

meyerdentistry.com

Dental practice · Dentistry · AI score 45/100 · Invisible to 2 of 10 AI engines

45 /100

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

GEO45/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO40/100

ANSWER ENGINE OPTIMIZATION

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

SEO84/100

SEARCH ENGINE OPTIMIZATION

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

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 meyerdentistry.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	POSSIBLE	GPTBot is allowed and entity signals exist, but commodity dental copy with no first-hand clinician voice or original case studies is not the kind of source ChatGPT preferentially cites.
Google AI Overviews	POSSIBLE	Indexable and technically sound, but no named clinician, no visible credentials, and no original case studies — YMYL dental content needs E-E-A-T to be pulled into an AI Overview.
Claude	POSSIBLE	ClaudeBot is allowed and entity signals exist, but no named author anywhere means Claude cannot attribute a citation to a specific expert voice.
Perplexity	POSSIBLE	PerplexityBot is allowed, but only 2 question-style headings on the homepage and no FAQ section means there is little citation-ready answer text for Perplexity to quote.

Bing Copilot	POSSIBLE	Same content gap as Google AI Overviews — commodity dental marketing without first-hand expertise or original data.
Gemini	POSSIBLE	Ground the fix in content quality and E-E-A-T, not schema or llms.txt — Google's AI features ignore both.
Meta AI	UNLIKELY	meta-externalagent is allowed, but there are no visible cross-platform social signals (Instagram/Facebook content integration) or citations anchoring Meyer Dentistry as an authority.
Apple Intelligence	POSSIBLE	Applebot is allowed and semantic HTML + LocalBusiness schema are strong, but the homepage lacks answer-ready Q&A structure Apple Intelligence prefers for local recommendations.
Amazon Alexa+	UNLIKELY	No FAQPage schema and no short spoken-answer content — 'find me a Greenville dentist' voice queries route to competitors with structured Q&A.
SearchGPT / You.com	POSSIBLE	Bots are allowed, but content is not structured as direct, citation-ready answers — same weakness as Perplexity.

WE ASKED AI ABOUT YOU — LIVE TEST

meyerdentistry.com was cited in **1 of 3** live AI answers — real answers with live web search, checked deterministically.

NOT CITED

Who is the best cosmetic dentist in Greenville, SC?

Cited instead: [palmerdmd.com](#), [greenvillefamilydentistrysc.com](#), [browndentalcare.com](#), [pelhamlinks.com](#)

NOT CITED

How much do dental implants cost in Greenville, SC?

Cited instead: [aspendental.com](#), [thesmilecompany.com](#), [greenvillefamilydentistrysc.com](#), [affordabledentures.com](#)

CITED

Where can I get Invisalign in Greenville, SC?



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

GEO ANALYSIS

Meyer Dentistry has a strong technical + entity foundation (LocalBusiness + MedicalOrganization schema, geo-tagged service pages, all AI bots allowed to crawl) but is held back from AI-engine citation by commodity dental copy, no named clinician authority, and no answer-ready FAQ structure. Fixing E-E-A-T and adding a Q&A block would move this from occasionally cited to consistently cited in AI dental recommendations for Greenville.

WHY YOU'RE INVISIBLE TO AI

No named clinician or credentials on the homepage — E-E-A-T is the primary gate for AI citation on YMYL medical topics.

'Meet Our Skilled Team' is an H2, but no dentist name, no DDS credential, and no bio appears in the crawl. Google AI Overviews, Claude, and Perplexity all downweight anonymous medical sources.

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

No answer-ready Q&A structure on the homepage — only 2 question-style headings and no FAQ section.

Perplexity and Alexa+ specifically pull short, direct answers to spoken/typed questions. Meyer's homepage has nothing structured this way, so competitors with FAQ blocks win the citation.

Affects: Perplexity, Alexa+, Apple Intelligence, SearchGPT / You.com

Commodity dental marketing content with no first-hand experience, original data, or patient case studies.

Google's May 2026 guidance explicitly favors non-commodity sources with first-hand expertise. Meyer's homepage reads like generic dental copy ('Smile More, Live More!' | 'What We Do'), which AI engines skip for practices publishing original clinical opinion.

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

Stale content — the blog has 4 posts, newest dated July 2024, and there is no visible 'reviewed by' clinician byline anywhere.

Freshness is weighted more heavily on medical/health topics than most verticals. AI engines will prefer a competitor publishing dated, clinician-signed content over a practice that has been silent for a year.

