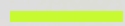


Where You Stand with AI: Diagnostic Report

Whether AI recommends you when customers ask it for help, who it names instead, and what on your website to fix.



Example Medical

Measured September 22, 2026 · Private hospital · 10 questions · 30 pages scanned

AI REPRESENTATION SCORE
● NEEDS WORK

30

AI QUALITY SCORE
● NEEDS ATTENTION

67

HOW TO READ THIS REPORT

3 questions, answered in order

The report follows 3 steps. Each part answers one question, and each builds on the one before.

1 PART 1**AI representation****Does AI bring you up?**

We ask leading AI assistants the questions your customers really ask. Your AI Representation Score shows how often they name you.

2 PART 2**Website quality****Can AI read your website?**

We scan your website the way AI reads it. Your AI Quality Score shows which facts AI can read, and which are missing.

3 PART 3**Action plan****How do you fix it?**

Every fix in priority order, a 30-day plan, and a re-check of both scores by day 30.

MEASUREMENT SCOPE

WEBSITE

example-medical.com

CATEGORY TESTED

Private hospital

MARKET

Local, Singapore

QUESTIONS ASKED

10 questions × 4 assistants × 3 runs = 120 answers

MEASURED

September 22, 2026

FOCUS AREA

Women's and children's healthcare

AI ASSISTANTS

ChatGPT, Claude, Gemini, Perplexity

PAGES SCANNED

30

CONTENTS

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EXECUTIVE SUMMARY

Your results at a glance

How often AI recommends you, why it sometimes doesn't, and the fixes that will help most.

1 · AI REPRESENTATION

30

 / 100**AI Representation Score.**

AI names you in some answers, but not consistently.

HOW OFTEN AI NAMED YOU, ACROSS 10 CUSTOMER QUESTIONS



Strong	100%	3
Mixed	26-99%	4
Weak	25% or less	3

2 · WEBSITE QUALITY

67

 / 100

AI Quality Score. Your website is in good shape, but missing key information AI needs.

KEY FACTS AI CAN'T FIND ON YOUR WEBSITE

- | | | |
|-----------------------|------------------|------------------|
| × Medical specialties | × Map location | × Logo |
| × Opening hours | × Address | × Main image |
| × Services offered | × Phone number | × Areas served |
| × Emergency service | × Dept. contacts | × Main page link |

3 · ESTIMATED SCORE

91

 / 100

Estimated AI Quality Score after 10 fixes.

ESTIMATED AI QUALITY SCORE, WEEK BY WEEK

Today		67
After week 1		87
After week 2		91

WHAT THIS MEANS

Your website doesn't state your medical specialties and 4 other key facts AI looks for. The 10 fixes can lift your AI Quality Score to an estimated 91. That makes you easier for AI to name, but doesn't guarantee it.

PART 1 OF 3

AI representation

What AI says about you when customers ask it for recommendations.

Your AI Representation Score	p6
What the score is made of	p7
Questions where AI names you least	p8
Where you already show up	p9
Where AI places you, and how it describes you	p10
Who AI names alongside you	p11
Not every AI assistant sees you the same way	p12

 Results reflect this specific scan and will vary across different runs.

PART 1 · AI REPRESENTATION

Your AI Representation Score

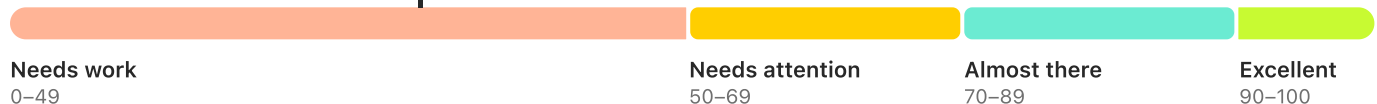
30

/100

Needs work, known but inconsistent

AI knows **Example Medical**, but whether it brings you up depends heavily on how the question is asked.

Example Medical, 30



Likely range: 16 to 45. The 4 assistants score you differently, from 15 to 55, so 30 is the average with a 95% confidence range.

QUESTIONS WHERE AI NAMES YOU EVERY TIME

3

/10

Of the 10 we asked, AI named you in every answer to these 3.

QUESTIONS WHERE AI OFTEN LEAVES YOU OUT

3

/10

For these 3, AI named you in only 1 in 4 answers.

YOUR RANK

#4

of 64

Ranked by mentions, out of 64 providers AI named.

WHAT THIS MEANS

For some questions, AI reliably recommends **Example Medical**. For a few others, it usually doesn't mention you.

PART 1 · AI REPRESENTATION

What the score is made of

3 measurements, taken every time AI answers a customer's question. If AI doesn't name you, that answer scores 0. If it does, it scores Prominence × Framing.

Appearance

Do AI assistants even bring you up?



If AI never names you, nothing else counts: that conversation scores zero.

What we found. AI named **Example Medical** in 60% of all answers, and at least once for every one of the 10 questions.

Prominence

When you are mentioned, are you the headline pick or buried in the list?



Customers rarely read past the first few suggestions, so being named last counts for less.

What we found. When AI names you, you are usually in the top half of the list, about level with the other 9 leading providers (average 63%).

