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BlogMaster360

• CASE STUDY • GEO + SEO

Aspen Dental: from search result to AI answer.

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

THE GOAL

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

12 → 6K

Google AI Overview
citations

About 500 times more

20 → 623

ChatGPT citations

31 times more

2 → 306

Pages cited by Google AI

From 2 pages to 306

1.05M

Clicks from Google
Search

In about 3 weeks · Search
Console

Client: Aspen Dental

Dental care · USA

Data: Ahrefs, Semrush, Google Search Console · April 2026

STEP 1 · WHERE WE STARTED

Strong on Google. Almost invisible to AI.

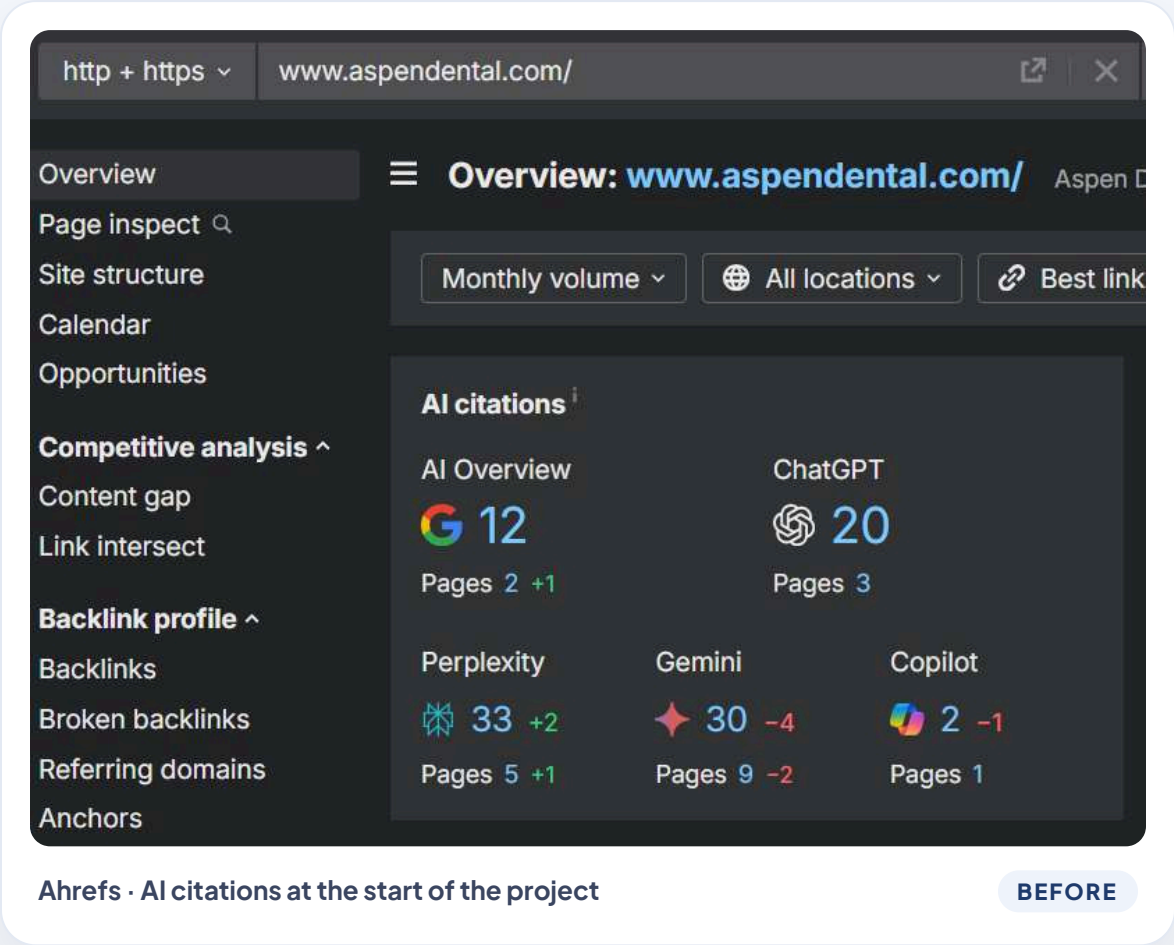
Aspen Dental already ranked well in classic search. But when people asked AI assistants about dentists and dental offices, the brand rarely came up.

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.



