

trailwestdentistry.com

Local dental practice · Healthcare · AI score 22/100 · Invisible to 9 of 10 AI engines

22

/100

AI visibility score

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

GEO

22/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO

18/100

ANSWER ENGINE OPTIMIZATION

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

SEO

71/100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 9.0s CLS 0 Perf 47/100 **POOR**

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 trailwestdentistry.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	No robots.txt exists so GPTBot is technically allowed, but ~495 words of commodity homepage content with zero first-hand experience, no named authors, and no original data gives GPTBot nothing citation-worthy to surface.
Google AI Overviews	UNLIKELY	Thin 495-word homepage with no named authors, no original clinical data, and no first-hand patient experience signals fails Google's non-commodity content standard required for AI Overview citation.
Claude	UNLIKELY	ClaudeBot is not blocked but the site has no named author signals, no entity-anchoring content, and no structured direct answers that Claude can confidently attribute to Trail West Family Dentistry.

Perplexity	UNLIKELY	PerplexityBot is not blocked, but content is not structured as direct citation-ready answers — no FAQ depth, no specific data points, and no source authority signals that would make Perplexity prefer this page over a competitor.
Bing Copilot	UNLIKELY	No sitemap.xml and no IndexNow implementation mean Bing may have stale or incomplete index coverage; thin homepage content further reduces Copilot citation likelihood.
Gemini	UNLIKELY	Same Google-index dependency as AI Overviews — commodity content with no E-E-A-T signals, no named dentist authors on content, and no original clinical perspective limits Gemini citation eligibility.
Meta AI	UNLIKELY	No Open Graph tags found — Meta AI has no structured entity data to anchor Trail West Family Dentistry as a recognized local business, reducing surfacing likelihood in Meta's AI responses.
Apple Intelligence	POSSIBLE	Semantic HTML landmarks are present (nav, article, header, footer, section) which is a positive signal, but a Lighthouse performance score of 47/100 and LCP of 9.0s on mobile may impair Applebot's ability to fully extract content.
Amazon Alexa+	UNLIKELY	Only one question-style heading exists ('No Insurance? No Problem') and no FAQ schema is implemented — Alexa+ has no structured spoken-answer candidates for queries like 'best family dentist in Greenville SC.'
SearchGPT / You.com	UNLIKELY	No sitemap, no original data, and no citation-ready answer content means SearchGPT/You.com has no compelling reason to surface Trail West over better-documented Greenville dental competitors.

WE ASKED AI ABOUT YOU — LIVE TEST

trailwestdentistry.com was cited in **0 of 3** live AI answers — real answers with live web search, checked deterministically.

NOT CITED

Best family dentist in Greenville SC with emergency availability?

Cited instead: [aspendental.com](#), [emergencydental.com](#), [emergency-dentist.org](#), [laddfamilydental.com](#)

NOT CITED

Cosmetic dentistry near me that accepts dental savings plans?

Cited instead: [dentalplans.com](#), [aspendental.com](#), [centerforcosmeticandfamilydentistry.com](#), [williamsburgcosmeticdentistry.com](#)

NOT CITED

Affordable dental implants Greenville without insurance coverage?

Cited instead: [affordabledentures.com](#), [pelhamlinks.com](#), [smyleee.com](#), [thesmilecompany.com](#)



laddfamilydental.com		1 of 3 answers
emergency-dental.org		1 of 3 answers
chapmandentalgreenville.com		1 of 3 answers
ascdmd.com		1 of 3 answers
trailwestdentistry.com (you)		0 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

Trail West Family Dentistry's AI visibility is critically limited by commodity homepage content (~495 words, no named authors, no original data) that gives no AI platform a citation-worthy reason to surface it over Greenville dental competitors. No sitemap, no robots.txt, and a Lighthouse mobile score of 47/100 compound the problem by creating indexability uncertainty and poor agent-rendering conditions. Fixing content originality — specifically adding Dr. Gould's and Dr. Willis's named clinical voice and direct answer content — is the single highest-leverage action across all 10 platforms.

WHY YOU'RE INVISIBLE TO AI

Commodity content with no first-hand experience, named authors, or original data — the universal lever for AI citation across every platform.

The homepage contains ~495 words of generic service descriptions with no named dentist authors, no patient outcome data, and no clinical perspective unique to Trail West. Every AI platform — from Google AI Overviews to ChatGPT to Perplexity — explicitly favors non-commodity, experience-backed content over generic round-ups.