Framing

When you are mentioned, is it a real recommendation or just a name on a list?



AI can recommend you warmly, mention you flatly, or hedge. That framing shapes what the customer does next.

What we found. AI usually describes you positively: 75%, 2nd of the 10 leading providers.

PART 1 · APPEARANCE

Questions where AI names you least

The 6 questions where AI names you least. We asked each question 3 times on each of the 4 assistants, so each question has 12 answers. 25% means AI named you in 3 of 12.

QUESTION	TYPE	RESULT	APPEARANCE	NAMED INSTEAD
Where can I find orthopedic specialists for joint pain in Singapore?	Product or service need	WEAK	25%	Sample Orthopedic Clinic
How do private hospitals in Singapore compare to public hospitals for maternity services?	Comparison question	WEAK	25%	Sample Women's and Children's Hospital
What hospitals in Singapore are suitable for families looking for comprehensive healthcare services?	Personal recommendation	WEAK	25%	Sample General Hospital
I am experiencing pregnancy complications. What hospitals in Singapore can provide immediate help?	Problem-first question	MIXED	50%	Sample Women's and Children's Hospital
Which private hospitals in Singapore have 24-hour emergency services?	Category + specific need	MIXED	50%	Sample Hospital A
My child has a high fever. Where can I get urgent pediatric care in Singapore?	Problem-first question	MIXED	50%	Sample Women's and Children's Hospital

PART 1 · APPEARANCE

Where you already show up

The 4 questions where AI names you in most answers.

QUESTION	TYPE	RESULT	APPEARANCE	NAMED INSTEAD
What hospitals in Singapore provide urgent care services?	Local category search	MIXED	75%	Sample General Hospital
Where can I find fertility treatment centers in Singapore?	Local category search	STRONG	100%	—
As an expectant mother in Singapore, which hospitals are recommended for a comfortable delivery experience?	Personal recommendation	STRONG	100%	—
What are the best private hospitals in Singapore for maternity care?	Local category search	STRONG	100%	—

WHAT THIS MEANS

AI names **Example Medical** in every answer for 3 of the 10 questions, and in 25% or fewer for 3, where it most often names Sample Women’s and Children’s Hospital instead.

PART 1 · PROMINENCE AND FRAMING

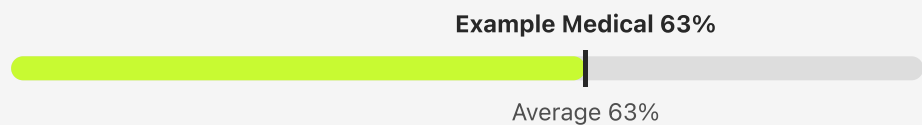
Where AI places you, and how it describes you

Prominence is how near the top of AI's list you appear. Framing is how positively AI describes you. Both are compared with the 10 providers AI named in at least 2 of the 10 questions.

Prominence

#4

of 10 providers



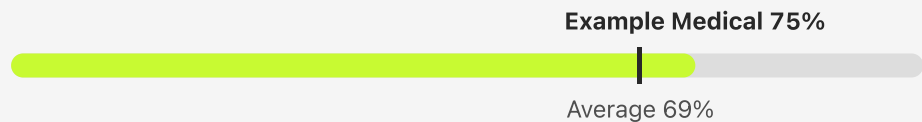
Level with the average, tied with Sample Hospital A

When AI names you, it lists you about as high as the average of these 10 providers.

Framing

#2

of 10 providers



About 6 points above the average. AI describes you more positively than all but one of these 10 providers.

WHAT THIS MEANS

When AI names you, your position is about average and your tone is better than most. The bigger gain is getting named in more answers.

PART 1 · COMPETITORS

Who AI names alongside you

Every AI answer names other providers too. This shows who wins the conversations you miss.

SHARE OF VOICE

9.1 %

Across all answers, AI named a provider 165 times. 15 of those were **Example Medical**.

YOUR RANK

#4 of 64

By number of mentions. Sample Hospital A leads with 18.

NAMED WHEN YOU'RE NOT

Sample Women's and Children's Hospital

Named most often when you are absent.

TOP 10 PROVIDERS BY MENTIONS

#	PROVIDER	MENTIONS	SHARE OF VOICE	PROMINENCE	FRAMING
1	Sample Hospital A	18	10.9%	63%	69%
2	Sample University Hospital	17	10.3%	67%	72%
3	Sample Hospital B	16	9.7%	54%	69%
4	Example Medical you	15	9.1%	63%	75%
5	Sample Women's and Children's Hospital	14	8.5%	81%	76%
6	Sample Hospital C	13	7.9%	60%	70%
7	Sample General Hospital	10	6.1%	74%	66%
8	Sample Hospital D	8	4.8%	56%	68%
9	Sample Hospital E	8	4.8%	55%	68%
10	Sample Hospital F	3	1.8%	55%	60%

WHAT THIS MEANS

Sample Hospital A leads with 18 mentions. **Example Medical** has 15, just 3 behind. A few more mentions could move you up the ranking.

