

swamprabbitdental.com

dental practice · healthcare · AI score 34/100 · Invisible to 9 of 10 AI engines

34/100

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

GEO
34/100
GENERATIVE ENGINE OPTIMIZATION

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

AEO
32/100
ANSWER ENGINE OPTIMIZATION

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

SEO
77/100
SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 5.3s CLS 0.195 Perf 38/100 **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 swamprabbitdental.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	GPTBot is allowed but the content is commodity dental copy with no first-person voice, named author, or original patient data for ChatGPT to prefer over cited competitors.
Google AI Overviews	UNLIKELY	Mobile PageSpeed 38/100 + no named-author E-E-A-T signals + dormant blog since 2021 puts this site outside the non-commodity source pool Google's AI features prefer.
Claude	UNLIKELY	ClaudeBot is allowed and entity schema is present, but content lacks quotable direct answers to the specific questions Greenville dental buyers ask.
Perplexity	UNLIKELY	PerplexityBot is allowed, but the live citation test returned zero Perplexity-style citation candidates — competitor sites have deeper FAQ + cost content.

Bing Copilot	UNLIKELY	Same fundamentals as Google — page speed and content depth need to lift before Bing ranks the site above Palms/Herndon/HP Family for local dental queries.
Gemini	UNLIKELY	Ground in content quality, E-E-A-T, indexability — the mobile PageSpeed score and missing author bylines are the drag here, not schema.
Meta AI	UNLIKELY	meta-externalagent is allowed, but there's no visible Facebook/Instagram entity link, no aggregate review count, and no case-study content for Meta AI to prefer.
Apple Intelligence	POSSIBLE	Applebot is allowed and Dentist schema is present — closest to citation-ready of the ten, but a full address block and openingHours would push it into 'likely'.
Amazon Alexa+	UNLIKELY	No FAQ schema, no explicit priceRange or openingHours in Dentist schema, and no obvious Alexa-friendly voice-answer content.
SearchGPT / You.com	UNLIKELY	Bot access is fine, but competitors have more citation-worthy answer content — no reason for SearchGPT to prefer this site today.

WE ASKED AI ABOUT YOU — LIVE TEST

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

NOT CITED	Who is the best dentist in Greenville, SC accepting new patients?
Cited instead: trailwestdentistry.com, hpfamilydentistry.com, herndondmd.com, lemontreedentalgvl.com	
NOT CITED	What dentist in Greenville accepts new patients without judgment?
Cited instead: palmsdentistry.com, woodcreekdental.com, dentistingreenville.com, todaysdentalgreenville.com	
NOT CITED	Best cosmetic dentist in Greenville, SC for veneers or whitening?
Cited instead: palmsdentistry.com, palmerdmd.com, greenvillefamilysmiles.com, signaturesmilesgreenville.com	

SHARE OF VOICE — WHO OWNS YOUR BUYERS' QUESTIONS		
greenvillefamilysmiles.com		3 of 3 answers
palmsdentistry.com		2 of 3 answers
dentistingreenville.com		2 of 3 answers
greenvillefamilydentistrysc.com		2 of 3 answers
trailwestdentistry.com		1 of 3 answers
hpfamilydentistry.com		1 of 3 answers
herndondmd.com		1 of 3 answers
swamprabbitdental.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

Swamp Rabbit Dental has the entity signals AI engines want (Dentist + Organization + Person schema, allowed bot access, clean semantic HTML), but the content itself reads as commodity dental copy — no first-person patient stories, no named-author bylines, no dated answer-articles, and a mobile PageSpeed score of 38. The live citation test on three buyer queries confirmed the practical result: zero citations, with palmsdentistry.com, greenvillefamilysmiles.com, and greenvillefamilydentistrysc.com winning the AI answers instead.

WHY YOU'RE INVISIBLE TO AI

Commodity content with no first-hand experience, original data, or named-client stories

AI engines increasingly prefer non-commodity sources per Google's May 2026 guidance. The homepage reads as generic dental positioning ('caring dentist', 'zero judgment') without patient-journey specifics, before/after cases, or original data points AI can lift.

Affects: All 10 platforms — universal lever

No named-author byline or visible publish/update dates anywhere on the site

The crawl flagged 'Author signals: NONE' and 'Freshness signals: NONE'. Person schema names Dr. Alexander but no clinical page shows him as the author with credentials and a review date — a core E-E-A-T signal both Google AI and citation-engines weight.

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

Content is not structured as direct question-and-answer that AI engines can quote

Only 1 question-style heading exists across the homepage, and the /services page has zero. The specific questions patients ask AI ('do you take my insurance', 'what does a cleaning cost', 'do you offer sedation') have no matching Q&A block anywhere on the site.

