RANK ROOTS

GEO + SEO · CASE STUDY

ASPEN DENTAL FROM SEARCH RESULT TO AI ANSWER

How Rank Roots helped a national, multi-location dental brand get cited by Google AI Overviews, ChatGPT, Perplexity, Gemini and Copilot.



CLIENT
Aspen Dental · aspendental.com

INDUSTRY
Dental care, USA (national, multi-location)

SERVICES
GEO, FAQ-first pages and FAQ schema (AEO), multi-tier backlinks

MEASURED
First audit to April 2026

DATA
Ahrefs, Semrush, Google Search Console · April 2026

PREPARED BY
Rank Roots · October 2026

Prepared by Rank Roots. AI citation counts are Ahrefs and Semrush readings; search figures are from Google Search Console.

01 · WHERE WE STARTED

Strong on Google. Almost invisible to AI.

Aspen Dental is a national, multi-location dental care brand in the US. It already ranked well in classic search, but when people asked AI assistants about dentists and dental offices, the brand rarely came up. Rank Roots mapped the questions people ask AI, rebuilt location and service pages FAQ-first with FAQ schema, and ran a multi-tier backlink campaign. Between our first audit and April 2026, Ahrefs counted Google AI Overview citations rising from 12 to about 6K, and the pages cited from 2 to 306.

12 → 6K	20 → 623	2 → 306	1.05M
Google AI Overview citations	**ChatGPT citations**	**Pages cited by Google AI**	**Clicks from Google Search**
About 500 times more	31 times more	Ahrefs, April 2026	About 3 weeks in April 2026 · Search Console

AI CITATIONS IN OUR FIRST AUDIT

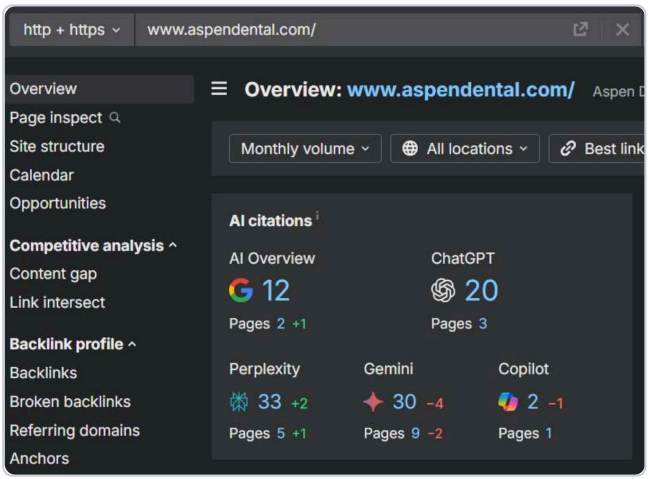
AI Overview	ChatGPT	Perplexity	Gemini	Copilot
12	20	33	30	2
2 pages	3 pages	5 pages	9 pages	1 page

WHY IT HAPPENED

The pages were static: long service lists and location details, but no clear questions and answers. AI models look for direct, well-structured answers they can quote, so they passed the site over.

The goal

Turn a website that relied on classic search into an AI-native brand that AI assistants trust and quote.



Original project evidence. Ahrefs Site Explorer, AI citations for aspendental.com at the first audit. Unedited; the audit date isn't shown in this crop.

02 · WHAT WE DID

We rebuilt the site around the questions people ask AI.

~~Keyword matching~~ → **Entity-based optimization**

1 Mapped the questions people ask AI

We pulled the real prompts AI tools answer about the brand, by city and by service, and turned the most valuable ones into a content plan.

2 Rebuilt the pages FAQ-first

Location and service pages now answer common patient questions directly, backed by FAQ schema. Instead of a list of services, AI finds a clear answer it can quote.

3 Built authority where AI looks

A multi-tier backlink campaign on high-authority sites that AI tools draw on, so the brand gets cited across ChatGPT, Google AI and Gemini, not just one tool.

Prompts we mapped

Topic: Aspen Dental locations in Arkansas · Semrush AI prompts

Q Are there any reviews or ratings for Aspen Dental offices in these cities?

ANSWERED BY GEMINI, CHATGPT AND GOOGLE AI

Q Aspen Dental locations in Arkansas

GEMINI ANSWERED

"Aspen Dental has a strong presence in Arkansas, with offices located in several major cities and suburban..."

Q What services are offered at Aspen Dental in Searcy, Cabot and Russellville?

