

AI VISIBILITY BASELINE

Brightline Dental

12 locations • Austin, TX metro • prepared March 2026

ENGINES MEASURED

6

QUERIES TRACKED

72

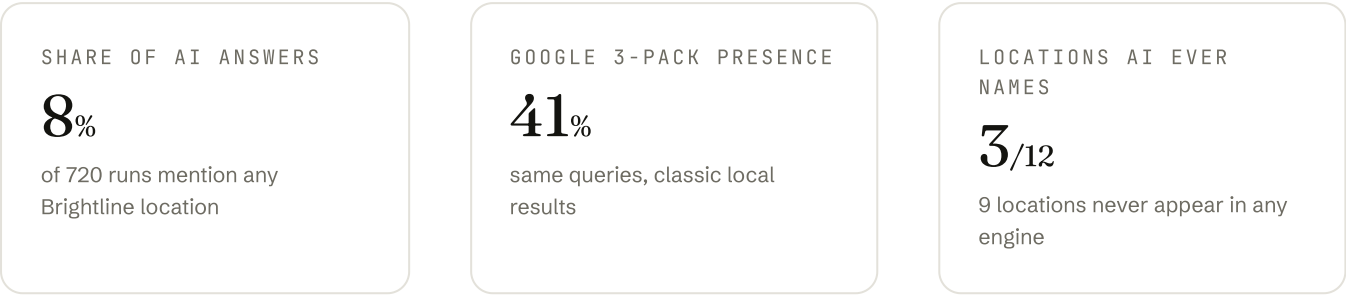
RUNS PER QUERY

10

COMPETITORS NAMED

3

You win the map. You don't exist in the answer.



Three findings that matter

- 1. **Your NAP is inconsistent on 7 of 12 locations.** Three phone formats, two legacy addresses. Engines that can't reconcile an entity don't cite it.
- 2. **Competitors own the sources.** Smile ATX appears in 9 of the 14 sources engines actually cite for these queries; Brightline appears in 2.
- 3. **Location pages answer nothing.** 11 of 12 pages have no pricing, no insurance list, no booking path — nothing an engine can extract as an answer.

Share of voice — branded runs, all engines

BRAND	SHARE OF 720 RUNS	RUNS
Smile ATX (competitor)		418
Hill Country Dental (competitor)		266
Mint Dental Co. (competitor)		158
Brightline Dental		58

Where each location stands, engine by engine

✓ — location named at least once in 10 runs of its district query set. Overlap between engines is 14% — coverage must be built per engine.

LOCATION	CHATGPT	PERPLEXITY	AI OVERVIEWS	GEMINI	CLAUDE	COPILOT
Downtown · Congress Ave	✓	✓	✓	—	✓	—
South Lamar	✓	—	✓	—	—	—
Mueller	—	✓	—	—	—	—
Round Rock	—	—	—	—	—	—
Cedar Park	—	—	—	—	—	—
Pflugerville	—	—	—	—	—	—
Westlake	—	—	—	—	—	—
East Riverside	—	—	—	—	—	—
North Loop	—	—	—	—	—	—
Georgetown	—	—	—	—	—	—
Kyle	—	—	—	—	—	—
Leander	—	—	—	—	—	—

Insight Coverage is carried by one flagship location. Nine districts where you have chairs and staff are invisible to every engine.

Sources the engines trust — and who they mention

Every source cited by any engine across all runs, ranked by citation count. This list is the off-site work plan.

SOURCE CITED BY ENGINES	CITATIONS	SMILE ATX	BRIGHTLINE
austinmonthly.com — "Best dentists in Austin 2026"	134	listed	absent
reddit.com/r/Austin — dentist threads (4)	96	named x7	absent
yelp.com — dental category, Austin	88	4.8 ★ / 512	4.6 ★ / 67
austin.eater-style local guides (3 outlets)	61	listed	absent
healthgrades.com	54	profiled	partial, 5/12
statesman.com — health features	37	quoted	absent
opencare.com	29	listed	absent
nextdoor.com — district recommendations	24	frequent	rare

Insight 9 of 14 cited sources are open to placement or profile work. None require ad spend to fix.

What blocks the engines from reading you

CHECK	STATUS	DETAIL
NAP consistency across platforms	7/12 fail	3 phone formats; Round Rock & Kyle carry pre-move addresses
LocalBusiness / Dentist schema	0/12	no structured data on any location page
Unique location pages	9/12	3 districts share one generic "Locations" page
AI crawler access (GPTBot, PerplexityBot, ClaudeBot)	blocked	robots.txt denies all three since site migration
llms.txt	absent	—
Extractable answers on location pages	1/12	no pricing, insurance, hours in machine-readable form
Review velocity, trailing 90 days	uneven	flagship 31/mo; six locations under 3/mo

Insight The crawler block alone caps everything: three of six engines cannot read the site at all. This is a one-day fix with outsized effect.

Priority order, with owners

WINDOW	ACTION	OWNER
Week 1	Unblock AI crawlers; publish llms.txt	your dev
Weeks 1-3	NAP reconciliation across all platforms, 12 locations	Answerbound
Weeks 2-5	Dentist schema + extractable answer blocks on every location page (spec by us, implementation by your dev)	joint
Weeks 3-6	Dedicated pages for Round Rock, Cedar Park, Georgetown	joint
Weeks 4-8	District content: "best dentist in [district]" comparison pages, insurance & pricing guides	Answerbound
Weeks 5-12	Citation-gap work: Austin Monthly list, 2 local guides, Healthgrades completion, Reddit presence policy	Answerbound
Ongoing	Review velocity program for six lagging locations	joint
Day 45	Checkpoint re-measure, live with you. Target: locations named by ≥ 1 engine grows from 3 to ≥ 7	—
Day 90	Full share-of-voice review vs all three competitors	—

The query set, engines, geography and the definition of "mentioned" are frozen before the program starts and never change between measurements. Raw exports accompany every re-measure — the data is yours either way.