PART 1 · BY AI ASSISTANT

Not every AI assistant sees you the same way

Gemini surfaces you most favorably and ChatGPT the least, even though all 4 were run the same way. Your headline score is the average, because customers use different assistants.

Gemini

● NEEDS ATTENTION

55

Appearance		100%
Prominence		71%
Framing		74%

Claude

● NEEDS WORK

26

Appearance		57%
Prominence		54%
Framing		82%

Perplexity

● NEEDS WORK

25

Appearance		50%
Prominence		65%
Framing		72%

ChatGPT

● NEEDS WORK

15

Appearance		33%
Prominence		61%
Framing		73%

📈 WHY THIS DIFFERS BY ASSISTANT

All 4 assistants were run with web search on, so each can pull current information from your website and listings. The differences come from how each one searches, ranks and summarizes what it finds.

PART 2 OF 3

Website quality

Part 1 showed where AI doesn't name you. Part 2 checks your website to find out why.

Your AI Quality Score	p14
What we checked, and what we found	p15
What is already working	p17

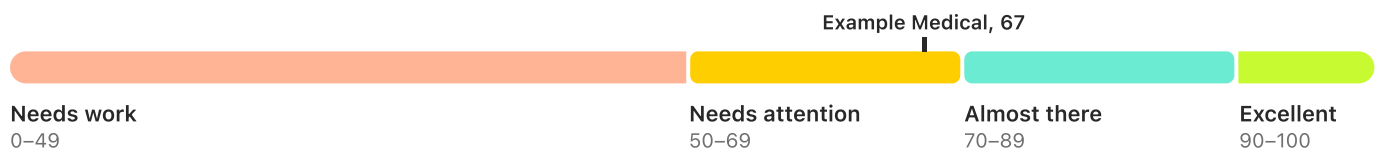
PART 2 · WEBSITE QUALITY

Your AI Quality Score

67 / 100

Needs attention, a solid base with key facts missing

AI can reach and read your website without problems. What it can't confirm is which specialties you cover, your emergency hours, and the services you offer.



THE 5 SIGNALS BEHIND YOUR SCORE

Schema Presence		100%
Schema Completeness		64%
Schema Quality		55%
Content Signals		78%
Structural Integrity		100%

HOW THIS CONNECTS TO PART 1

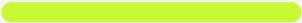
AI named you in 25% or fewer answers for 3 of the 10 questions, and your website doesn't clearly state your medical specialties, emergency and opening hours, and services offered. Your website is one input; listings, reviews and other sites also shape what AI says.

PART 2 · WEBSITE QUALITY

What we checked, and what we found

Each signal answers one practical question about whether AI can find, understand and reuse the facts about your business.

Schema Presence

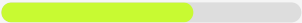
 100%

Can AI tell what kind of organization you are?

Before AI can recommend you, it has to know what you are. This checks your website declares that in code.

What we found. Your website tells AI you're a hospital, not a clinic or a pharmacy. This part is correct, so keep it as it is.

Schema Completeness

 64%

Do you give AI the facts it needs to recommend you?

Every organization has facts people ask about. For a hospital, that means specialties, emergency hours and services. Any fact not declared has to be guessed, or gets left out.

What we found. Your website gives AI 7 of the 12 key facts it looks for. Missing: your specialties, emergency and opening hours, services, map location and department contacts. Without these, AI can't confirm you offer what the customer is asking about.

Schema Quality

 55%

Are those facts clear enough to use?

A fact can exist and still be useless if it is blank or vague. This checks whether values are concrete enough for AI to trust.

What we found. Of the 12 key facts, 2 are clear, 5 are too vague to be useful and 5 are missing. This holds your score back most.

PART 2 · WEBSITE QUALITY

What we checked, and what we found, continued

Each signal answers one practical question about whether AI can find, understand and reuse the facts about your business.

Content Signals

78%

Does your website say the same clear thing everywhere?

Your code can be perfect while your pages tell a muddled story: a name spelled several ways, contact details that differ, no sign of when content was updated. AI weighs both, and conflicts lower its confidence.

What we found.

Your pages mostly agree with each other, but some details are unclear or inconsistent (checks that already pass are left out):

CHECK	WHAT WE FOUND	STATUS
Service descriptions	Homepage and description don't name your services.	GAP
Last-updated dates	21 of 30 key pages show a last-updated date.	GAP
Name and contact details	Also appears as Example Medical Center and EMC.	CHECK

Structural Integrity

100%

Is anything blocking AI from reading your website?

The foundation for everything else. Blocked pages, broken code or pop-ups that hide content mean the other signals may never be seen.

What we found.

AI can read all 30 pages we scanned, with no technical problems (5 of 5 checks passed). This is usually the hardest part to fix, and yours is already done.

WHAT THIS MEANS

Your website doesn't need a redesign. The gaps are missing and unclear facts, fixed by editing information your website already holds.

PART 2 · WEBSITE QUALITY

What is already working

The foundations to keep untouched while the fixes go in.



Nothing blocks AI from reading your website

No crawl, indexing or code problems across all 30 pages.



Organization type is declared

Your website tells AI it is a Hospital, so AI knows what kind of organization it is looking at.



Address and profiles are declared

Your address and official social profiles are declared cleanly and completely.

