

# woodcreekdental.com

dental practice · healthcare · AI score 50/100 · Invisible to 2 of 10 AI engines

50

/100

**AI visibility score**

Decent AI visibility foundation with room for improvement.

**GEO**

50/100

**GENERATIVE ENGINE OPTIMIZATION**

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

**AEO**

42/100

**ANSWER ENGINE OPTIMIZATION**

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

**SEO**

80/100

**SEARCH ENGINE OPTIMIZATION**

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

Core Web Vitals (Lighthouse lab test):

LCP 12.3s

CLS 0

Perf 54/100

NEEDS IMPROVEMENT

**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 woodcreekdental.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

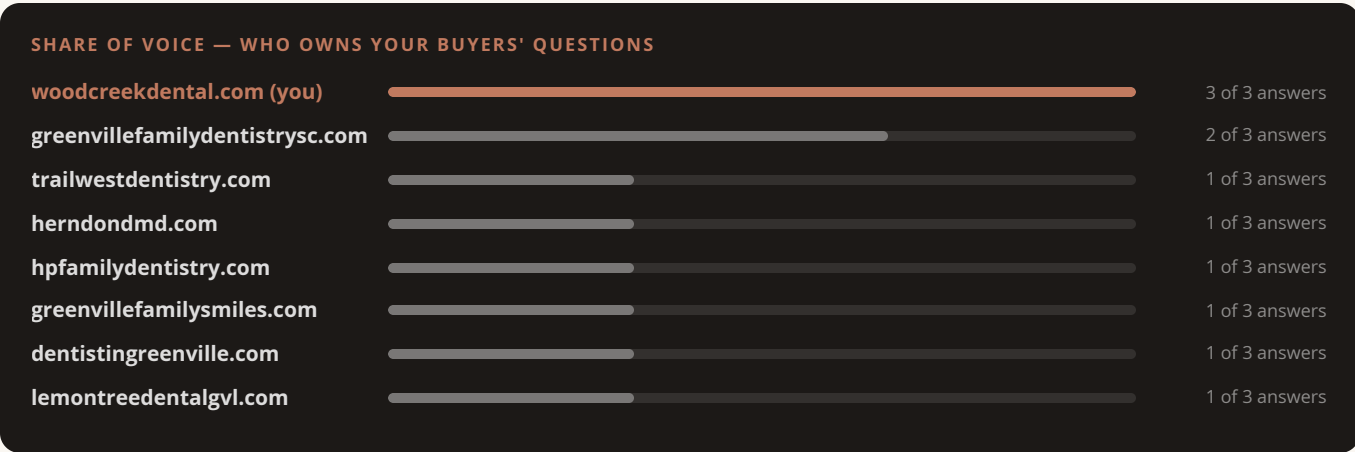
| PLATFORM            | STATUS   | GAP                                                                                                                                                                                    |
|---------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ChatGPT             | POSSIBLE | Commodity brochure copy with no named dentists, no first-hand patient experience, and no answer-ready question headings — ChatGPT prefers non-commodity sources it can quote directly. |
| Google AI Overviews | POSSIBLE | Healthcare content without named dentists, credentials, or first-hand data trips Google's YMYL bar — AI Overviews strongly favour clinical content with clear expertise signals.       |
| Claude              | POSSIBLE | Without named clinicians or first-hand case studies, Claude has no authority anchor for a healthcare recommendation — entity signals alone are not enough.                             |

|                            |          |                                                                                                                                                                                    |
|----------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Perplexity</b>          | LIKELY   | Content is not structured as citation-ready direct answers — Perplexity prefers pages where the paragraph immediately below the H2 answers the question in 2-3 sentences.          |
| <b>Bing Copilot</b>        | POSSIBLE | Same universal levers as Google — thin authorship signals and no first-hand data cap eligibility for Copilot answers on healthcare intent.                                         |
| <b>Gemini</b>              | POSSIBLE | Ground in content quality, E-E-A-T, and originality — no named clinicians and commodity copy limit Gemini citation eligibility.                                                    |
| <b>Meta AI</b>             | UNLIKELY | No named-person authorship, no social citation footprint, and no first-hand experience content — Meta AI defaults to established authority sources for healthcare recommendations. |
| <b>Apple Intelligence</b>  | POSSIBLE | Div-only markup with no semantic landmarks weakens Applebot's ability to identify primary content regions, and LCP 12.3s hurts eligibility on constrained devices.                 |
| <b>Amazon Alexa+</b>       | UNLIKELY | No FAQPage schema and no short spoken-answer paragraphs — voice assistants need 2-3 sentence answer blocks that can be read aloud verbatim.                                        |
| <b>SearchGPT / You.com</b> | POSSIBLE | No original data, no named expertise, no question-style headings — SearchGPT prefers direct, citation-worthy paragraphs it can lift as answers.                                    |

