aged 5-17)"
example.com/price-list

**Perplexity**
DIDN'T ANSWER

"Example Dental says a deposit is required at the time of booking for all services, but its published price list does not state the exact deposit amount for a child's new-patient consultation. [...] A new-patient examination is listed at £95, though that is the consultation fee rather than necessarily the booking deposit. [...]"

**Gemini**
MATCHES

"For a 10-year-old child (who falls into the 5 to 17 years age category), the new patient consultation deposit required at Example Dental is £55. [...] Age Breakdown: Deposits for child consultations are split by age groups at the practice (£30 for ages 0–4 and £55 for ages 5–17). [...]"

**Q3** **With Invisalign at Example Dental in Exampletown, how long do I wear each aligner before swapping to the next one?**

YOUR WEBSITE, INVISALIGN PAGE
"Each one will need to be collected by you and worn for 2 weeks."
example.com/treatments/invisalign

**Perplexity**
HALF RIGHT

"You'll generally wear each Invisalign aligner for 1–2 weeks before moving to the next set, with the exact changeover schedule set by your treating dentist. Invisalign's UK guidance also recommends around 22 hours of wear each day. [...]"

**Gemini**
WRONG

"Generally, standard Invisalign treatment plans involve switching to a new set of aligners every 1 to 2 weeks (typically every 7 to 14 days), depending on your specific treatment plan and how your teeth are responding. [...] Follow your dentist's exact schedule: Your specific tooth movements mapped out in your ClinCheck plan dictate whether you are on a 7-day or 10-to-14-day swap cycle. [...]"

**Q4** How much is the deposit for an emergency appointment at Example Dental in Exampletown?

YOUR WEBSITE, PRICE LIST PAGE
"£98 for New and Existing Patient Emergency appointments"
example.com/price-list

**Perplexity**
WRONG

"Example Dental requires a £20 deposit to secure any future appointment, which would include an emergency appointment. [...] The deposit is separate from the cost of the emergency treatment itself, which you should confirm when booking because Example Dental provides private treatment. [...]"

**Gemini**
MATCHES

"At Example Dental, the emergency appointment fee is £98 for both new and existing patients (note that this fee excludes any additional treatment costs). [...]"

**Q5** What time does Example Dental in Exampletown close on Fridays?

YOUR WEBSITE, CONTACT PAGE
"Friday 9:00am - 1:00pm"
example.com/contact

**Perplexity**
MATCHES

"Example Dental in Exampletown, closes at 1:00 pm on Fridays. Its Friday hours are listed as 8:00 am–1:00 pm by the CQC. [...]"

**Gemini**
MATCHES

"Example Dental closes at 1:00 PM on Fridays. [...] Its standard Friday hours are 9:00 AM – 1:00 PM."