STEPS 2-3 · 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 models learn from, 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



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

Answered by Gemini ChatGPT Google AI



Aspen Dental locations in Arkansas

GEMINI ANSWERED

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



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

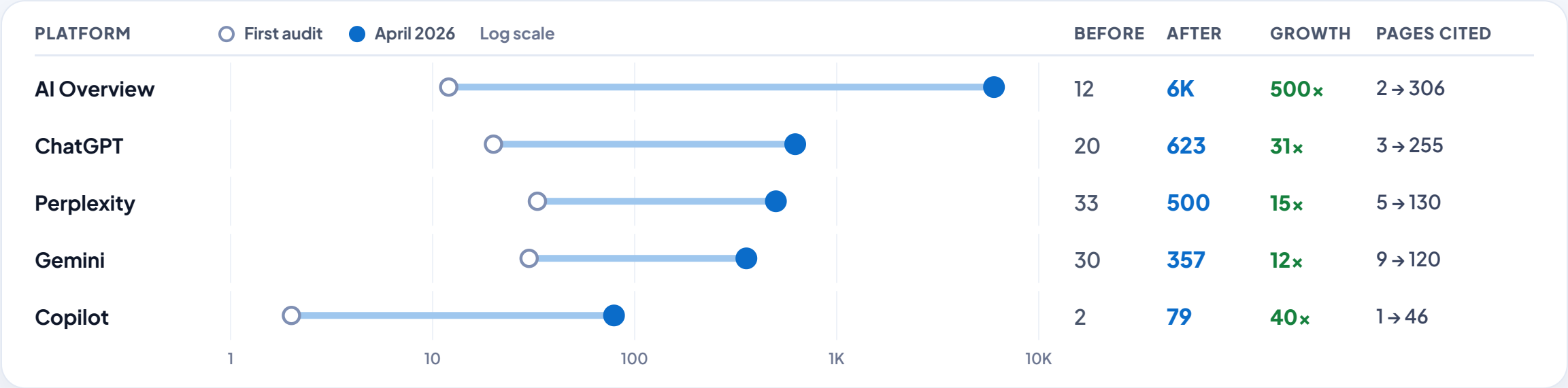
GOOGLE AI ANSWERED

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

STEP 4 · RESULTS

AI citations, before and after

How often each AI platform cited aspendental.com in our first audit, compared with April 2026.



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.

The chart uses a log scale, where each gridline is 10 times the one before. Source: Ahrefs Site Explorer, April 2026 (right).



