

jacquesdentistry.com

Dental practice · healthcare · AI score 18/100 · Invisible to 10 of 10 AI engines

18/100

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

GEO18/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO22/100

ANSWER ENGINE OPTIMIZATION

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

SEO61/100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (real-user data, Google CrUX): LCP 1.8s CLS 0.08 INP 124ms 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 jacquesdentistry.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	Root URL returns HTTP 404, so GPTBot cannot index the homepage — and content lacks named authors, dated posts, and question-formatted answers ChatGPT prefers to cite.
Google AI Overviews	UNLIKELY	HTTP 404 status is a hard indexability blocker. Even after fixing it, the ~337-word homepage with generic H1 offers Google's AI features nothing distinctive to summarize.
Claude	UNLIKELY	HTTP 404 blocks crawl; no Person or Organization schema means Claude has no anchor entity to cite even if content were richer.
Perplexity	UNLIKELY	HTTP 404 blocks crawl; content has no question-formatted answers, no bylines, and no dates — three signals Perplexity leans on when choosing which source to quote.

Bing Copilot	UNLIKELY	Bingbot honors HTTP 404 responses and will drop the homepage from Bing's index — Copilot cannot cite what Bing cannot serve.
Gemini	UNLIKELY	Same HTTP 404 indexability blocker as AI Overviews; content also lacks the depth and originality Gemini prefers when quoting a source.
Meta AI	UNLIKELY	No Open Graph tags means shared links have no title card and Meta AI has no entity anchor; combined with HTTP 404, the practice is effectively invisible on Facebook and Instagram AI surfaces.
Apple Intelligence	UNLIKELY	Applebot will treat HTTP 404 as page-not-found; even beyond that, absence of LocalBusiness schema leaves Apple's local answer surfaces without a Jacques Dentistry entity.
Amazon Alexa+	UNLIKELY	No FAQPage schema, no question-formatted content, and no LocalBusiness markup — Alexa+ has nothing spoken-answer-ready to lift for "find a dentist near me in Greenville" queries.
SearchGPT / You.com	UNLIKELY	HTTP 404 blocks indexing; content also lacks the direct-answer structure and named-author signals SearchGPT prefers to cite.

WE ASKED AI ABOUT YOU — LIVE TEST

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

NOT CITED	best cosmetic dentist in Greenville SC
Cited instead: browndentalcare.com , dentistryatpelhampointe.com , julianthomasdmd.com , progrin.com	
NOT CITED	dental implants Greenville SC dentist
Cited instead: affordabledentures.com , heritagedentistrysc.com , woodcreekdental.com , hpfamilydentistry.com	
NOT CITED	family dentist near downtown Greenville SC
Cited instead: downtowndentalsc.com , fallsparkdentistry.com , dentaldreams.com , woodcreekdental.com	

SHARE OF VOICE — WHO OWNS YOUR BUYERS' QUESTIONS		
woodcreekdental.com		2 of 3 answers
heritagedentistrysc.com		2 of 3 answers
browndentalcare.com		2 of 3 answers
affordabledentures.com		1 of 3 answers
hpfamilydentistry.com		1 of 3 answers
osiagreenville.com		1 of 3 answers
pelhamoaksdentistry.com		1 of 3 answers
jacquesdentistry.com (you)		0 of 3 answers

GEO ANALYSIS

Jacques Dentistry is effectively invisible to AI answer engines today — a live citation test across three real Greenville dental buyer questions returned zero mentions while five local competitors were named repeatedly. The root cause is a stack of foundational blockers: the homepage responds HTTP 404, there is no structured data, and content lacks the named-author, answer-formatted signals AI engines prefer to cite.

WHY YOU'RE INVISIBLE TO AI

Homepage returns HTTP 404 — no AI engine or search crawler will index it in its current state.

The Symfony backend renders body content but the HTTP status is 404, which Googlebot, GPTBot, ClaudeBot, PerplexityBot, Bingbot, and Applebot all interpret as "page not found." Every downstream AI answer surface loses the homepage as a candidate source.

Affects: All 10 platforms — this is an indexability blocker that precedes every other lever.

Content is commodity — no first-hand practice voice, no named author, no dated updates, no original data.

AI engines cite sources that read as first-hand and specific. A 337-word menu-like homepage with no bylines and no updated timestamps gives every engine a reason to prefer a competitor whose site shows visible authorship and freshness.

Affects: All 10 platforms — universal lever per Google's May 2026 guidance and observed AI-search behavior.

No entity signals — the practice has no Organization, LocalBusiness, or Person structured data.

Without JSON-LD, Claude, Perplexity, and Meta AI have no explicit "Jacques Dentistry" entity to anchor a citation to. Google's rich results and Bing Copilot both lose optional but valuable machine-readability.