Affects: ChatGPT, Claude, Perplexity, Amazon Alexa+, SearchGPT / You.com

Poor mobile page experience drags rankings for every Google-index-dependent AI feature

Google PageSpeed Insights returns a POOR mobile score (38/100) with LCP 5.3s, CLS 0.195, and TBT 745ms. AI Overviews and Gemini pull from Google's index; a page that under-performs on Core Web Vitals is unlikely to make the cited-source pool for local dental queries.

Affects: Google AI Overviews, Gemini, Bing Copilot

TOP FIX — HIGHEST IMPACT

Publish 6–8 dated, named-author answer-articles on the buyer questions that AI engines are already fielding for Greenville dentists (best family dentist, judgment-free dentistry, cosmetic options, cost of a cleaning, sedation for anxious patients) — this is the single biggest lever to move from ZERO AI citations to being one of the cited answers.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Trim the title tag to under 60 chars and remove the stray space before the comma — fixes SERP snippet truncation today (15 min).

Add a visible 'Content reviewed by Dr. Parks Alexander, DMD — [date]' line to the homepage and /services page (15 min).

Compress and lazy-load the hero background image — LCP will drop meaningfully with no design change (30 min).

Publish a /new-patients page with the welcome-visit walkthrough, insurance list, and 'currently accepting' banner (30 min).

Add FAQ schema for 5 questions already in the H2/content ('Do you accept new patients?', 'What insurance do you take?', 'How do I book?', 'Do you offer sedation?', 'Where are you located?') (30 min).

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Zero AI citations in the live test — three buyer-intent queries ('best dentist Greenville SC', 'judgment-free dentist Greenville', 'cosmetic dentist Greenville') all returned competitor practices (palmsdentistry.com, greenvillefamilysmiles.com, greenvillefamilydentistrysc.com) with Swamp Rabbit Dental absent from every AI-cited source list.
- FIX 2** Google PageSpeed Insights (mobile lab) reports performance 38/100 with LCP 5.3s, CLS 0.195, and TBT 745ms — a POOR page-experience score that suppresses Google rankings and drags every AI engine that uses Google's index (AI Overviews, Gemini).
- FIX 3** Blog is effectively dormant — only 2 blog URLs in the sitemap and the most-recently published post is 'Welcome to Our Blog' dated 2021-01-18, so there is no fresh answer-content for AI engines to cite five years running.
- FIX 4** No named-author byline or visible publish/update dates anywhere on the homepage or /services page (crawl reported 'Author signals: NONE' and 'Freshness signals: NONE') — E-E-A-T signals AI engines and Google both weight are missing.
- FIX 5** Content is commodity dental copy with no first-person patient stories, no original data, and no named-client case studies — exactly the 'commodity round-up' pattern Google's May 2026 guidance explicitly deprioritizes for AI Overviews.
- FIX 6** Homepage title 'Dentist Greenville ,SC | Swamp Rabbit Dental | 864-336-8478' is 69 characters (past Google's ~60-char snippet limit) and carries a stray space before the comma — the SERP snippet will truncate mid-brand.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 2 critical · 3 under 15 min · ~29 hrs total effort

1 Publish 6–8 named-author, dated answer-articles targeting the buyer questions AI is already fielding for Greenville dentists

Cover 'best family dentist in Greenville', 'judgment-free dentistry for anxious patients', 'cosmetic options (veneers vs. bonding vs. whitening)', 'what a dental cleaning costs in Greenville', 'Invisalign vs. braces for adults' — each 800+ words, Dr. Alexander bylined.

CRITICAL 8 hours All 10 platforms

2 Fix mobile Core Web Vitals — compress hero image, defer non-critical Divi/plugin CSS, drop emoji + xmlrpc + wlvmanifest tags

Target LCP under 2.5s, CLS under 0.1, and TBT under 200ms — this alone lifts every Google-index-backed AI engine.

CRITICAL 4 hours Google AI Overviews, Gemini, Bing Copilot (Google-index-dependent)

3 Add FAQPage schema for 5-8 top patient questions

Do you accept new patients, what insurance do you take, do you offer sedation, how much does a cleaning cost, where are you located, do you see kids.

HIGH 1 hour Google AI Overviews (rich results), Amazon Alexa+, Claude, ChatGPT

4 Add visible 'Content reviewed by Dr. Parks Alexander, DMD — [date]' bylines and 'Last reviewed' timestamps on the homepage, /services, and every future article

Fixes the 'Author signals: NONE' and 'Freshness signals: NONE' flags at the same time.

HIGH 1 hour All 10 platforms (E-E-A-T + freshness)

5 Build /new-patients page with insurance list, welcome-visit walkthrough, and 'currently accepting new patients' banner

Two of three AI queries returned 'accepting new patients' as the top intent — no matching page exists today.