AI VISIBILITY TODAY

Now visible across every major AI tool

Semrush AI Visibility · 24–25 April 2026

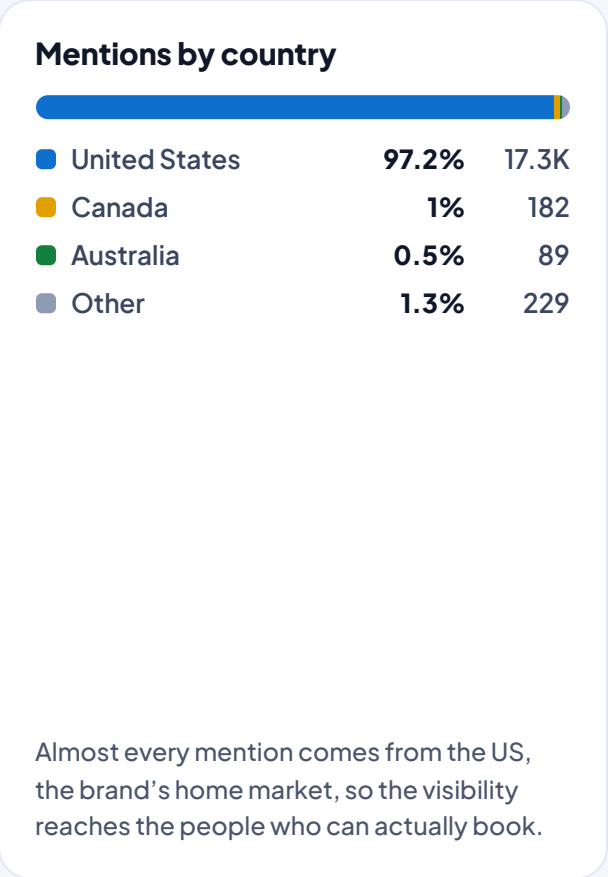
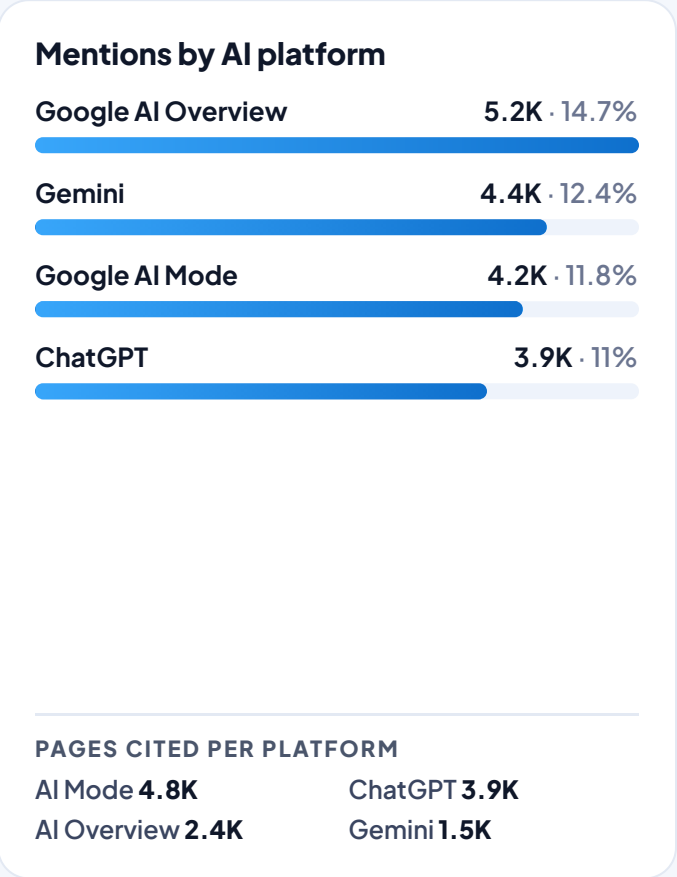
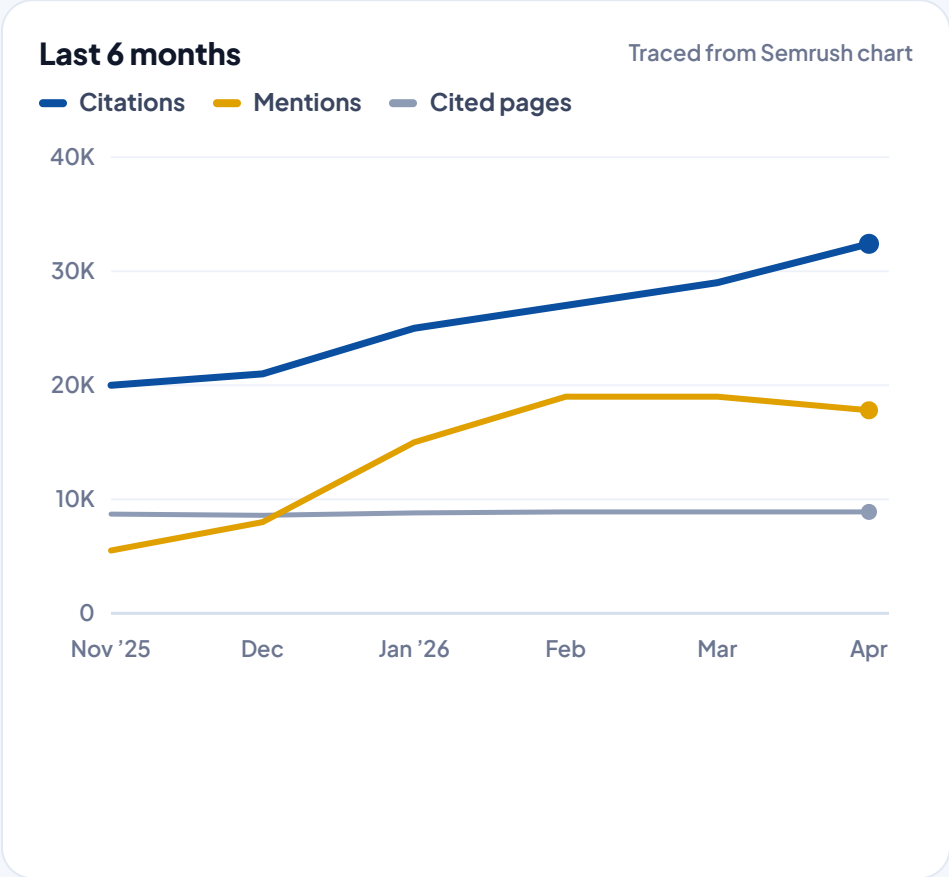


