

greenvilledentalstudio.com

local dental practice · dental · 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.

GEO

18/100

GENERATIVE ENGINE OPTIMIZATION

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

AEO

12/100

ANSWER ENGINE OPTIMIZATION

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

SEO

67/100

SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 7.6s CLS 0 Perf 72/100 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 greenvilledentalstudio.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

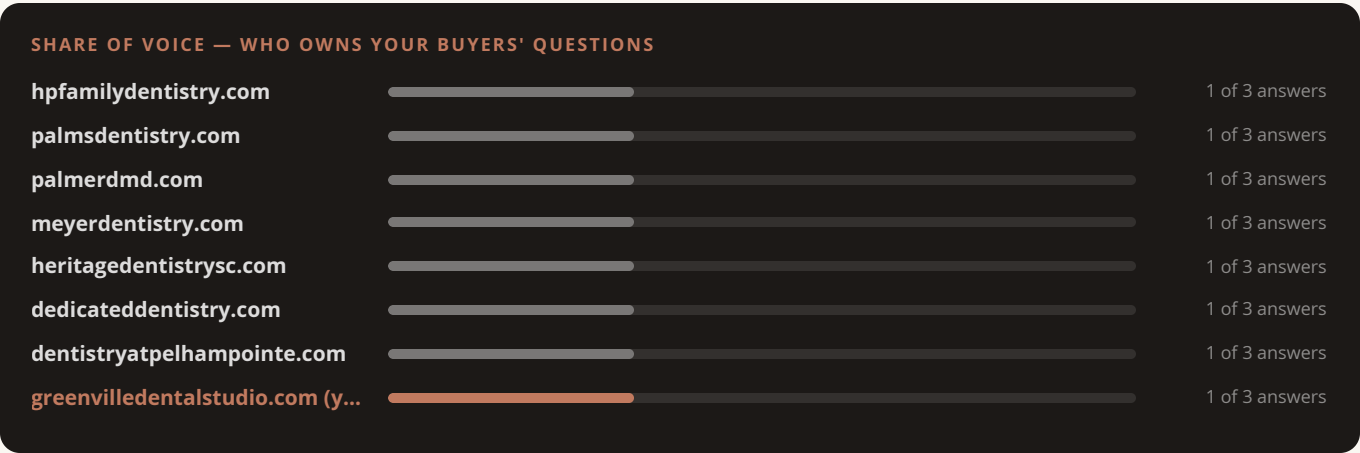
PLATFORM	STATUS	GAP
ChatGPT	UNLIKELY	578 words of vague, marketing-only copy with no named dentists, no patient outcomes, no specific service data — not citation-worthy for queries like 'best cosmetic dentist in Greenville.'
Google AI Overviews	UNLIKELY	No meta description, no named practitioners, no first-hand clinical content, and no original data — Google AI features favor non-commodity sources with demonstrable expertise and experience.
Claude	UNLIKELY	No named dentists, no credentials, no structured service descriptions — entity signals are too weak for Claude to anchor a confident citation about this practice.

Perplexity	UNLIKELY	Content reads as brand marketing rather than direct answers — no FAQ structure, no specific treatment details, no verifiable credentials to make this a citable source.
Bing Copilot	UNLIKELY	Missing meta description, thin page-level content (~272–578 words per page), and no E-A-T signals reduce Bing index quality and Copilot citation eligibility.
Gemini	UNLIKELY	Commodity content with no first-hand clinical experience, no named practitioners, and no original patient outcome data — Gemini's sourcing mirrors Google AI Overviews criteria.
Meta AI	UNLIKELY	No Open Graph tags found — the site has no social entity markup, reducing Meta AI's ability to identify and surface this business in conversational responses.
Apple Intelligence	UNLIKELY	Five of seven images missing alt text, no schema markup, and vague heading structure reduce the accessibility tree quality that Apple Intelligence relies on.
Amazon Alexa+	UNLIKELY	No LocalBusiness schema, no FAQ-style content, and no voice-optimized direct answers — Alexa+ cannot construct a spoken response about this practice's hours, location, or services.
SearchGPT / You.com	UNLIKELY	No answer-ready headings, no named authors, no specific service data — content is not structured to be quoted as a direct answer to Greenville dental queries.