Affects: Google AI Overviews, Gemini, Bing Copilot, Perplexity

TOP FIX — HIGHEST IMPACT

Add a named 'Meet Dr. Meyer' byline block (photo + DDS credential + 2-sentence bio) plus a 6-question FAQ section directly on the homepage — this single change addresses the E-E-A-T authority gap, adds the answer-ready structure Perplexity/Alexa+/AI Overviews prefer, and moves geoVisibility from C+ toward B in a single deploy.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Fix canonical to 'https://meyerdentistry.com/' (currently 'http://') in Drupal metatag settings — closes duplicate-URL signal.

Rewrite meta description to ~155 chars mentioning Invisalign, implants, and same-day crowns — captures the truncated tail.

Add 'Meet Dr. Meyer' 3-line byline block above the fold with photo, DDS credential, and years of experience.

Fix H1 template to render 'Top Rated Dentist in Greenville, SC' as one clean line without the internal whitespace break.

Add explicit 'Allow: /' lines for GPTBot, ClaudeBot, PerplexityBot, and Bingbot in robots.txt — signals AI-welcome intent to auditors and to the bots themselves.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Canonical tag points to 'http://meyerdentistry.com/' while the site serves over HTTPS — every AI engine and Google/Bing sees a canonicalization mismatch, diluting ranking authority for the homepage.
- FIX 2** Homepage has zero named clinicians, zero credentials (DDS), and zero bios — E-E-A-T for a dental/medical practice depends on named practitioner authority, and this is invisible to Google AI Overviews, Claude, and Perplexity today.
- FIX 3** Only 2 question-style headings on the homepage ('What We Do', 'How Are We Doing') and no FAQ section — Perplexity, Alexa+, and Google AI Overviews structurally prefer sites that answer real patient questions in H2/H3 form.
- FIX 4** Meta description is 125 characters (below the 140-160 sweet spot) — the SERP + AI-answer snippet gets truncated tail content and misses room to name the specific services (Invisalign, implants, same-day crowns).
- FIX 5** Blog has 4 posts, all dating to July 2024 — no visible fresh content in over a year. Medical/health topics are weighted more heavily on freshness by every AI engine, and this is a real gap.
- FIX 6** Homepage content is commodity dental marketing ('Smile More, Live More!', 'What We Do') with no first-hand case studies, patient outcomes, or clinical opinion pieces — AI engines cite non-commodity, original sources.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 2 critical · 3 under 15 min · ~27 hrs total effort

1 Add named clinician byline + Person schema for Dr. Meyer

Photo + DDS credential + 2-sentence bio above the fold, with Person JSON-LD — closes the E-E-A-T gap that gates every AI engine's citation of a medical practice.

CRITICAL 1 hour All 10 AI platforms

2 Add 6-question FAQ block on homepage with FAQPage schema

Answer cost, insurance, Invisalign timeline, emergency same-day, veneers, and same-day crowns in 2-3 sentence direct answers — the exact format AEO engines quote.

CRITICAL 1 hour

Perplexity, Alexa+, Apple Intelligence, ChatGPT, SearchGPT / You.com (answer-ready structure); rich-result eligibility on Google

3 Fix canonical from http:// to https://meyerdentistry.com/

Single Drupal metatag setting change — closes a canonicalization mismatch every AI engine and search bot sees today.

HIGH 15 min All 10 AI platforms (universal indexability lever)

4 Rewrite meta description to 155 chars naming Invisalign, implants, same-day crowns

Captures the truncated tail and gives every engine a richer snippet to cite.

5 Publish transparent 'Cost of dental implants in Greenville' page with ranges

Aspen Dental, The Smile Company, and Affordable Dentures currently own this AI query — a transparent Meyer-authored pricing page competes directly.

HIGH 4 hours All 10 AI platforms (universal content-quality lever)

6 Publish first-hand clinician case study per service (Invisalign, implants, veneers)

Original patient outcomes with named clinician commentary — the non-commodity content Google, Perplexity, and Claude preferentially cite.

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

7 Restart the blog with 1 clinician-authored post per month

Break the year-long content drought since July 2024 with named-author, dated posts on cost, treatment planning, and emergency triage.

MEDIUM 8 hours All 10 AI platforms (freshness lever, weighted more on medical)

8 Add 'accepted insurance' page listing Aetna, Cigna, Delta Dental, MetLife, etc.

Insurance-filter buyers currently lost to competitors that publish their payer list — a static page fixes it.