WHAT THIS MEANS

Your website's technical foundations work. Keep these parts as they are while the fixes go in, and fill in the missing details rather than rebuilding anything.

PART 3 OF 3

Action plan

Every fix in priority order, a 30-day plan, and how we check it worked.

All fixes, highest impact first	p19
The fixes, step by step	p20
Beyond your website	p25
Paste-ready code	p26
Your 30-day plan	p27
Your estimated score	p28
Checking it worked	p29

PART 3 · ACTION PLAN

All fixes, highest impact first

Every change that would help AI understand your website, ranked by how much each one is estimated to raise your AI Quality Score. Start at the top for the biggest gains.

PRIORITY BY ESTIMATED POINTS

CRITICAL >8

HIGH >5-8

MEDIUM >2-5

LOW ≤2

#	FIX	PRIORITY	CATEGORY	EST. PTS
1	Medical specialties are missing	HIGH	Specialist care	>5-8
2	Emergency and opening hours are missing	MEDIUM	Opening hours	>2-5
3	Services offered are missing	MEDIUM	Services	>2-5
4	Map location is missing	MEDIUM	"Near me" questions	>2-5
5	Department contacts are missing	MEDIUM	Contact	>2-5
6	Hospital name needs one consistent value	LOW	Business identity	≤2
7	Phone number needs a cleaner format	LOW	Contact	≤2
8	Description needs to name your services	LOW	Business identity	≤2
9	Main image needs to be clearer	LOW	Business identity	≤2
10	Homepage doesn't say plainly what you offer	LOW	Website setup	≤2

WHAT THIS MEANS

Fixes 1 to 5 are over 80% of the gain. Do those first.

PART 3 · ACTION PLAN

The fixes, step by step

Highest impact first: what to add, where it goes, and why it matters.

Quality rule: only add values that are true on the page. Never add claims just to raise the score.

FIX 1 **HIGH PRIORITY** **DAYS 1-7 · WEB TEAM**

>5-8

estimated points

Add **medicalSpecialty** to your Hospital schema

INSTRUCTIONS

In your homepage Hospital schema, add **medicalSpecialty** for each specialty you offer in-house, e.g. **Obstetric**, **Gynecologic**, **Pediatric** and **Musculoskeletal** (confirm orthopedics first).

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

AI can match you to specialist questions, like “Where can I find an orthopedic specialist?”, instead of guessing whether you offer the service.

FIX 2 **MEDIUM PRIORITY** **DAYS 1-7 · WEB TEAM**

>2-5

estimated points

Add **openingHoursSpecification** for your urgent care center

INSTRUCTIONS

Add your 24-Hour Urgent Care Center as a **department** of type **MedicalClinic**, with **openingHoursSpecification** set to 24/7. Don't mark the whole hospital as 24-hour. Use **EmergencyService** only if your medical team confirms a full A&E.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

Your website doesn't state your 24-hour urgent care hours in a form AI reads. Stating them gives AI a clear fact for “24-hour” questions.

PART 3 · ACTION PLAN

The fixes, continued

FIX 3

MEDIUM PRIORITY

DAYS 1-7 · WEB TEAM

>2-5

estimated points

List each service as a **department**

INSTRUCTIONS

List pediatrics, obstetrics and gynecology, and urgent care as a `department` of type `MedicalClinic` with its `medicalSpecialty`. Use `MedicalProcedure` for IVF. Each service also needs a visible page that says the same thing.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

AI recommends providers it can confirm offer the service. Listing them lets AI answer “Where can I get urgent pediatric care?” with you.

FIX 4

MEDIUM PRIORITY

DAYS 1-7 · WEB TEAM

>2-5

estimated points

Add **geo** and **hasMap**

INSTRUCTIONS

Add `geo` with your latitude and longitude, and `hasMap` with a link to your map listing. Add both to the Hospital schema on your homepage and contact page.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

Pins your exact address, so “near me” answers point customers to the right place.

PART 3 · ACTION PLAN

The fixes, continued

FIX 5

MEDIUM PRIORITY

DAYS 1–7 · WEB TEAM

>2–5

estimated points

Add a **contactPoint** for each department

INSTRUCTIONS

Add **contactPoint** entries, each with **contactType** and **telephone** : one for appointments and inquiries, and one for 24-hour urgent care. Add them to the Hospital schema on your contact page.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

AI can give customers the right number for what they need, instead of 1 switchboard line.

FIX 6

LOW PRIORITY

DAYS 8–14 · CONTENT

≤2

estimated points

Use one value for **name**

INSTRUCTIONS

Set **name** to “Example Medical” in every schema block, and add “Example Medical Center” and “EMC” as **alternateName** . Use the same name in page titles and headings. Confirm the official name with your team first.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

When your name appears 3 ways, AI has to work out whether they’re the same place. One name removes the doubt.

PART 3 · ACTION PLAN

The fixes, continued

FIX 7 LOW PRIORITY

DAYS 8–14 · WEB TEAM

≤2

estimated points

Clean up **telephone**

INSTRUCTIONS

Set **telephone** to your main customer number in international format, +65 6000 0000, with no extra text. Use the same format on every page.

