

westenddentalgvl.com

dental practice · dentistry · AI score 28/100 · Invisible to 7 of 10 AI engines

28/100

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

GEO
28/100
GENERATIVE ENGINE OPTIMIZATION

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

AEO
31/100
ANSWER ENGINE OPTIMIZATION

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

SEO
73/100
SEARCH ENGINE OPTIMIZATION

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

Core Web Vitals (Lighthouse lab test): LCP 9.6s CLS 0 Perf 69/100 **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 westenddentalgvl.com performs across 10 AI engines.

CAN THESE AI ENGINES FIND YOU?

PLATFORM	STATUS	GAP
ChatGPT	POSSIBLE	GPTBot is allowed and FAQ answers are extractable, but the money pages (services) have no question-style structure for it to lift.
Google AI Overviews	UNLIKELY	Commodity copy with no first-hand experience, no named-author content and a 9.6s mobile LCP — nothing non-commodity to surface.
Claude	POSSIBLE	ClaudeBot is allowed but entity signals are split across two brand names with no structured definition of either.
Perplexity	UNLIKELY	Live test confirmed: for same-day crown and sedation queries Perplexity-style research cites seven competitors' dedicated pages, never this site.

Bing Copilot	UNLIKELY	Bingbot is allowed but duplicated titles and thin homepage copy give Bing nothing distinct to snippet.
Gemini	UNLIKELY	Same content-quality and page-experience gaps as AI Overviews; the Business Profile alone cannot compensate.
Meta AI	UNLIKELY	Facebook page is linked but the site offers no entity markup and social signals are sparse.
Apple Intelligence	POSSIBLE	Applebot is allowed and Maps listings exist, but 0 of 13 images have alt text and semantic landmarks stop at nav.
Amazon Alexa+	UNLIKELY	No FAQ markup and no LocalBusiness data — nothing voice-ready for spoken local answers.
SearchGPT / You.com	UNLIKELY	Access is open but the copy is brand slogans, not citable answers.

WE ASKED AI ABOUT YOU — LIVE TEST

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

CITED

Who is the best dentist in downtown Greenville SC?

NOT CITED

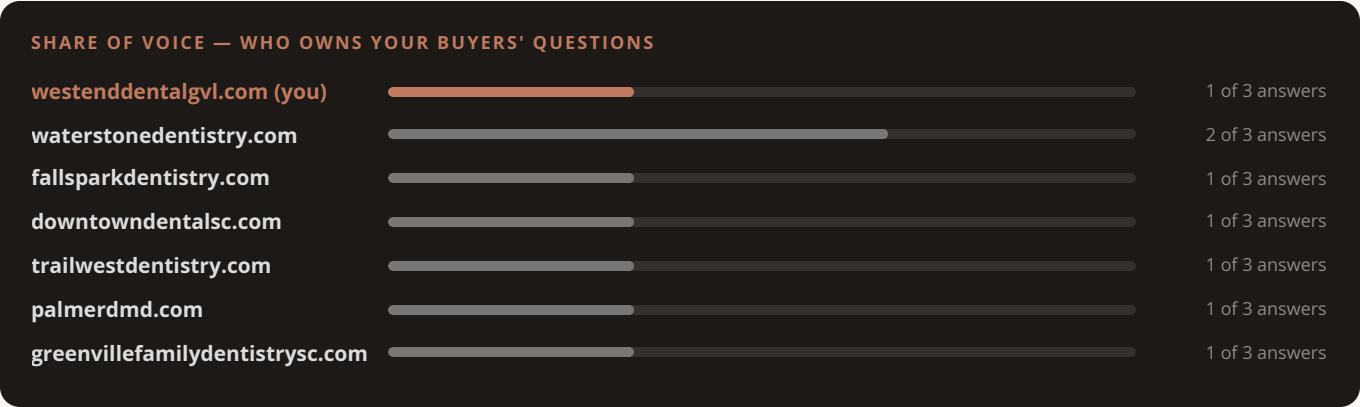
Where can I get a same-day crown in Greenville SC?

Cited instead: trailwestdentistry.com, waterstonedentistry.com, wilsondentalcaresc.com, woodruffsmilesdentistry.com

NOT CITED

What dentist in Greenville is good for patients with dental anxiety?

Cited instead: greenvillefamilydentistrysc.com, palmerdmd.com, farisfamilydental.com, woodcreekdental.com



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

GEO ANALYSIS

The pipes are open — every AI bot is allowed and the technical baseline is healthy — but the content is commodity: no H1, no named voice, no dedicated service pages. The live test proves the cost: cited once in three buyer questions while Waterstone Dentistry was cited twice.

WHY YOU'RE INVISIBLE TO AI

Commodity content with no first-hand signals

Slogan H2s, ~460 homepage words, no named authors and no original data. AI platforms that reward non-commodity content have nothing to distinguish this practice from any other.

Affects: All 10 platforms

No citable page for the differentiating services

CEREC same-day crowns and sedation live as anchors on one /services URL. The live test showed seven competitors cited for same-day crowns — every one has a dedicated page.