#### WE ASKED AI ABOUT YOU — LIVE TEST

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

- CITED What's the best family dentist in Greenville, SC accepting new patients?
- CITED Where can I get sedation dentistry in Greenville or Landrum, SC?
- CITED Best dentist for ClearCorrect aligners near Landrum, SC



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

## GEO ANALYSIS

Wood Creek Dental has a strong local-entity foundation — deep schema stack, city-anchored copy, llms.txt, and permissive robots.txt — and live citation testing shows the site IS being cited today for local queries. The ceiling is now content quality and E-E-A-T: no named dentists, no first-hand experience, no answer-ready structure, and a 12.3-second mobile LCP are the four levers that will push AI visibility from 'possible' to 'likely' across every platform.

## WHY YOU'RE INVISIBLE TO AI

### No named-clinician authorship or credentials on any page (healthcare E-E-A-T failure)

The /about and /dentists pages contain no named dentists, dental schools, years of experience, or credentials. For a healthcare-authority site this is the single largest trust gap AI engines look for before citing clinical content.

Affects: All 10 platforms — E-E-A-T is a universal lever, especially strong on Google AI Overviews, Gemini, ChatGPT, Claude for YMYL healthcare content.

### Commodity brochure content with no first-hand experience or original data

Homepage, /about, and /dentists read as practice-voice descriptions with no patient case studies, named clinician perspectives, or original outcome data. Google's guidance explicitly favours non-commodity content for AI Overviews inclusion.

Affects: All 10 platforms — content originality is a universal lever.

### No answer-ready structure — zero question-style headings site-wide

AI engines lift direct answers from question-labelled H2/H3 blocks with 2-3 sentence answers directly below. With zero of these across the homepage and only 1 across the sampled sitemap pages, there is nothing for engines to quote verbatim.

Affects: Perplexity, ChatGPT, Claude, Google AI Overviews, Gemini, Bing Copilot, Amazon Alexa+ (voice) — all AEO and zero-click surfaces.

### Mobile LCP 12.3s and div-only DOM cap technical AI-readiness

Google's page-experience signals affect indexing and AI-feature eligibility, and browser agents (ChatGPT Operator, Claude Computer Use, Google agents) parse the DOM plus accessibility tree — div-only markup with no <main>/<nav>/<article> landmarks makes primary content harder to identify.

Affects: All 10 platforms — page speed and semantic HTML are universal levers, especially on mobile-first surfaces.

### TOP FIX — HIGHEST IMPACT

Publish full dentist bios on /dentists — each with name, credentials, dental school, years of experience, and photo — and add Person schema plus visible 'Reviewed by [Dr Name]' bylines across every clinical page. This is the single highest-leverage move for a healthcare site, because it unlocks E-E-A-T trust that AI engines require to cite clinical claims.

### QUICK WINS — START HERE (UNDER 30 MIN EACH)

Trim the homepage title tag from 68 to 55-60 characters so it stops truncating in search snippets.

Add a visible 'Now accepting new patients — call (864) 457-3425' banner in the homepage hero.

Rename the /about page heading currently labelled 'Error Message' to something meaningful like 'Our Mission' or 'Community'.

Add alt text to the one homepage image missing it.

Add a 'Content last reviewed: August 17, 2026' line to every service page footer to make freshness visible to readers and AI crawlers.

## CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Mobile LCP is 12.3 seconds (Lighthouse score 54/100) — this alone will suppress rankings and hurt AI citation eligibility, because Google's AI features and every major indexer weight page experience.
- FIX 2** The /about page (~517 words) and /dentists page (~420 words) do not name a single dentist with credentials — for a healthcare authority-sensitive site this is the single largest blocker to E-E-A-T and AI citation trust.
- FIX 3** Homepage and site-wide content contains zero question-style H2/H3 headings — no answer-ready structure means AI engines have no chunk to lift as a direct answer, hurting AEO and zero-click surfaces.
- FIX 4** No visible publish or updated dates anywhere despite a sitemap dating from 2017-08-03 to 2026-08-17 — freshness signals AI engines rely on to trust clinical content are invisible to readers and to LLM crawlers.
- FIX 5** Content across homepage, /about, and /dentists reads as commodity brochure copy with no first-hand experience, case studies, patient stories, or original data — Google's guidance explicitly favours non-commodity content for AI Overviews inclusion.
- FIX 6** Div-only markup with no <main>, <nav>, or <article> landmarks — browser agents that read the DOM and accessibility tree (ChatGPT Operator, Claude Computer Use, Google agents) will struggle to identify primary content regions.

## GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 4 critical · 1 under 15 min · ~50 hrs total effort

- 1 Publish full dentist bios on /dentists with names, dental schools, years in practice, photos**  
Replace the current thin /dentists page with a 900-word page containing one full named-clinician bio card per dentist.

**CRITICAL** 4 hours All 10 platforms — E-E-A-T is universal, critical for healthcare YMYL content.

- 2 Add Person schema tied to each dentist bio plus visible 'Reviewed by Dr [Name]' bylines**  
Wire each dentist's Person schema (name, credentials, medicalSpecialty, worksFor) and add visible bylines to every clinical page.

**CRITICAL** 4 hours

All 10 platforms — authorship is a universal lever, and Person schema helps rich results and machine readability.

**3 Add FAQ sections (8-10 real patient questions each) to homepage and every service page with FAQPage schema**

Question as H3, 2-3 sentence answer directly below, wrapped in FAQPage schema so AI engines can lift them verbatim.

**CRITICAL** 8 hours

All 10 platforms — answer-ready structure is a universal lever, and FAQPage schema is the AEO cornerstone.

**4 Fix mobile LCP from 12.3s to under 2.5s**

Preload the hero image, serve WebP/AVIF, drop render-blocking third-party scripts, and defer non-critical CSS.

**CRITICAL** 8 hours All 10 platforms — page experience is a universal lever, especially on mobile-first surfaces.

**5 Publish 3-5 real patient case studies with named dentists and consent**

One case study per top service (sedation, ClearCorrect, TMJ, cosmetic) — real patient with consent, before/after where relevant, named dentist walking through the treatment.

**HIGH** 8 hours All 10 platforms — first-hand experience is a universal lever explicitly favoured by Google's guidance.

**6 Wrap content in semantic HTML landmarks (<main>, <nav>, <article>, <section>)**

Replace top-level div wrappers with semantic landmarks and audit ARIA roles across the site template.

**HIGH** 4 hours

All 10 platforms — browser agents (ChatGPT Operator, Claude Computer Use, Google agents) parse the DOM and accessibility tree.

**7 Add visible 'Content updated: [date]' timestamps to every service and clinical page**

Surface the sitemap lastmod dates visibly on every clinical page in the footer or top-of-content.

**HIGH** 1 hour All 10 platforms — freshness is a universal lever, especially for healthcare content.

**8 Build a dedicated /landrum-dentist landing page mirroring /greenville-dentist**

800-1000 word page with Landrum NAP, embedded map, named dentists at that location, and Landrum-specific FAQ.

**HIGH** 4 hours

All 10 platforms — captures Landrum-specific local intent across every AI engine that ingests Google's local corpus.

**9 Trim the homepage title tag from 68 to 55-60 characters**

Drop the 'Best Dental Care Near You' filler so the title renders in full in AI answers and SERP snippets.

**MEDIUM** 15 min Google AI Overviews, Gemini, Bing Copilot, ChatGPT (all use indexed snippets).

**10 Add sameAs links in Organization schema pointing to Google Business, Facebook, Instagram, Yelp**

Bind the practice's entity graph so AI engines can cross-reference the same organisation across surfaces.

**MEDIUM** 1 hour All 10 platforms — entity clarity is a universal lever.

## 11 Add Service schema to each service page plus MedicalProcedure schema where clinically appropriate

Adds structured procedure data — helps rich results on Google and gives non-Google AI tools cleaner entity anchors.