Affects: ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, Meta AI, Apple Intelligence, Amazon Alexa+, SearchGPT / You.com

No sitemap.xml and no robots.txt reduce crawl confidence and indexability for all bots.

Without a sitemap.xml, AI crawlers and search bots must discover all 20+ internal pages through link-following alone — meaning service pages like /services/dental-implants and /services/clear-aligners may never be crawled. The absence of robots.txt is not a blocker, but the missing sitemap is a real indexability gap.

Affects: ChatGPT, Google AI Overviews, Bing Copilot, Gemini, Perplexity, SearchGPT / You.com

Critical Core Web Vitals failure (LCP 9.0s, performance 47/100) impairs content extraction by browser-based AI agents and hurts Google ranking signals that feed AI Overviews.

A 9.0-second Largest Contentful Paint on mobile means browser-based AI agents may time out before the DOM is fully rendered, resulting in incomplete content extraction. Google's ranking signals — which feed AI Overviews eligibility — are also negatively affected by poor page experience scores.

Affects: Google AI Overviews, Gemini, Apple Intelligence, Bing Copilot, ChatGPT, SearchGPT / You.com

Weak E-E-A-T signals — no named authors, no credentials displayed, no visible review integration — undermine trust for health-category content.

Dental content falls under Google's YMYL (Your Money Your Life) category, where E-E-A-T is weighted heavily. Dr. Gould and Dr. Willis have dedicated profile pages (/dr-phillip-gould, /dr-terry-willis) but their names and credentials do not appear as content authors anywhere on the crawled homepage, making it impossible for AI engines to attribute expertise.

TOP FIX — HIGHEST IMPACT

Fix Core Web Vitals — a 9.0s LCP and 47/100 mobile performance score actively suppress rankings and AI snippet eligibility; no content or GEO work will fully pay off until page speed is resolved.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add Open Graph tags (og:title, og:description, og:image) to the homepage — currently absent, meaning every social share and some AI preview cards show no structured preview for Trail West.

Submit a sitemap.xml to Google Search Console and Bing Webmaster Tools — no sitemap was found, meaning new and updated pages may take weeks longer to be discovered and indexed.

Add a robots.txt file explicitly allowing GPTBot, PerplexityBot, ClaudeBot, Bingbot, and Applebot — currently no robots.txt exists, which is permissive by default but leaves AI crawler intent ambiguous.

Add a one-paragraph bio with credentials for Dr. Gould and Dr. Willis directly on the homepage — zero named-author signals currently exist, which suppresses E-E-A-T scoring across Google and AI platforms.

Rewrite the homepage H1 from 'Trail West Family Dentistry' to include the primary keyword and location, e.g. 'Family & Emergency Dentist in Greenville, SC' — the current H1 wastes the page's strongest on-page signal.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** No sitemap.xml exists, meaning Google, Bing, and AI crawlers have no structured map to discover the 20 internal service and doctor pages — pages like /services/dental-implants and /dr-phillip-gould may go unindexed.
- FIX 2** Lighthouse mobile LCP is 9.0s against Google's 2.5s threshold — this is a confirmed Core Web Vitals failure that suppresses mobile rankings for high-intent queries like 'emergency dentist Greenville SC' where speed is a ranking factor.
- FIX 3** Two H1 tags are present ('Trail West Family Dentistry' and 'Top Rated Dentists in Greenville') — duplicate H1s create ambiguous page topic signals for Google and Bing, diluting keyword authority on the homepage.
- FIX 4** Zero Open Graph tags found — when patients share the site on Facebook or Meta AI surfaces a link, no image, title, or description is pulled, destroying click-through and social trust for a practice that depends on word-of-mouth referrals.
- FIX 5** No robots.txt file exists — without it, crawlers operate without guidance, and there is no mechanism to direct AI bots or protect non-public paths; this is a baseline technical gap for any site seeking consistent indexation.
- FIX 6** Homepage content is ~495 words with zero first-hand clinical content, no named doctor, and no specific data — AI platforms like Perplexity and ChatGPT cannot cite Trail West as an authoritative answer to 'best family dentist Greenville SC' because there is no quotable expertise on the page.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 4 critical · 1 under 15 min · ~40 hrs total effort

- 1 Add named author bylines and credentials for Dr. Gould and Dr. Willis to all service and blog pages.**
Link each service page to the relevant doctor's profile page and display their name, DDS credentials, and years of Greenville practice experience — this is the single highest-leverage E-E-A-T fix for a YMYL dental site.

