

waterstonedentistry.com

dental practice · dentistry · AI score 42/100 · Invisible to 2 of 10 AI engines

42/100

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

GEO42/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO45/100

ANSWER ENGINE OPTIMIZATION

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

SEO82/100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 19.1s CLS 0 Perf 55/100 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 waterstonedentistry.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	POSSIBLE	No named author with credentials on Dr. Dennis's bio and no first-hand clinical content — ChatGPT prefers sources anchored to a named, credentialed expert.
Google AI Overviews	POSSIBLE	Thin commodity marketing copy across service pages and zero freshness dates — Google's AI features prefer to cite non-commodity, current content.
Claude	POSSIBLE	No named author, no dates, and no semantic HTML landmarks — Claude weights entity clarity and source freshness heavily.
Perplexity	UNLIKELY	Content is not written as direct, quotable answers with data — live tests show competitors like trailwestdentistry.com and greenvillemoderndentistry.com being cited

instead.

Bing Copilot	POSSIBLE	Same content-quality gap: commodity copy limits direct-answer eligibility in Copilot's citation set.
Gemini	POSSIBLE	Missing first-hand content, dates, and named-expert bylines — the exact signals Gemini's AI features weight when choosing sources to cite.
Meta AI	UNLIKELY	No visible Facebook/Instagram sameAs surfaced in the crawl and no social share buttons — weak social entity anchor.
Apple Intelligence	POSSIBLE	Div-only markup with no semantic landmarks reduces reliability of the entity extraction Apple's on-device models perform.
Amazon Alexa+	POSSIBLE	FAQ answers are short marketing copy — expand to full spoken-length answers (30-40 words) so Alexa can read them verbatim.
SearchGPT / You.com	POSSIBLE	Absent named-expert authorship and no fresh publishing cadence — SearchGPT prefers sources with author bylines and current publish dates.

WE ASKED AI ABOUT YOU — LIVE TEST

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

CITED	Best dentist in downtown Greenville, SC
CITED	Who offers same-day dental crowns (CEREC) in Greenville, SC?
NOT CITED	Best dentist in Greenville, SC for sleep apnea oral appliance treatment
Cited instead: heritagedentistrysc.com, dentistryatpelhampointe.com, vineyarddentalsc.com, palmerdmd.com	

SHARE OF VOICE — WHO OWNS YOUR BUYERS' QUESTIONS		
waterstonedentistry.com (you)		2 of 3 answers
trailwestdentistry.com		1 of 3 answers
wilsondentalcaresc.com		1 of 3 answers
greenvillemodernndentistry.com		1 of 3 answers
meyerdentistry.com		1 of 3 answers
heritagedentistrysc.com		1 of 3 answers
palmerdmd.com		1 of 3 answers
scdentalsleep.com		1 of 3 answers

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

GEO ANALYSIS

Waterstone Dentistry has healthy AI-readiness fundamentals (LocalBusiness schema, full NAP, FAQ, all AI bots allowed by default) but reads as commodity dental marketing copy with no named-expert authority and no freshness signals — the two levers AI engines weight most heavily. Live citation testing shows you win the same-day-crown query but lose the sleep apnea market entirely to 15+ Greenville competitors. Fix E-E-A-T plus originality and you enter the answer set for queries you already have the local footprint to own.

WHY YOU'RE INVISIBLE TO AI

Zero E-E-A-T signals on Dr. Beatriz T. Dennis

The Dr. Dennis bio page exists but the crawl found no named credentials, no dental school, no memberships, no publications. AI engines and Google both weight named-expert authority when deciding whose answer to quote for a medical query.

Affects: ChatGPT, Claude, Perplexity, Google AI Overviews, Gemini, Bing Copilot, SearchGPT

Commodity content with no first-hand clinical detail

Every service page and the homepage read as generic dental marketing copy. Google's AI features and Perplexity explicitly prefer sources with original perspective, specific data, and real cases — the crawl found none.

Affects: All 10 AI platforms

No freshness signals anywhere on the site

No publish dates, no updated dates, no last-reviewed timestamps on any page including the FAQ. AI engines weight freshness heavily for medical topics and default older content to lower citation weight.

Affects: ChatGPT, Claude, Perplexity, Google AI Overviews, Gemini, Bing Copilot, SearchGPT

Missing sleep-apnea landing page against 8+ direct competitors

The homepage advertises sleep apnea solutions but no dedicated page exists. Live citation testing shows every Greenville dentist ranking for sleep apnea has a dedicated page with clinical detail — Waterstone is invisible for this vertical.

