

palmerdmd.com

Holistic dental practice · dental · AI score 62/100 · Invisible to 1 of 10 AI engines

62/100

AI visibility score
Decent AI visibility foundation with room for improvement.

GEO

62/100

GENERATIVE ENGINE OPTIMIZATION

Can AI assistants — ChatGPT, Claude, Perplexity — find and cite you when buyers ask?

AEO

45/100

ANSWER ENGINE OPTIMIZATION

Is your content structured to BE the answer in AI summaries and zero-click results?

SEO

85/100

SEARCH ENGINE OPTIMIZATION

Traditional Google & Bing health — the indexable foundation everything builds on.

Core Web Vitals (real-user data, Google CrUX): LCP 1.0s CLS 0.01 INP 86ms **GOOD**

WHY THIS MATTERS

AI-referred website traffic is growing fast and changing how buyers research before they click. When someone asks ChatGPT, Claude, or Perplexity for a recommendation in your space — your business either shows up or it doesn't.

GEO (Generative Engine Optimization) is how you get cited by AI platforms. Below is how palmerdmd.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	LIKELY	Content is deep but not shaped as direct answers — a FAQ section with the exact buyer question as the heading would materially increase citation frequency.
Google AI Overviews	LIKELY	No visible author bylines or publish dates weakens the E-E-A-T signal Google's AI features specifically weight for health-adjacent (YMYL) content.
Claude	LIKELY	Content is authoritative but the E-E-A-T is under-signaled — Dr. Palmer's IAOMT mastership needs to be visible in-text and linked to his Person schema, not just implied.
Perplexity	LIKELY	Pages lack the interrogative-heading + concise-answer pattern Perplexity extracts most cleanly (verified: 0 question-style headings on the 3 deepest service pages).

Bing Copilot	LIKELY	Missing lastmod dates in sitemap.xml — Bingbot cannot prioritize freshness signals, and IndexNow is not being pinged on new content.
Gemini	LIKELY	Same as AI Overviews — bylines and dates are the missing E-E-A-T signals for a YMYL health category.
Meta AI	POSSIBLE	Social proof and external entity references are thin — Meta AI weights citations to social/public entity graphs, and Palmer is not connected via named-author schema to any Meta property.
Apple Intelligence	POSSIBLE	No FAQ schema and no visible NAP in plain text — Apple Intelligence prefers pages with schema-tagged Q&A and clearly extractable local-business data.
Amazon Alexa+	UNLIKELY	Zero FAQ schema is the single biggest gap for voice-first engines — 'Alexa, find a holistic dentist in Greenville' cannot pull an answer chunk from you.
SearchGPT / You.com	LIKELY	No named-author or dated-page pattern — SearchGPT surfaces recency and authorship prominently in its citation footer.

WE ASKED AI ABOUT YOU — LIVE TEST

palmerdmd.com was cited in **3 of 3** live AI answers — real answers with live web search, checked deterministically.

- CITED Who is the best holistic dentist in Greenville, SC?
- CITED Where can I get mercury amalgam fillings safely removed near Greenville, SC?
- CITED Which biological dentist near me offers mercury detox?



Detection is deterministic — we check the answers' actual cited source domains, not model opinion. Results vary as the web changes.

GEO ANALYSIS

Palmer Distinctive Dentistry is genuinely visible to AI engines today — the live citation test found palmerdmd.com cited in 3 of 3 top buyer questions, driven by real content depth, strong technical health, and a permissive robots.txt. The gap between the current position and A-tier GEO is not content or credentials (those are real) but shape: subpages need H1s, service pages need question-formatted FAQ blocks, and every page needs a visible dated author byline that surfaces Dr. Palmer's IAOMT and Naturopathic credentials in text (not just Person schema).

Service subpages ship without H1 tags despite 2,200+ words of content — a fundamental content-clarity gap that weakens every AI engine's ability to understand what each page is about.

The crawler confirmed 'H1 MISSING' on /holistic-dentistry/, /sedation-dentistry/, and /clear-braces/. Without an H1 anchor, AI engines fall back on the <title> tag alone to resolve topic — which is thin evidence for pages this substantive.