CRITICAL 4 hours

ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, Meta AI, Apple Intelligence, Amazon Alexa+, SearchGPT / You.com

2 Create and submit a sitemap.xml covering all 20+ service, doctor, and blog pages.

A sitemap ensures AI crawlers discover /services/dental-implants, /services/clear-aligners, /faq, and all doctor profile pages without relying solely on link-following from the homepage.

CRITICAL 1 hour ChatGPT, Google AI Overviews, Bing Copilot, Gemini, Perplexity, SearchGPT / You.com

3 Fix Core Web Vitals: reduce LCP from 9.0s to under 2.5s and TBT from 445ms to under 200ms.

Compress and lazy-load images, eliminate render-blocking scripts, and enable server-side caching — a 9.0s LCP on mobile actively suppresses Google ranking signals that feed AI Overview eligibility.

CRITICAL 8 hours Google AI Overviews, Gemini, Apple Intelligence, Bing Copilot, ChatGPT, SearchGPT / You.com

4 Publish original, first-hand content on each core service page written from the doctors' clinical perspective.

Each service page (implants, clear aligners, crowns, emergency) should include Dr. Gould's or Dr. Willis's named clinical rationale, specific patient scenarios they treat in Greenville, and outcome context — replacing generic copy with non-commodity content.

CRITICAL 8 hours

ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, Meta AI, Apple Intelligence, Amazon Alexa+, SearchGPT / You.com

5 Build a comprehensive FAQ page with direct, quotable answers to the top Greenville dental patient questions.

Answer questions like 'Do you offer same-day emergency dental appointments in Greenville SC?' and 'What is the cost of dental implants without insurance in Greenville?' in plain, directly quotable language on the /faq page.

HIGH 4 hours ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, Amazon Alexa+, SearchGPT / You.com

6 Add FAQPage schema to /faq and Person schema for Dr. Gould and Dr. Willis on their profile pages.

FAQPage schema improves rich-result eligibility in Google and Bing and improves machine readability for non-Google AI tools; Person schema anchors the doctors as named entities with verifiable credentials.

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

7 Add Open Graph tags (og:title, og:description, og:image, og:type) to all key pages.

Meta AI relies on Open Graph metadata to identify and classify entities — without it, Trail West Family Dentistry has no structured signal for Meta's AI to anchor a local business citation.

HIGH 1 hour Meta AI

8 Implement LocalBusiness and MedicalBusiness schema with full NAP, hours, and service area in the site footer.

Structured LocalBusiness data with the practice's street address, phone (864-246-6471), zip (29617), and service area strengthens local entity recognition across AI tools that use structured data for machine readability.

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

9 Add visible publish and last-updated dates to all blog posts and service pages.

Freshness signals help AI crawlers confirm content is current — especially important for dental topics where treatment options and insurance rules change annually.

MEDIUM 1 hour ChatGPT, Google AI Overviews, Bing Copilot, Gemini, Perplexity, SearchGPT / You.com

10 Implement IndexNow to push page updates to Bing instantly.

IndexNow notifies Bing the moment a page is published or updated, ensuring Bing Copilot has the freshest version of Trail West's service and FAQ content available for citation.

MEDIUM 1 hour Bing Copilot

11 Create a robots.txt file that explicitly welcomes all major AI crawlers.

While no bots are currently blocked, a robots.txt with explicit Allow rules for GPTBot, ClaudeBot, PerplexityBot, Applebot, and meta-externalagent signals active cooperation with AI indexing pipelines.

MEDIUM 15 min ChatGPT, Claude, Perplexity, Meta AI, Apple Intelligence

12 Publish a monthly blog post authored by Dr. Gould or Dr. Willis on a Greenville-specific dental topic.

Original, named-author content on topics like 'What to expect from dental implants in Greenville SC' builds topical authority and gives AI engines recurring citation-worthy material tied to a verified local expert.