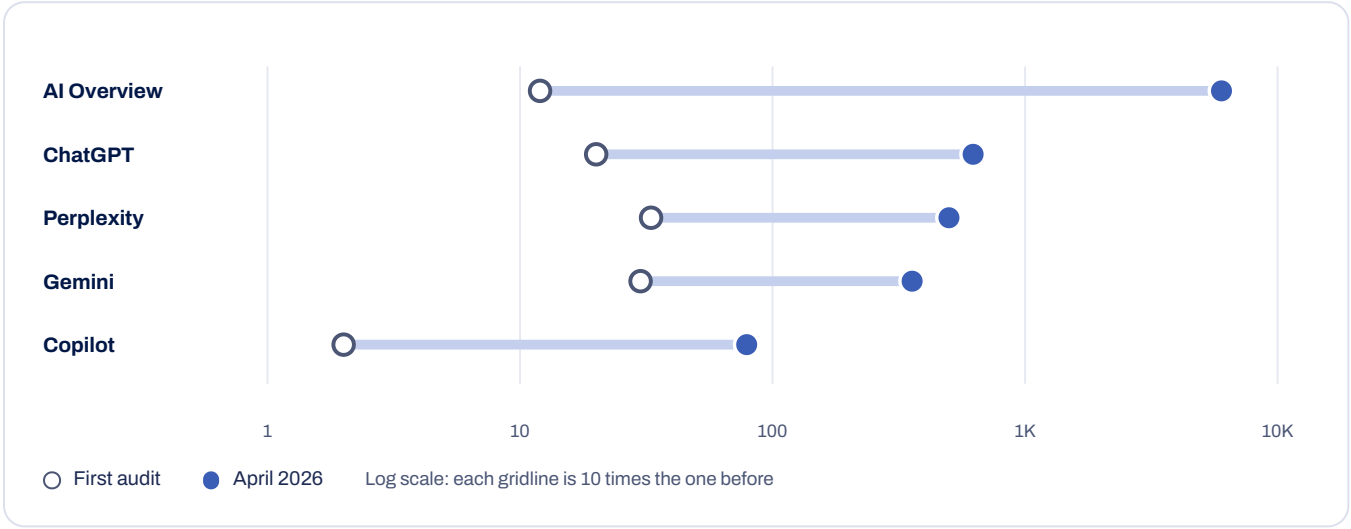
GOOGLE AI ANSWERED

"Aspen Dental locations in Searcy, Cabot and Russellville, Arkansas, all provide a comprehensive range of..."

03 · RESULTS

AI citations, before and after

How often each AI platform cited aspendental.com in our first audit, compared with April 2026 (Ahrefs Site Explorer).



PLATFORM	FIRST AUDIT	APRIL 2026	GROWTH	PAGES CITED
AI Overview	12	**6K**	500×	2 → 306
ChatGPT	20	**623**	31×	3 → 255
Perplexity	33	**500**	15×	5 → 130
Gemini	30	**357**	12×	9 → 120
Copilot	2	**79**	40×	1 → 46

What this means

AI tools went from almost ignoring the brand to quoting it hundreds and thousands of times. The biggest jump was in Google AI Overviews, where the number of cited pages grew from 2 to 306.



Original project evidence. Ahrefs Site Explorer overview for aspendental.com, April 2026 (“Changes: last month”). Unedited.

04 · VISIBILITY TODAY

Now visible across every major AI tool

Semrush AI visibility readings, 24–25 April 2026. Percentages in brackets are Semrush's change against its previous period.

67
AI visibility score
Semrush score out of 100

32.4K
Citations (+12.7%)
Times AI linked to the site as a source

17.8K
Mentions (−7%)
Times an AI answer named the brand

8.9K
Cited pages (−3%)
Different pages AI has quoted

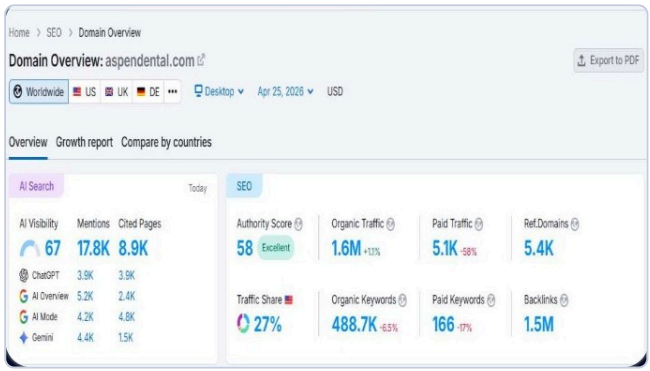
Mentions by AI platform



Pages cited per platform: AI Mode 4.8K · ChatGPT 3.9K · AI Overview 2.4K · Gemini 1.5K

MENTIONS BY COUNTRY	SHARE	MENTIONS
United States	97.2%	17.3K
Canada	1%	182
Australia	0.5%	89
Other	1.3%	229

Almost every mention comes from the US, the brand's home market, so the visibility reaches people who can actually book.



Original project evidence. Semrush Domain Overview for aspendental.com, 25 April 2026 (AI Search and SEO panels). Unedited.