MEDIUM 1 hour Google AI Overviews, Perplexity, Alexa+, Bing Copilot (local-intent + filter queries)

9 Add explicit 'Allow: /' lines for GPTBot, ClaudeBot, PerplexityBot, Bingbot in robots.txt

Removes ambiguity from the default-permissive robots.txt and signals AI-welcome intent to auditors.

MEDIUM 15 min ChatGPT (GPTBot), Claude (ClaudeBot), Perplexity (PerplexityBot), Bing Copilot (Bingbot)

10 Verify LocalBusiness schema name/address/phone triplet matches Google Business Profile exactly

NAP mismatches quietly degrade local-pack + Alexa+ inclusion; a single audit prevents entity ambiguity across AI engines.

MEDIUM 1 hour All 10 AI platforms (entity resolution lever)

11 Add aggregateRating or Review schema to LocalBusiness (or embed a Google/Yelp review widget)

'Top rated' claim in the title is uncorroborated in schema — real rating data makes the claim citation-worthy for AI 'best dentist' recommendations.

MEDIUM 1 hour Google AI Overviews, Bing Copilot, Alexa+, ChatGPT (social proof + trust signal)

12 Author an llms.txt manifest for forward-looking AI tooling

Low-to-medium upside today — Google AI features ignore llms.txt and ChatGPT/Perplexity have not formally adopted it, but useful for future-proofing.

MEDIUM 1 hour Claude-aware AI tools (emerging signal only)

Can this brand become the answer before the click?

40
/100
AEO

Meyer Dentistry can become an answer engine source of truth for Greenville dental queries — the entity signals and technical foundation are already strong — but today the site cannot influence a decision before the click because it does not directly answer the questions buyers ask. No FAQ block, no cost content, no clinician byline, no same-day commitment wording. Every one of those is a citation trigger.

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Developing

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation frequency for the 8 buyer questions above (share of voice vs. Palmer, Pelham Links, Heritage) — this is the leading indicator that replaces rank-tracking for AI-answer visibility.

Who is the best cosmetic dentist in Greenville, SC?

PARTIAL

'Top rated' is claimed but not evidenced — named awards, verifiable review counts, and clinician credentials would turn this into a citation.

How much do dental implants cost in Greenville?

MISSING

Publishing transparent ranges captures the whole decision funnel — buyers usually decide on shortlist before they book a consult.

Do you take emergency patients same-day?

PARTIAL

Emergency page exists but no visible same-day commitment — a clear 'walk-in same-day emergency dentistry' line is what Alexa+ and Perplexity pull as the answer.

How long does Invisalign take?

MISSING

Buyers ask AI about treatment duration constantly — a one-paragraph answer here wins the AI-answer snippet from Byte and SmileDirectClub.

What insurance do you accept?

MISSING

Insurance-filter buyers are lost to competitors that list their payers — a simple 'Aetna, Cigna, Delta Dental, MetLife' line makes this practice discoverable to them.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much do dental implants cost in Greenville, SC?
- ? How long does Invisalign treatment take?
- ? What insurance do you accept?
- ? Do you take emergency patients same-day?
- ? Who is Dr. Meyer and what are his/her credentials?
- ? How much do veneers cost?
- ? Do you offer sedation dentistry?

? What are your hours?

ZERO-CLICK ACTION PLAN

1 Publish homepage FAQ block answering cost, insurance, timeline, emergency, veneers, same-day crowns

Directly answers the 6 highest-frequency AI queries with 2-3 sentence citation-ready answers — this is the single biggest zero-click lever for a dental practice.

CRITICAL 1 hour

2 Publish transparent 'cost of X in Greenville' pricing pages for implants, veneers, Invisalign

Cost queries decide the shortlist before a buyer books — publishing ranges wins the AI-answer snippet from directories and national chains.

HIGH 4 hours

3 Add named clinician byline with DDS credential and years of experience on every service page

E-E-A-T is the trust gate — AI engines quote content signed by a named expert over anonymous brand copy.

HIGH 1 hour

4 Restart blog with one clinician-authored, dated, named-author post per month

Freshness + expertise + original clinical opinion is exactly the non-commodity content Google AI Overviews and Perplexity prefer for medical queries.

MEDIUM 8 hours

PROJECTED IMPACT

Estimated traffic impact: Implementing the top five quick wins (canonical fix, meta description rewrite, clinician byline, FAQ block, robots.txt AI-welcome lines) should lift organic traffic 25-40% in 90 days and materially improve AI-engine visibility for cost, timeline, and emergency queries where Meyer Dentistry is currently invisible.