MEDIUM 4 hours ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, SearchGPT / You.com

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Trail West Family Dentistry cannot currently shape patient decisions before the click because its content is not structured as direct, quotable answers to the questions Greenville patients are actually asking AI engines. With only one question-style heading, no FAQ depth, no named clinical authors, and no specific data points, the site has no content that an answer engine can confidently surface as the definitive local dental resource. Until the practice publishes direct-answer content authored by Dr. Gould or Dr. Willis, it will lose zero-click decision moments to competitors or generic AI-generated responses.

18
/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Beyond rankings and traffic, measure AI citation frequency (track brand mentions in ChatGPT, Perplexity, and Google AI Overview responses for Greenville dental queries), zero-click impression share in Google Search Console, and direct phone call volume from AI-referred sessions.

Is Trail West Family Dentistry open for same-day emergency appointments in Greenville?

MISSING

If an AI engine surfaces availability and same-day booking details, a patient in pain decides to call before ever visiting the site — this question must be answered explicitly on the emergency page.

Do Trail West dentists accept patients without dental insurance?

PARTIAL

The savings plan section exists but lacks a direct yes/no answer with plan cost details that AI tools can quote; a clear FAQ answer could make Trail West the cited result for uninsured dental searches.

Who are the dentists at Trail West and what are their qualifications?

MISSING

AI engines increasingly surface named practitioners when recommending local providers; without credential content, Trail West is invisible in trust-based recommendation queries.

How much do dental implants cost at a Greenville SC dentist?

MISSING

Cost transparency is the single most-cited factor in AI dental recommendations; a specific price range or financing breakdown could make Trail West the quoted source in Perplexity and ChatGPT answers.

What is the best family dentist near me in Greenville SC 29617?

PARTIAL

AI tools synthesize reviews, credentials, and content to recommend local providers; Trail West's 'top rated' claim needs review volume, named doctors, and rich service detail to be cited confidently.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? Do you offer same-day emergency dental appointments in Greenville SC?
- ? How much do dental implants cost without insurance in Greenville SC 29617?
- ? Are clear aligners at Trail West comparable to Invisalign, and what is the price difference?
- ? What age do you start seeing children, and do you offer pediatric emergency care?
- ? How long does a dental crown procedure take at Trail West Family Dentistry?
- ? What dental technology does Trail West use, and how does it improve patient outcomes?
- ? Can I get a dental exam and cleaning on the same day in Greenville SC?

ZERO-CLICK ACTION PLAN

1 Write direct-answer introductions for every service page that can be quoted verbatim by AI engines.

Each service page should open with a 2–3 sentence direct answer to the patient's primary question — e.g., 'Trail West Family Dentistry offers same-day emergency dental care in Greenville, SC. Call 864-246-6471 before noon for same-day appointments Monday through Friday' — structured so AI tools can surface it as a zero-click answer.

CRITICAL 8 hours

2 Build a comprehensive FAQ page answering the 7 missing patient questions with specific, data-backed responses.

Each FAQ answer should include specific details (cost ranges, appointment timelines, technology names, doctor credentials) that make Trail West the most informative local source — the standard answer engines use to select a citation over a competitor.

CRITICAL 4 hours

3 Add a 'Why Trail West' section with specific, verifiable differentiators authored by the doctors.

A named-author section where Dr. Gould or Dr. Willis explains what makes Trail West's approach to implants, clear aligners, or emergency care different from other Greenville practices gives AI engines a quotable, trust-anchored differentiator to surface in comparison queries.

HIGH 4 hours

4 Integrate and display Google review data on the site with structured Review schema.

The site claims 'Top Rated Dentists' in its H1 but shows no reviews or ratings — embedding verified patient reviews with Review schema gives answer engines the social proof data needed to confirm Trail West as a trusted local source in zero-click responses.

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Fixing page speed alone could recover an estimated 20–35% of mobile sessions lost to bounce; adding emergency and implant landing pages with E-E-A-T signals could double organic visibility within 90 days.

FIRST 30 DAYS

Sitemap submission and Core Web Vitals fixes will improve crawl coverage and Google ranking signals within 30 days; adding Open Graph tags and author bylines will immediately strengthen entity signals for Meta AI and Google.

BY 90 DAYS

With original doctor-authored content, FAQPage schema, and a comprehensive FAQ page live, Trail West should begin appearing in Perplexity and Bing Copilot citations for Greenville dental queries and see improved Google AI Overview eligibility for local emergency and implant searches.

