

farisfamilydental.com

family dental practice · healthcare · AI score 5/100 · Invisible to 10 of 10 AI engines

5/100

AI visibility score
Invisible to ChatGPT, Claude, Perplexity, and most AI engines.

GEO5/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO5/100

ANSWER ENGINE OPTIMIZATION

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

SEO45/100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 4.6s CLS 0 Perf 76/100 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 farisfamilydental.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	Homepage carries meta robots='noindex' — the standard signal OpenAI's crawler honors — so the page is skipped even though GPTBot itself is not blocked in robots.txt.
Google AI Overviews	UNLIKELY	NOINDEX on the homepage removes it from Google's index entirely; even with removal, the placeholder title and 13-word rendered body would fail the content-quality bar Google AI Overviews requires.
Claude	UNLIKELY	Noindex plus the absence of any named-author or entity signal means Claude has no page to index and no anchor to cite even in live search.

Perplexity	UNLIKELY	NOINDEX plus a placeholder title and empty rendered body means Perplexity has nothing quotable — competitors like Herndon and Wood Creek are cited instead.
Bing Copilot	UNLIKELY	Bingbot honors noindex — the page is excluded from Bing's index and therefore unavailable to Copilot at all.
Gemini	UNLIKELY	Excluded from Google's index due to noindex; separately, the rendered content has no first-hand experience, credentials, or specific data to cite.
Meta AI	UNLIKELY	Noindex plus no server-rendered brand mentions or entity markup means Meta AI has nothing to associate with the practice.
Apple Intelligence	UNLIKELY	Noindex applies to Applebot too, and the div-only markup with no semantic landmarks gives Applebot no structural cues even if crawled.
Amazon Alexa+	UNLIKELY	No LocalBusiness/Dentist schema, no visible NAP, no FAQ block — voice engines have nothing to speak for a 'dentist in Greenville' query.
SearchGPT / You.com	UNLIKELY	Excluded via noindex and, even without it, the 13-word rendered body is far below the content threshold these engines cite from.

WE ASKED AI ABOUT YOU — LIVE TEST

farisfamilydental.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 accepting new patients	Cited instead: trailwestdentistry.com , herndondmd.com , greenvillefamilydentistrysc.com , hpfamilydentistry.com
NOT CITED	top rated general dentist Greenville South Carolina preventive restorative cosmetic	Cited instead: meyerdentistry.com , hollidaydentalgreenville.com , vineyarddentalsc.com , woodcreekdental.com
NOT CITED	family dentist downtown Greenville SC 29601	Cited instead: downtowndentalsc.com , waterstonedentistry.com , fallsparkdentistry.com , gilbertdentalgroup.com

SHARE OF VOICE — WHO OWNS YOUR BUYERS' QUESTIONS		
woodcreekdental.com		2 of 3 answers
greenvillefamilydentistrysc.com		2 of 3 answers
greenvillefamilysmiles.com		2 of 3 answers
herndondmd.com		1 of 3 answers
trailwestdentistry.com		1 of 3 answers
hpfamilydentistry.com		1 of 3 answers
dentistingreenville.com		1 of 3 answers
farisfamilydental.com (you)		0 of 3 answers

GEO ANALYSIS

Faris Family Dental is currently invisible to every AI engine because the homepage carries a meta noindex tag and the rendered body contains only ~13 words with a placeholder title. The practice has genuine E-E-A-T assets (Dr. Erin Pruitt, MUSC training, 24+ years established) but none of it is exposed to crawlers today — competitors like Wood Creek Dental, Herndon Family Dentistry, and Greenville Family Smiles win every AI-answered query about family dentists in Greenville. Removing the noindex tag and shipping real server-rendered content unlocks all 10 platforms simultaneously.

WHY YOU'RE INVISIBLE TO AI

Homepage carries meta robots='noindex' — a direct exclusion signal for search and AI indexes.

This single Wix SEO setting instructs Google, Bing, and every AI crawler to skip the page entirely. Until it is removed, nothing else about the site can be discovered.

Affects: All 10 platforms — ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini, Meta AI, Apple Intelligence, Amazon Alexa+, SearchGPT/You.com.

Rendered homepage has ~13 words of indexable text and no headings — nothing to quote or summarize.

AI engines cite content-rich pages that offer clear, self-contained answers. A placeholder title, no H1, and no server-rendered service copy leaves nothing for a model to extract.

Affects: All 10 platforms — universal content-quality lever.

No entity or E-E-A-T signals reach a crawler — no named dentist, no credentials, no location.