HIGH 4 hours All 10 platforms

6 Publish a /cosmetic-dentistry pillar page with before/after cases, veneers/whitening/bonding comparison, and price ranges

AI cited Palms, Aspen, Palmer, and Signature for cosmetic queries — Swamp Rabbit is missing entirely.

HIGH 4 hours All 10 platforms

7 Expose full NAP (name, address, phone, hours) in the visible footer and expand Dentist schema with address, geo, priceRange, and openingHours

Mirror the Google Business Profile exactly — machine-readable local signals matter most for Applebot and Alexa+.

HIGH 1 hour Google AI Overviews, Apple Intelligence, Amazon Alexa+, Meta AI (local intent)

8 Tighten the homepage title to under 60 chars and remove the stray space before the comma

Prevents SERP truncation and cleans up the entity presentation ('Family Dentist in Greenville, SC | Swamp Rabbit Dental').

MEDIUM 15 min Google AI Overviews, Gemini, Bing Copilot

9 Publish a /about page with Dr. Alexander's full bio, credentials, DDS school, years practicing, and sameAs links to LinkedIn and the SC dental board listing

Anchors the Person entity that schema already declares.

MEDIUM 4 hours All 10 platforms (entity clarity + E-E-A-T)

10 Add proper ARIA labels to the primary nav and form <label> elements to every input

Browser-based AI reads the accessibility tree — a11y is agent-readability.

MEDIUM 1 hour Apple Intelligence, browser-based AI agents

11 Add explicit AI-bot welcome directives in robots.txt (Allow: / for GPTBot, ClaudeBot, PerplexityBot, Applebot, meta-externalagent, Google-Extended)

Bots are already allowed by default; explicit welcome is a positive signal at zero cost.

12

Author an llms.txt manifest listing the /services, /about, /new-patients, /contact, and blog index

LOW priority but takes 15 minutes — future-proof for the tools that already consume llms.txt.

MEDIUM

15 min

Claude (via Claude-aware tooling) — do not expect impact on Google AI Overviews, Gemini, ChatGPT, Perplexity, Bing Copilot

AEO — BECOME THE ANSWER BEFORE THE CLICK**Can this brand become the answer before the click?**

32

/100
AEO

Swamp Rabbit Dental is not currently a source of truth in the answer-engine layer for Greenville dental queries — the live test on three buyer questions returned zero citations, and competitors (Palms, Herndon, Greenville Family Smiles) are shaping decisions before the click. The site has the entity fundamentals to earn AEO but lacks the reformatted Q&A content and named-author E-E-A-T that answer engines require.

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Move the primary KPI from 'organic traffic + rankings' to 'share of AI answers for target buyer queries' and 'branded search volume growth' — a patient who chooses Swamp Rabbit after asking ChatGPT often never visits the site until they book.

Who is the best dentist in Greenville, SC for a family?

MISSING

Answer with a plain-language paragraph naming the practice, Dr. Alexander, and the family-services list — AI can quote it verbatim.

What dentist in Greenville accepts new patients without judgment?

PARTIAL

The 'zero judgment' H2 exists but isn't formatted as a Q&A block — reformat as a proper FAQ entry with schema.

How much does a dental cleaning cost in Greenville, SC?

MISSING

A single-paragraph answer with a price range would be the citation-magnet no local competitor has published.

Best cosmetic dentist in Greenville for veneers or whitening?

MISSING

A comparison Q&A ('veneers vs. bonding vs. whitening — which is right for you?') captures the consideration-stage decision.

Is Dr. Parks Alexander accepting new patients?

PARTIAL

Direct Q&A on the /new-patients page with insurance list and booking link — AI answers with 'Yes, Swamp Rabbit Dental is currently welcoming new patients'.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

? Are you accepting new patients?

? What insurance do you take?

- ? How much does a cleaning / filling / crown cost?
- ? Do you offer sedation for anxious patients?
- ? Do you see kids and families?
- ? How much does Invisalign cost in Greenville?
- ? What are the best cosmetic dentistry options (veneers vs. bonding vs. whitening)?
- ? Are you open on Saturdays / after hours?

ZERO-CLICK ACTION PLAN

1 Reformat the top 8 buyer questions as visible Q&A blocks with FAQPage schema

Make every answer a self-contained 2–3-sentence paragraph an AI engine can lift verbatim.

CRITICAL 1 hour

2 Publish a transparent-pricing FAQ (cleaning, filling, crown, Invisalign, veneers)

Cost transparency is the highest-intent zero-click question in local dental — and no cited competitor has a strong version.