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

A clean, consistent number is one AI can repeat with confidence.

FIX 8 LOW PRIORITY

DAYS 8–14 · CONTENT

≤2

estimated points

Rewrite your **description**

INSTRUCTIONS

Replace **description** with 1 plain sentence that names what you offer: "Example Medical is a private hospital in Singapore for women's and children's care, fertility and specialist treatment."

[<> Paste-ready code for this fix, page 26 →](#)

WHAT THIS MEANS

A description that names your services gives AI words it can match to customers' questions.

PART 3 · ACTION PLAN

The fixes, continued

FIX 9

LOW PRIORITY

DAYS 8-14 · WEB TEAM

≤2

estimated points

Set a clear **image**

INSTRUCTIONS

Set **image** to 1 clear photo of the hospital, separate from your **logo** and from ward or clinic photos. Use the full web address of the image.

<> Add to the Hospital schema, page 26 →

WHAT THIS MEANS

Gives AI 1 clear picture to show when it describes you.

FIX 10

LOW PRIORITY

DAYS 8-14 · CONTENT

≤2

estimated points

Rewrite your homepage opening line

INSTRUCTIONS

Change the first heading and sentence on your homepage to say plainly what **Example Medical** is and does. This is page copy, not schema, so your content team can make the change.

WHAT THIS MEANS

AI reads the opening line first. If it says what you offer, AI doesn't have to guess.

PART 3 · ACTION PLAN

Beyond your website

5 more things that shape what AI says about you. AI assistants with web search read more than your website. These actions are not scored and sit outside the 10 fixes, but they shape what AI says about you.

A**Map listing**

Check your Google Business Profile: primary category, opening hours, and the same name and number as your website.

MARKETING
Days 1–7**B****AI crawler access**

Confirm robots.txt and your CDN or bot protection allow AI search crawlers from OpenAI, Perplexity, Anthropic and Google.

WEB TEAM
Days 1–7**C****Health directories**

Make sure trusted health directories and insurer panels list the same name, address, services and specialties.

MARKETING
Days 8–14**D****One page per service**

A visible page for each main service: what it is, hours, location, how to book and a last-updated date. Link each from the homepage.

CONTENT
Days 8–30**E****Reviews and mentions**

Reply to recent reviews, and keep press and partner pages describing your services in the same words as your website.

MARKETING
Ongoing**WHAT THIS MEANS**

The 10 fixes make your website clear. These 5 actions make the rest of the web agree with it. AI is more likely to name you when several sources say the same thing.

PART 3 · ACTION PLAN

Paste-ready code

Ready to paste once your team confirms every value. Paste it once into your shared header or footer template, or your website builder's custom schema field. If a Hospital block already exists, merge these fields into it. Then check it in Google's free [Rich Results Test](#).