Even though Dr. Erin Pruitt's MUSC background and 24-year practice heritage exist, none of it is in the crawlable HTML. AI engines cannot associate the domain with a real practice, doctor, or city.

Affects: All 10 platforms — universal entity-clarity lever.

No answer-ready structure — no FAQ block, no question-form headings, no LocalBusiness schema.

Zero-click AI surfaces (Google AI Overviews, Perplexity, Alexa+) preferentially cite pages that structure answers as direct FAQ pairs and expose local schema for 'near me' intent — this site does neither.

Affects: Especially Google AI Overviews, Perplexity, Amazon Alexa+, and Apple Intelligence for local intent.

TOP FIX — HIGHEST IMPACT

Turn off the noindex tag in Wix SEO settings — this single change is blocking every AI engine and search index from ever seeing the site, and no other optimization can compound until it is removed.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

In Wix SEO Tools, turn OFF 'Prevent search engines from indexing this page' — 2-minute setting change that unblocks every AI engine.

Change the page title from 'Home | My Site 2' to 'Family Dentist in Greenville, SC | Faris Family Dental' in Wix Page SEO Basics.

Add a meta description of 140–160 characters mentioning Dr. Erin Pruitt, Greenville SC, and 'accepting new patients'.

Add one H1 to the homepage — 'Faris Family Dental — Greenville, SC Family Dentist' — and 3–5 descriptive H2s for services and about.

Publish a visible NAP block (address, phone 864-282-8555, hours) as server-rendered text so bots see it without JavaScript.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Homepage carries meta robots='noindex' — every AI engine and search index is instructed to skip this page, so nothing else can matter until this Wix setting is turned off.
- FIX 2** Title tag is 'Home | My Site 2' — the default Wix placeholder — meaning even if the page were indexed there is no brand, no service, and no keyword for a bot to attach to it.
- FIX 3** Rendered homepage contains only ~13 words of crawlable content with no H1, no H2s, and no server-side text about the practice — bots and AI engines see essentially an empty page.
- FIX 4** Sitemap.xml is declared in robots.txt but returns not-found, so crawlers cannot discover any interior pages even if NOINDEX were removed.
- FIX 5** No visible NAP block, no LocalBusiness/Dentist schema, and no city name in the rendered HTML — Greenville-area 'dentist near me' queries have no way to associate the practice with the location.
- FIX 6** No named-dentist bio, no credentials, no dates, no reviews in the crawled content — the practice's real 24-year track record under Dr. Erin Pruitt is invisible as an E-E-A-T signal.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 4 critical · 2 under 15 min · ~30 hrs total effort

1 Remove meta robots='noindex' from the Wix homepage (and every page).

In Wix Dashboard SEO Tools SEO Settings, turn off 'Prevent search engines from indexing this page' for the homepage and every published page. Nothing else compounds until this is done.

CRITICAL 15 min All 10 platforms

2 Replace 'Home | My Site 2' title with a real branded, geo, service title.

Set the homepage title to 'Family Dentist in Greenville, SC | Faris Family Dental' (55 chars) and write a 150-char meta description mentioning Dr. Erin Pruitt and accepting new patients.

CRITICAL 15 min All 10 platforms

3 Add one H1 and 5–7 descriptive H2s to the homepage.

H1: 'Faris Family Dental — Greenville, SC Family Dentist'. H2s covering About Dr. Pruitt, Services, New Patients, Insurance, Location, and Contact.

CRITICAL 1 hour All 10 platforms

4 Publish server-rendered NAP block (name, address, phone, hours) on every page.

Address + phone 864-282-8555 + weekday hours as visible plain HTML in the footer — do not rely on Wix's JS-hydrated address widget.

5 Ship an About page for Dr. Erin Pruitt with credentials and story.

Named dentist, MUSC dental medicine, practicing in Upstate SC since 2008, acquired Faris Dental in 2014 from Dr. Lisa Faris, ADA + SCDA member — with a visible last-updated date.

HIGH 4 hours All 10 platforms — E-E-A-T lever

6 Publish dedicated service pages: preventive, restorative, cosmetic.

One URL per service with its own H1, 400+ words, FAQ block, and internal links — the shape competitors like Wood Creek and Herndon already use to win AI citations.

HIGH 8 hours All 10 platforms — topical authority

7 Add a homepage FAQ block with question-style H2s.

Cover 'Are you accepting new patients?', 'What insurance do you take?', 'Do you see children?', 'Where are you located?' with 40–60 word answers each.