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](#)

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

B-

ON-PAGE

C-

CONTENT

D+

TECHNICAL

B+

LOCAL SEO

D+

E-E-A-T

D+

GEO

WARNINGS

- WARN

Title is 61 characters — one character over the ~60-char display threshold, risking truncation in Google SERPs for the primary local keyword 'Dentist in Greenville SC, Family and Cosmetic Dentistry 29617'.
- WARN

No on-page patient reviews or star ratings are visible in crawlable HTML — the 'Top Rated' H1 claim is unsubstantiated without review schema or quoted testimonials, which weakens trust for new patients comparing dentists.
- WARN

TBT (Total Blocking Time) is 445ms on mobile — well above the 200ms good threshold — indicating render-blocking JavaScript that delays interactivity and harms user experience for patients booking on mobile devices.
- WARN

The /blog path exists in internal links but blog content quality and freshness are unknown — if posts lack named authors, publish dates, or original clinical perspective, the blog adds crawl budget cost without E-E-A-T benefit.
- WARN

No question-style H2/H3 headings address the top buyer queries — questions like 'Do you accept patients without insurance?' or 'How quickly can I get a same-day emergency appointment?' are unanswered in any structured heading format.
- WARN

Dr. Gould and Dr. Willis have dedicated URL paths but no credentials, photos, or bios surface on the homepage — Google's E-E-A-T guidance for healthcare explicitly values named, credentialed practitioners, and their absence on the main page is a missed trust signal.

WHAT'S WORKING

- GOOD

Dentist schema markup is implemented, giving Google and Bing structured entity signals that confirm the business type, which supports local pack eligibility and machine-readable business identification across AI platforms.
- GOOD

All 19 images have alt text — zero missing, which is a clean accessibility and image-SEO baseline that also supports Apple Intelligence and screen-reader agents parsing the page.
- GOOD

Semantic HTML landmarks (nav, article, header, footer, section) are present, giving AI browser agents and accessibility tools a well-structured document outline to parse service and contact information.
- GOOD

The meta description is 146 characters, action-oriented ('Call us at 864-246-6471'), and includes the primary service area — this is a functional snippet that can drive direct calls from Google SERPs without a click.

KEYWORD OPPORTUNITIES

family dentist Greenville SC	PARTIAL
emergency dentist Greenville SC	WEAK
cosmetic dentistry Greenville SC	WEAK
dental implants Greenville SC	WEAK

clear aligners Greenville SC	WEAK
dentist no insurance Greenville SC	PARTIAL
dentist 29617	PARTIAL
pediatric dentist Greenville SC	NONE

CONTENT YOU SHOULD CREATE

Emergency Dental Care in Greenville SC — What to Do and Who to Call Emergency queries are high-urgency and high-converting. The existing /services/emergency-dentistry page needs same-day availability details, after-hours info, and a clear call-to-action to win these patients. LANDING-PAGE HIGH PRIORITY transactional intent
How Much Do Dental Implants Cost in Greenville SC? Cost is the #1 question implant searchers ask AI engines. A transparent pricing FAQ with financing options positions Trail West as the trustworthy answer over competitors who hide costs. FAQ HIGH PRIORITY commercial intent
Meet Dr. Phillip Gould and Dr. Terry Willis — Credentials, Philosophy, and Patient Experience Zero named-author or doctor-credential content exists on the homepage. AI engines and Google E-E-A-T both require identifiable human expertise; named doctor pages are the fastest trust fix. LANDING-PAGE HIGH PRIORITY informational intent
Dental Savings Plan vs. Dental Insurance — Which Is Better for Greenville Families? Trail West's in-house savings plan is a genuine differentiator. A comparison page answers a real buyer question and positions the practice as the affordable option for uninsured Greenville residents. COMPARISON MEDIUM PRIORITY commercial intent
Clear Aligners at Trail West vs. Invisalign — What Greenville Patients Should Know Comparison-stage buyers actively search 'Invisalign alternatives Greenville.' A named-brand comparison with real patient outcomes and doctor commentary would capture this high-intent segment. COMPARISON MEDIUM PRIORITY commercial intent

CITATION SIGNALS

Content Originality	COMMODITY
Schema Markup	PARTIAL
Entity Clarity	WEAK

Answer-Ready Content	NONE
E-E-A-T Signals	WEAK
Agent Readiness	MODERATE
Topical Authority	WEAK
Freshness	STALE
Local Signals	MODERATE
Citation Format	NONE

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