

wilsondentalcaresc.com

dental practice · healthcare · AI score 32/100 · Invisible to 4 of 10 AI engines

32

/100

AI visibility score

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

GEO

32/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO

28/100

ANSWER ENGINE OPTIMIZATION

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

SEO

75/100

SEARCH ENGINE OPTIMIZATION

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

WHY THIS MATTERS

AI-referred website traffic is growing fast and changing how buyers research before they click. When someone asks ChatGPT, Claude, or Perplexity for a recommendation in your space — your business either shows up or it doesn't.

GEO (Generative Engine Optimization) is how you get cited by AI platforms. Below is how wilsondentalcaresc.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	POSSIBLE	Commodity content with no named dentist or first-hand experience — GPTBot indexes the page but has weak signal to prefer it over competitors.
Google AI Overviews	UNLIKELY	Thin ~314-word homepage with no named clinician, no reviews, and no original content — Google's AI features prefer non-commodity healthcare sources.
Claude	POSSIBLE	No named author or credentials + no Person/Dentist schema — Claude has no anchor to attach a citation to.
Perplexity	POSSIBLE	Live test showed the CEREC page IS cited for 'same-day crowns Greenville' — but broader dental queries go to Trail West, Herndon, and Palmer DMD instead.
Bing Copilot	POSSIBLE	Missing schema + thin homepage limit rich-result eligibility and snippet quality — the two levers Copilot leans on hardest.

Gemini	UNLIKELY	Zero E-E-A-T signals, no author, and commodity dental copy — Google's AI features cite non-commodity healthcare sources with clear expertise.
Meta AI	UNLIKELY	No Open Graph tags + no Organization/LocalBusiness schema — Meta AI has nothing to hang an entity match on.
Apple Intelligence	POSSIBLE	Missing LocalBusiness schema and thin homepage — Applebot indexes fine, but there's no Apple-friendly entity payload.
Amazon Alexa+	UNLIKELY	No LocalBusiness schema, no FAQ schema, no hours or NAP in a machine-readable format — Alexa has no voice-answer surface.
SearchGPT / You.com	POSSIBLE	Content is not structured as a direct, citation-ready answer — no FAQ, no named expert, no data points to lift.

WE ASKED AI ABOUT YOU — LIVE TEST

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

NOT CITED

Best dentist in Greenville SC for cosmetic dentistry veneers whitening

Cited instead: [aspendental.com](#), [palmerdmd.com](#), [heritagedentistrysc.com](#), [signaturesmilesgreenville.com](#)

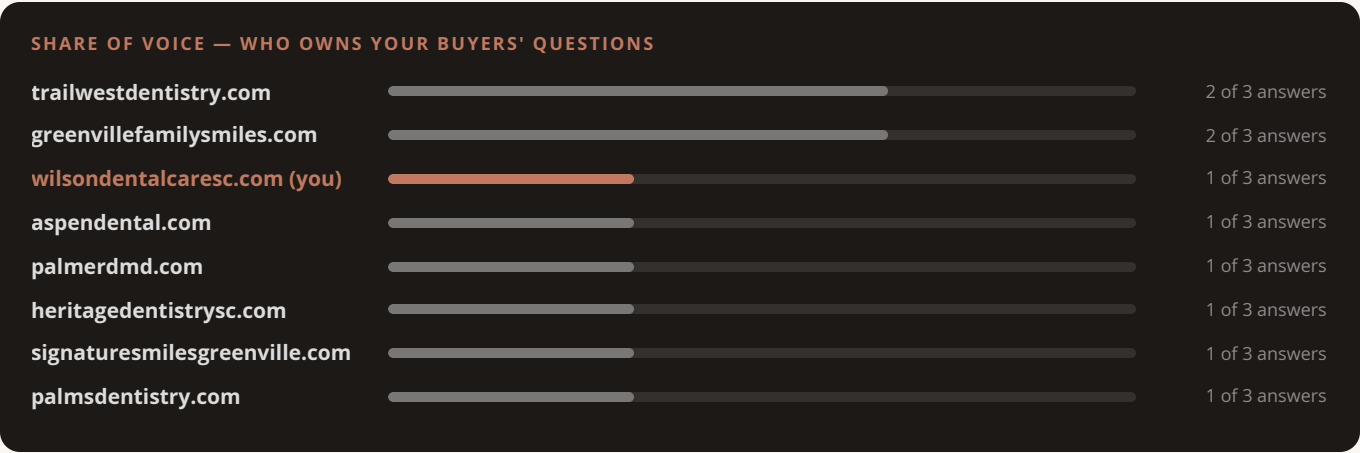
CITED

Same-day CEREC crown dentist Greenville SC

NOT CITED

Best family dentist accepting new patients Greenville SC

Cited instead: [trailwestdentistry.com](#), [greenvillefamilydentistrysc.com](#), [herndondmd.com](#), [hpfamilydentistry.com](#)



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

GEO ANALYSIS

Wilson Dental Care is technically crawlable by every major AI engine (default-permissive robots.txt) and already appears in Perplexity/Claude results for CEREC same-day crowns. But commodity ~314-word content, zero E-E-A-T (no named

dentist or credentials), and zero structured data mean broader dental queries in Greenville go to Trail West, Herndon, Palmer DMD, and Heritage instead. The path to AI visibility is content depth + E-E-A-T + schema — not bot access.

