

The Dentist AI Now Recommends First

How a local dental practice grew AI search visibility nearly 10× in 100 days — and more than doubled its cited content.

10×

AI SEARCH VISIBILITY — 2.9% → 27.7%

41.9%

SHARE OF VOICE IN AI ANSWERS
— UP FROM 5.4%

2.3×

CITATION SHARE — 6.4% → 14.6%

THE CLIENT

A patient-focused dental practice in a competitive metro market. Patients increasingly ask AI assistants “best dentist near me,” “does X hurt,” and “how much does Y cost” — and the practice wasn’t in the answers.

THE CHALLENGE

- Appeared in under 3% of AI answers on tracked patient prompts
- Competing practices and directory sites owned 95% of the AI conversation
- The practice’s own website was rarely the source AI engines cited — directories got the credit

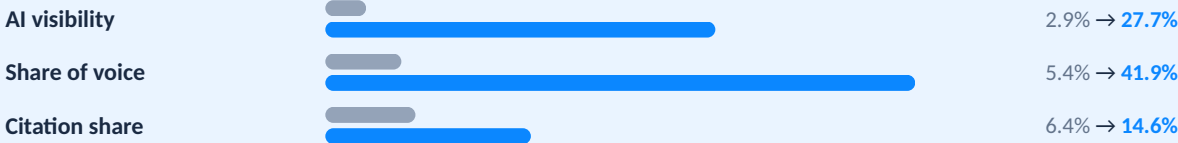
WHAT VISTO DID

Continuous GEO optimization over 100 days: 7 audit-and-optimize cycles measuring how AI engines answer real patient questions, then closing the gaps — service pages structured for AI citation, authoritative answers to cost and procedure questions, and local-intent coverage.

RESULTS

- **AI visibility:** 2.9% → 27.7% of tracked patient prompts — nearly 10× in 100 days
- **Share of voice:** 5.4% → 41.9% — the leading practice in its set’s AI answers
- **Citations:** own site cited in 14.6% of AI answers, up from 6.4% — earning credit back from directories
- **Sentiment held strong** at ~0.9 throughout

AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)



Gray = first audit · Blue = latest audit · Source: Visto GEO audits

THE SEO PICTURE — LOCAL RANKINGS CLIMBED TOO

Notable Google keyword movements over the engagement

Apr 14 → Aug 1, 2026 · Source: Ahrefs · Selected improvements on core local terms

KEYWORD	VOLUME	BEFORE	AFTER
“invisalign santa fe”	150/mo	9	6
“santa fe dentist”	150/mo	4	2
“santa fe dentists”	150/mo	3	2
“santa fe dental”	250/mo	8	6
“santa fe dental office”	60/mo	9	6

WHY AI SEARCH MATTERS HERE

For local healthcare, AI answers are the new front door: patients ask one question and act on one recommendation. The citation shift matters most here — when the practice’s own site (not a directory) is the cited source, the practice controls the story patients read and captures the visit directly.

HOW IT WORKS

1

Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

Optimize

Visto’s AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

Compound

Every cycle re-measures and builds on the last. Managed by the client’s marketing agency on the Visto platform.

Measured by Visto GEO audits: 7 audits over 100 days (Apr 24 – Aug 2, 2026). Metric definitions as standard: visibility = presence in tracked patient prompts; share of voice = mentions vs. competitors; citation share = AI citations pointing to the practice’s own domain. Client anonymized.