Affects: ChatGPT, Perplexity, Google AI Overviews, Gemini, SearchGPT

Weak E-E-A-T despite real doctors

Three named DMDs exist but bios carry no credential markers, no authored content and testimonials are anonymous with placeholder text still live.

Affects: Google AI Overviews, Gemini, Perplexity

Page experience and agent readiness failures

9.6s mobile LCP, alt text on 0 of 13 images and a bare accessibility tree hurt snippet eligibility and make the site hard for browser agents to parse.

Affects: Google AI Overviews, Gemini, Bing Copilot, Apple Intelligence

TOP FIX — HIGHEST IMPACT

Add a keyworded H1 to the homepage and break CEREC same-day crowns and sedation dentistry onto dedicated doctor-authored pages — the live citation test shows competitors are cited for both queries while West End, which offers both, has no page an AI can cite.

QUICK WINS — START HERE (UNDER 30 MIN EACH)

Add one H1 to the homepage: 'Downtown Greenville Dentist — Cosmetic & Same-Day Dentistry'.

Write unique titles and meta descriptions for the 6 most-visited pages.

Add descriptive alt text to all 13 homepage images.

Delete the two 'Write your caption here' placeholders and attribute each testimonial to a first name.

Add DMD credentials and years practicing to each doctor bio page.

CRITICAL ISSUES BLOCKING AI VISIBILITY (6)

FIX 1

No H1 tag on the homepage — AI engines and search crawlers have no primary topic signal to anchor on.

- FIX 2** One title tag serves the entire site: 'West End Dental | Greenville SC' is duplicated across /faqs, /meet-our-doctors and /appointment-request, with a 65-char meta description reused everywhere.
- FIX 3** 13 of 13 homepage images are missing alt text, wiping out the accessibility tree browser agents read.
- FIX 4** Homepage is ~460 words of commodity copy under slogan H2s like 'THERE'S AN OPEN CHAIR WAITING FOR YOU' — no first-hand experience, data, or named voice.
- FIX 5** Mobile LCP is 9.6 seconds (Lighthouse performance 69/100) — a page-experience blocker for rankings and snippet eligibility.
- FIX 6** Live citation test: invisible for 'same day crown' and 'sedation dentist' queries in Greenville — competitors with dedicated pages were cited instead on both.

GEO ACTION PLAN — GET CITED BY AI

12 prioritized fixes · 3 critical · 3 under 15 min · ~25 hrs total effort

- 1 Add a keyworded H1 to the homepage**
Give every engine a primary topic signal: 'Downtown Greenville Dentist — Cosmetic & Same-Day Dentistry'.
CRITICAL 15 min All 10 platforms
- 2 Publish a dedicated CEREC same-day crown page**
Doctor-authored, 800+ words, question-led — the live test shows this query is winnable and currently forfeited.
CRITICAL 4 hours All 10 platforms
- 3 Publish a sedation dentistry page**
Nitrous and oral conscious sedation described in the FAQ's honest voice, on a page engines can cite.
CRITICAL 4 hours All 10 platforms
- 4 Write unique titles and meta descriptions per page**
Replace the single sitewide title with per-page metadata that matches each page's query.
HIGH 1 hour Google AI Overviews, Gemini, Bing Copilot
- 5 Fix mobile LCP (9.6s to under 2.5s)**
Compress and preload the hero image — page experience gates snippet eligibility.
HIGH 4 hours Google AI Overviews, Gemini, Bing Copilot
- 6 Add credentials and authored content to doctor bios**
DMD education, years practicing and a first-person note per doctor turn names into E-E-A-T.
HIGH 4 hours All 10 platforms
- 7 Create a North Main Dental location page**
Own NAP, hours and directions — stop splitting entity signals across two brands.
HIGH 1 hour Google AI Overviews, Gemini, Apple Intelligence, Meta AI

8

Add alt text to all images sitewide

13 of 13 homepage images are blank to the accessibility tree browser agents read.

MEDIUM

1 hour

All 10 platforms

9

Add Dentist, FAQPage and Person markup

Half a day in Duda header injection; unlocks rich results, not AI Overviews inclusion.

MEDIUM

4 hours

Rich results on Google + machine readability on non-Google AI tools

10

Attribute testimonials and remove placeholder text

Named social proof is a trust signal; 'Write your caption here' is the opposite.

MEDIUM

15 min

Google AI Overviews, Gemini, Perplexity

11

Add visible publish/update dates

Freshness signals are absent everywhere; date the FAQ and new service pages.

MEDIUM

1 hour

Google AI Overviews, Gemini, Perplexity

12

Enrich llms.txt with real page descriptions

Replace the duplicated homepage line with one true description per page — low cost, future-proofing.

MEDIUM

15 min

Some Claude-aware tooling only

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

The FAQ page proves the practice can write answers people would act on — free parking, insurance networks, sedation options — but those answers sit on one page with no structure, so answer engines quote competitors instead. The brand cannot yet shape a decision before the click.

31

/100
AEO

ZERO-CLICK VISIBILITY

Weak

SOURCE-OF-TRUTH READINESS

Weak

DECISION INFLUENCE

Weak

Reporting shift: Track AI citation share on the five buyer questions monthly — being the quoted answer now matters more than average position.

