

downtowndentalsc.com

Dental practice · Dentistry · AI score 38/100 · Invisible to 3 of 10 AI engines

38 /100

AI visibility score
Minimal AI visibility. Some signals exist but not structured for AI citation.

GEO38 /100

GENERATIVE ENGINE OPTIMIZATION

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

AEO34 /100

ANSWER ENGINE OPTIMIZATION

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

SEO71 /100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 8.1s CLS 0 Perf 59/100 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 downtowndentalsc.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	POSSIBLE	Content is thin (~143 words) and commodity — GPTBot indexes the page but there's little quotable substance beyond a one-line intro.
Google AI Overviews	UNLIKELY	Thin content, no named author bio, stale (last modified 2018), and no first-hand experience — Google's AI features cite non-commodity sources with strong E-E-A-T.
Claude	POSSIBLE	Entity signals (Dentist schema, NAP) are solid, but no answer-ready FAQ content and no named author to anchor a Claude citation for non-branded queries.
Perplexity	POSSIBLE	Content is not structured as direct, citation-ready answers — no FAQ, no pricing data, no data-backed claims Perplexity can quote.

Bing Copilot	POSSIBLE	Thin homepage and empty sitemap.xml starve Bingbot of URLs and depth to draw from.
Gemini	UNLIKELY	Same content-depth and E-E-A-T gaps that block Google AI Overviews — commodity intro, no named author, stale content.
Meta AI	UNLIKELY	No Facebook / Instagram entity presence surfaced, and thin on-page content gives Meta AI little to hook a citation on.
Apple Intelligence	POSSIBLE	Clean semantic HTML + Dentist schema help, but the FAQ and question-style structure Applebot rewards for spoken answers is missing.
Amazon Alexa+	POSSIBLE	NAP is well-structured, but no FAQPage schema exists — Alexa+ leans on FAQ blocks for spoken answers about sedation, cost, and new-patient policy.
SearchGPT / You.com	POSSIBLE	Content depth and E-E-A-T are thin — cited for branded queries only in live testing, not for competitive service queries.

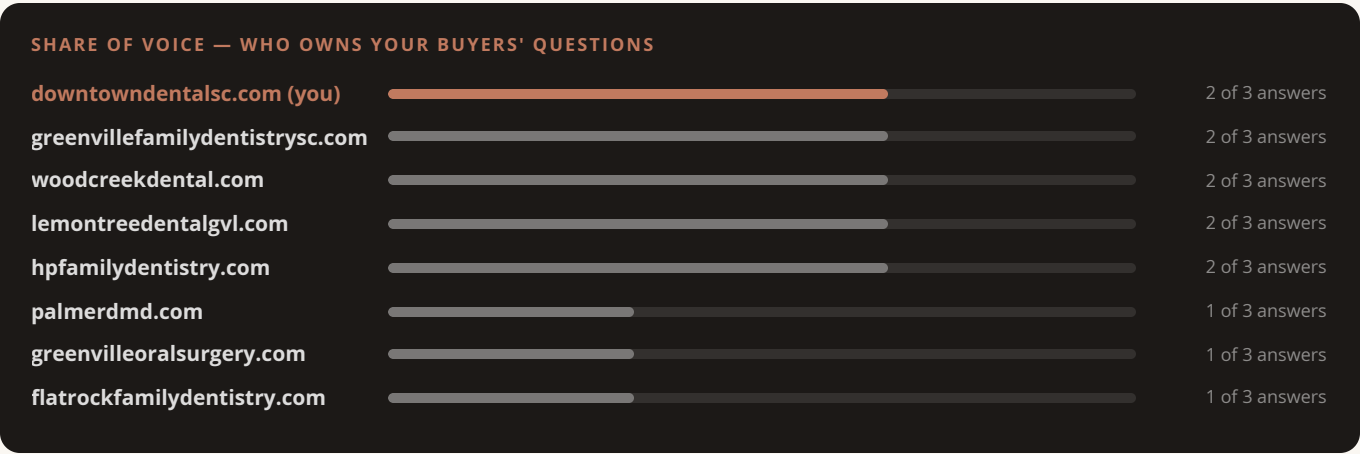
WE ASKED AI ABOUT YOU — LIVE TEST

downtowndentalsc.com was cited in **2 of 3** live AI answers — real answers with live web search, checked deterministically.

