

WHITE PAPER

AI Visibility in Australian Aged Care

What we learned from 100 answers, with a 90-day
plan for aged-care marketing teams

Families now use Google and AI tools to understand aged care, compare services and choose which providers to contact. We studied 100 answers from ChatGPT, Google Search, Perplexity and Microsoft Copilot. We looked at whether official information appeared, whether people could check the source and whether the answer gave a safe next step. This paper explains what we found and gives aged-care marketing teams a practical 90-day plan.

PART 1

What we found

01 How we carried out the study

We prepared 30 questions before the study began. They covered where to start, Support at Home, residential care, costs, quality, complaints, dementia care, respite and cultural needs. Local questions covered Melbourne, Sydney, Brisbane, Perth and Adelaide.

The final study included 100 answers: 30 from ChatGPT, 30 from Google Search, 15 from Perplexity and 25 from Microsoft Copilot. We used the same checks for every answer.

We only counted a source when the answer showed a link people could open. A provider being named did not mean that we endorsed it or believed it offered better care.

- › 100 answers across four search and AI tools.
- › The same 30 questions used throughout the study.
- › Copies of the answers kept privately for checking.
- › Provider mentions measured visibility only, not quality.

02 **Official sources are common, but links are sometimes missing**

My Aged Care was named in 89 of the 100 answers, but only 70 answers included a link to it. This matters because a link helps a family check the information and take the next step.

Overall, 74 answers linked to an Australian government or aged-care regulator website. ChatGPT, Google and Perplexity usually showed official links. Copilot often named My Aged Care without showing a direct official link in the answer we recorded.

This does not mean an answer had no source behind it. It means the person reading the answer could not easily open and check that source.

OFFICIAL URL PRESENCE BY SURFACE

Surface	Valid	Official URL	Rate
ChatGPT	30	28	93.3%
Google Search	30	29	96.7%
Perplexity	15	14	93.3%
Microsoft Copilot	25	3	12.0%
Total	100	74	74.0%

03 AI summaries, Star Ratings and source accuracy

Google showed an AI Overview for 29 of the 30 searches in this study. These AI summaries appeared while families compared care, including questions about local providers and Star Ratings. In the 15 local provider answers we reviewed, 12 mentioned Star Ratings.

In this study, “official sources” means My Aged Care, the Australian Government Department of Health, Disability and Ageing, and the Aged Care Quality and Safety Commission. The Commission is the national rights-based regulator of Commonwealth-funded aged-care services.

This does not mean every aged-care search will show an AI Overview. It does show that families may see an AI summary before they visit a provider website.

Only nine of the 15 local provider answers linked to an official source. Helpful advice is harder to trust when people cannot check it.

Government websites were the most common sources, but provider websites, directories and comparison services also appeared. An AI answer may mix these sources without making their different roles clear.

One Google AI Overview showed the correct maximum basic daily fee of \$66.80, then gave a yearly total of \$24,398.70. The correct calculation is \$24,382.

We saw this issue once, so it is not an error rate. It is a useful warning: a link to the right source does not guarantee that every figure in the answer is correct. Providers should link to the original source, show the date and check calculations before publishing them.

EVIDENCE SIGNALS IN VALID LOCAL PROVIDER ANSWERS

Signal	Answers	Rate
Named My Aged Care	13 of 15	86.7%
Discussed Star Ratings	12 of 15	80.0%
Named the Commission	10 of 15	66.7%
Linked an official source	9 of 15	60.0%

MOST FREQUENTLY SURFACED CONTENT DOMAINS

Domain	Valid answers
myagedcare.gov.au	70
health.gov.au	23
svcs.org.au	14
bestagedcareaustralia.com.au	13
agedcarequality.gov.au	12
dementia.org.au	9

PART 2

How to improve your AI visibility

Start with the pages families need most

Do not start with a long list of blog ideas. First fix the pages that help a family decide whether a service meets their needs and how to contact it.

Each important page should answer the main question clearly, use the correct service and location name, link to official information and give the reader a clear next step. Keep a simple list showing who owns each page and when it must be reviewed.

PAGES TO WORK ON FIRST

Priority	Page type	What the page should include
1	Services and locations	Correct name, address, care offered, who it suits, how to ask about places and contact details
2	Costs and fees	Current fees, date, what is included, what costs extra and a link to the official source
3	Special care needs	Dementia, respite, culture, language, staffing and how the provider checks a person's needs
4	Quality and rights	Current My Aged Care Star Ratings link, complaints process, resident rights and oversight
5	Help with decisions	Questions to ask, visit checklist, what to bring and what to do next

Use a simple 90-day plan

Fix accuracy first. Then improve the pages that matter most. Finally, check whether the changes helped. This order stops the team from publishing more content before the basics are right.

Use this plan as a starting point and adjust the workload to suit the size of your organisation.

90-DAY MARKETING PLAN

When	Lead	What to do	You are finished when
Days 1-30	Marketing	List key pages, check service names, run the 30 questions and choose the first pages to fix	Every key page has an owner, review date and starting result
Days 31-60	Content and web	Update service, location, cost and special-care pages; add official links and clear next steps	Each page answers the main question and helps the reader act
Days 61-90	Marketing and analytics	Run the questions again, fix any wrong details and start regular reporting	Results are recorded and each measure has an owner

Track useful results, not just mentions

Being named by an AI tool is not enough. The provider needs to appear for the right service, be linked to reliable information and give the family a useful next step.

Ask the same questions every quarter and record the results in the same way. Treat each check as a snapshot, not a permanent ranking.

SIMPLE QUARTERLY SCORECARD

Measure	What it means	When to check	Owner
Right service	How often the provider is named for the right service and location	Every quarter	Marketing
Provider link	How often the answer links to the right provider page	Every quarter	Digital
Official link	How often the answer links to My Aged Care, the Department or the Commission	Every quarter	Content and quality
Correct details	Whether services, fees, programs and contact details are current	Every month	Page owner
Useful enquiries	Calls, forms or assessments from the pages being improved	Every month	Marketing and admissions

Marketing team action checklist

- ✓ List your most important service and location pages, then give each one an owner and review date.
- ✓ Use the same service names, addresses and phone numbers on your website, My Aged Care and map listings.
- ✓ Update pages about costs, dementia care, respite, cultural needs, complaints and resident rights.
- ✓ Add official links, dates and a clear next step to every important page.
- ✓ Ask the same 30 questions every quarter and track mentions, links, correct details and useful enquiries.

PART 3

What this study cannot tell us

This study looked at 100 answers collected on 21 August 2026. Search and AI results can change with the user, location, account, product design and time. The number of answers was different for each tool, so each percentage uses the answer count shown for that tool.

The 30 questions do not cover every aged-care need. A provider being named is not proof of quality or suitability. A source link also does not prove that every sentence in an answer is correct.

One Integral Media researcher completed the review with software support and kept copies of the answers. Integral Media sells SEO and AI visibility services. An aged-care expert and editor should check this paper before it is published.

[ACQSC: Code of Conduct guidance for registered providers](#)

[ACQSC: transparency and agreements](#)

[Department: Star Ratings Brand Guidelines](#)

[ACCC: advertising and selling guidance](#)

[My Aged Care: Find a provider](#)

Want to see how your services appear in AI search?

Integral Media can test your aged-care services, find missing or unclear information and give your marketing team a prioritised action plan.

[Request an aged-care AI visibility review →](#)