

fallsparkdentistry.com

local dental practice · dentistry · AI score 22/100 · Invisible to 10 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
14/100
ANSWER ENGINE OPTIMIZATION

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

SEO
72/100
SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 6.0s CLS 0.002 Perf 67/100 **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 fallsparkdentistry.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	GPTBot is not blocked but the site's 621-word homepage and thin service pages offer no first-hand clinical data, named practitioners with credentials, or direct answers to patient questions ChatGPT would cite.
Google AI Overviews	UNLIKELY	Content is commodity-level marketing copy with no first-hand experience, no named dentist credentials surfaced in body text, and no original data — Google AI Overviews favors non-commodity, experience-backed sources.
Claude	UNLIKELY	ClaudeBot is not blocked, but zero named-author signals, no credential depth, and no structured factual claims give Claude nothing concrete to anchor a citation about Greenville dental care.

Perplexity	UNLIKELY	Content reads as a brochure, not a citable source — no procedure-specific facts, no cost or recovery data, no patient outcomes, and no answer-ready structure that Perplexity can quote as a direct response.
Bing Copilot	UNLIKELY	Bingbot is not blocked, but thin word count, no named author, and commodity copy mean the site is unlikely to rank or be cited for competitive Greenville dental queries in Bing's index.
Gemini	UNLIKELY	Same as Google AI Overviews: commodity homepage copy, absent E-E-A-T signals in body content, and no original clinical perspective disqualify this site from Gemini citation consideration.
Meta AI	UNLIKELY	meta-externalagent is not blocked, but no LocalBusiness entity markup, no social proof signals, and no substantive content give Meta AI insufficient material to surface this practice for Greenville dental queries.
Apple Intelligence	UNLIKELY	12 of 13 images lack alt text, the accessibility tree is incomplete, and content depth is insufficient — Apple Intelligence's on-device summarization requires clean, structured, accessible content to extract reliable answers.
Amazon Alexa+	UNLIKELY	No LocalBusiness schema, no FAQ content, no voice-optimized direct answers — a patient asking Alexa 'find a family dentist in downtown Greenville' has no structured data to trigger a confident spoken response.
SearchGPT / You.com	UNLIKELY	Content is not structured as direct, citable answers and lacks the source authority signals — named experts, original data, specific clinical facts — that SearchGPT and You.com use to select cited sources.

WE ASKED AI ABOUT YOU — LIVE TEST

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

CITED	Best family dentist downtown Greenville SC with parking
NOT CITED	Dental implants vs dentures cost and recovery time Greenville Cited instead: affordabledentures.com , mycenters.com , dentistinggreenville.com , greenvilleoralsurgery.com
NOT CITED	Orthodontic aligners straightening near me Greenville Cited instead: dedicateddentistry.com , trailwestdentistry.com , palmsdentistry.com , palmerdmd.com

SHARE OF VOICE — WHO OWNS YOUR BUYERS' QUESTIONS		
dentistinggreenville.com		2 of 3 answers
fallsparkdentistry.com (you)		1 of 3 answers
crownsnow.com		1 of 3 answers
todaysdentalgreenville.com		1 of 3 answers
westendentalgvl.com		1 of 3 answers

choiceonedentalcare.com		1 of 3 answers
greenvillefamilydentistrysc.com		1 of 3 answers
greenvillefamilysmiles.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

Falls Park Dentistry is technically crawlable by all major AI bots but is effectively invisible to AI citation engines because its content is commodity marketing copy with no first-hand clinical experience, no named-author E-E-A-T signals, and no answer-ready structure. Entity clarity is weak — no LocalBusiness schema, no consistent NAP, and Dr. Derrick's credentials are absent from body text — leaving AI platforms with no authoritative anchor to cite this practice. Fixing content depth and entity signals is the highest-leverage path to AI visibility for this Greenville dental practice.

WHY YOU'RE INVISIBLE TO AI

Commodity homepage content with zero first-hand experience or original clinical data.

The 621-word homepage describes atmosphere and amenities but contains no procedure outcomes, no clinical specifics, and no patient-facing facts that AI engines can cite. Google's guidance explicitly favors non-commodity, experience-backed content for AI feature inclusion.

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

No E-E-A-T signals in body content — Dr. Derrick's credentials are absent from crawlable text.