CITED Best sedation dentist in Greenville SC downtown

CITED Where can I get dental implants in downtown Greenville SC?

NOT CITED Family dentist in Greenville SC accepting new patients
Cited instead: [trailwestdentistry.com](#), [herndondmd.com](#), [hpfamilydentistry.com](#), [woodcreekdental.com](#)



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

GEO ANALYSIS

Downtown Dental is cited by Claude + web search for 2 of 3 branded/local sedation and implant queries — a strong foundation from real NAP and Dentist schema — but thin ~143-word content, no answer-ready FAQ, and no named-author E-E-A-T markup keep it out of Google AI Overviews and Gemini and cap it below top-tier local competitors like Palmer Distinctive Dentistry and Greenville Family Dentistry. The universal lever here is content depth + first-hand experience, not more schema.

WHY YOU'RE INVISIBLE TO AI

Commodity, ~143-word homepage with no first-hand experience or original data

AI engines cite non-commodity sources with depth, first-hand perspective, and specific data. The current homepage is a one-line business intro — nothing quotable, nothing to summarize.

Affects: All 10 platforms — the universal content-quality lever.

No answer-ready structure — zero question-style H2/H3, no FAQ block

Users ask AI engines 'how much do dental implants cost in Greenville?' and 'is IV sedation safe?' The site has no direct Q&A content to be quoted as the answer.

Affects: ChatGPT, Claude, Perplexity, Google AI Overviews, Gemini, Bing Copilot, Amazon Alexa+.

No named-author / Person schema despite a credentialed dentist

Dr. Trey Kenna DMD, FAGD is mentioned only in the meta description. There's no bio page structure, no Person schema, and /about-us/ contains zero named people — the practice's biggest E-E-A-T asset is invisible.

Affects: Google AI Overviews, Gemini (E-E-A-T sensitive), plus Claude and Perplexity for author-authority queries.

Empty sitemap.xml + stale content (last modified 2018) starve crawlers of freshness signals

sitemap.xml resolves as an index with 0 URLs, so crawlers see only the homepage. Combined with a homepage modified date of April 2018, freshness heuristics across every AI engine flag the site as inactive.

Affects: All 10 platforms — freshness and discoverability are universal.

TOP FIX — HIGHEST IMPACT

Rewrite the homepage to 700+ words that lead with 'sedation & implant dentistry in downtown Greenville SC,' add a viewport meta tag, regenerate sitemap.xml so it lists every service page, and publish Dr. Kenna's bio with Person schema — those four changes unblock both AI citation and local search in one sprint.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add <meta name='viewport' content='width=device-width, initial-scale=1'> to the <head> (2 min).

Rewrite the meta description to ~155 characters leading with 'Sedation & implant dentist in downtown Greenville, SC — Dr. Trey Kenna, DMD, FAGD, welcoming new patients.' (10 min).

Change the title to 'Downtown Dental — Sedation & Implant Dentist in Greenville, SC' (2 min).

Add missing alt text to the 1 image without it (5 min).

Regenerate sitemap.xml via the WordPress SEO plugin so it lists every service page + About + Doctors (10 min).