WHY YOU'RE INVISIBLE TO AI

No named dentist or credentials anywhere on the site — the single biggest E-E-A-T gap.

Healthcare answer engines prefer sources with named clinicians, degrees, and years of experience visible on-page. Wilson Dental Care's crawl surfaces zero named people across the homepage and About page.

Affects: All 10 platforms — E-E-A-T is a universal citation lever.

Zero structured data — LocalBusiness, Dentist, Person, and FAQPage schema are all missing.

Without machine-readable entity data, non-Google AI engines struggle to anchor a citation to Wilson Dental Care specifically. Competitors with LocalBusiness schema win entity matching.

Affects: Non-Google AI tools primarily — ChatGPT, Claude, Perplexity, Apple Intelligence, Meta AI, Alexa+. Schema is NOT required for Google AI Overviews.

Homepage is thin at ~314 words and uses commodity dental phrasing with no original perspective or first-hand data.

The H1 'Advanced Dentistry with a Personal Touch' and vague H2s could apply to any dental practice — Google's AI features and other engines cite non-commodity sources.

Affects: All 10 platforms — content quality is a universal lever, called out explicitly in Google's May 2026 guidance.

No FAQ block, no question-style H2/H3s on the homepage, no direct-answer format.

Service pages use 5 question-style headings each — but the homepage does not, so answer engines have no lift-and-quote text at the top of the site. AEO/zero-click surface is empty.

Affects: ChatGPT, Claude, Perplexity, Google AI Overviews, Bing Copilot, Alexa+ — every answer-engine surface.

TOP FIX — HIGHEST IMPACT

Add a Meet the Dentist page with a named DDS/DMD, credentials, headshot, and founder story — then embed Dentist + LocalBusiness + Person JSON-LD schema across the site. Every AI engine and Google E-E-A-T signal you're missing today traces back to this one gap.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add og:title, og:description, and og:image meta tags to the site layout (10 min).

Delete the 'Sitemap: https://your-site.com/sitemap.xml' placeholder line from robots.txt (2 min).

Add alt text to the 12 missing homepage images — write real descriptive copy, not filler (25 min).

Paste a LocalBusiness/Dentist JSON-LD block into the layout with name, address, phone, hours (20 min).

Add a visible NAP (name/address/phone) block to the site footer (10 min).

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** No structured data of any kind. LocalBusiness, Dentist, FAQPage, and Person schema are all missing, so AI engines have no machine-readable entity to attach a citation to.
- FIX 2** No named dentist or credentials appear anywhere on the crawled pages. A healthcare site with zero E-E-A-T signals loses citation trust to competitors like Herndon Family Dentistry and Palmer DMD.
- FIX 3** Homepage is only ~314 words with just 3 H2s. That is thin content for the head term 'Best Dentist in Greenville, SC' — AI engines prefer depth and answer-ready structure.
- FIX 4** robots.txt still contains a placeholder line 'Sitemap: https://your-site.com/sitemap.xml' left over from a template. Sloppy technical signal that suggests the site was launched and never audited.
- FIX 5** No Open Graph tags at all. Every share to Meta AI, LinkedIn, iMessage, or Slack renders as a bare URL with no image — kills social-driven citation surface.
- FIX 6** No FAQ block, no question-style H2/H3s on the homepage, and no schema.org/FAQPage anywhere. Answer engines have nothing to lift as a direct answer.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 1 critical · 2 under 15 min · ~34 hrs total effort

1 **Publish a Meet the Dentist page with named clinician, DDS/DMD credentials, education, years in practice, headshot, and founder story**

The single biggest E-E-A-T gap. Healthcare AI answers require a named expert with credentials — without one, no engine can cite you with confidence.

CRITICAL 4 hours All 10 platforms

2 **Add Dentist + LocalBusiness + Person JSON-LD schema to the site layout**

Give non-Google AI engines a machine-readable anchor for the business, dentist, and location — plus rich-result eligibility on Google.

HIGH 1 hour

ChatGPT, Claude, Perplexity, Bing Copilot, Meta AI, Apple Intelligence, Alexa+ (schema is not required for Google AI Overviews)

3 **Add a dedicated FAQ hub page (/faq) with FAQPage schema covering pricing, insurance, new-patient booking, and CEREC/SureSmile/veneers questions**

Give answer engines a lift-and-quote surface. Every buyer question you don't answer, a competitor answers for you.