WE ASKED AI ABOUT YOU — LIVE TEST

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

NOT CITED	Best cosmetic dentist in Greenville for smile makeovers	Cited instead: hpfamilydentistry.com , palmsdentistry.com , palmerdmd.com , meyerdentistry.com
CITED	Greenville dental studio reviews and patient testimonials	
NOT CITED	Affordable dental implants and restorative dentistry near me	Cited instead: affordabledentures.com , smilenowpdx.com , smilenowmilwaukee.com , smilesolutionsroundrock.com



GEO ANALYSIS

Greenville Dental Studio is nearly invisible across all 10 AI platforms because the site's content is thin, commodity-level marketing copy with no named practitioners, no original clinical data, and no answer-ready structure. Entity clarity is critically weak — no schema, no consistent NAP, no E-E-A-T signals — making it impossible for AI engines to confidently identify or cite this practice. Fixing content depth and entity signals is the highest-leverage action before any platform-specific optimization.

WHY YOU'RE INVISIBLE TO AI

Commodity content with zero first-hand experience or original data — the universal lever for AI citation eligibility.

The homepage is 578 words of generic marketing phrases ('Creating Confident Smiles Everyday') with no named dentist, no patient outcomes, and no specific clinical data. Every AI platform that surfaces citations — ChatGPT, Google AI Overviews, Perplexity, Claude — explicitly favors non-commodity, experience-backed content over brand copy.

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

No E-E-A-T signals — no named author, no credentials, no verifiable expertise on any crawled page.

The homepage, Meet Us page, and Contact page all show zero author signals in the crawl. For a healthcare provider, Google and other AI engines apply heightened scrutiny to expertise and trust signals — an unnamed dental practice cannot compete for 'best dentist in Greenville' queries.

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

No answer-ready content structure — no question-style headings, no direct answers, no quotable passages.

Zero question-style H2/H3 headings were found across all crawled pages. AI engines and answer surfaces need content structured as direct answers to patient questions like 'What is included in a smile makeover?' — the current heading set ('We Shine Our Best,' 'You Are In Good Hands') provides no extractable answers.

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

Missing meta description and no Open Graph tags — critical snippet and social entity signals absent.

The homepage has no meta description, meaning Google and Bing generate their own snippet from thin body copy, reducing click-through and snippet quality. The complete absence of Open Graph tags means Meta AI has no structured entity data to associate with this business in social-context queries.

Affects: Google AI Overviews, Bing Copilot, Gemini, Meta AI

TOP FIX — HIGHEST IMPACT

Add a meta description, LocalBusiness schema with address and phone, and a 600-word cosmetic dentistry landing page — these three changes address the most critical trust, local, and AI-citation gaps simultaneously.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Write and publish a meta description under 160 characters: 'Greenville Dental Studio offers cosmetic and family dental care including smile makeovers, whitening, and implants. Accepting new patients — book today.'

Add LocalBusiness schema to the homepage with practice name, address, phone, hours, and geo coordinates so Google Maps, Bing, and Apple Maps surface accurate info immediately.

Add alt text to all 5 images missing it — use descriptive phrases like 'cosmetic dentist Greenville smile makeover result' to recover accessibility and image-search visibility.

Update the H1 from 'Creating ConfidentSmiles Everyday' to 'Cosmetic and Family Dentist in Greenville, SC' to immediately signal location and service to search engines and AI crawlers.

Add the dentist's full name, credentials (DDS/DMD), and a one-paragraph bio to the /meet-us/ page to establish the minimum E-E-A-T signal required for health-category trust in Google and AI engines.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