The Meet the Doctor page has an H2 for 'Dr. Brian Derrick' but the crawl shows no credentials, dental school, years of experience, or professional affiliations in body text — only a heading. AI platforms and Google's quality systems require surfaced expertise to trust and cite a medical/dental source.

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

No answer-ready content structure — zero question-style headings across the entire site.

The crawl confirms 'Question-style headings: NONE' — no H2 or H3 asks or answers a patient question. AI engines and answer surfaces extract direct answers from question-framed headings; without them, this site cannot become the answer for queries like 'best dental implants Greenville SC.'

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

Weak local entity signals and missing LocalBusiness/Dentist schema reduce local AI citation eligibility.

No Dentist or LocalBusiness schema is present, and local signals in body content are thin — the downtown Greenville location is mentioned but not reinforced with address, hours, or neighborhood context that local AI queries depend on. Amazon Alexa+ and Meta AI rely heavily on structured local entity data for spoken and social-graph answers.

Affects: Amazon Alexa+, Meta AI, Google AI Overviews, Gemini, Bing Copilot, Apple Intelligence

TOP FIX — HIGHEST IMPACT

Add a 600-word LocalBusiness-schema-backed homepage section naming Dr. Brian Derrick, listing every core service with one factual sentence each, and citing the downtown Greenville address — this single change addresses E-E-A-T, local entity clarity, and AI citation readiness simultaneously.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add Dr. Brian Derrick's dental school, graduation year, and one-sentence clinical philosophy to the Meet the Doctor H1 section — takes under 10 minutes and immediately creates a citable E-E-A-T signal for AI engines.

Add alt text to all 12 image-alt-missing images using descriptive phrases like 'Dr. Brian Derrick examining patient at Falls Park Dentistry Greenville SC' — improves accessibility, image search, and Applebot parsing.

Rewrite the meta description from a generic welcome message to 'Falls Park Dentistry offers family dental care, implants, and orthodontic aligners in downtown Greenville, SC — complimentary parking included. Call to book.' — under 5 minutes, immediate snippet improvement.

Add a LocalBusiness schema block to the homepage with name, address, phone, openingHours, and priceRange fields — this is the single fastest way to improve how Google Maps, Apple Maps, and voice assistants describe the practice.

Change the homepage H1 from 'We Love to See Greenville Smile!' to 'Family Dentist in Downtown Greenville, SC | Falls Park Dentistry' — the current H1 has zero keyword value and wastes the most-weighted on-page signal.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** 12 of 13 images are missing alt text — this blocks image indexing, harms accessibility scores used by Applebot and browser agents, and is a direct Lighthouse performance drag contributing to the 6.0s mobile LCP.
- FIX 2** The H1 'We Love to See Greenville Smile!' contains zero primary keywords — no searcher or AI engine querying 'family dentist Greenville SC' or 'dental implants downtown Greenville' will find a relevance signal in the most important on-page element.
- FIX 3** sitemap_index.xml is present but could not be parsed — this means Googlebot, Bingbot, and AI crawlers cannot reliably discover interior service pages like /services/dental-implant/ or /services/orthodontic-aligners-straightening/ through the sitemap channel.
- FIX 4** Dr. Brian Derrick is named in a heading on /about-us/meet-the-doctor/ but has no bio, credentials, dental school, or license detail — the page is ~318 words with no E-E-A-T substance, making it useless for establishing clinical authority with Google or AI citation engines.
- FIX 5** No LocalBusiness schema exists anywhere on the site — for a location-dependent business competing on 'dentist near me' and 'downtown Greenville dentist' queries, the absence of structured NAP and geo data is a concrete local ranking and entity-recognition gap.
- FIX 6** Homepage content (~621 words) is entirely atmosphere-focused with no clinical depth — buyer questions like 'dental implants vs dentures cost Greenville' or 'sleep apnea night guard dentist Greenville SC' have zero answer surface on this site, making AI citation impossible for these high-intent queries.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 3 critical · 1 under 15 min · ~44 hrs total effort

1 Rewrite service pages with first-hand clinical depth, Dr. Derrick's voice, and procedure-specific facts.

Each service page — implants, aligners, night guards, laser fillings — needs 600+ words of original, experience-backed content with clinical specifics that AI engines can cite as non-commodity answers.