HIGH 4 hours All 10 platforms — especially Perplexity, ChatGPT, Google AI Overviews, and Alexa+

4 **Expand the homepage from ~314 words to 900-1,200 words with 6-8 H2s: services, about, service area, credentials, FAQ, testimonials, next steps**

Move from commodity thin content into a definitive homepage AI engines can cite for the head term.

HIGH 4 hours All 10 platforms

5 **Add Open Graph tags (og:title, og:description, og:image, og:type) to the layout**

Every link share currently renders as a bare URL — kills the social-driven citation and referral surface.

MEDIUM 15 min Meta AI, iMessage/Apple Intelligence, LinkedIn, Slack, X

6 Delete the placeholder 'Sitemap: https://your-site.com/sitemap.xml' line from robots.txt

Sloppy technical signal. Confuses crawlers and looks unmaintained to any engine that reads robots.txt (which is all of them).

MEDIUM 15 min All 10 platforms + Google/Bing indexing

7 Add <lastmod> tags to every entry in sitemap.xml and enable 'Updated' timestamps on service pages

AI engines increasingly prefer maintained content. No dates today means every page looks stale.

MEDIUM 1 hour All 10 platforms — freshness is a growing citation signal

8 Add alt text to the 12 homepage images missing it

75% missing alt text hurts both accessibility-tree-reading browser agents and image search visibility.

MEDIUM 1 hour All 10 platforms + image-search + accessibility tree for browser agents

9 Publish 3-5 first-hand pieces from the named dentist — patient story, why we chose CEREC, Greenville-specific insights, before/after case study

Move from commodity dental copy to original content only Wilson Dental Care can publish.

HIGH 8 hours All 10 platforms — first-hand original content is the universal citation lever per Google's May 2026 guidance

10 Add semantic HTML landmarks (main, article, header, footer) and add labels to all form inputs

Browser agents read the DOM + accessibility tree. Currently only nav and section are detected.

MEDIUM 1 hour All 10 platforms + browser agents

11 Publish neighborhood landing pages for Downtown Greenville, Simpsonville, Greer, and Mauldin with local NAP and reviews

Capture 'dentist near me' variations across the metro that a single Greenville page loses.

MEDIUM 8 hours All 10 platforms + Google Maps and Apple Maps

12 Optional — author an llms.txt manifest for forward-looking Claude-aware AI tooling

Low-priority forward-compatibility. Do the schema + E-E-A-T + FAQ work first.

MEDIUM 1 hour

Some Claude-aware tools only — does NOT affect Google AI Overviews, Gemini, ChatGPT, Perplexity, or Bing Copilot

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Wilson Dental Care can be crawled by answer engines but has almost nothing designed to become an answer. No FAQ block, no direct-answer intros, no named expert to quote, no schema. Buyers deciding on a Greenville dentist meet Trail West, Herndon, and Palmer's answers first — and often decide before ever visiting Wilson.

28
/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Track share-of-voice in AI answers for Greenville dental queries, citation frequency in Perplexity/ChatGPT/Google AI Overviews, and inbound calls from 'the AI told me' — not just organic sessions and keyword ranks.

How much does a CEREC same-day crown cost in Greenville, SC?

MISSING

Publishing a pricing range earns direct AI citation and pre-qualifies leads before they call.

Who is the best cosmetic dentist for veneers in Greenville, SC?

MISSING

A named dentist with training credentials (like Palmer's LVI credential) becomes the AI answer for this query.

Does Wilson Dental Care accept my insurance?

PARTIAL

Insurance/financial pages exist but aren't machine-readable — add a plans list and schema for direct AI answers.

Is Wilson Dental Care accepting new patients?

MISSING

This is the deciding question for family-dentist buyers. A clear 'accepting new patients' badge + FAQ wins the intent.

What are the reviews for Wilson Dental Care in Greenville?

MISSING

Embedding Google review schema + on-page testimonials lets AI answer reputation questions with your data, not third parties.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much does a CEREC same-day crown cost at Wilson Dental Care?
- ? Who is the dentist at Wilson Dental Care and what are their credentials?
- ? Does Wilson Dental Care accept my insurance plan?
- ? Is Wilson Dental Care accepting new patients?
- ? How does SureSmile compare to Invisalign at Wilson Dental Care?
- ? What are patients saying about Wilson Dental Care? Reviews?
- ? What's the process for a first visit to Wilson Dental Care?
- ? What emergency dental services does Wilson Dental Care offer after hours?

ZERO-CLICK ACTION PLAN**1 Build an /faq hub page with FAQPage schema answering pricing, insurance, new-patient, and CEREC/SureSmile/veneers questions**

Every buyer question you don't answer, a competitor answers for you inside the AI response.