FIRST 30 DAYS

Canonical fix, FAQ block, clinician byline, and meta-description rewrite deploy in the first week — expect a 15-20% lift in organic clicks and first Perplexity/AI Overview citations for 'Invisalign Greenville' and 'same-day crowns Greenville' queries.

BY 90 DAYS

With transparent pricing pages, restarted blog cadence, and case studies live, expect 25-40% organic traffic growth and consistent citation across ChatGPT, Perplexity, Google AI Overviews, and Alexa+ for the full set of cost/timeline/emergency queries — moving from 1-of-3 citation rate to 3-of-3.

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.

TRADITIONAL SEO SIGNALS

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

B+

ON-PAGE

B

CONTENT

B

TECHNICAL

A

LOCAL SEO

C+

E-E-A-T

C+

GEO

WARNINGS

WARN

Homepage word count is ~837 — inside a healthy B band but short of the depth that lets Google AI Overviews and Perplexity treat the page as topical authority for 'Greenville dentist.'

WARN

robots.txt does not explicitly name any AI bot — all AI bots are 'not-mentioned' (allowed by default), but an explicit 'Allow: /' for GPTBot, ClaudeBot, PerplexityBot, and Bingbot removes ambiguity and signals AI-welcome intent.

WARN

Open Graph title duplicates the HTML title verbatim — no separate social hook for Facebook/LinkedIn shares.

WARN

Sitemap lastmods appear to be Drupal auto-dating on republish rather than genuine content edits — AI engines that de-prioritize churn-only signals will discount this.

WARN

The H1 template renders with a large internal whitespace break ('Top Rated Dentist in Greenville, SC') — an easy Drupal template fix that tightens the visible headline.

WARN

No visible 'accepted insurance' or transparent-cost content anywhere in the crawl — buyers asking AI 'what does Meyer Dentistry take?' or 'how much does an implant cost?' get answered by directories and competitors instead.

WHAT'S WORKING

GOOD

Dual LocalBusiness + MedicalOrganization JSON-LD schema — uncommon and gives Google, Bing, Alexa+, and Apple Intelligence clean entity signals for a Greenville dental practice.

GOOD

31 images with 100% alt-text coverage — strong agent-readiness and accessibility signal.

GOOD

Deep service architecture — dedicated pages for cosmetic, veneers, Invisalign, orthodontics, same-day crowns, implants, dentures, oral surgery, and emergency dentistry, each geo-tagged to Greenville, SC.

GOOD

robots.txt is default-permissive (no Disallow: /) — GPTBot, ClaudeBot, PerplexityBot, Bingbot, and Googlebot can all crawl freely, which is the baseline for AI visibility.

KEYWORD OPPORTUNITIES

cosmetic dentist Greenville SC

PARTIAL

dental implants cost Greenville SC

WEAK

Invisalign Greenville SC	PARTIAL
emergency dentist Greenville SC	PARTIAL
veneers cost Greenville SC	WEAK
same day crowns Greenville SC	PARTIAL
best dentist near me Greenville	WEAK
Meyer Dentistry Greenville	PARTIAL

CONTENT YOU SHOULD CREATE

Cost of implants, veneers, and Invisalign in Greenville, SC AI engines get 'how much does X cost' questions daily — a transparent ranges page captures the entire pricing funnel that is currently answered by Aspen Dental, The Smile Company, and Affordable Dentures. LANDING-PAGE HIGH PRIORITY commercial intent
How to choose a cosmetic dentist in Greenville First-hand clinician perspective is the exact non-commodity content Google AI Overviews and Perplexity favor over generic dental marketing. BLOG HIGH PRIORITY informational intent
Emergency dental FAQ (broken tooth, abscess, knocked-out tooth) Alexa+ and Perplexity favor structured Q&A for urgent local intent — same-day availability wording is a direct citation trigger. FAQ HIGH PRIORITY transactional intent
Meet Dr. Meyer — clinician bio, credentials, community involvement E-E-A-T is table-stakes for dental/medical in AI answers, and the site currently has zero named clinician anywhere on the homepage. LANDING-PAGE HIGH PRIORITY informational intent
Before/after case studies with named patients (with consent) Original first-hand evidence is the exact signal AI engines cite over commodity dental marketing — one strong case study per service is enough. CASE-STUDY MEDIUM PRIORITY commercial intent

CITATION SIGNALS

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

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