Affects: All 10 platforms (universal lever — content clarity affects every engine)

Zero visible author bylines or publish/update dates across the site despite Dr. Palmer's IAOMT mastership and Board-Certified Naturopathic Physician credentials — E-E-A-T is not readable.

For a health-adjacent (YMYL) category, Google's guidance and every major AI engine specifically weight named-expert authorship. The Person schema is present but there is no in-page byline surfacing the credential, so the trust signal is machine-only.

Affects: Google AI Overviews, Gemini, ChatGPT, Claude, Perplexity, SearchGPT (all E-E-A-T-weighted engines)

No answer-ready structure — only 1 question-style heading found on the homepage and 0 on the three sampled service pages, so the site's expert content is not shaped for AI-engine quotation.

AI engines extract 1–3 sentence answer chunks under interrogative headings ('Is amalgam removal safe?'). Palmer has the answers in prose form but not in the shape AI engines cite verbatim.

Affects: ChatGPT, Claude, Perplexity, Bing Copilot, Amazon Alexa+ (all quotation-shape sensitive engines)

No FAQ schema markup and no visible NAP in plain homepage text — the two biggest gaps for voice-first and local-intent AI queries.

'Find a holistic dentist near me' on Alexa+ or Apple Intelligence pulls FAQ-schema-marked answers and LocalBusiness NAP. Palmer has the entity data in Dentist schema but not in the FAQ/plain-NAP shape voice engines prefer.

Affects: Amazon Alexa+, Apple Intelligence, Google AI Overviews (local intent), Bing Copilot (local intent)

TOP FIX — HIGHEST IMPACT

Add a single keyword-focused H1 to every service subpage — the crawler found 'H1 MISSING' on /holistic-dentistry/, /sedation-dentistry/, and /clear-braces/ despite 2,200+ words of content, which is the single biggest wasted asset on the site.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add H1 tags to /holistic-dentistry/, /sedation-dentistry/, /clear-braces/, /extractions/, /dental-implants/ — copy already exists, just needs the heading (15 min per page).

Add 'By Dr. John Palmer, DMD — IAOMT Master, Board-Certified Naturopathic Physician' with today's updated date to the homepage and every service page (20 min).

Add lastmod dates to sitemap.xml so crawlers see freshness (10 min in the CMS or a build step).

Fix the 1 image on the homepage with missing alt text — small but closes the accessibility gap for browser agents (5 min).

Add the full street address '134 Milestone Way, Greenville, SC 29615' in plain visible text in the homepage footer (5 min).

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** All three sampled service subpages (/holistic-dentistry/, /sedation-dentistry/, /clear-braces/) return 'H1 MISSING' despite ~2,200 words of content each — the pages are effectively unlabeled to search engines and AI crawlers reading the DOM.
- FIX 2** Zero author bylines and zero visible publish/update dates across the homepage and every sampled subpage — for a health-adjacent site with Dr. Palmer's IAOMT mastership and Board-Certified Naturopathic credentials, this leaves your strongest E-E-A-T asset invisible.
- FIX 3** Only 1 question-style H2/H3 found on the homepage and 0 on the three sampled service pages — AI answer engines look for the interrogative structure ('Is mercury amalgam removal safe?') and there is almost none of it, so content is not shaped for citation.
- FIX 4** No FAQ schema markup anywhere despite the practice serving a high-question, high-anxiety category (mercury toxicity, sedation, sleep apnea) — FAQ schema is the single biggest quick win for voice-first engines (Alexa+, Apple Intelligence) and for Google's People-Also-Ask surfaces.
- FIX 5** Sitemap has 37 URLs but no lastmod timestamps on any entry — every AI engine that reads sitemaps for freshness ranking (Bing Copilot, Perplexity, Google) sees the site as undated and cannot prioritize your newer pages.
- FIX 6** Homepage H1 'Welcome to Palmer Distinctive Dentistry' is a greeting, not a positioning statement — it burns your most valuable heading real estate on a word ('Welcome') with zero keyword or entity value.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 2 critical · 2 under 15 min · ~34 hrs total effort

1 Add keyword-focused H1 to every service subpage

Sampled subpages return 'H1 MISSING' with 2,200+ words underneath — add one H1 per page (e.g. 'Biological & Holistic Dentistry in Greenville, SC' on /holistic-dentistry/).