EVERY PAGE · HOSPITAL SCHEMA · FIXES 1-8

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Hospital",
  "name": "Example Medical",
  "alternateName": ["Example Medical Center", "EMC"],
  "url": "https://www.example-medical.com/",
  "description": "Example Medical is a private hospital in Singapore for women's and children's care, fertility and specialist treatment.",
  "telephone": "+65 6000 0000",
  "image": "[LINK TO A PHOTO OF YOUR HOSPITAL]",
  "address": { "@type": "PostalAddress", "streetAddress": "123 Example Road",
    "addressLocality": "Singapore", "postalCode": "000000", "addressCountry": "SG" },
  "geo": { "@type": "GeoCoordinates", "latitude": 1.3000000, "longitude": 103.8000000 },
  "hasMap": "https://www.google.com/maps/search/?api=1&query=Example+Medical+123+Example+Road",
  "medicalSpecialty": ["Obstetric", "Gynecologic", "Pediatric", "Musculoskeletal"],
  "department": [
    { "@type": "MedicalClinic", "name": "Pediatrics", "medicalSpecialty": "Pediatric" },
    { "@type": "MedicalClinic", "name": "Obstetrics and Gynecology",
      "medicalSpecialty": ["Obstetric", "Gynecologic"] },
    { "@type": "MedicalClinic", "name": "Example Medical 24-Hour Urgent Care Center",
      "telephone": "+65 6000 0001",
      "openingHoursSpecification": { "@type": "OpeningHoursSpecification",
        "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday", "Friday", "Saturday", "Sunday"],
        "opens": "00:00", "closes": "23:59" } }
  ],
  "availableService": { "@type": "MedicalProcedure", "name": "Fertility treatment and IVF" },
  "contactPoint": [
    { "@type": "ContactPoint", "contactType": "Appointments and inquiries", "telephone": "+65 6000 0000" },
    { "@type": "ContactPoint", "contactType": "24-hour urgent care", "telephone": "+65 6000 0001" }
  ]
}
</script>
```

PART 3 · ACTION PLAN

Your 30-day plan

Tick off each fix as it goes live. Fix numbers match the cards on pages 20–24.

DAYS 1–7 · UP TO 2.5 HOURS

Add 5 missing details

about +20

estimated points

- | | | | |
|--------------------------|-------|--|----------|
| ☐ | FIX 1 | Add medicalSpecialty to your Hospital schema | WEB TEAM |
| ☐ | FIX 2 | Add openingHoursSpecification for your urgent care center | WEB TEAM |
| ☐ | FIX 3 | List each service as a department | WEB TEAM |
| ☐ | FIX 4 | Add geo and hasMap | WEB TEAM |
| ☐ | FIX 5 | Add a contactPoint for each department | WEB TEAM |

DAYS 8–14 · UP TO 3.5 HOURS

Make 5 key changes

about +4

estimated points

- | | | | |
|--------------------------|--------|------------------------------------|----------|
| ☐ | FIX 6 | Use one value for name | CONTENT |
| ☐ | FIX 7 | Clean up telephone | WEB TEAM |
| ☐ | FIX 8 | Rewrite your description | CONTENT |
| ☐ | FIX 9 | Set a clear image | WEB TEAM |
| ☐ | FIX 10 | Rewrite your homepage opening line | CONTENT |

DAYS 15–30 · ONE RE-RUN

Rescan and re-ask

Measured

by the re-run

- | | | |
|--------------------------|---|-----------|
| ☐ | We rescan your website | LLMSOURCE |
| ☐ | We re-ask the same 10 questions | LLMSOURCE |
| ☐ | We review the before-and-after results with you | LLMSOURCE |

PART 3 · ACTION PLAN

Your estimated score

Complete all 10 fixes and your AI Quality Score is estimated to rise from 67 to about 91. Most of that arrives in the first week.

AI QUALITY SCORE TODAY

67 /100

● Needs attention

+24 estimated points



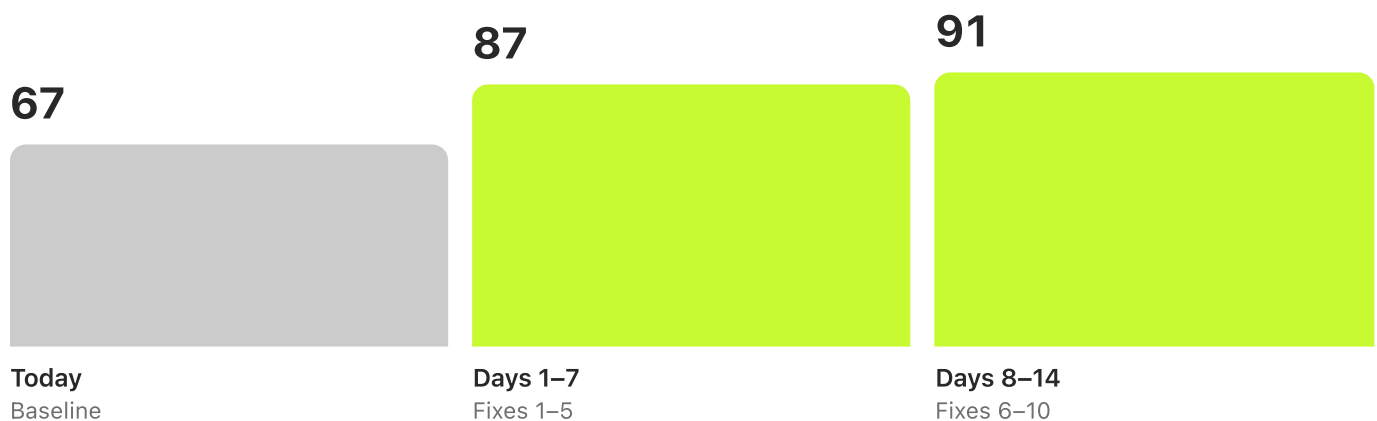
all 10 fixes

ESTIMATED SCORE

91 /100

● Excellent

HOW THE SCORE BUILDS, WEEK BY WEEK



Q HOW WE ESTIMATED THIS

Each fix adds the points its signal carries in our scoring rules, adjusted for how fully such fixes are usually applied. This estimates your website score only, and isn't yet proven across many before-and-after cases. Your day-30 rescan shows the actual result. Each fix shows a range. Phase and total points come from our exact estimate for each fix, added up, so they are more precise than adding the ranges.

A higher AI Quality Score makes you easier for AI to name, but it doesn't move your AI Representation Score straight away or by the same amount. AI assistants pick up website changes on their own schedule, and other sources also shape their answers.

PART 3 · ACTION PLAN

Checking it worked

By day 30 we rescan your website and re-ask the same questions, so this report becomes a before-and-after record.

Website rescan

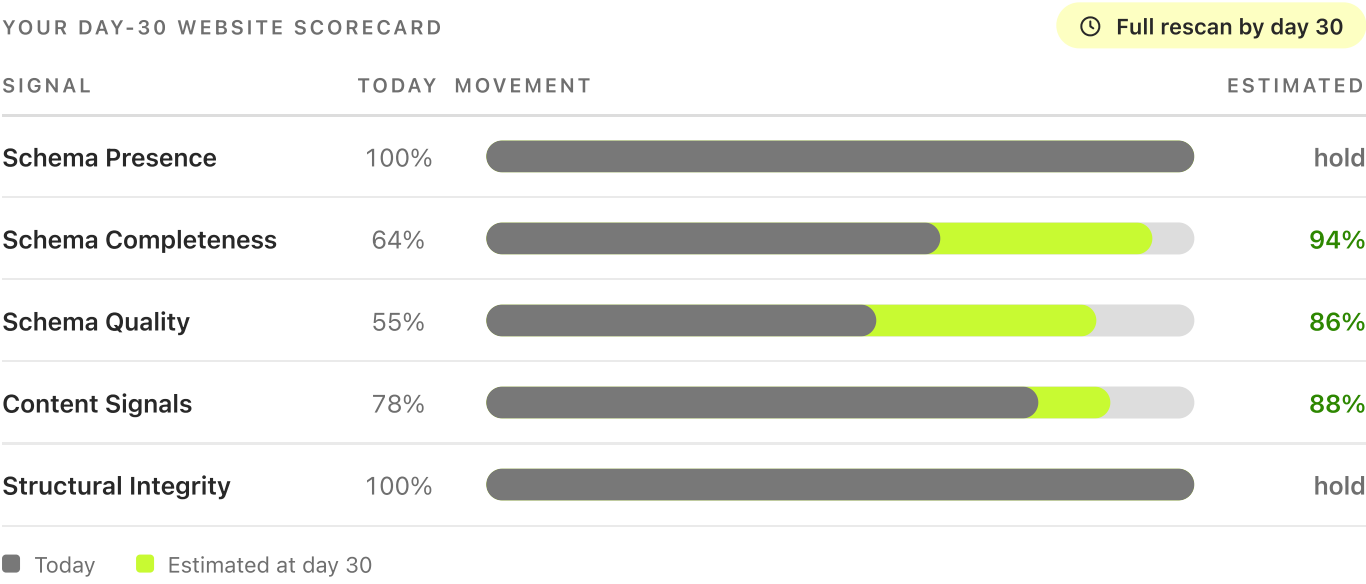
Your website re-crawled and rescored on the same 5 signals.

Questions re-asked