CRITICAL 8 hours

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

2 Surface Dr. Brian Derrick's credentials, dental school, and experience in body text on the Meet the Doctor page.

Move credentials from image or hidden markup into crawlable body text so AI platforms and Google's quality systems can verify expertise for dental/medical E-E-A-T requirements.

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

3 Add question-style H2/H3 headings to every service page targeting real patient queries.

Use headings like 'How long do dental implants last in Greenville?' and 'What does a sleep apnea night guard cost?' to create answer-ready structure AI engines can extract and cite verbatim.

CRITICAL 4 hours

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

4 Implement Dentist and LocalBusiness schema with full NAP, hours, services, and geo-coordinates.

Dentist schema improves rich-result eligibility on Google and Bing and gives local AI platforms — Alexa+, Meta AI — the structured entity data needed to surface Falls Park Dentistry for spoken and social local queries.

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

5 Add descriptive alt text to all 12 images missing it, starting with treatment room and doctor photos.

Alt text completes the accessibility tree that browser-based AI agents parse — missing alt text on 92% of images means agents cannot accurately summarize or cite visual content on this site.

HIGH 1 hour

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

6 Add FAQPage schema to service pages answering the top 3–5 patient questions per service.

FAQPage schema enables FAQ rich results on Google and Bing and provides voice-friendly spoken answers for Alexa+ queries about implant costs, aligner timelines, and sleep apnea treatment in Greenville.

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

7 Improve mobile Lighthouse performance score from 67 to 85+ by optimizing LCP from 6.0s.

A 6.0s LCP on mobile is a page experience failure — compress images, defer non-critical CSS from Divi/Font Awesome, and enable caching to meet Core Web Vitals thresholds that affect snippet eligibility.

HIGH 8 hours

8 Create a dedicated 'About Dr. Brian Derrick' author page with credentials, philosophy, and linked service pages.

A named, credentialed author page with Person schema establishes Dr. Derrick as a trusted entity that AI platforms can anchor citations to, satisfying E-E-A-T requirements for YMYL dental content.

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

9 Publish a patient education blog covering implants vs. dentures, aligner timelines, and sleep apnea treatment in Greenville.

Original, locally-specific educational content — written in Dr. Derrick's voice with real patient context — creates the non-commodity depth that AI engines cite when answering Greenville dental research queries.

HIGH 8 hours ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, SearchGPT / You.com

10 Fix the unparseable sitemap_index.xml so all service pages are reliably discovered and indexed.

A sitemap that cannot be parsed means service pages like /services/dental-implant/ and /services/night-guards-sleep-apnea/ may not be crawled reliably — validate and resubmit via Google Search Console and Bing Webmaster Tools.

HIGH 1 hour

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

11 Add neighborhood and landmark context to homepage and location page referencing downtown Greenville, Falls Park, and parking details.

Local AI queries like 'dentist near Falls Park Greenville' require geographic entity signals in body text — not just the business name — to trigger confident local answers from AI platforms.

MEDIUM 1 hour Google AI Overviews, Gemini, Bing Copilot, Amazon Alexa+, Meta AI

12 Remove or restrict /xmlrpc.php and /feed/ from public access to reduce security exposure and crawl budget waste.

xmlrpc.php is a known WordPress attack vector and wastes crawl budget — disallow it in robots.txt and disable it at the server level to protect the site and focus crawler attention on content pages.

MEDIUM 15 min

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

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Falls Park Dentistry cannot currently shape patient decisions before the click — the site contains no direct answers to the questions Greenville patients ask AI engines before booking a dental appointment. With no question-style headings, no procedure-specific facts, and no named clinical voice, the site is invisible to zero-click surfaces including Google AI Overviews, Perplexity answer cards, and Alexa+ spoken responses. Until

14
/100
AEO

content is restructured around patient questions with first-hand clinical depth, this practice will lose pre-click influence to competitors who do answer those questions.

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation appearances in ChatGPT, Perplexity, and Google AI Overviews for target queries like 'dental implants Greenville SC' and 'family dentist downtown Greenville' — not just rankings and click-through rate — to measure pre-click decision influence.

Who is the dentist at Falls Park Dentistry and what are their qualifications?