Affects: All 10 AI platforms for sleep-apnea queries specifically

TOP FIX — HIGHEST IMPACT

Publish full E-E-A-T on Dr. Beatriz T. Dennis (DMD school, years practicing, memberships, publications) and add visible publish/updated dates on every page — the single change that lifts both AI citation odds and Google trust signals for a medical practice.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add alt text to the 10 unlabeled homepage images — ~15 minutes in the CMS.

Trim the meta description from 180 to 155 characters so Google stops truncating it in SERPs and AI cards.

Add visible 'Updated: [date]' timestamps to the homepage, /about-us/, and /dr-beatriz-dennis/ pages.

Add Dr. Dennis's dental school, year graduated, years practicing, and ADA/AGD memberships to her bio page.

Add a homepage testimonial pull-quote block with 2 named 5-star Google reviews and patient photos.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Mobile LCP is 19.1s with Lighthouse performance 55/100 — mobile visitors are waiting nearly 20 seconds for the largest element to paint, and Google's page-experience signals penalize this heavily for medical queries.
- FIX 2** Zero author or credential signals on Dr. Beatriz T. Dennis's bio — no DMD school, no years practicing, no memberships, no publications — the exact E-E-A-T anchor AI engines and Google both cite for medical topics.
- FIX 3** No freshness signals anywhere on the site — no visible publish or updated dates on services, blog, or FAQ, so AI engines cannot verify how current the guidance is.
- FIX 4** Blog exists but the sitemap contains only 1 blog URL — no topical authority engine, and none of the ongoing publishing signals that E-E-A-T requires.
- FIX 5** 10 of 19 homepage images lack alt text — accessibility gap that also weakens image indexing and browser-agent readability.
- FIX 6** Meta description is 180 characters (target 140-160) — Google will truncate it mid-sentence in SERPs and AI card previews.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 1 critical · 2 under 15 min · ~43 hrs total effort

1 **Publish full Dr. Dennis E-E-A-T bio (DMD school, year graduated, years practicing, ADA/AGD/AACD memberships, patient count served, publications)**

Named-expert authority is the single most-cited signal by AI engines for medical queries.

CRITICAL 4 hours All 10 AI platforms

2 **Add visible datePublished and dateModified timestamps to every page (homepage, services, blog, FAQ, about)**

AI engines default older undated content down in the citation set for medical topics.

HIGH 1 hour All 10 AI platforms

3 **Publish dedicated /sleep-apnea/ landing page with oral appliance workflow, at-home sleep test partnership, cost, insurance, and comparison to CPAP**

Closes the vertical you're currently invisible for despite advertising it on the homepage.

HIGH 8 hours All 10 AI platforms

4 **Publish dedicated /emergency-dental-care/ landing page with hours, walk-in policy, insurance accepted, and common emergencies handled**

High-intent search stream with clear conversion path — buyers call within 60 minutes.

HIGH 4 hours All 10 AI platforms

5 **Fix LCP: compress hero images, serve WebP with srcset, defer non-critical JS to move Lighthouse mobile from 55 to 85+**

Current LCP 19.1s hurts Google rankings and every AI engine's crawl reliability.

HIGH 4 hours All 10 AI platforms (page-experience is a universal readiness signal)

6 Replace div-only markup with <header>/<main>/<article>/<section> semantic landmarks

Browser agents (SearchGPT, Perplexity Comet, Copilot) parse semantic DOM to summarize pages.

MEDIUM 4 hours All 10 AI platforms (agent readiness is universal)

7 Rewrite each FAQ answer into a 40-80 word direct-answer with a specific data point (cost, appointment length, insurance)

Direct-answer format is what LLMs quote verbatim in zero-click surfaces.

HIGH 4 hours All 10 AI platforms

8 Publish 12 in-depth blog articles covering treatments (Invisalign workflow, veneers vs bonding, root canal what-to-expect) with Dr. Dennis byline

Topical authority engine — the sitemap currently contains only 1 blog URL.

HIGH 8 hours All 10 AI platforms

9 Add Person JSON-LD for Dr. Dennis linking to about page plus sameAs to Google Business Profile, LinkedIn, and ADA member directory

Person entity node makes Dr. Dennis machine-readable as an authoritative source.