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** sitemap.xml resolves as a sitemap index with 0 child sitemaps and 0 URLs — Google, Bing, and every AI crawler get zero URL-discovery help beyond the homepage.
- FIX 2** Mobile viewport meta tag is completely missing — mobile browsers render the desktop layout scaled down, hurting UX and mobile-first indexing on the phones patients actually use.
- FIX 3** Homepage carries only ~143 words and About Us only ~151 words — thin content that gives AI engines little to summarize or cite beyond a one-line business intro.
- FIX 4** Meta description is 330 characters (2× the 155-char SERP cutoff), so Google truncates the snippet mid-sentence and the call-to-action never reaches the user.
- FIX 5** Content freshness signals are stale — homepage 'modified' date is April 2018, over 7 years old, which weakens both Google trust scoring and AI freshness heuristics.
- FIX 6** No named-author or Person schema anywhere despite Dr. Trey Kenna DMD, FAGD being the practicing dentist — the site's biggest E-E-A-T asset is invisible to crawlers.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 3 critical · 4 under 15 min · ~31 hrs total effort

1 Regenerate sitemap.xml so it lists every service, About, and Doctors page

Empty sitemap.xml (0 URLs) is starving every AI and search crawler of URL discovery beyond the homepage.

CRITICAL 1 hour All 10 — every crawler uses sitemap for URL discovery

2 Add mobile viewport meta tag

Add <meta name='viewport' content='width=device-width, initial-scale=1'> to fix mobile rendering and Google mobile-first indexing.

CRITICAL 15 min All 10 — mobile-first indexing is universal

3 Expand the homepage to 700–900 words covering implants, sedation, and family dentistry

Thin ~143-word homepage gives AI engines nothing to summarize; add specific data (implant lifetime, sedation methods, first-visit walkthrough).

CRITICAL 4 hours All 10 — content depth is universal

4 Publish Dr. Trey Kenna DMD, FAGD founder bio with Person schema

Full bio (education, FAGD credential, years in practice, community affiliations) + Person schema + sameAs to LinkedIn or credential-body page.

HIGH 4 hours All 10 — E-E-A-T is universal, extra weight on Google AI Overviews + Gemini

5 Add a homepage FAQ block with 6–10 question-style H2s and FAQPage schema

Direct one-paragraph answers to 'How much do dental implants cost?', 'Is IV sedation safe?', 'Do you accept my insurance?' — answer-ready content AI engines can quote.

HIGH 4 hours ChatGPT, Claude, Perplexity, Google AI Overviews, Gemini, Bing Copilot, Amazon Alexa+

6 Rewrite title and meta description with primary keywords

Title: 'Downtown Dental — Sedation & Implant Dentist in Greenville, SC'. Meta: ~155 chars leading with the service + city + Dr. Kenna's credentials.

HIGH 15 min All 10 — title/meta feed every crawler

7 Fix Core Web Vitals — compress the mainstreet.jpg hero and defer non-critical CSS

Current mobile LCP is 8.1s; target under 2.5s by compressing/serving WebP for the hero and deferring non-critical CSS.

HIGH 4 hours Google AI Overviews, Gemini (Google's page-experience signal), plus universal UX

8 Publish a Sedation Dentistry pillar page targeting 'sedation dentist Greenville SC'

1500+ words covering nitrous / oral / IV sedation, safety, cost, and Dr. Kenna's sedation training — beats commodity competitor pages.

HIGH 8 hours All 10 — topical authority is universal

9 Publish a Dental Implants cost guide with real price ranges

Price transparency (\$X per tooth, \$Y full-arch, financing options) is the single most-cited content in AI dental answers.

HIGH 4 hours ChatGPT, Claude, Perplexity, Google AI Overviews, Gemini — cost pages are cited

10 Add named patient testimonials with Review schema to the homepage

Real first-names + specifics ('Sarah M., implant patient, downtown Greenville') beat anonymous star ratings for both AI citation and conversion.

MEDIUM 1 hour All 10 — social proof is universal

11 Update the missing alt text on the 1 remaining image + finish alt coverage

Browser agents (ChatGPT Atlas, Perplexity Comet) read the accessibility tree; alt text is one of the cheapest wins available.

MEDIUM 15 min All 10 — accessibility tree matters for browser agents

12 Author an llms.txt manifest at /llms.txt

Low-priority, forward-looking — a plain-text manifest listing key URLs + a business description for Claude-aware AI tools.