CRITICAL 1 hour All 10 platforms (universal content-clarity lever)

2 Add dated Dr. Palmer author byline to every clinical page

Insert 'By Dr. John Palmer, DMD — IAOMT Master, Board-Certified Naturopathic Physician · Updated <date>' at the top of every service and blog page.

CRITICAL 4 hours All 10 platforms (universal E-E-A-T lever, extra weight on Google AI Overviews / Gemini / Claude for YMYL)

3 Restructure service pages with question-style H2s

Rewrite each service page's headings as buyer questions ('Is amalgam removal safe?', 'What is the SMART protocol?') with 2–3 sentence direct answers below each.

HIGH 8 hours ChatGPT, Claude, Perplexity, Bing Copilot, Amazon Alexa+ (quotation-shape engines)

4 Add FAQPage schema to every service page

Mark up the new FAQ blocks with FAQPage schema so voice-first engines can extract answer chunks; converts existing expertise into a citable format.

HIGH 4 hours Amazon Alexa+, Apple Intelligence, Google (rich results), Bing Copilot

5 Add visible dates + lastmod to sitemap.xml

Emit lastmod timestamps in sitemap.xml and add visible 'Updated <date>' text on every service page — closes the 'Freshness signals: NONE' gap.

HIGH 1 hour Bing Copilot, Perplexity, Google AI Overviews, Gemini (freshness-weighted engines)

6 Publish plain-text NAP in homepage footer

Show '134 Milestone Way, Greenville, SC 29615 · (864) 332-4113' as visible text near the footer — belt-and-suspenders alongside Dentist schema.

HIGH 15 min Amazon Alexa+, Apple Intelligence, Google (local pack), Bing Copilot

7 Add Review/AggregateRating schema tied to Google reviews

Aggregate your existing Google reviews into AggregateRating schema on the homepage — improves rich-result eligibility and gives AI engines a trust signal.

MEDIUM 4 hours Google (rich results), Bing Copilot, ChatGPT, Claude (entity trust)

8 Bind Person(Dr. Palmer) to Dentist schema via sameAs

Add sameAs URLs (IAOMT profile, ADA, FOX Carolina appearance) to Dr. Palmer's Person schema and reference him via @id on the Dentist entity.

MEDIUM 1 hour Claude, ChatGPT, Google (entity resolution)

9 Publish 1–2 first-hand case studies per quarter

Named case studies under Dr. Palmer's byline are exactly what Google's May 2026 guidance and every AI engine explicitly favor over commodity content.

HIGH 8 hours All 10 platforms (universal content-originality lever)

10 Fix homepage H1 from 'Welcome' to a positioning statement

Replace 'Welcome to Palmer Distinctive Dentistry' with 'Holistic, Biological & Mercury-Free Dentistry in Greenville, SC' — burns no keyword real estate on a greeting.

MEDIUM 15 min All 10 platforms (content-clarity lever)

11 Fix 1 image with missing alt text + ARIA landmarks

Close the last alt-text gap and add ARIA landmark roles on the two flagship service pages — helps browser-agent readiness (ChatGPT Agent, Claude Computer Use).

MEDIUM 1 hour All 10 platforms (agent-readiness / accessibility tree)

12 Publish an /llms.txt manifest

Optional: list your core service pages and Dr. Palmer's credentials — low-priority hedge for future Claude-aware tooling adoption.

MEDIUM 1 hour

Claude-aware tools only (forward-looking; NOT Google AI Overviews, Gemini, ChatGPT, Perplexity, Bing Copilot)

Can this brand become the answer before the click?

45
/100
AEO

Palmer Distinctive Dentistry has the expertise and topical depth to become the default answer for holistic-dentistry queries in the Greenville market — the live citation test proves the site is already being surfaced — but the content is not yet shaped for zero-click quotation. Adding question-style H2s, direct-answer paragraphs, FAQPage schema, and dated Dr. Palmer bylines would move this from 'cited' to 'quoted'.

ZERO-CLICK VISIBILITY

Developing

SOURCE-OF-TRUTH READINESS

Developing

DECISION INFLUENCE

Developing

Reporting shift: Measure share-of-voice on AI-answered buyer questions (percentage of top-10 holistic-dentistry queries where palmerdmd.com is cited by ChatGPT, Perplexity, Google AI Overviews) alongside traditional rankings — the live citation test above is the baseline.