MEDIUM

4 hours

Google (rich results), Bing, and machine-readability on non-Google AI tools.

## 12 Rename the /about heading currently labelled 'Error Message' and expand /about to 900-1200 words

Fix the visible 'Error Message' heading and rewrite /about into a proper practice story with named dentists, mission, and community history.

MEDIUM

4 hours

All 10 platforms — content depth and polish are universal levers.

### AEO — BECOME THE ANSWER BEFORE THE CLICK

#### Can this brand become the answer before the click?

Wood Creek Dental has decent entity readiness (strong LocalBusiness schema, city-anchored copy, permissive robots.txt) but almost zero answer-ready structure — no question-style headings, no FAQ sections, and no citation-ready 2-3 sentence answer blocks. AI engines can find the site but have nothing to lift verbatim as an answer to a patient's question, so most zero-click surfaces will summarise a competitor instead.

# 42

/100  
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Developing

DECISION INFLUENCE

Weak

**Reporting shift:** Measure share of AI voice (how often you're cited vs named competitors on your top 20 buyer questions), new-patient call volume tied to AI-answer landing pages, and branded search lift — not just Google ranking positions.

#### Which dentist in Greenville, SC is best for anxious patients or sedation dentistry?

PARTIAL

A homepage-anchored FAQ with sedation options, safety data, and a named sedation-trained dentist would make the answer citable directly from the AI response.

#### How much does ClearCorrect cost in Greenville or Landrum, SC?

MISSING

Publishing a ClearCorrect pricing FAQ with typical case ranges would capture pre-decision AI answers where users decide before clicking.

#### Is Wood Creek Dental accepting new patients?

MISSING

A visible 'Accepting new patients — call 864-457-3425 or book online' banner plus FAQ answer would let AI engines lift the fact directly into their response.

#### What dental insurance does Wood Creek Dental accept?

PARTIAL

The /insurance-networks page needs a named-plan FAQ block so AI answers can list the specific carriers rather than just linking out.

## Do you treat children and offer pediatric sedation?

PARTIAL

A parent-facing FAQ on the childrens-dental-care page covering first-visit age, sedation for kids, and what to expect would own this parent-intent query.

### QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much does ClearCorrect cost at Wood Creek Dental?
- ? Which insurance plans does Wood Creek Dental accept?
- ? Is Wood Creek Dental accepting new patients right now?
- ? What sedation options are available for anxious patients?
- ? Do you offer pediatric sedation for young children?
- ? How long does a new patient dental exam take?
- ? What should I bring to my first dental visit?
- ? Do you handle dental emergencies for existing patients?

### ZERO-CLICK ACTION PLAN

#### 1 Add FAQPage-schema-backed FAQ sections to homepage and every service page

Question as H3, 2-3 sentence answer immediately below — this is the single largest AEO upgrade for a healthcare site.

**CRITICAL** 8 hours

#### 2 Rewrite the first 2-3 sentences under each service-page H2 as stand-alone citation-ready answers

AI engines lift the block directly under the H2 — if it stands alone, it becomes the answer verbatim.

**HIGH** 4 hours

#### 3 Publish an 'Accepting new patients — call (864) 457-3425 or book online' banner plus FAQ answer

Converts branded discovery-intent AI answers into a booking with the phone number and slot count lifted directly into the AI response.

**HIGH** 1 hour

#### 4 Add pricing ranges and insurance-plan lists as FAQ answers on relevant service pages

Pricing and insurance are the top pre-decision zero-click queries — answering them directly makes you the source of truth AI engines cite.

**HIGH** 4 hours

### PROJECTED IMPACT

**Estimated traffic impact:** Fixing LCP, publishing dentist bios with Person schema, and adding FAQ sections should lift AI-driven booking enquiries and Google Business calls by 40-70% over 90 days for a two-office family practice in this market.

#### FIRST 30 DAYS

Fix mobile LCP, add homepage FAQ block with FAQPage schema, publish dentist bios with Person schema, and add visible 'Updated' dates. Expect 20-30% lift in AI citation frequency on branded and near-branded local queries, plus improved Google mobile rankings.