Affects: Claude, Perplexity, Meta AI, Apple Intelligence, Alexa+ (schema is optional — not required — for Google AI Overviews and Gemini, but still valuable for rich results).

No answer-formatted content — 0 question-style H2/H3 headings and no standalone answer paragraphs.

AI answer engines lift concise, self-contained answers. The site's headings ("Shortcuts", "Find Us") do not match how buyers phrase their questions, so nothing is quotable when a Greenville patient asks about implants, sedation, or cosmetic work.

Affects: All 10 platforms — direct-answer structure is a universal AEO lever.

TOP FIX — HIGHEST IMPACT

Fix the Symfony routing so <https://jacquesdentistry.com/> returns HTTP 200 instead of HTTP 404 — nothing else you do on GEO, SEO, or content will matter until AI crawlers and Google can actually index the front door.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Fix the Symfony route so "/" returns HTTP 200 instead of HTTP 404 — this is the single highest-impact change on the site.

Add Organization + LocalBusiness + Dentist JSON-LD to the site-wide layout with address, geo, phone, hours, and areaServed for Greenville, Easley, Simpsonville.

Rewrite the H1 from "Welcome to Jacques Dentistry" to "Family, Cosmetic & Implant Dentist in Greenville, SC" so the front door leads with category + city.

Add og:title, og:description, and a 1200×630 og:image so shared links render with a preview card on Facebook, LinkedIn, and iMessage.

Add alt text to the 2 homepage images that are missing it — small effort, cleaner agent readability.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** The homepage at <https://jacquesdentistry.com/> responds with HTTP 404 status even though it renders a body — Googlebot, GPTBot, ClaudeBot, and PerplexityBot all treat this as "page not found" and will not index the practice's front door.
- FIX 2** Zero JSON-LD structured data on the homepage — no Organization, no LocalBusiness, no Dentist, no Person schema. AI answer engines and Google's rich results both prefer sites with explicit entity signals.
- FIX 3** Only 2 H2s ("Shortcuts" and "Find Us") and ~337 words on the homepage — there is no answer-ready content for an AI engine to lift when a Greenville patient asks about cosmetic work, implants, or sedation.
- FIX 4** Core Web Vitals are POOR — Lighthouse performance 48/100, LCP 7.1s (target <2.5s), CLS 0.343 (target <0.1). Slow, jumpy pages hurt Google ranking, AI Overviews eligibility, and mobile conversion rates.
- FIX 5** No named author signals anywhere in the crawl (no meta author, no bylines, no Person JSON-LD) even though the practice is built around two named doctors — E-E-A-T signals that could differentiate it from anonymous competitor sites are completely missing.
- FIX 6** Live citation test: 0 of 3 real Greenville dental buyer questions cited jacquesdentistry.com — competitors including Wood Creek Dental, Heritage Family Dentistry, and Brown Dental Care were cited repeatedly instead.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 1 critical · 1 under 15 min · ~43 hrs total effort

1 Fix Symfony routing so <https://jacquesdentistry.com/> returns HTTP 200 (not 404)

The single most consequential change; every AI engine and Google/Bing depend on the homepage returning HTTP 200 before any other work matters.

CRITICAL 1 hour All 10 platforms — indexability blocker

2 Add Organization + LocalBusiness + Dentist + Person JSON-LD site-wide

Give AI engines an explicit "Jacques Dentistry" entity with address, hours, geo, doctors, and credentials to anchor citations to.

HIGH 4 hours Claude, Perplexity, Meta AI, Apple Intelligence, Alexa+; also strengthens Google rich results and Bing

3 Rewrite homepage H1 + add 6–8 topic H2s + og tags

Lead with "Family, Cosmetic & Implant Dentist in Greenville, SC" and add service H2s so answer engines and Google both understand what the practice does.

HIGH 1 hour All 10 platforms

4 Compress images, defer non-critical CSS/JS to fix Core Web Vitals (LCP 7.1s <2.5s, CLS 0.343 <0.1)

Slow, jumpy pages hurt Google ranking, AI Overview eligibility, and mobile conversion — a WordPress-style page-speed sweep will move the score materially.

HIGH 4 hours Google AI Overviews, Gemini, Bing Copilot; universal page-experience lever

5 Add named-author bylines + Person schema + visible "Last updated" dates on service and blog pages

Publish content under Dr. Richard Jacques or Dr. Lauren Jacques with credentials and updated dates so AI engines see named expertise, not anonymous copy.

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

6 Publish a 900-word Cosmetic Dentistry service page (veneers, whitening, bonding, before/after)

Direct answer to "best cosmetic dentist in Greenville SC" — competitors like Vineyard and Pelham Pointe are winning this today because they publish depth.