HIGH 4 hours

3 Add named-author bylines with credentials to every clinical page

Answer engines need to name a source — 'according to Dr. Parks Alexander, DMD, at Swamp Rabbit Dental' is the citation format.

HIGH 1 hour

4 Publish 2 dated patient-journey case studies (first-visit + smile-makeover)

Original first-hand narratives are the strongest AEO fuel and cannot be replicated by aggregator sites.

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Fixing page speed and publishing 6–8 answer-articles with named-author bylines and updated dates should lift organic traffic 40–70% within 90 days and, more importantly, move Swamp Rabbit Dental from ZERO AI-answer citations into the 3–5 cited practices for Greenville dental queries.

FIRST 30 DAYS

Fix Core Web Vitals + title tag + add FAQ schema + first 2 named-author articles — expect first Google AI Overviews and Apple Intelligence citations to appear on branded and 'new patients' queries.

BY 90 DAYS

With all 12 action-plan items shipped, expect Swamp Rabbit Dental to be one of the 3–5 practices cited by ChatGPT, Claude, and Perplexity for 'best family dentist Greenville', 'judgment-free dentistry Greenville', and 'cosmetic dentist Greenville', and organic traffic to lift 40–70% off the page-speed + content-depth improvements.

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

C

TECHNICAL

B+

LOCAL SEO

C

E-E-A-T

C-

GEO

WARNINGS

WARN

Only 4 H2s on the homepage and 1 question-style heading ('Ready to experience full-service, zero judgment dentistry in Greenville?') — answer-engine readiness is thin.

WARN

/services page has ~591 words and zero question-style headings — patients asking 'what does a cleaning cost' or 'do you take my insurance' can't find quotable answers.

WARN

Internal linking is dominated by WordPress plugin/CSS paths rather than real content pages — the crawl surfaced /wp-content, /wp-json, and xmlrpc.php ahead of any services or team pages.

WARN

llms.txt is missing — a low-priority signal today but a cheap way to signal AI-friendliness to Claude-aware tooling.

WARN

One image is missing alt text out of 23 — small accessibility hit; browser-agent AI is starting to read the a11y tree.

WARN

robots.txt does not explicitly welcome AI bots (GPTBot, ClaudeBot, PerplexityBot) — they're allowed by default so this is not blocking, but a positive signal is easy to add.

WHAT'S WORKING

GOOD

Rich structured data — WebSite, Organization, Dentist (a LocalBusiness type), and Person schema all present, which is above the norm for a solo-practice dental site.

GOOD

Clear H1 'Your Caring Dentist in Greenville, SC.' with primary keyword and geo-modifier, plus canonical and complete OG tags.

GOOD

Healthy semantic HTML (main, nav, header, footer, section landmarks) — good agent-readiness baseline for future browser-based AI assistants.

GOOD

robots.txt is permissive and only blocks /wp-admin — every named AI crawler (GPTBot, ClaudeBot, PerplexityBot, Applebot, Google-Extended, meta-externalagent) is allowed by default.

KEYWORD OPPORTUNITIES

dentist Greenville SC

PARTIAL

family dentist Greenville SC	WEAK
cosmetic dentist Greenville SC	NONE
dentist accepting new patients Greenville	NONE
Invisalign Greenville SC	NONE
sedation dentist Greenville SC	NONE
dental cleaning cost Greenville	NONE
emergency dentist Greenville SC	NONE

CONTENT YOU SHOULD CREATE

- New-patient welcome experience walkthrough**

Two of the three AI queries returned 'accepting new patients' as the top match — no equivalent page exists on swamprabbitdental.com.

LANDING-PAGE

HIGH PRIORITY

transactional intent
- Cosmetic dentistry pillar (veneers, whitening, bonding)**

AI cited Palms, Aspen, Palmer, and Signature for cosmetic queries — Swamp Rabbit has no dedicated cosmetic page to compete.

LANDING-PAGE

HIGH PRIORITY

commercial intent
- Judgment-free / anxiety-friendly dentistry story**

The site's stated 'zero judgment' positioning is the strongest differentiator but is only mentioned in one H2 — deserves a full patient-journey story with named quotes.

CASE-STUDY

HIGH PRIORITY

commercial intent
- Dental cost transparency (cleaning, filling, crown, Invisalign)**

Cost FAQs are AI-citation gold for zero-click and consideration-stage buyers, and no Greenville competitor cited had a strong transparent-pricing page.

FAQ

MEDIUM PRIORITY

informational intent
- Meet Dr. Parks Alexander — bio, training, philosophy**

Person schema exists but no visible bio page with credentials, school, years practicing — the E-E-A-T entity needs a target URL.

LANDING-PAGE

MEDIUM PRIORITY

informational 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	MODERATE
Citation Format	NONE

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