- FIX 1** Meta description is MISSING on the homepage — Google, Bing, and AI snippet engines will auto-generate a description, typically pulling weak or irrelevant text, directly reducing click-through rates for 'Greenville dentist' queries.
- FIX 2** H1 reads 'Creating ConfidentSmiles Everyday' — contains no keyword, no location, and no service signal, wasting the single most weighted on-page ranking element for local dental searches.
- FIX 3** No LocalBusiness schema exists anywhere on the site — Greenville dental queries on Google, Bing Copilot, and Apple Maps-adjacent surfaces cannot surface structured location, hours, or service data.
- FIX 4** No NAP (name, address, phone) is present in crawlable page content — local search engines and AI tools cannot confirm the business's physical location or contact details, undermining local pack eligibility.
- FIX 5** Zero E-E-A-T signals detected: no named dentist, no credentials, no patient testimonials with attribution — for a health-category site, Google's quality rater guidelines treat anonymous content as low-trust, suppressing rankings.
- FIX 6** 5 of 7 homepage images are missing alt text — this blocks accessibility compliance, reduces image search visibility, and degrades the semantic signal quality that AI crawlers use to understand page context.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 2 critical · 1 under 15 min · ~36 hrs total effort

1 Add a named dentist bio with credentials, years of experience, and dental school to the homepage and Meet Us page.

Named practitioners with verifiable credentials are the single most impactful E-E-A-T signal for a healthcare provider — no AI platform will confidently cite an unnamed dental practice.

CRITICAL 4 hours

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

2 Write a meta description for the homepage and all key service pages targeting Greenville dental queries.

The homepage has no meta description — add a 150-character description naming the practice, lead dentist, and primary services (e.g., smile makeovers, family dentistry) in Greenville.

CRITICAL 1 hour Google AI Overviews, Bing Copilot, Gemini

3 Add Dentist and LocalBusiness schema markup with NAP, hours, geo coordinates, and service list.

Dentist schema enables rich results in Google Search and improves machine readability for non-Google AI tools — add address, phone, hours, and accepted insurance to the schema payload.

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

4 Create dedicated service pages (smile makeovers, teeth whitening, dental implants, family dentistry) with 600+ words of original clinical content each.

Each service page should open with a direct-answer paragraph explaining what the treatment involves, who it's for, and what patients can expect at Greenville Dental Studio specifically.

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

5 Restructure H2/H3 headings across all pages into patient question format with direct-answer paragraphs beneath each.

Replace headings like 'We Shine Our Best' with questions like 'What cosmetic dental services does Greenville Dental Studio offer?' followed by a 2–3 sentence quotable answer.

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

6 Add Open Graph tags (og:title, og:description, og:image, og:type) to all pages.

Open Graph tags give Meta AI structured entity data to associate with this business — without them, the practice is effectively invisible in social-context AI queries.

HIGH 1 hour Meta AI

7 Add descriptive alt text to all 5 images currently missing it, using service and location keywords naturally.

Missing alt text degrades the accessibility tree that browser agents and Apple Intelligence parse — describe each image with context like 'Greenville Dental Studio smile makeover consultation.'

MEDIUM 1 hour

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

8 Resolve the 7.6s mobile LCP — audit and compress hero images, defer non-critical CSS, and enable server-side caching.

A 7.6s LCP on mobile is a Core Web Vitals failure that signals poor page experience to Google and slows DOM delivery for all browser-based AI agents.

HIGH 4 hours

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

9 Publish a patient FAQ page answering the top 8 questions Greenville dental patients ask AI engines.

Target questions like 'How much does a smile makeover cost in Greenville?' and 'Is Greenville Dental Studio accepting new patients?' with concise, direct answers and FAQPage schema.

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

10 Add visible publish and update dates to all blog posts and service pages.

The newest sitemap lastmod is July 2024 — visible dates signal freshness to crawlers and help AI engines assess whether content is current enough to cite.

MEDIUM 1 hour Google AI Overviews, Bing Copilot, Gemini, Perplexity

11 Publish one original patient outcome story or case study (with patient permission) on the homepage or a dedicated results page.

A real before/after narrative with specific treatment details (e.g., 'Greenville patient received porcelain veneers and Zoom whitening over two visits') is the clearest signal of first-hand experience.

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

12 Add a consistent NAP (name, address, phone) in the site footer and ensure it matches the Google Business Profile exactly.

Consistent NAP across the site and GBP strengthens local entity signals that AI engines use to surface this practice for 'dentist near me' and Greenville-specific queries.