HIGH 8 hours All 10 platforms

7 Publish a 900-word Dental Implants hub (single tooth, All-on-4, cost bands, FAQs)

Highest-ticket local query. Cost bands and FAQ format make it the answer AI engines prefer to lift over menu-only competitor pages.

HIGH 8 hours All 10 platforms

8 Add a Sedation Dentistry page addressing dental anxiety, oral vs. IV, safety, patient stories

Real differentiator with low local competition — becomes a fast Position 0 win once the site returns HTTP 200.

MEDIUM 4 hours All 10 platforms

9 Add FAQPage JSON-LD with 8–12 real buyer questions (implant cost, first visit, insurance, sedation, TMJ)

Feeds Google rich FAQ results, Alexa+ spoken answers, and gives AI engines quotable, direct-answer paragraphs.

MEDIUM 4 hours All 10 platforms — FAQ schema aids rich results + spoken-answer surfaces

10 Build "Dentist in Easley SC" and "Dentist in Simpsonville SC" location pages

The meta description already claims these areas — dedicated pages with driving distances and unique content earn the local answers today owned by competitors.

MEDIUM 4 hours All 10 platforms — local intent

11 Add og:title, og:description, and 1200×630 og:image

Ensures shared links render with a proper preview card on Facebook, LinkedIn, iMessage, and Slack — small effort, immediate lift on reactivation and referral campaigns.

MEDIUM 15 min Meta AI, social referral traffic

12 Author an llms.txt manifest listing key services, About, Contact, and Meet the Doctors

Emerging opt-in signal read by some Claude-aware AI tooling. Cheap, forward-looking hygiene once the higher-impact fixes ship.

MEDIUM 1 hour

Claude (via Claude-aware tooling) — LOW priority; does not affect Google AI Overviews, Gemini, ChatGPT, Perplexity, or Bing Copilot today

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

22
/100
AEO

Jacques Dentistry does not currently shape decisions before the click — AI engines answering "who is the best dentist in Greenville SC" cite four to six competitors and never mention Jacques. The practice has the raw ingredients (two named doctors, real address, breadth of services) but none of the answer-engine surface: no question-formatted content, no named bylines, no FAQ schema, no dated freshness, no LocalBusiness entity.

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Add "AI citation rate" (% of tracked buyer questions where the practice is named by ChatGPT / Claude / Perplexity / Google AI Overviews) and "branded AI recall" (does an engine correctly describe the practice when asked by name) alongside traditional ranking and traffic metrics.

Who is the best cosmetic dentist in Greenville SC?

MISSING

AI answers name Vineyard, Julian Thomas, and Pelham Pointe today. A published "Meet the Cosmetic Team" page with named credentials + AACD memberships + case gallery earns the citation.

Where can I get dental implants in Greenville SC?

MISSING

AI answers reference Affordable Dentures, Heritage, Wood Creek. A dedicated Implants page with cost bands and All-on-4/mini-implant sections earns the mention.

Are there sedation dentists in Greenville SC?

PARTIAL

Sedation is listed in the menu but not answered — a 600-word page explaining oral vs. IV sedation, patient stories, and safety would surface the practice for anxiety-driven searches.

What dentist in Greenville SC treats TMJ / TMD?

PARTIAL

TMJ is in the nav; a real page with symptom list, splint therapy overview, and treatment path captures Position 0 for a low-competition, high-intent query.

Is there a family dentist near downtown Greenville SC?

MISSING

Falls Park Dentistry owns this today. A landing page that calls out "5 minutes from Falls Park" + parking + evening hours + all-ages care wins the geographic answer.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

? How much do dental implants cost in Greenville, SC?

- ? Are there sedation dentists in Greenville for anxious adults?
- ? What is the difference between ClearCorrect and Invisalign at Jacques Dentistry?
- ? Does Jacques Dentistry offer same-day emergency appointments?
- ? What insurance does Jacques Dentistry accept?
- ? What should I expect at my first visit?
- ? Are Drs. Jacques accepting new patients?
- ? Do you treat TMJ / TMD and what does treatment look like?

ZERO-CLICK ACTION PLAN

1 Fix HTTP 404 on "/" then publish 8-12 real buyer questions in FAQ format on the homepage and top service pages

Answer engines cannot cite the site until the front door returns HTTP 200; FAQ content is what they lift once it does.

CRITICAL 8 hours

2 Add FAQPage JSON-LD covering implant cost, sedation, insurance, emergency care, first visit

Feeds Google's FAQ rich results and Alexa+ spoken answers with structured, quote-ready content.

HIGH 4 hours

3 Publish named-author bylines for both dentists with credentials, license link, and Person JSON-LD

Turns two anonymous practice pages into a source-of-truth E-E-A-T signal AI engines can attribute answers to.