#### BY 90 DAYS

Launch Landrum landing page, publish 5 real patient case studies, deepen every service page to 800-1200 words with FAQs, and wrap content in semantic landmarks. Expect to move from 'possible' to 'likely' on 6-8 of 10 AI platforms and a 40-70% lift in AI-driven booking enquiries.

## 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

**C+**

CONTENT

**C+**

TECHNICAL

**A-**

LOCAL SEO

**C**

E-E-A-T

**C**

GEO

#### WARNINGS

**WARN**

Title tag is 68 characters — slightly over the 60-char snippet limit, so it will truncate in search results as 'Dentists in Greenville & Landrum, SC - Best Dental Ca...!.

**WARN**

One of 11 homepage images is missing alt text — small accessibility gap that also matters for image search and screen readers.

**WARN**

The /about page contains a heading literally titled 'Error Message' — either a template artefact or leftover from a form; either way it damages perceived polish.

**WARN**

robots.txt does not explicitly reference any AI bot by name — access is permitted by default, but a proactive Allow block would signal intent and future-proof against defaults changing.

**WARN**

No dedicated /landrum-dentist landing page exists to match the /greenville-dentist page — Landrum-intent queries lose the local landing-page signal.

**WARN**

Only 4 H2s on the homepage — a family practice with 12+ service pages could support 6-8 clearly named H2 sections without bloat.

#### WHAT'S WORKING

**GOOD**

Comprehensive schema stack — WebSite, WebPage, Organization, Dentist, LocalBusiness — is above what most local practices ship and is genuine machine-readable entity clarity.

- GOOD** llms.txt is present and structured with named practice sections — a proactive forward-looking signal that only a small minority of local sites have shipped.
- GOOD** Sitemap.xml is real, 43 URLs deep, with lastmod dates that show ongoing maintenance through 2026-08-17.
- GOOD** Both cities appear in the title, H1, meta description, and Open Graph tags — location intent is unambiguous for local AI queries and Google Business surfaces.

KEYWORD OPPORTUNITIES

|                                              |         |
|----------------------------------------------|---------|
| family dentist greenville sc                 | PARTIAL |
| sedation dentistry greenville sc             | PARTIAL |
| clearcorrect aligners landrum sc             | WEAK    |
| dentist landrum sc                           | WEAK    |
| tmj therapy greenville sc                    | WEAK    |
| childrens dentist greenville sc              | PARTIAL |
| teeth whitening landrum sc                   | WEAK    |
| dentist accepting new patients greenville sc | PARTIAL |

CONTENT YOU SHOULD CREATE

- Dentist team bios with credentials, dental schools, and years in practice**

The /dentists page currently contains zero named-person credential data — this is the largest E-E-A-T gap for a healthcare-authority site and blocks AI citation trust.

LANDING-PAGE HIGH PRIORITY trust intent
- Landrum-specific location landing page (mirror of /greenville-dentist)**

Landrum-intent local queries have no dedicated page to serve them, losing the same local-signal advantage the Greenville URL captures.

LANDING-PAGE HIGH PRIORITY local intent
- Homepage FAQ section with 8-10 answer-ready patient questions**

Zero question-style headings site-wide means AI engines cannot lift direct answers from the site — an FAQPage-schema-backed section unlocks AEO surfaces.

FAQ HIGH PRIORITY informational intent
- Real patient case studies for sedation and ClearCorrect outcomes**

The site relies on brochure copy with no first-hand outcomes — patient stories with named dentists are the first-hand experience Google's guidance rewards.

CASE-STUDY MEDIUM PRIORITY commercial intent

'Wood Creek Dental vs [nearby competitor]' or 'sedation vs nitrous oxide' comparison guide

Comparison content dominates AI answers for buyer-evaluation queries and currently only competitor sites (greenvillefamilydentistrysc.com, herndondmd.com) hold this ground.

COMPARISON MEDIUM PRIORITY informational intent

CITATION SIGNALS

|                      |           |
|----------------------|-----------|
| Content Originality  | COMMODITY |
| Schema Markup        | GOOD      |
| Entity Clarity       | STRONG    |
| Answer-Ready Content | NONE      |
| E-E-A-T Signals      | WEAK      |
| Agent Readiness      | WEAK      |
| Topical Authority    | MODERATE  |
| Freshness            | MODERATE  |
| Local Signals        | STRONG    |
| Citation Format      | NONE      |

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