MEDIUM 15 min Google AI Overviews, Bing Copilot, Gemini, Amazon Alexa+, Apple Intelligence

AEO — BECOME THE ANSWER BEFORE THE CLICK

Can this brand become the answer before the click?

Greenville Dental Studio cannot currently shape patient decisions before the click because no page contains a direct, quotable answer to any patient question — the content is entirely brand-voice marketing with no clinical specificity. There are no named practitioners, no treatment details, no pricing context, and no patient outcomes that an AI engine could surface as a zero-click answer. Until the site contains content structured as direct answers to real patient questions, it will be bypassed in favor of competitors or generic dental directories.

12
/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation frequency for 'cosmetic dentist Greenville' and 'smile makeover Greenville' queries across ChatGPT, Perplexity, and Google AI Overviews — not just organic click-through rate — because patients are making decisions before they ever reach the site.

Who is the dentist at Greenville Dental Studio and what are their qualifications?

MISSING

An AI engine asked about this practice will find no named dentist to cite; a credentialed bio could become the AI-surfaced answer that builds trust before the patient ever visits the site.

Does Greenville Dental Studio accept new patients and what insurance do they take?

MISSING

This is the first question a new patient asks; a clear answer on-site could be cited directly in AI overviews and local search summaries, driving appointment calls.

What cosmetic dental services are available in Greenville for smile makeovers?

PARTIAL

The homepage mentions smile makeovers but provides no specifics; a detailed services page gives AI engines quotable content to surface when patients compare cosmetic dentists.

What do patients say about Greenville Dental Studio?

MISSING

No on-site testimonials exist; AI tools answering review queries will pull from third-party sources only, leaving the practice with no narrative control over its reputation signal.

How much does teeth whitening cost at a Greenville dentist?

MISSING

Price-intent queries are high-conversion; even a general pricing context paragraph could be cited by Perplexity or ChatGPT, positioning the practice before a patient calls a competitor.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? Who is the dentist at Greenville Dental Studio and what are their qualifications?
- ? What does a smile makeover include and how much does it cost in Greenville?
- ? Is Greenville Dental Studio accepting new patients and what insurance do they accept?
- ? What is the difference between teeth whitening and veneers at Greenville Dental Studio?
- ? How long does a dental implant procedure take at Greenville Dental Studio?
- ? What should I expect at my first visit to Greenville Dental Studio?
- ? Does Greenville Dental Studio offer payment plans or financing for cosmetic dentistry?

ZERO-CLICK ACTION PLAN

1 Build a dedicated FAQ page answering the 7 missing patient questions with direct, quotable 2-3 sentence answers and FAQPage schema.

FAQPage schema enables Google FAQ rich results and makes content directly liftable by Alexa+ for spoken answers — each answer should name the practice and location for zero-click attribution.

CRITICAL 4 hours

2 Rewrite the homepage opening paragraph as a direct answer to 'What does Greenville Dental Studio do and who do they serve?'

The first 50 words of the homepage are the most likely passage to be surfaced in AI Overviews and Perplexity snippets — make them a clear, factual, quotable description of the practice.

HIGH 1 hour

3 Add a 'Why Choose Us' section with specific, verifiable claims: years in practice, number of patients served, named dentist credentials.

Specific data points ('Dr. [Name] has served Greenville families for 12 years') are the type of non-commodity content AI engines cite as authoritative answers to 'best dentist in Greenville' queries.

HIGH 4 hours

4 Create a 'New Patients' page answering insurance, financing, first-visit process, and appointment booking in plain, direct language.

New-patient questions are among the highest-intent queries Greenville residents ask AI engines — a dedicated page with direct answers positions the practice as the zero-click answer for 'accepting new patients Greenville dentist.'

HIGH 4 hours

PROJECTED IMPACT

Estimated traffic impact: Fixing the meta description, adding LocalBusiness schema, and publishing three targeted service pages could realistically double organic visibility within 90 days for local and cosmetic dental queries in Greenville.

FIRST 30 DAYS

Adding the meta description, named dentist bio, Open Graph tags, and alt text will immediately improve snippet quality in Google and Bing, establish basic entity clarity for Meta AI, and make the site parseable by Apple Intelligence — expect measurable improvement in branded query appearance.