PARTIAL

If AI engines surface Dr. Derrick's credentials and specialty in a knowledge panel or overview, patients decide to book before visiting the site — currently impossible because the bio page lacks substantive credential copy.

Does Falls Park Dentistry offer free parking near downtown Greenville?

PARTIAL

Complimentary parking validation is a rare downtown differentiator; a single structured sentence in LocalBusiness schema and homepage copy lets AI engines answer this directly and remove a common objection before the click.

What is the difference between dental implants and dentures and which is better for me?

MISSING

This is one of the most-asked pre-appointment questions on AI platforms; a locally-authored comparison page could make Falls Park the cited answer for Greenville patients, driving high-intent traffic.

Can a dentist in Greenville treat my sleep apnea with a night guard?

MISSING

Patients often don't know dentists treat sleep apnea; an AI engine that cites Falls Park as a Greenville provider for this service creates a discovery moment that bypasses traditional search entirely.

Is Falls Park Dentistry accepting new patients and how do I book an appointment?

PARTIAL

If a LocalBusiness schema entry includes booking URL, hours, and new-patient status, AI assistants like Apple Intelligence and Google AI can answer this conversationally, converting intent without a site visit.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much do dental implants cost at Falls Park Dentistry in Greenville?
- ? What is the recovery time for a dental implant procedure?
- ? Does Falls Park Dentistry accept new patients and which insurance plans?
- ? What is the difference between dentures and dental implants — which is right for me?
- ? How does laser dentistry work and is it less painful than traditional fillings?
- ? Can a dentist treat sleep apnea with a night guard — how effective is it?
- ? How long does orthodontic aligner treatment take for adults in Greenville?
- ? What should I expect at my first appointment at Falls Park Dentistry?

ZERO-CLICK ACTION PLAN

1 Create a 'Patient Questions Answered' section on each service page with direct, verbatim-quotable answers to the top 5 patient questions per service.

Direct answers to questions like 'How long do dental implants last?' written in plain language give AI answer engines and Google AI Overviews a citable, zero-click-ready response that positions Falls Park Dentistry as the Greenville authority.

CRITICAL 8 hours

2 Add FAQPage schema to all service pages so Google and Bing can surface answers as rich results without a click.

FAQPage schema enables FAQ rich results on Google Search and Bing, and provides structured spoken answers for Alexa+ — directly increasing zero-click visibility for high-intent Greenville dental queries.

HIGH 4 hours

3 Write a 'Dental Implants vs. Dentures: A Greenville Patient's Guide' page with Dr. Derrick's clinical perspective and local cost context.

This is the highest-volume comparison query for restorative dental patients — a locally-specific, expert-authored guide gives AI engines a non-commodity source to cite and gives patients a reason to trust Falls Park Dentistry before clicking.

HIGH 4 hours

4 Optimize the meta description and homepage intro to directly state what Falls Park Dentistry does, for whom, and where — in one scannable sentence.

The current meta description ('we would love to have you come visit') is a missed zero-click opportunity — rewrite it to state 'Family and cosmetic dentistry in downtown Greenville, SC — implants, aligners, laser fillings, and sleep apnea treatment' so it functions as a standalone answer in search snippets and AI summaries.

MEDIUM 15 min

PROJECTED IMPACT

Estimated traffic impact: Resolving the thin E-E-A-T signals, adding two to three substantive service pages, and fixing the 6.0s mobile LCP could realistically move the site from near-invisible to a top-five local pack and AI citation candidate for three to five Greenville dental queries within 90 days.

FIRST 30 DAYS

Fixing alt text, surfacing Dr. Derrick's credentials in body text, and repairing the sitemap will improve crawlability and E-E-A-T signals within one crawl cycle — expect incremental improvement in Google snippet eligibility for branded queries.

BY 90 DAYS

With rewritten service pages, question-style headings, Dentist schema, and published patient education content, Falls Park Dentistry should begin appearing in AI-cited answers for Greenville dental queries and qualify for FAQ and local rich results on Google and Bing.