67
AI visibility score
Semrush score out of 100

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

17.8K -7%
Mentions
Times an AI answer named the brand

8.9K -3%
Cited pages
Different pages AI has quoted



SEARCH PERFORMANCE

Still strong in classic Google search

1.05M

Clicks

33M

Impressions

3.1%

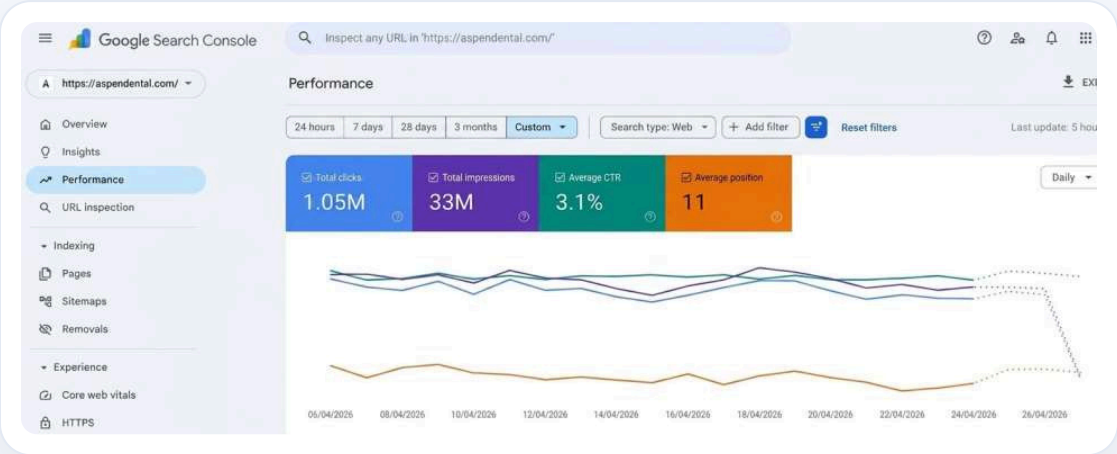
Avg. CTR

11

Avg. position

Google Search Console · about 3 weeks in April 2026

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 huge range of location and service searches, not just a few big keywords.



Authority and reach	Ahrefs	Semrush
Authority score	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. Search Console is Google’s own data. Readings from April 2026.

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

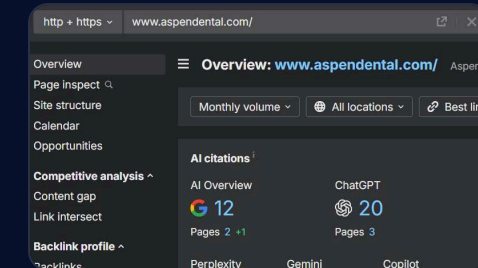
Consistent, checkable facts about the brand, its locations and its services across the web, so AI models treat it as one trusted entity.



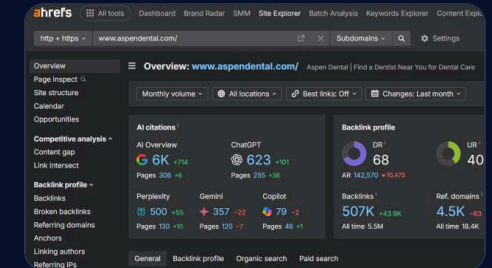
Semantic content architecture

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

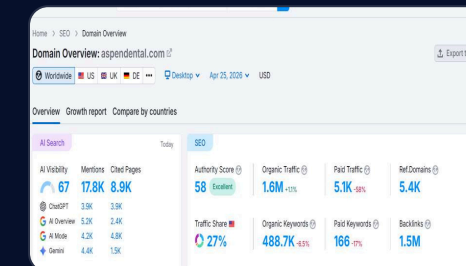
WHERE THE NUMBERS COME FROM



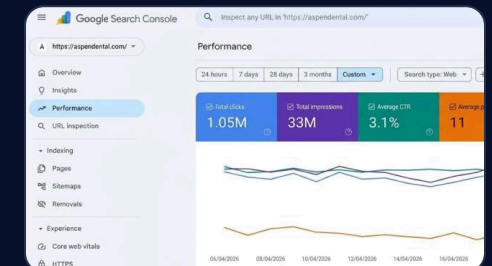
Ahrefs · first audit



Ahrefs · April 2026



Semrush · April 2026



Search Console · April 2026