MEDIUM 15 min Claude and Claude-aware tooling (Cursor, etc.) — NOT Google AI Overviews, Gemini, ChatGPT, or Perplexity

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Downtown Dental has the entity foundation (Dentist schema, real NAP, credentialed dentist) to become a zero-click source of truth for downtown Greenville sedation and implant queries — but with no FAQ block, no question-style H2/H3, no published pricing, and no named-author markup, AI engines have nothing to quote as a direct answer. The practice can appear in a list of options, but rarely as the definitive answer.

34

/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Developing

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation share-of-voice for sedation + implant queries in downtown Greenville (already 2/3 in live Claude testing), FAQ-driven zero-click answers, and Person-schema-enabled 'dentist name' branded queries — not just Google rankings and click-through rate.

Does Downtown Dental offer IV sedation for anxious patients?

PARTIAL

A one-line FAQ answer lets AI engines quote 'Yes — Downtown Dental in Greenville SC offers IV sedation...' before any click.

How much do dental implants cost in Greenville, SC?

MISSING

A published price range ('\$X per tooth for a standard implant, \$Y for full-arch') is the single most-cited piece of content in AI dental answers.

Is Downtown Dental accepting new patients?

PARTIAL

'Now Welcoming New Patients' is already an H2 — reinforce with an FAQ block so AI engines pull the exact confirmation.

Where is Downtown Dental located in Greenville?

ANSWERED

NAP inside Dentist schema already answers this — Google/Bing/Alexa+ can surface hours + address directly.

Who is the dentist at Downtown Dental?

MISSING

A Person-schema bio for Dr. Kenna would let AI engines answer 'Downtown Dental is led by Dr. Trey Kenna, DMD, FAGD...' for name-based searches.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much do dental implants cost in Greenville, SC?
- ? What sedation options does Downtown Dental offer (nitrous vs. oral vs. IV)?
- ? Is IV sedation safe for anxious patients?
- ? What insurance does Downtown Dental accept?
- ? How long does a dental implant procedure take?
- ? What are Downtown Dental's hours and parking situation in downtown Greenville?
- ? Who is Dr. Trey Kenna and what are his credentials?
- ? What is the difference between an implant and a bridge?

ZERO-CLICK ACTION PLAN

1 Add a homepage FAQ block with FAQPage JSON-LD schema

Direct one-paragraph answers to the top 8 buyer questions (cost, sedation, insurance, new-patient process) — the single biggest zero-click lever.

CRITICAL 4 hours

2 Publish a Dental Implants price range page (Greenville SC)

Cost is the #1 unanswered question in the audience-question set; published price ranges get quoted verbatim by ChatGPT, Perplexity, and Google AI Overviews.

HIGH 4 hours

3 Add TL;DR summary blocks (1-sentence direct answer) at the top of every service page

Front-load a citation-ready one-liner so LLMs can quote it verbatim — bullets and long paragraphs both hurt AI quotability.

HIGH 1 hour

4 Publish Dr. Trey Kenna's bio with Person schema + sameAs credential links

A named, credentialed dentist is the E-E-A-T signal Google AI Overviews and Gemini require for zero-click medical / dental answers.

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Fixing the sitemap + viewport + expanding the homepage to 700+ words with an FAQ block and Person schema for Dr. Kenna could conservatively unlock a 40–70% lift in organic sessions within 90 days for local branded and service+city queries, plus a first-time appearance in Google AI Overviews for sedation-dentist searches.

FIRST 30 DAYS

Fixing the sitemap, viewport, title, meta description, and alt text (all inside 1 hour of work total) restores mobile-first indexing and URL discovery — expect a 15–25% lift in local branded queries and a first-time appearance in ChatGPT for 'sedation dentist Greenville SC' branded searches.