CRITICAL 4 hours

2 Add a 2-3 sentence lead-with-answer intro to every service page (e.g. 'Wilson Dental Care in Greenville, SC offers CEREC same-day crowns completed in a single visit.')

Give answer engines a lift-and-quote block at the top of every page.

HIGH 4 hours

3 Publish a Meet the Dentist page with named clinician, credentials, and a real quote — the on-page E-E-A-T anchor answer engines cite

Healthcare AI answers name the clinician. Without a named dentist, Wilson Dental Care cannot be the answer.

CRITICAL 4 hours

4 Embed on-page testimonials with first names and dates + Google review schema — AI can cite your reviews instead of Yelp/Healthgrades

Reclaim reputation questions from third-party aggregators.

HIGH 1 hour

PROJECTED IMPACT

Estimated traffic impact: Fixing the E-E-A-T + schema + FAQ gaps together could realistically 2-3x organic AI-driven visibility within 90 days for the mid-tail queries (CEREC, SureSmile, emergency), where competition is thinner than the head term.

FIRST 30 DAYS

Fix the OG tags, robots.txt placeholder, alt text, and NAP + LocalBusiness schema quick wins. Expect Meta AI, Apple Intelligence, and Alexa+ to start recognizing the local entity, and social-share previews to render properly.

BY 90 DAYS

With named dentist + credentials + FAQ hub + schema + expanded homepage live, expect Wilson Dental Care to shift from partially-visible (1 of 3 AI answers today) to visible on the majority of Greenville dental queries — and to reclaim first-party reputation surface from aggregators.

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.

C+

ON-PAGE

C

CONTENT

B

TECHNICAL

C+

LOCAL SEO

D+

E-E-A-T

C

GEO

WARNINGS

- WARN** 75% of homepage images (12 of 16) are missing alt text. Both accessibility tree and image-search visibility suffer.
- WARN** No visible publish or update dates on any of the sampled pages. Freshness is a weak signal but AI engines increasingly prefer maintained content.
- WARN** Sitemap has 25 URLs but no <lastmod> dates. Crawl budget hint lost.
- WARN** Semantic HTML landmarks are minimal — only nav and section were detected. Missing main, article, header, and footer weakens the accessibility tree that browser agents read.
- WARN** Meta description is 125 chars — usable, but 15-35 chars short of the 140-160 sweet spot for snippet completeness.
- WARN** H1 'Advanced Dentistry with a Personal Touch' has no keyword like 'dentist' or 'Greenville'. Losing an easy on-page keyword slot.

WHAT'S WORKING

- GOOD** Title tag 'Best Dentist in Greenville, SC | Wilson Dental Care' is a well-optimized 51 characters with the primary keyword and city.
- GOOD** robots.txt is default-permissive with no Disallow rules, so GPTBot, ClaudeBot, PerplexityBot, Applebot, and every other AI crawler can access the site.
- GOOD** Service page inventory is solid — 20+ internal service pages covering CEREC, SureSmile, veneers, whitening, dentures, extractions, and emergency dentistry.
- GOOD** Sample service pages (e.g. /services/general-dentistry/dental-fillings) have ~428 words and 5 question-style H2/H3s — the answer-ready pattern is already used, it just needs to reach the homepage.

KEYWORD OPPORTUNITIES

dentist greenville sc	PARTIAL
cosmetic dentist greenville sc	WEAK
cerec same day crowns greenville	PARTIAL
suressmile aligners greenville	PARTIAL
emergency dentist greenville sc	WEAK
teeth whitening greenville sc	WEAK
family dentist accepting new patients greenville	WEAK
dentures greenville sc	PARTIAL

CONTENT YOU SHOULD CREATE

Meet the Dentist page with credentials, photo, and founder story

Zero named dentist in the crawl is the single biggest E-E-A-T gap — healthcare buyers will not book without a face.

LANDING-PAGE HIGH PRIORITY trust-building intent

Pricing and insurance FAQ (CEREC, veneers, aligners, whitening)

AI engines and buyers both ask 'how much' first. Absence of pricing signals forces AI to cite competitors who publish it.

FAQ HIGH PRIORITY commercial intent

SureSmile vs. Invisalign in Greenville comparison

SureSmile is offered but under-differentiated. Winning the comparison query is high-margin and low-competition.

COMPARISON MEDIUM PRIORITY commercial intent

CEREC same-day crown patient case study with photos and timeline

Wilson Dental Care already surfaces in AI answers for CEREC — first-hand original content will convert that visibility into bookings.

CASE-STUDY HIGH PRIORITY trust-building intent

Neighborhood service pages (Downtown Greenville, Simpsonville, Greer, Mauldin)

One city page loses local-intent long-tail queries. Neighborhood pages capture 'dentist near me' variations.

LANDING-PAGE MEDIUM PRIORITY local intent

CITATION SIGNALS

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

