NetLZ CONSULTING

AI VISIBILITY REPORT

SAMPLE REPORT
Client anonymized | real data

Specialty psychiatric practice

New Jersey and Florida | AI visibility and search performance snapshot

Data as of Nov 17, 2026	**Source** Ahrefs	**AI platforms tracked** 7	**Type** Baseline snapshot

01 Executive summary

53
AI citations
across 5 platforms

5 of 7
Platforms citing
ChatGPT and Grok: none

60
Top-3 keywords
of 100 ranking (Google)

~260
Organic visits
estimated per month

The practice's educational content is cited across **five of the seven AI platforms** Ahrefs tracks. Perplexity and Google AI Overviews lead with 15 citations each, and a single parent-focused explainer page supplies about **42%** of all citations. The service, staff and location pages we checked recorded none. ChatGPT and Grok recorded no citations, which is the clearest gap to close.

02 AI citations by platform

Platform	Citations	Share	Pages cited	Status
Perplexity	**15**	28.3%	3	**Cited**
Google AI Overviews	**15**	28.3%	5	**Cited**
Microsoft Copilot	**9**	17.0%	2	**Cited**
Gemini	**7**	13.2%	5	**Cited**
Google AI Mode	**7**	13.2%	3	**Cited**
ChatGPT	**0**	0%	0	**Not cited**
Grok	**0**	0%	0	**Not cited**
Total	**53**	**100%**	n/a	

A page can be cited on several platforms, so the page counts are not added together. Shares are rounded to one decimal.

03 Where the citations come from



One parent-focused explainer page | All other pages combined

Page group	Perplexity	AI Overviews	Gemini	Copilot	AI Mode	Total
Parent-focused explainer page	6	3	3	5	5	**22**
All other pages combined	9	12	4	4	2	**31**
Service, staff and location pages checked	0	0	0	0	0	**0**

Pages checked: the services page, the clinician profile and staff page, the practice philosophy page, a state treatment page and a Florida telepsychiatry page.

04 Search visibility alongside AI visibility

Google keyword	Position	Monthly searches
adhd meltdown	**#1**	about 1,100
adhd spouse burnout	**#1**	about 900
how to treat adhd in adults	**Top 10**	about 1,400

The site ranks for 100 keywords, 60 of them in Google's top 3. Viewing search and AI results together shows where the same topics win in both places, and where they do not.

05 Key findings

1. **Educational content earns the citations.**
   One parent-focused explainer page accounts for 22 of the 53 citations.

2. **Citations are concentrated.**
   Visibility rests on a small number of pages, so a change to one page could move the total.

3. **The commercial pages checked are not being cited.**
   AI answers may be using the practice's content to explain a topic without pointing readers to its services.

4. **ChatGPT and Grok are gaps.**
   No citations were recorded on either, so each needs its own checks and fixes.

06 Recommended next steps (example)

Priority	Action	Why it matters
High	Add a short, direct answer near the top of each key service page.	The commercial pages checked recorded no citations, while explainer pages did.
High	Link the cited explainer pages to the matching service pages.	Gives readers a next step from the content AI already cites.
Medium	Make practice, clinician and location details explicit and consistent across the site and directories.	Clear, consistent facts help AI systems describe the practice accurately.
Medium	Build third-party corroboration: credible listings, professional profiles and expert contributions.	Independent mentions strengthen how consistently the brand is represented.
Ongoing	Re-measure monthly against this baseline and track ChatGPT separately.	Shows what changed and where the next opportunity sits.

07 In a full engagement

A full engagement adds the views below and repeats them over time. They are not included in this sample.

Share of voice Mentions and citations against named competitors for your priority questions.	**Prompt-level results** Which buyer questions mention your brand, and which mention competitors instead.	**Source influence** The websites that most often shape AI answers in your market.
Accuracy review Whether AI platforms describe your services, locations and expertise correctly.	**Trend reporting** Month-over-month change in citations, mentions and AI referral traffic.	**Action plan** A prioritized list of content, technical and authority fixes.

08 Definitions, method and limits

Citation	An AI response that cites the site as a source.
Pages cited	The number of distinct pages from the site that a platform cited.
Data source	Ahrefs AI response tracking and Site Explorer, as of November 17, 2026.

Counts reflect the AI responses Ahrefs tracks, which is a sample and not every AI answer. AI answers vary by query, time and model, and this report is a single snapshot with no earlier measurement to compare. NetLZ does not control what AI systems say and does not promise placement. Client details have been removed.

Want to see where your brand stands?

Request a free AI visibility audit at netlz.com or call (973) 599-1000.