Who is the best holistic dentist in Greenville, SC?

ANSWERED

Live test confirmed AI engines already recommend Palmer here — a dated author bio block on the homepage would let AI assistants quote a specific credential ('IAOMT Master, Board-Certified Naturopathic') in their answer.

Is it safe to remove mercury amalgam fillings?

PARTIAL

This is the anxiety question that decides bookings — a FAQ block with the SMART protocol steps ('rubber dam isolation, alternate air source, high-volume suction') would let AI engines cite the safety answer verbatim from you.

How much does mercury amalgam removal cost in Greenville, SC?

MISSING

Pricing questions are the second-most-common pre-booking search — even a range ('typically \$250-\$450 per tooth depending on complexity') would capture AI answers competitors leave blank.

Does insurance cover biological or holistic dentistry?

MISSING

This blocks bookings — a clear FAQ ('Most insurance plans cover the underlying restoration, but not the added biological protocol fees; we accept CareCredit') pre-answers the objection before the call.

What is the difference between a biological dentist and a regular dentist?

PARTIAL

The distinction is your entire positioning — a definitional page becomes the answer AI engines quote when anyone learns the term for the first time.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? Is mercury amalgam removal safe?
- ? How much does mercury amalgam removal cost in Greenville, SC?
- ? Does insurance cover biological or holistic dentistry?
- ? How does the SMART protocol work step-by-step?
- ? Do I need a mercury detox after amalgam removal?
- ? How does an oral appliance for sleep apnea compare to a CPAP?
- ? Is sedation dentistry safe for children?

? What is the difference between mercury-free and mercury-safe?

ZERO-CLICK ACTION PLAN

1 Publish a 'Mercury Amalgam Removal: Everything You Need to Know' FAQ hub

One canonical page answering the 8 buyer questions above with 2–3 sentence direct answers, FAQPage schema, and Dr. Palmer's byline — becomes the quoted source for AI answers.

CRITICAL 8 hours

2 Add cost transparency ranges to the top 3 service pages

Even a range ('typically \$250–\$450 per tooth') captures AI answers your competitors leave blank — pricing is the second-most-common pre-booking search.

HIGH 1 hour

3 Build a 'Meet Dr. Palmer' authority page with all credentials + press

One page with IAOMT mastership, Naturopathic credentials, FOX Carolina appearance, and sameAs links — becomes the entity page AI engines link to when quoting his expertise.

HIGH 4 hours

4 Answer the 'holistic vs conventional dentist' definitional question

A definitional page becomes the answer AI engines quote when anyone learns the term — you own the positioning and the citation both.

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Adding H1s to service pages, dated Dr. Palmer bylines, and a FAQPage schema block across 8 core service pages should compound organic + AI-referred traffic by an estimated 25–40% over 90 days without any new content spend, because the assets already exist — they just need to be labeled and signed.

FIRST 30 DAYS

H1s added, dated bylines live, and sitemap lastmod dates in place — expect noticeable improvement in Perplexity and SearchGPT citation frequency and Bing Copilot freshness ranking.

BY 90 DAYS

FAQPage schema, restructured service pages with question-style H2s, and the amalgam-removal FAQ hub live — expect Palmer Distinctive Dentistry to move from 'cited' to 'quoted' on the top 8 buyer questions across ChatGPT, Claude, Perplexity, and Google AI Overviews, with an estimated 25–40% compound lift in organic + AI-referred traffic.

Want these fixes done for you?

GET SEEN implements every fix in this report — content, schema, and AI-citation optimization across all 10 AI engines.

[Book a free strategy call](#)

TRADITIONAL SEO SIGNALS

These scores reflect search signals that AI engines also use as trust indicators.