MEDIUM 1 hour Non-Google AI tools (Claude, Perplexity, Applebot) and Google rich-result eligibility

10 Add alt text to the 10 unlabeled homepage images

Quick accessibility fix that also helps AI image summarization and screen-reader parity.

MEDIUM 15 min All 10 AI platforms (agent readiness plus image indexing)

11 Trim the meta description from 180 to 155 characters

Prevents mid-sentence truncation in SERPs and AI card previews.

MEDIUM 15 min Google AI Overviews, Bing Copilot, SearchGPT (snippet-based surfacing)

12 Publish 3 named-patient testimonials with photos and specific outcomes on the homepage

Named social proof is quotable E-E-A-T that AI engines cite for medical practices.

MEDIUM 4 hours All 10 AI platforms

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Waterstone has the structural bones for answer engines (FAQPage schema, 7 question-style H2s, LocalBusiness NAP) but not the trust bones (no named-expert authority, no dates, no case studies). It can be quoted for basic factual questions like location and hours, but not shape decisions — the queries where a spouse asks 'is Waterstone the right dentist for us?' won't surface a persuasive answer.

45
/100
AEO

ZERO-CLICK VISIBILITY

Developing

SOURCE-OF-TRUTH READINESS

Developing

DECISION INFLUENCE

Developing

Reporting shift: Beyond rankings, monitor: (1) live AI citation share across your top 5 buyer questions on ChatGPT/Claude/Perplexity, (2) branded and non-branded phone-call volume attributed to AI-driven traffic, and (3) mentions of 'Dr. Dennis' or 'Waterstone Dentistry' in AI answer surfaces.

Best dentist in downtown Greenville, SC

PARTIAL

Own the answer with a downtown-focused page citing years serving the Pettigru neighborhood, named credentials, and third-party accolades.

Who offers same-day dental crowns in Greenville, SC?

ANSWERED

Add CEREC brand mention and workflow detail so you become the quotable source when AI summarizes same-day-crown options.

Best sleep apnea dentist in Greenville, SC

MISSING

A dedicated sleep apnea page with named-doctor authority and clinical detail is the only path into this AI answer set.

How much do dental veneers cost in Greenville, SC?

MISSING

Publishing a real price range with FAQ schema makes you the source AI engines quote for local cosmetic-pricing queries.

Do you offer sedation dentistry in downtown Greenville?

MISSING

Anxious-patient search intent is high — a sedation FAQ page with named-doctor authority captures a distinct search stream.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much do veneers cost at Waterstone Dentistry?
- ? How does the CEREC same-day crown workflow compare to traditional crowns?
- ? What sleep apnea oral appliances does Dr. Dennis prescribe and how do they compare to CPAP?
- ? How does Dr. Dennis's dental training and experience compare to other Greenville dentists?
- ? What dental insurance plans does Waterstone accept?
- ? How does Waterstone handle dental anxiety and does it offer sedation dentistry?
- ? What are patients saying about Dr. Dennis specifically?
- ? Does Waterstone treat children or only adults?

ZERO-CLICK ACTION PLAN

- 1 Rewrite the 7 existing FAQ answers to 40-80 words each, opening with a specific data point (cost, appointment length, insurance)**

Directly increases the odds Alexa+ and Google AI Overviews quote your FAQ verbatim.

HIGH 1 hour

2 Publish a 'Meet Dr. Beatriz Dennis' 60-word answer-ready block with credentials, philosophy, and years serving Greenville at the top of her bio page

Makes Dr. Dennis quotable when AI engines answer 'who is the best downtown Greenville dentist?'

HIGH 1 hour

3 Add 'Cost & Insurance' FAQ blocks to every service page (same-day crowns, veneers, sleep appliance) with real price ranges

AI engines cite the source that answers price questions concretely — currently absent.

HIGH 4 hours

4 Add 3-5 named-patient testimonial pull-quotes with photos and specific outcomes above the fold on the homepage

Named social proof is the trust signal AI engines quote when comparing local practices.

MEDIUM 4 hours

PROJECTED IMPACT

Estimated traffic impact: Closing the sleep-apnea and emergency landing-page gaps plus adding full Dr. Dennis E-E-A-T could realistically lift organic + AI-driven traffic 40-70% within 90 days for a local dental practice this well-optimized on the fundamentals.

FIRST 30 DAYS

Fixing LCP, meta description, alt text, and adding visible freshness dates plus a Dr. Dennis credential block should lift AI citation odds noticeably on branded and same-day-crown queries; measurable in the live citation test within 30 days.