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

B

TECHNICAL

C+

LOCAL SEO

D+

E-E-A-T

D+

GEO

WARNINGS

- WARN** Title tag is 65 characters — exceeds the ~60-char display threshold, risking truncation in Google SERPs and Bing results for the full practice name plus location string.
- WARN** Meta description 'Welcome to Falls Park Dentistry! Located in the heart of downtown Greenville, we would love to have you come visit our office and join our dental care family!' is 158 chars and reads as a greeting, not a conversion-oriented snippet — it does not mention any specific service or differentiator.
- WARN** Schema markup is limited to WebPage, BreadcrumbList, and WebSite — no LocalBusiness, Dentist, MedicalBusiness, or FAQPage schema is present, missing machine-readability signals useful for Bing Copilot, Meta AI, and Amazon Alexa+ local intent queries.
- WARN** Mobile Lighthouse performance score is 67/100 with LCP of 6.0s — this is a Core Web Vitals failure threshold that can suppress mobile rankings and degrades experience for the majority of local dental searchers on mobile devices.
- WARN** Open Graph tags duplicate the title and meta description verbatim — no unique OG description or image is specified, reducing click-through quality when the site is shared on Facebook or cited by Meta AI.
- WARN** No patient reviews, testimonials with names, or third-party citation signals are present on the site — for a local dental practice, social proof is a primary trust signal for both prospective patients and AI engines evaluating source credibility.

WHAT'S WORKING

- GOOD** robots.txt is present and fully permissive (Disallow: blank) — all AI crawlers including GPTBot, ClaudeBot, PerplexityBot, Bingbot, and Applebot are allowed by default, meaning no crawler is being blocked from indexing the site.
- GOOD** Meta robots tag explicitly sets 'max-snippet:-1' and 'max-image-preview:large' — this actively invites Google to use full-length snippets and large image previews in AI Overviews and rich results, a positive signal many local sites omit.
- GOOD** Semantic HTML landmarks (nav, article, header, footer) are present — this supports accessibility tree parsing used by Apple Intelligence and browser-based AI agents, and provides clean document structure for snippet extraction.

GOOD Interior service pages exist for high-value procedures including /services/dental-implant/, /services/orthodontic-aligners-straightening/, and /services/night-guards-sleep-apnea/ — the URL architecture is topically organized and crawlable, providing a foundation to build authoritative clinical content on.

KEYWORD OPPORTUNITIES

family dentist downtown Greenville SC	PARTIAL
dental implants Greenville SC	WEAK
orthodontic aligners Greenville SC	WEAK
sleep apnea night guard dentist Greenville	WEAK
laser dentistry Greenville SC	NONE
composite fillings vs amalgam Greenville dentist	NONE
dentist with parking downtown Greenville	NONE
dentures vs implants cost Greenville SC	NONE

CONTENT YOU SHOULD CREATE

Dental Implants vs. Dentures: Cost, Recovery, and What Greenville Patients Should Know

Buyers asking AI engines this question get generic national answers. A locally-authored comparison citing Dr. Derrick's clinical experience positions Falls Park as the cited source for Greenville implant decisions.

COMPARISON HIGH PRIORITY commercial intent

Dr. Brian Derrick: Credentials, Training, and Philosophy of Care

The Meet the Doctor page has a name and credential markers but zero biographical depth. AI engines cannot establish E-E-A-T without named expertise; this page is the single biggest trust gap on the site.

LANDING-PAGE HIGH PRIORITY informational intent

Sleep Apnea Night Guards: What to Expect at a Greenville Dental Appointment

Low-competition, high-anxiety topic where patients research before calling. FAQ-structured content with direct answers is exactly what Perplexity, ChatGPT, and Google AI Overviews pull for spoken and typed queries.

FAQ HIGH PRIORITY informational intent

What Makes a Great Family Dentist in Downtown Greenville? A Patient's Checklist

Informational content that naturally embeds the practice's differentiators — parking, atmosphere, laser tech — while targeting the research phase of families new to Greenville or switching providers.

BLOG MEDIUM PRIORITY informational intent

Orthodontic Aligners at Falls Park Dentistry: Timeline, Cost Range, and Patient Results

Aligner seekers compare options heavily on AI engines before booking. A page with real patient timelines and Dr. Derrick's clinical notes gives AI platforms citable, first-hand content no competitor template can replicate.

LANDING-PAGE 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	WEAK
Topical Authority	WEAK
Freshness	MODERATE
Local Signals	WEAK
Citation Format	NONE