The same 10 questions asked again, to see whether AI now names you more often.

Before-and-after review

Both scores compared with today, walked through with you on a call.



WHAT THIS MEANS

Estimated scores assume every fix in the plan is fully applied. Schema Presence and Structural Integrity are already at 100% and are checked again only to confirm nothing broke during the work. The re-asked questions show whether AI has started to notice the changes. Your AI Representation Score can take longer to move than your AI Quality Score, and may not rise by the same amount.

REFERENCE

How to read the results

Being clear about what this report does and doesn't measure is what makes the results credible.

THIS REPORT CAN SHOW

- ✓ Whether AI names you for the questions customers ask
- ✓ How prominently and positively you're described
- ✓ Which questions you win, and who wins the rest
- ✓ How your presence differs across AI assistants
- ✓ Whether your website states the facts AI needs
- ✓ Whether a fix changed what we measured

IT SHOULD NOT BE READ AS SHOWING

- ✗ That any single customer will see this exact answer
- ✗ Guaranteed calls, bookings or admissions
- ✗ A traditional search engine ranking
- ✗ Why a competitor is favored, beyond AI's own wording
- ✗ That a single fix caused a change in AI answers
- ✗ That a higher AI Quality Score will raise your AI Representation Score straight away

Q NOTICE

This report reflects automated AI-assistant queries and a website scan completed on the date shown. AI answers vary between runs and scores will change as your website changes, so results describe a representative measurement at that time, not a fixed state. Full method and evidence: pages 31–32.

REFERENCE

How we measured

How we produced both scores, in brief.

HOW WE RAN THE TEST

Questions	10 everyday questions customers ask AI about your category. None name Example Medical. Full list on the next page.
AI assistants	ChatGPT, Claude, Gemini and Perplexity, all with web search on
Runs	3 runs per question per assistant = 120 answers
Date and place	September 22, 2026, Singapore

AI REPRESENTATION SCORE

What it measures	Whether AI names you (Appearance), how high up in the answer you appear (Prominence), and how positively you're described (Framing).
What we ask	We ask 4 AI platforms (ChatGPT, Claude, Gemini and Perplexity) around 10 questions that a real customer might ask, such as "Where can I find fertility treatment centers in Singapore?" Each platform gets its own score, and your overall score is the average of the four, with each platform weighted equally.
How each answer is scored	If AI doesn't name you, that answer scores 0. If it does, the score is Prominence x Framing.

AI QUALITY SCORE

What it measures	We mainly check the business details stored in your website's code for search engines and AI to read (known as "schema"): whether they show your business type and are complete and accurate. We also check how clearly your visible content describes your business, and whether any technical errors stop AI from reading your site.
How it's scored	Weighted average of five signals, out of 100: Schema Quality (40%), Schema Completeness (35%), Schema Presence (10%), Content Signals (10%) and Structural Integrity (5%).

REFERENCE

Evidence: every question, every assistant

For each question, how many of the 3 answers from each assistant named you. Totals match pages 8–9.

#	QUESTION	CHATGPT	CLAUDE	GEMINI	PERPLEXITY	ALL	LABEL
1	Orthopedic specialists for joint pain	0/3	0/3	3/3	0/3	25%	WEAK
2	Private vs public for maternity	0/3	0/3	3/3	0/3	25%	WEAK
3	Hospitals for families, full services	0/3	0/3	3/3	0/3	25%	WEAK
4	Pregnancy complications, immediate help	0/3	2/3	3/3	1/3	50%	MIXED
5	Private hospitals with 24-hour emergency	0/3	2/3	3/3	1/3	50%	MIXED
6	Child with high fever, urgent pediatric care	0/3	1/3	3/3	2/3	50%	MIXED
7	Hospitals with urgent care	1/3	3/3	3/3	2/3	75%	MIXED
8	Fertility treatment centers	3/3	3/3	3/3	3/3	100%	STRONG
9	Comfortable delivery for expectant mothers	3/3	3/3	3/3	3/3	100%	STRONG
10	Best private hospitals for maternity	3/3	3/3	3/3	3/3	100%	STRONG

Labels use one rule: Strong = 100% · Mixed = 26–99% · Weak = 25% or less.

 Results reflect this specific scan and will vary across different runs.

BEYOND THIS REPORT

About LLMSource

Our mission is to make brands visible in the age of AI. LLMSource checks what AI says about your business against your facts and fixes it at the source, so customers get a true answer and you get recommended.