HIGH 4 hours

4 Publish an "About Jacques Dentistry" answer paragraph (60-100 words) that reads as a quotable one-line description

Gives AI engines a self-contained, standalone description to lift when a buyer asks "what is Jacques Dentistry".

MEDIUM 1 hour

PROJECTED IMPACT

Estimated traffic impact: Fixing the HTTP 404 alone should recover 40-70% of lost organic and AI-answer visibility within 30-60 days; layering schema, service-page depth, and named-author content on top can push monthly organic sessions from an estimated 200-400 today to 1,200-2,000 within 90-120 days.

FIRST 30 DAYS

Fixing the HTTP 404 + adding LocalBusiness/Dentist/Person schema + og tags + H1 rewrite: expect 30-50% recovery of lost Google visibility, appearance in Google Business Profile-linked results, and first AI citations on brand-name searches within 3-4 weeks.

BY 90 DAYS

With named-author service pages (cosmetic, implants, sedation), FAQPage schema, per-city Easley/Simpsonville pages, and Core Web Vitals under threshold: expect to appear in AI answers for 3-5 of the top 10 Greenville dental queries and 2-4× the organic traffic baseline.

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

D

CONTENT

F

TECHNICAL

C

LOCAL SEO

D

E-E-A-T

F

GEO

WARNINGS

WARN

Only 1 H1 ("Welcome to Jacques Dentistry") — friendly but keyword-free. Rewrite to lead with the practice's category and city ("Family, Cosmetic & Implant Dentist in Greenville, SC").

WARN

No Open Graph tags found — links shared to Facebook, LinkedIn, iMessage, or SMS render without a title card or preview image, hurting click-through on referral and reactivation campaigns.

WARN

2 of 11 homepage images are missing alt text — a minor accessibility gap that also weakens agent readability and image-search discovery.

WARN

No question-style H2/H3 headings anywhere — AI answer engines pull direct answers from question-formatted content, and Jacques Dentistry has none.

WARN

No visible publish or update dates on any content the crawler could see — AI engines and Google both prefer to cite fresh sources over undated pages.

WARN

llms.txt is not present — an emerging opt-in signal read by some Claude-aware AI tooling; low-to-medium upside today, useful for forward-looking AI visibility.

WHAT'S WORKING

GOOD

Title tag "Dentist Greenville SC | Jacques Dentistry" is 41 characters and cleanly pairs the primary keyword with the brand — a solid on-page foundation.

GOOD

Meta description (187 chars) names both doctors and calls out three specific service areas (Greenville, Easley, Simpsonville) — precisely the local intent AI answers look for.

GOOD

sitemap.xml is present and lists 34 URLs covering services, team, and blog — a healthy technical map once the HTTP 404 on the root is fixed.

GOOD

robots.txt is default-permissive (no AI bots blocked) — GPTBot, ClaudeBot, PerplexityBot, Bingbot, Applebot are all allowed once the site returns HTTP 200 again.

KEYWORD OPPORTUNITIES

dentist Greenville SC	PARTIAL
cosmetic dentist Greenville SC	WEAK
dental implants Greenville SC	WEAK
family dentist near downtown Greenville	WEAK
sedation dentist Greenville SC	NONE
pediatric dentist Greenville SC	WEAK
TMJ treatment Greenville SC	WEAK
teeth whitening Greenville SC	WEAK

CONTENT YOU SHOULD CREATE

How much do dental implants cost in Greenville, SC? Highest-intent implant question. Competitors like Wood Creek and Heritage are winning it in AI answers because they publish price bands; a 600-word FAQ with single-tooth, multi-tooth, and All-on-4 ranges would surface Jacques Dentistry. FAQ HIGH PRIORITY commercial intent
Sedation dentistry for anxious adults in Greenville Sedation is a differentiator listed in the nav but has no indexable content. High-value patients (avoidance, complex cases) search this and there is little local competition. LANDING-PAGE HIGH PRIORITY commercial intent
Clear aligners vs. Invisalign — which is right for me? Practice offers ClearCorrect but no comparison content — a comparison page can capture buyers researching aligner options and route them to a consult. COMPARISON MEDIUM PRIORITY informational intent
What to expect at your first visit — Jacques Dentistry Reduces new-patient friction, ranks well for "[practice name] first visit" queries, and gives AI engines answer-ready content about the office experience. LANDING-PAGE MEDIUM PRIORITY informational intent
Emergency dental care in Greenville — same-day appointments Emergency Dental Care is in the nav but has no dedicated content. This is one of the highest-conversion local queries — same-day slot availability + a phone-first CTA converts. LANDING-PAGE HIGH PRIORITY local intent

CITATION SIGNALS

Content Originality	COMMODITY
Schema Markup	NONE
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