

AI VISIBILITY BASELINE REPORT

Riverside Dental

riversidedental.com

BASELINE REPORT

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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 — competitors with cleaner schema and more consistent directory listings are being recommended instead.

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 in both traditional and AI-driven search.

Top 3 Priority Fixes

Priority 1

Add Organization and FAQPage schema to the website, and directly answer the 5-8 questions prospective patients most commonly ask (new patients, insurance, hours, emergency care).

Priority 2

Standardize the practice description and NAP (name/address/phone) exactly across Google Business Profile, Yelp, and Healthgrades — inconsistency is actively hurting trust signals.

Priority 3

Rewrite key service pages to lead with a direct 40-60 word answer before expanding into detail, so both Google and AI systems can extract a clear answer.

Want the deeper version?

The Advanced Report adds a full competitor comparison, the complete ranked action list (not just the top 3), and a strategy call to walk through it together.

Reach out any time at aiwithoutthehypeio@gmail.com to upgrade.

Thank you.

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