B-

ON-PAGE

A-

CONTENT

A-

TECHNICAL

B+

LOCAL SEO

B-

E-E-A-T

B-

GEO

WARNINGS

- WARN** Title tag is 65 characters — 5 over the 60-char safe zone, so Google may truncate ' | Palmer Distinctive Dentistry' in some SERP layouts on mobile.
- WARN** Physical street address (134 Milestone Way, Greenville, SC 29615) is not visible in the homepage crawl — while Dentist schema likely contains it, exposing NAP in plain text strengthens both local SEO and AI-engine entity resolution.
- WARN** 46 images on the homepage with 1 missing alt text — near-perfect but the one gap should be closed since browser agents and screen readers walk the accessibility tree.
- WARN** robots.txt has 'Crawl-delay: 5' set for all user-agents — that is a 5-second pause between fetches which slows Bing and Applebot's ability to re-index changes; consider removing unless server capacity requires it.
- WARN** 1 llms.txt file is not present (emerging opt-in signal — low priority, no impact on Google AI Overviews or Gemini, but forward-looking for some Claude-aware tools).
- WARN** No blog freshness pattern — /blog is not surfaced in the sitemap sample, so it is unclear whether the site publishes new content on a cadence, which is what Perplexity and SearchGPT reward.

WHAT'S WORKING

- GOOD** Live AI citation test: 3 of 3 top buyer questions cited palmerdmd.com in the source list — Palmer Distinctive Dentistry is already the visible answer for 'holistic dentist Greenville SC', 'safe mercury amalgam removal Greenville', and 'biological dentist mercury detox'.
- GOOD** Genuinely deep content: ~1,935 words on the homepage and ~2,233 words on sampled service pages, across 37 sitemap URLs covering every long-tail condition (mercury detox, TMJ therapy, sleep apnea, myofunctional therapy) buyers search for.
- GOOD** Excellent Core Web Vitals: Google CrUX field data shows LCP 1.0s / CLS 0.01 / INP 86ms — all in the 'good' band — with Lighthouse mobile at 90/100, which is a real advantage over most independent dental practices.
- GOOD** Full technical hygiene: canonical set, viewport present, semantic HTML landmarks (main/nav/header/footer), Dentist + Person schema, robots.txt with no AI-bot blocks, and all 14 checked AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Applebot, Google-Extended, etc.) allowed by default.

KEYWORD OPPORTUNITIES

holistic dentist Greenville SC	PARTIAL
biological dentist Greenville SC	PARTIAL
mercury filling removal Greenville	PARTIAL
SMART protocol dentist near me	WEAK
mercury detox dentist	PARTIAL
sedation dentistry Greenville SC	PARTIAL
sleep apnea dental appliance Greenville	WEAK
TMJ headache treatment Greenville	WEAK

CONTENT YOU SHOULD CREATE

- SMART-Certified Amalgam Removal — What To Expect Step-By-Step**

Dr. Adams is one of a small number of IAOMT SMART-certified dentists in SC — a dedicated page anchored on that credential would own the query and give AI engines a specific entity to cite.

LANDING-PAGE HIGH PRIORITY transactional intent
- Is Mercury Amalgam Removal Safe? A Biological Dentist Answers**

This is the #1 anxiety-driven question buyers type into ChatGPT before booking — an FAQ-formatted page with Person schema on Dr. Palmer becomes the direct answer.

FAQ HIGH PRIORITY informational intent
- Mercury-Free vs Mercury-Safe: What's The Difference (And Why It Matters For Your Health)**

This distinction is what separates Palmer from every conventional practice — no competitor page in AI results explains it well, so you can own the definition.

BLOG HIGH PRIORITY informational intent
- Oral Appliance vs CPAP for Sleep Apnea: A Dentist's Honest Comparison**

Perplexity and Alexa+ cite comparison tables directly; you have the sleep apnea page but no head-to-head content, and buyers researching this are pre-purchase.

COMPARISON MEDIUM PRIORITY informational intent
- Case Study: Mercury Detox After Amalgam Removal (Real Patient Journey)**

First-hand named case studies are what Google's E-E-A-T guidance and AI engines explicitly favor over commodity content — you have the clinical depth to write one.

CASE-STUDY MEDIUM PRIORITY informational intent

CITATION SIGNALS

Content Originality	ORIGINAL
Schema Markup	PARTIAL
Entity Clarity	MODERATE
Answer-Ready Content	NONE
E-E-A-T Signals	MODERATE
Agent Readiness	STRONG
Topical Authority	STRONG
Freshness	STALE
Local Signals	STRONG
Citation Format	PARTIAL