HIGH 4 hours All 10 platforms — AEO lever

8 Add Dentist + LocalBusiness + Person + FAQPage schema (JSON-LD).

Ship JSON-LD with priceRange, areaServed=Greenville SC, sameAs Google Business Profile, and Person node for Dr. Pruitt.

HIGH 1 hour

Non-Google AI tools (machine readability) + Google rich results — not required for Google AI Overviews inclusion

9 Publish and submit a working sitemap.xml.

Fix the /sitemap.xml 404, list every canonical URL, and submit in Google Search Console + Bing Webmaster Tools.

MEDIUM 1 hour

All 10 platforms that use crawl-then-index — ChatGPT, Google AI Overviews, Claude, Perplexity, Bing Copilot, Gemini

10 Rebuild page shell with semantic HTML landmarks and image alt text.

Wrap content in <main>, <article>, <section>, <nav>, <footer>, add descriptive alt text to every image, so browser agents and accessibility trees can navigate the structure.

MEDIUM 4 hours All 10 platforms — agent readiness

11 Publish 3–5 named patient testimonials with treatment context and dates.

Real names (or first name + initial), the service they received, and a dated quote — pair with Review schema where allowed.

MEDIUM 4 hours All 10 platforms — E-E-A-T + trust

12 Author an /lms.txt manifest for future-facing AI tools.

Ship a short lms.txt listing the About, Services, and FAQ URLs. Low near-term upside but useful as AI-aware tooling adopts the standard.

MEDIUM 1 hour

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Faris Family Dental cannot influence any pre-click decision today — the noindex tag and near-empty rendered body mean AI answer engines have nothing to quote when a Greenville family searches for a dentist. Once NOINDEX is removed and FAQ + LocalBusiness content ships, the practice's genuine 24-year story becomes citation-worthy. Right now, the entire answer surface for local dental intent is owned by 6–10 competitors.

5
/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation share for 'family dentist Greenville SC' style queries (share-of-voice), branded-mention pickup in ChatGPT/Perplexity, and Google Business Profile direct-answer impressions — not just organic ranking or GA traffic.

Who is the dentist at Faris Family Dental in Greenville?

MISSING

An AI-ready answer naming Dr. Erin Pruitt with MUSC credentials would win the branded query outright without a click needed.

Is Faris Family Dental accepting new patients?

MISSING

Yes/no answered directly in the homepage hero + FAQ removes the phone-call step and shows up in AI answers verbatim.

What insurance does a family dentist in Greenville SC accept?

MISSING

A plain-text list of accepted insurers is the exact answer AI engines paste; today none is discoverable.

Does Faris Family Dental treat children?

MISSING

The word 'family' implies yes but is not stated on any indexable page — an answer here captures pediatric intent alongside adult.

How long has Faris Family Dental been in business?

MISSING

The 24-year heritage under Dr. Pruitt + Dr. Lisa Faris founding story is a powerful trust anchor that no AI engine can currently retrieve.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? Who is the dentist at Faris Family Dental?
- ? Is Faris Family Dental accepting new patients?
- ? What insurance does Faris Family Dental accept?
- ? Does Faris Family Dental treat children?
- ? Where is Faris Family Dental located in Greenville, SC?
- ? What services does Faris Family Dental provide (preventive, restorative, cosmetic)?
- ? How long has Faris Family Dental been in business?

? How do I book an appointment at Faris Family Dental?

ZERO-CLICK ACTION PLAN

1 Remove NOINDEX so answer engines can index the site at all.

Zero-click surfaces cannot cite a page they cannot index — every downstream AEO tactic requires this first.

CRITICAL 15 min

2 Ship a FAQ block on the homepage with question-form H2s and 40-60 word answers.

Answer engines lift Q&A pairs verbatim into AI Overviews and Perplexity summaries; this is the highest-leverage zero-click asset.

CRITICAL 4 hours

3 Add LocalBusiness/Dentist schema plus a visible NAP block for Greenville, SC.

Voice and 'near me' AI queries route through local schema and NAP consistency — this owns the 'dentist near me' zero-click answer.

HIGH 1 hour

4 Publish Dr. Erin Pruitt's About page with credentials and updated date.

Named-author E-E-A-T lets AI engines attribute answers to a real practitioner, which raises the odds of being cited as source-of-truth for branded and provider-level queries.

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Removing NOINDEX and shipping a proper title, H1, and 400+ words of server-rendered content on the homepage is realistically worth an estimated 100–300 branded and geo-modified visits per month within 90 days for a practice this established.