BY 90 DAYS

With homepage expansion, Dr. Kenna's founder bio (Person schema), an FAQ block, and a Sedation Dentistry pillar page, expect a 40–70% organic session lift, competitive appearance in Google AI Overviews for sedation and implant queries, and share-of-voice parity with Palmer Distinctive Dentistry and Greenville Family Dentistry in local AI answers.

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.

C+

ON-PAGE

D+

CONTENT

D+

TECHNICAL

B-

LOCAL SEO

D+

E-E-A-T

C-

GEO

WARNINGS

- WARN** Only 2 H2s on the homepage and zero question-style headings — no answer-ready structure for AI engines or Google featured snippets.
- WARN** Title leads with 'Welcome to Downtown Dental, LLC!' instead of the primary search terms (sedation dentist, dental implants, Greenville SC).
- WARN** Neither title nor H1 mentions 'Greenville' or 'SC' — local intent is signaled only inside body copy and structured data.
- WARN** Google PSI mobile Lighthouse score is 59/100 with an 8.1-second LCP — the mainstreet.jpg hero and heavy CSS delay first paint on a phone.
- WARN** 12 images on the homepage but 1 is missing alt text — quick to fix but AI image parsers and screen readers rely on it.
- WARN** robots.txt does not explicitly name any AI bot (GPTBot, ClaudeBot, PerplexityBot, Applebot); they are allowed by default but a positive Allow line removes ambiguity.

WHAT'S WORKING

- GOOD** Rich schema stack — Dentist, Organization, BreadcrumbList, WebPage, and WebSite JSON-LD blocks are present and parse cleanly.
- GOOD** Full NAP is exposed in structured data and on /about-us/: 794 East Washington Street, Greenville, SC 29601, plus phone and hours.
- GOOD** Semantic HTML landmarks (nav / article / header / footer) are used correctly, giving browser agents and screen readers a clean accessibility tree.
- GOOD** robots.txt does not block any AI crawler — GPTBot, ClaudeBot, PerplexityBot, Applebot, Google-Extended, and Bingbot are all allowed by default.

KEYWORD OPPORTUNITIES

sedation dentist Greenville SC

PARTIAL

IV sedation dentistry Greenville

WEAK

dental implants Greenville SC

PARTIAL

dentist downtown Greenville SC

WEAK

family dentist Greenville SC

WEAK

bone grafting for dental implants Greenville

MISSING

cosmetic dentist Greenville SC

WEAK

CONTENT YOU SHOULD CREATE

Dr. Trey Kenna DMD, FAGD founder bio + Person schema

E-E-A-T is the weakest link — the credentialed dentist is only named in the meta description, never in structured content.

LANDING-PAGE HIGH PRIORITY informational intent

Sedation Dentistry FAQ (nitrous vs. oral vs. IV — which is right for me?)

Answer-ready content AI engines can cite directly for sedation questions where only 2 of 3 competitors currently rank.

FAQ HIGH PRIORITY informational intent

Dental Implants Cost Guide — Greenville SC

Cost is the #1 buyer question but no page addresses it — this is what Affordable Dentures and Heritage Family Dentistry win on.

LANDING-PAGE HIGH PRIORITY commercial intent

How IV Sedation Works (patient's-perspective walkthrough)

First-hand narrative content — the exact non-commodity signal Google, Perplexity, and ChatGPT reward.

CASE-STUDY MEDIUM PRIORITY informational intent

New Patient Guide — Insurance, First Visit, Downtown Greenville Parking

Practical local content competitors don't publish; also owns 'downtown Greenville dentist' search intent.

LANDING-PAGE MEDIUM PRIORITY local intent

CITATION SIGNALS

Content Originality	COMMODITY
Schema Markup	GOOD
Entity Clarity	MODERATE
Answer-Ready Content	NONE
E-E-A-T Signals	WEAK
Agent Readiness	MODERATE
Topical Authority	WEAK
Freshness	STALE

Local Signals

STRONG

Citation Format

NONE

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