Who is the best dentist in downtown Greenville?

PARTIAL

A downtown location page with parking, hours and doctor credentials could be quoted directly in AI answers.

Where can I get a crown in one visit in Greenville?

MISSING

A CEREC page stating the 90-minute turnaround could win the answer before any click.

What dentist helps with dental anxiety in Greenville?

MISSING

A sedation page describing nitrous and oral conscious options could be the quoted answer.

Does West End Dental take my insurance?

PARTIAL

BCBS and Delta in-network status stated as a structured answer influences choice pre-click.

Is there free parking at a downtown Greenville dentist?

ANSWERED

Free on-site parking is a genuine differentiator downtown — currently answered only in the FAQ.

QUESTIONS YOUR SITE SHOULD ANSWER — AND DOESN'T YET

- ? How much does a CEREC crown cost in Greenville?
- ? What sedation options exist for severe dental anxiety?
- ? Do you offer emergency same-day appointments?
- ? Which location should I visit — West End or North Main?
- ? What insurance plans are out-of-network?
- ? How long does Invisalign take?
- ? What does a new patient visit include?
- ? Are payment plans available without insurance?

ZERO-CLICK ACTION PLAN

1 Restructure the FAQ into question-led sections with dated answers

Each answer complete in two sentences so an answer engine can lift it whole.

HIGH 1 hour

2 Publish price-range and insurance answers

Cost questions dominate zero-click dental queries; honest ranges win the answer box.

HIGH 4 hours

3 State the same-day crown turnaround as a direct claim

'A permanent CEREC crown in about 90 minutes' is a quotable, decision-driving sentence.

HIGH 15 min

4 Add a location-chooser answer (West End vs North Main)

Answers the routing question buyers ask before ever clicking.

MEDIUM 1 hour

PROJECTED IMPACT

Estimated traffic impact: Dedicated service pages plus fixed on-page fundamentals could realistically lift qualified organic and AI-referred traffic 40-60% within two quarters, led by same-day crown and sedation queries where intent is

high and competition is thin.

FIRST 30 DAYS

H1, metadata, alt text and the two service pages shipped — the site becomes citable for its two strongest queries and snippet-eligible sitewide.

BY 90 DAYS

Re-run of the live citation test should show 2-3 of 3 buyer questions cited, with share of voice taken from Waterstone on same-day crown queries.

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

C+

LOCAL SEO

C-

E-E-A-T

D+

GEO

WARNINGS

- WARN** All 15 services live on one /services URL (~1819 words, no H1) — topical authority for CEREC and sedation queries is diluted into a single page.
- WARN** No structured data anywhere — Dentist/LocalBusiness, FAQPage and Person markup would unlock rich results and improve machine readability.
- WARN** North Main Dental (315 E Stone Ave) is a second brand with no dedicated page, splitting entity signals across two names.
- WARN** No freshness signals — no publish or update dates anywhere on the site; newest sitemap lastmod is 2026-05-07.
- WARN** Two review carousel slots still contain the placeholder 'Write your caption here' and no testimonial is attributed to a named patient.
- WARN** robots.txt could explicitly welcome AI bots — currently permissive by default, which works, but explicit Allow rules signal intent.

WHAT'S WORKING

- GOOD** robots.txt is default-permissive: GPTBot, ClaudeBot, PerplexityBot, Bingbot and Applebot are all allowed — no AI crawler is blocked.
- GOOD** Technical basics are in place: 28-URL sitemap with lastmod dates, canonical tag, viewport meta and an llms.txt manifest (auto-generated).

- GOOD** Three named dentists with dedicated bio pages give a real foundation for E-E-A-T once credentials are added.
- GOOD** The FAQ page holds genuinely conversational answers on sedation, CEREC turnaround, insurance networks and parking — quotable raw material.

KEYWORD OPPORTUNITIES

dentist downtown greenville sc	PARTIAL
same day crown greenville sc	NONE
sedation dentist greenville sc	NONE
cosmetic dentist greenville sc	WEAK
dental implants greenville sc	WEAK
invisalign greenville sc	WEAK
emergency dentist greenville sc	NONE
veneers greenville sc	WEAK

CONTENT YOU SHOULD CREATE

CEREC same-day crowns in Greenville

Offered and differentiating, but 7 competitors own the query with dedicated pages.

LANDING-PAGE HIGH PRIORITY transactional intent

Sedation dentistry for anxious patients

Oral conscious sedation is a stated strength currently buried in one FAQ answer.

LANDING-PAGE HIGH PRIORITY transactional intent

North Main Dental location page

Second location has its own NAP but no page — entity signals are split.

LANDING-PAGE HIGH PRIORITY local intent

CEREC vs traditional crowns

Decision-stage content AI assistants quote when comparing options.

COMPARISON MEDIUM PRIORITY informational intent

Cost and insurance answers (BCBS, Delta, CareCredit)

Insurance specifics already exist in FAQ copy but lack structure and depth to be the cited answer.

FAQ MEDIUM PRIORITY commercial 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	WEAK
Freshness	STALE
Local Signals	MODERATE
Citation Format	PARTIAL