BY 90 DAYS

With dedicated service pages, a patient FAQ, Dentist schema, and one original case study live, the site becomes citation-eligible for Greenville dental queries on Perplexity, ChatGPT, and Google AI Overviews — and competitive for 'best cosmetic dentist Greenville' and 'smile makeover Greenville' in AI-generated answers.

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.

D+

ON-PAGE

C

CONTENT

B-

TECHNICAL

D+

LOCAL SEO

D

E-E-A-T

D+

GEO

WARNINGS

WARN

Title tag is 72 characters, exceeding the ~60-char display limit — 'Helping Greenville, One Smile at a Time' will be truncated in SERPs, hiding the brand name or location from searchers.

- WARN** All Open Graph tags are absent — when pages are shared on Facebook, LinkedIn, or cited by Meta AI, no image, title, or description will render, reducing social referral traffic and entity recognition.
- WARN** Sitemap content is stale — newest lastmod date is 2024-07-14, signaling to Googlebot and Bingbot that the site has not been updated in nearly a year, which can reduce crawl frequency.
- WARN** The /patient-information/ page is only ~272 words — pages this thin on a health-category site are at risk of being treated as low-quality by Google's helpful content systems and ignored by AI citation engines.
- WARN** No question-style H2 or H3 headings exist across any sampled page — AI platforms like Perplexity and Google AI Overviews preferentially cite content structured around real patient questions like 'How long does teeth whitening last?'
- WARN** Core Web Vitals mobile LCP is 7.6s — this is well into 'poor' territory and will suppress mobile rankings; the likely cause is unoptimized images loaded via Elementor, which also accounts for the heavy CSS payload detected.

WHAT'S WORKING

- GOOD** robots.txt is correctly configured with a permissive default — all major AI crawlers including GPTBot, ClaudeBot, PerplexityBot, and Applebot are allowed by default, meaning no bot is actively blocked.
- GOOD** Sitemap index is present at /wp-sitemap.xml with 23 URLs across 2 child sitemaps — this gives Googlebot and Bingbot a complete crawl map of the site's content.
- GOOD** Semantic HTML landmarks (nav, header, footer, section) are present — this supports accessibility tree parsing used by Apple Intelligence and browser-based AI agents evaluating page structure.
- GOOD** Canonical tag is correctly self-referencing at https://greenvilledentalstudio.com/ — there is no duplicate content or canonicalization conflict that would split ranking signals across URL variants.

KEYWORD OPPORTUNITIES

dentist in Greenville	WEAK
cosmetic dentist Greenville	WEAK
smile makeover Greenville	PARTIAL
teeth whitening Greenville	NONE
family dentist Greenville accepting new patients	NONE
dental implants Greenville	NONE
Greenville Dental Studio reviews	NONE
emergency dentist Greenville	NONE

CONTENT YOU SHOULD CREATE

Cosmetic Dentistry Services in Greenville

No dedicated page exists for cosmetic services despite smile makeovers being the core value proposition; AI engines cannot cite a specific authoritative page for cosmetic dentist queries.

LANDING-PAGE HIGH PRIORITY commercial intent

Patient Testimonials and Before/After Results

Zero social proof or named patient stories on-site; AI tools answering 'Greenville Dental Studio reviews' have nothing to cite, and trust-seeking patients find no evidence of outcomes.

CASE-STUDY HIGH PRIORITY informational intent

Meet the Dentist — Dr. [Name] Credentials and Philosophy

The /meet-us/ page has no named author, credentials, or photo; E-E-A-T is critically weak for a health-category site where Google and AI engines require demonstrated expertise.

LANDING-PAGE HIGH PRIORITY informational intent

New Patient FAQ — Insurance, Appointments, What to Expect

The /patient-information/ page is only 272 words with no question-style headings; AI engines answering 'family dentist Greenville accepting new patients' have no structured answer to cite.

FAQ HIGH PRIORITY informational intent

Dental Implants vs. Dentures — Which Is Right for You?

High-value restorative services are entirely absent from the site; a comparison page would capture mid-funnel patients researching options and give AI engines a citable answer.

COMPARISON MEDIUM PRIORITY commercial 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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