WHY IT MATTERS

One scan is a snapshot

AI answers keep changing. AI models update, competitors edit their websites, new providers appear, and your own website changes as you add pages and services. A business AI recommends today can be left out next month without changing anything.

WHAT IT DOES

Continuous scans and fixes

LLMSource rescans your website and re-asks your customers' questions on a schedule. When AI gets something wrong or a new gap appears, the platform fixes it for you at the source, so AI gets your business right again.

WHAT COMES NEXT

The rise of AI agents

AI is starting to act for customers, not just answer them: comparing providers, booking appointments and making purchases. Businesses that AI agents can't read clearly will be skipped.

47.3%

FROM OUR AI REPRESENTATION GAP REPORT

of businesses got at least one wrong or invented answer from AI.

856,544 AI answers about 26,962 businesses, checked against public records.

[Read the report →](#)**EARLY ACCESS OPEN**

LLMSource is the trust and AI visibility platform that helps businesses get found, described accurately and recommended by AI.

[Join early access](#)

REFERENCE

Plain-English glossary

The terms used in this report, grouped by type.

THE SCORES

AI Quality Score

A score out of 100 for how clearly your website states the facts AI needs.

Score bands

Needs work 0–49 · Needs attention 50–69 · Almost there 70–89 · Excellent 90–100.

WHAT THE AI QUALITY SCORE MEASURES

Schema Presence

Whether your website tells AI what kind of organization you are.

Schema Completeness

Whether your website gives AI the key facts it needs to recommend you.

Schema Quality

Whether those facts are clear and specific enough for AI to use.

Content Signals

Whether your pages say the same clear thing everywhere.

Structural Integrity

Whether anything blocks AI from reading your website.

Schema / structured data

Hidden code on your pages that states facts about your business in a format AI reads directly.

Schema type

The label that tells AI what something is, such as an organization, a location, a service or a product.

AI search crawler

The automated reader AI assistants use to visit your website. Your robots.txt file tells it which pages it may read.

AI Representation Score

A score out of 100 for how often, how high and how positively AI names you.

WHAT THE AI REPRESENTATION SCORE MEASURES

Appearance

How often AI names you at all when asked a question.

Prominence

How near the top of AI's list you appear when it does name you.

Framing

How positively AI describes you: a real recommendation, a neutral mention, or a hedge.

Share of voice

Your share of all the times AI named any provider, across every answer.

Strong, mixed, weak

How you do on each question. Strong (100%): named in every answer. Mixed (26–99%): named in some answers. Weak (25% or less): named in few answers or none.

Run

One round of asking every question on every assistant. We repeat runs because AI doesn't give the same answer twice.

REFERENCE

Plain-English glossary, continued

The action plan, the paste-ready code, and what comes next.

THE ACTION PLAN

Priority

How much a fix matters, from Critical to Low, based on its estimated points. Start with the highest.

Estimated score

The score we expect once every fix is applied. Checked by the day-30 rescan.

Owner

Who does each task: WEB TEAM (website code), CONTENT (page text) or LLMSOURCE (rescans and reviews).

Est. pts

How much a fix is estimated to add to your AI Quality Score, shown as a range rather than an exact number.

Rescan and re-run

At the end of the plan we crawl (re-read) your website again and re-ask the same questions, to measure what changed.

Phase

When to do each fix in the 30-day plan, for example Days 1–7.

PASTE-READY CODE

JSON-LD

The format of the code blocks in this report. It sits in your page's code and tells AI the facts about your business.

Rich Results Test

Google's free check that your code has no errors and can be read.

Property

One fact inside the code, such as a name, opening hours or a phone number. Each fix names the property to add.

BEYOND THIS REPORT

AI agents

AI that acts for customers, not just answers them: comparing providers, booking appointments or buying.

We'd like to hear from you.

Have a question about this report, or want to talk about how AI sees your business? Get in touch.

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