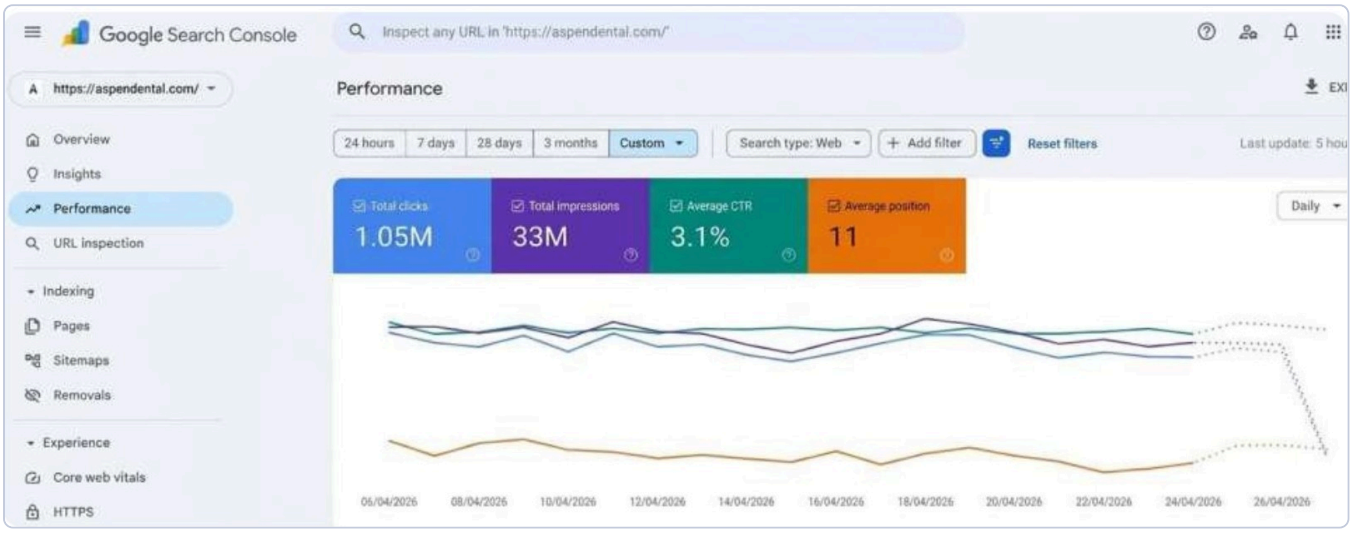
05 · SEARCH PERFORMANCE

Still strong in classic Google search

In about three weeks, aspendental.com appeared 33 million times in Google results and earned 1.05 million clicks. An average position of 11 across that many searches means the site ranks for a wide range of location and service searches, not just a few big keywords.

1.05M	33M	3.1%	11
Clicks	Impressions	Average CTR	Average position

Google Search Console · about 3 weeks in April 2026. A snapshot of the site's scale during the project, not a before-and-after comparison.



Original project evidence. Google Search Console, aspendental.com, custom range in April 2026 (axis 06/04 – 26/04/2026). Unedited.

AUTHORITY AND REACH	AHREFS	SEMRUSH
Authority	DR 68	Authority Score 58 (Excellent)
Organic traffic per month	1.2M	1.6M (+1.1%)
Organic keywords	61.4K (20.6K in top 3)	488.7K
Backlinks	507K (+43.9K)	1.5M
Referring domains	4.5K	5.4K
US traffic share	Not shown	27%

Ahrefs and Semrush each estimate traffic and links their own way, so their numbers differ. Readings from April 2026.

06 · WHY IT WORKS

A method we can repeat for any brand

This project shows the approach scales. We don't chase algorithm updates. We make a brand easy for AI to verify and quote, using two building blocks.

Entity verification

Consistent, checkable facts about the brand, its locations and its services across the web, so AI models treat it as one trusted entity.

Semantic content architecture

Pages built around real questions, with direct answers and schema, so AI can lift the answer and cite the source.

01 Audit the AI gap

02 Rebuild around questions

03 Scale authority and AI reach

04 Measure citations and clicks

RESULTS SUMMARY

METRIC	START	RESULT	SOURCE AND PERIOD
Google AI Overview citations	12 (2 pages)	**6K (306 pages)**	Ahrefs, first audit vs April 2026
ChatGPT citations	20 (3 pages)	**623 (255 pages)**	Ahrefs, first audit vs April 2026
Perplexity citations	33 (5 pages)	**500 (130 pages)**	Ahrefs, first audit vs April 2026
Gemini citations	30 (9 pages)	**357 (120 pages)**	Ahrefs, first audit vs April 2026
Copilot citations	2 (1 page)	**79 (46 pages)**	Ahrefs, first audit vs April 2026
Google Search clicks	–	**1.05M**	Google Search Console, about 3 weeks in April 2026 (snapshot)

How to read these results

Citation counts come from the prompts Ahrefs and Semrush track, which change over time, so they show the trend rather than a controlled test. The Search Console figures are a single April 2026 snapshot of the site's scale, not a before-and-after comparison. Ahrefs and Semrush estimate traffic and links their own way, so their numbers differ.

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SEO and GEO for multi-location brands · Data: April 2026

Figures are from the tools named beside each one. This case study makes no guarantee of future citations, rankings or traffic.

WANT AI ASSISTANTS TO QUOTE YOUR LOCATIONS?

Message Rank Roots
fiverr.com/agencies/rankroots