

AI VISIBILITY ADVANCED REPORT

Riverside Dental

riversidedental.com

ADVANCED REPORT

Prepared by **Cassandra Fenyk**, AEO Strategist · AIWithoutTheHype.io

Scores & Findings

SEO

58/100

- Homepage ranks for the business name but not for core service keywords like family dentist Madison NJ.
- No FAQ or service pages targeting specific procedures, limiting long-tail search visibility.
- Site loads slowly on mobile, which likely hurts ranking for local map-pack results.

AEO

41/100

- No FAQPage schema found, so answer engines have nothing structured to extract.
- Content is written in long paragraphs rather than direct, self-contained answers.
- No content directly answers common questions like do you accept new patients or do you take X insurance.

GEO

35/100

- ChatGPT and Perplexity did not mention this business when asked about dentists in the area.
- Directory listings (Yelp, Healthgrades) are inconsistent in how the practice is described.
- No Organization schema or sameAs links connecting the site to other trusted platforms.

SUMMARY

What This Means

Riverside Dental has a functional web presence but is largely invisible to AI-driven search. Traditional SEO is middling, and both structured-answer readiness and AI citation likelihood are weak.

BUSINESS IMPACT

Prospective patients researching a new dentist via ChatGPT or Perplexity are very unlikely to encounter this practice, meaning inquiries are likely going to competitors who show up more clearly.

Ranked Recommendations

Rank 1

Add Organization and FAQPage schema, answering the 5-8 questions patients most commonly ask.

Rank 2

Standardize practice description and NAP exactly across Google Business Profile, Yelp, and Healthgrades.

Rank 3

Rewrite key service pages to lead with a direct 40-60 word answer before expanding into detail.

Rank 4

Publish a named-author blog addressing specific procedures (e.g. root canals, Invisalign) with real FAQ content.

Rank 5

Pursue mentions on 2-3 local health directories and the town chamber of commerce site to build third-party corroboration.

Competitor Comparison

Oak Street Dental

Oak Street is cited by Perplexity for family dentist near me queries, largely due to consistent NAP data and an active Google Business Profile with 140+ reviews. Riverside has 38 reviews and inconsistent listing data.

Bright Smile Co.

Bright Smile ranks above Riverside in traditional search for most service keywords, driven by dedicated procedure pages Riverside does not have.

What We'll Cover

- Which 2-3 procedures drive the most revenue, so we prioritize those service pages first?
- Who can we get quoted as the named author for new content -- is that you, or another dentist on staff?
- Do you have login access to your Google Business Profile and website CMS, or does someone else manage those?

WHAT'S NEXT

Let's talk it through

Your strategy call is included with this report. Reply to the email you received this in, or reach out any time at aiwithoutthehypeio@gmail.com to schedule.

Thank you.

Prepared by Cassandra Fenyk · AI Without The Hype