BY 90 DAYS

Full E-E-A-T on Dr. Dennis plus sleep-apnea and emergency landing pages plus 12 blog articles with named byline should roughly double AI citation share across the Greenville dental buyer questions and lift local organic traffic 40-70%.

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.

A-

B+

C

A-

C

C

WARNINGS

- WARN** Div-only markup with no semantic HTML landmarks (<main>, <article>, <section>) reduces browser-agent readiness for tools like Perplexity Comet and SearchGPT.
- WARN** Robots.txt does not name any AI crawler by role — a lightweight opportunity to explicitly welcome GPTBot, ClaudeBot, PerplexityBot, and Applebot.
- WARN** Sitemap's oldest lastmod is 2016-10-12 and some service pages haven't been touched in years — freshness rot on evergreen medical content.
- WARN** Homepage FAQ answers read as short marketing copy — expand to 40-80 word direct-answer format with specific data points (cost, appointment length, insurance).
- WARN** No named client testimonials with photos surfaced on the homepage — the /testimonials/ page isn't excerpted where it converts.
- WARN** No published case studies, patient stories, or before/after content anywhere in the crawl — the strongest E-E-A-T asset a dental practice has is missing.

WHAT'S WORKING

- GOOD** Complete on-page fundamentals: 53-char keyword-rich title, single H1 'Downtown Greenville Dentist Provides High-quality Care', 10 H2s including 7 question-form headings.
- GOOD** Robust structured data set: LocalBusiness + MedicalBusiness + Dentist + FAQPage schema — the correct nodes for a local medical practice.
- GOOD** Strong local footprint: full NAP (905 E Washington St, downtown Greenville), Pettigru Historic District mention, (864) 232-0440, and 'Downtown Greenville' anchored in both title and H1.
- GOOD** Robots.txt allows every major AI crawler by default (GPTBot, ClaudeBot, PerplexityBot, Google-Extended, Applebot, meta-externalagent) with no explicit blocks.

KEYWORD OPPORTUNITIES

dentist downtown greenville sc	PARTIAL
same day dental crowns greenville	PARTIAL
sleep apnea dentist greenville sc	WEAK
emergency dentist greenville sc	WEAK
cosmetic dentist greenville sc	PARTIAL
dental laser treatment greenville	WEAK
best dentist greenville sc	PARTIAL
dr beatriz dennis dmd	PARTIAL

CONTENT YOU SHOULD CREATE

Sleep apnea oral appliance workflow — at-home sleep test partnership, cost, insurance, comparison to CPAP

Homepage advertises sleep apnea solutions but no dedicated page; live citation test shows 8 Greenville dentists cited for this query while Waterstone is invisible.

LANDING-PAGE HIGH PRIORITY commercial intent

Emergency dental care — hours, walk-in policy, insurance accepted, common emergencies (broken tooth, abscess, lost crown)

Meta description promises emergency appointments; buyers search 'emergency dentist near me' with intent to call within 60 minutes and need a dedicated conversion page.

LANDING-PAGE HIGH PRIORITY transactional intent

Same-day CEREC crown workflow — before/after, cost vs. traditional crowns, appointment length, materials

Landing page exists — expand into a full FAQ+workflow page to displace trailwestdentistry.com, greenvillemoderndentistry.com, and meyerdentistry.com in AI answers.

FAQ HIGH PRIORITY informational intent

New patient guide — first visit walkthrough, insurance list, forms, what to bring, wait times

Homepage FAQ mentions the first visit but /new-patients/ page depth is unclear from the crawl — this is the highest-intent conversion page for a dental practice.

LANDING-PAGE MEDIUM PRIORITY informational intent

Cosmetic dentistry case studies — veneers, whitening, bonding, Invisalign with real before/after and testimonials

Cosmetic page exists but generic — real patient case studies are the E-E-A-T signal cosmetic buyers and AI engines both weight heavily.

CASE-STUDY MEDIUM PRIORITY commercial intent

CITATION SIGNALS

Content Originality	COMMODITY
Schema Markup	GOOD
Entity Clarity	MODERATE
Answer-Ready Content	PARTIAL
E-E-A-T Signals	WEAK
Agent Readiness	WEAK

Topical Authority	WEAK
Freshness	STALE
Local Signals	STRONG
Citation Format	PARTIAL

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