FIRST 30 DAYS

After removing NOINDEX + shipping real title/H1/meta description + a NAP block, expect the branded query 'Faris Family Dental' to start returning the site in Google and Bing, plus first branded AI citations in ChatGPT and Perplexity live-web queries. Realistic: 30–80 organic branded visits in month one.

BY 90 DAYS

With service pages, About/Pruitt bio, FAQ block, and LocalBusiness schema live, expect the practice to start appearing in AI answers for 'family dentist Greenville SC' and 'dentist accepting new patients Greenville' — sharing citation space with 3–4 of the 10 competitors currently dominant. Realistic: 100–300 total monthly visits from AI + organic, with a share-of-voice trending from 0 toward 15–25%.

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.

F

ON-PAGE

F

CONTENT

D

TECHNICAL

F

LOCAL SEO

F

E-E-A-T

F

GEO

WARNINGS

- WARN** No Open Graph description and only a placeholder OG title, so any social share or LLM preview will show 'Home | My Site 2' rather than a real business snippet.
- WARN** Zero images with alt text detected on the homepage — no imagery is contributing entity, service, or trust signals.
- WARN** robots.txt does not explicitly welcome AI bots by name; a short block naming GPTBot, ClaudeBot, PerplexityBot, and OAI-SearchBot would remove any ambiguity.
- WARN** No visible publish or updated date anywhere on the homepage, so freshness-sensitive AI engines and Google AI Overviews have no signal that the content is current.
- WARN** Div-only markup with no <main>, <article>, or <nav> landmarks weakens browser-agent and accessibility-tree readability, which increasingly matters for agentic AI browsing.
- WARN** Core Web Vitals show LCP of 4.6s (mobile lab) — above the 2.5s 'good' threshold — which will hurt both traditional rankings and AI-crawl efficiency once indexing is restored.

WHAT'S WORKING

- GOOD** Canonical tag correctly resolves to <https://www.farisfamilydental.com>, so once NOINDEX is removed there will be no duplicate-URL confusion.
- GOOD** robots.txt is present and default-permissive for AI bots (no Disallow rules for GPTBot, ClaudeBot, PerplexityBot, Applebot, etc.) — the crawl barrier is meta-level, not robots-level.
- GOOD** Viewport meta is present, so mobile rendering will work correctly once real content ships.
- GOOD** The business itself has strong E-E-A-T raw material (MUSC-trained Dr. Erin Pruitt, 24+ years of practice heritage, ADA + SC Dental Association member) — the assets exist, they just are not exposed to crawlers yet.

KEYWORD OPPORTUNITIES

family dentist Greenville SC

NONE

dentist accepting new patients Greenville SC

NONE

cosmetic dentist Greenville SC	NONE
dentist downtown Greenville SC	NONE
restorative dentistry Greenville SC	NONE
pediatric family dentist Greenville SC	NONE
Dr Erin Pruitt Greenville dentist	NONE
Faris Family Dental Greenville	NONE

CONTENT YOU SHOULD CREATE

About Dr. Erin Pruitt — MUSC dental training, 2008 practice start, 2014 acquisition from Dr. Lisa Faris

The named-doctor E-E-A-T story is the single biggest untapped asset — it exists but is not exposed to crawlers or AI engines.

LANDING-PAGE HIGH PRIORITY trust intent

Service pages — preventive, restorative, cosmetic — each with its own URL, H1, and FAQ

Every competitor cited by AI engines (Wood Creek, Herndon, Vineyard) has dedicated service pages; a single homepage cannot rank for 'crowns Greenville SC' or 'Invisalign Greenville'.

LANDING-PAGE HIGH PRIORITY commercial intent

FAQ: 'Are you accepting new patients?', 'What insurance do you take?', 'Do you see children?'

These are the exact zero-click questions AI engines answer directly; today the site answers none of them in server-rendered text.

FAQ HIGH PRIORITY commercial intent

Location + hours + parking for 29601

'Family dentist downtown Greenville SC' returned Downtown Dental, Waterstone, Falls Park — Faris did not appear because no local page exists.

LANDING-PAGE HIGH PRIORITY local intent

Patient stories / testimonials with names and treatment context

Named social proof is a top E-E-A-T signal; the practice's 24-year history should yield abundant patient stories to publish.

CASE-STUDY MEDIUM PRIORITY trust intent

CITATION SIGNALS

Content Originality	COMMODITY
Schema Markup	NONE

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

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Report generated August 17, 2026 · ID: 6c1bf547-912f-4060-8e3f-7cba65a23334