Bright Smile
DENTAL

AI VISIBILITY REPORT

Bright Smile Dental

Cedar Heights, Riverton

Northwind Digital

Prepared by Northwind Digital · 20 October 2026

EXECUTIVE SUMMARY

What AI says about Bright Smile Dental today

1. AI names Bright Smile Dental in 33% of answers to 6 buying questions that don't name it (6 of 18).
2. Cedar Heights Family Dentistry is named most often: 21% share of voice, against 18% for Bright Smile Dental.
3. Of the 6 businesses AI named, Bright Smile Dental ranks 2nd.
4. On 5 of 6 questions, at least one AI engine names a competitor and not Bright Smile Dental.
5. Bright Smile Dental does best on Google AI Mode (50%) and worst on Gemini (17%).

SCORECARD BY ENGINE

How Bright Smile Dental shows up on each AI engine

Engine	Visibility	Share of voice	Avg. position	Sentiment	Named most instead
ChatGPT	**33%**	18%	1.0	74	**Riverton Smile Studio**
Gemini	**17%**	10%	1.0	74	**Harbor Point Dental**
Google AI Mode	**50%**	25%	1.0	74	**Cedar Heights Family Dentistry**

6 of 18
answers name Bright Smile Dental

2nd
of 6 businesses AI named

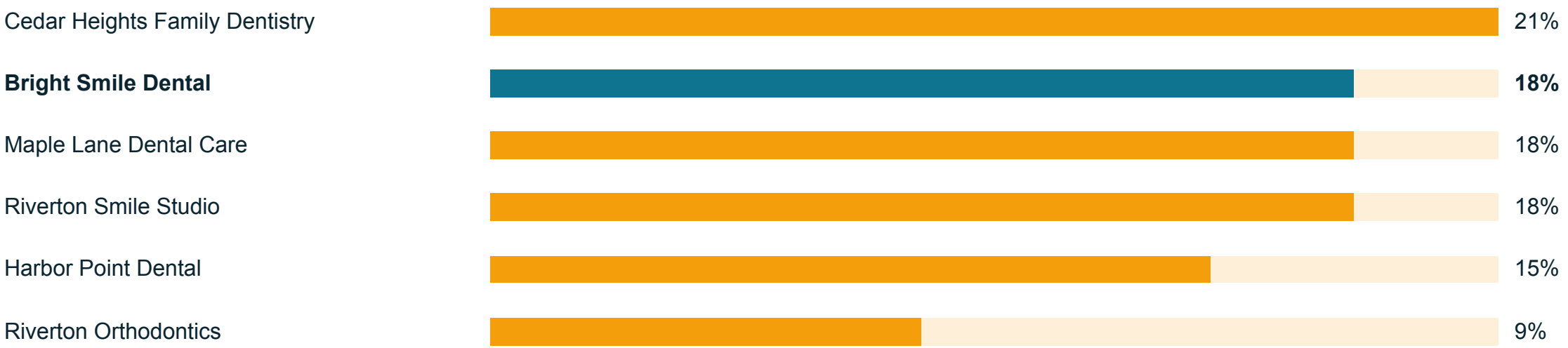
Cedar Heights Family Dentistry
named most often

Visibility is the share of answers that name the brand. Share of voice is its share of all the businesses named. Sentiment is scored 0 to 100. Questions that name the brand are left out.

SHARE OF VOICE

Who AI names most often

SHARE OF VOICE IN THE ANSWERS WE CHECKED



Share of voice: each business's share of all the businesses AI named in these answers. Questions that name the brand are left out.

WHERE YOU WIN

Questions where AI already names Bright Smile Dental

Which Riverton dentist is good with nervous patients?

Named on **ChatGPT, Gemini, Google AI Mode**

Who is the best family dentist in Cedar Heights, Riverton?

Named on **ChatGPT, Google AI Mode**

Which dentists in Cedar Heights take new patients without insurance?

Named on **Google AI Mode**

THE OPPORTUNITY

12 of 18

answers to these buying questions leave Bright Smile Dental out

5 of 6

questions where AI recommends a competitor instead

Questions that name Bright Smile Dental are left out here: AI mentioned it in 5 of 6 of those answers.

WHERE COMPETITORS WIN

Questions where AI names a competitor, not Bright Smile Dental

Question	AI names instead	Engines
Where can I find an emergency dentist in Riverton with same-day appointments?	**Harbor Point Dental, Maple Lane Dental Care +1 more**	ChatGPT, Gemini, Google AI Mode
Best dentist for Invisalign near Cedar Heights	**Riverton Orthodontics +2 more**	ChatGPT, Gemini, Google AI Mode
How much does teeth whitening cost in Riverton?	**Riverton Smile Studio, Harbor Point Dental**	ChatGPT, Gemini, Google AI Mode
Which dentists in Cedar Heights take new patients without insurance?	**Maple Lane Dental Care, Cedar Heights Family Dentistry**	ChatGPT, Gemini
Who is the best family dentist in Cedar Heights, Riverton?	**Cedar Heights Family Dentistry, Harbor Point Dental**	Gemini

WHO AI TRUSTS

The sources AI cites in these answers

MOST CITED SOURCES (CITATIONS)

AI recommends what it can quote. Owned pages are highlighted.

WIN BACK ANSWERS

Moves to win back answers

01

Answer the questions competitors win

AI names Harbor Point Dental and Maple Lane Dental Care for “Where can I find an emergency dentist in…”, not Bright Smile Dental. A clear page for each of the 5 questions like it gives AI a reason to.

02

Be listed where AI looks

AI cites riverton-reviews.example and find-a-dentist.example most in these answers. Keeping a complete, current profile on these can help AI engines find Bright Smile Dental.

03

Give AI pages it can quote

AI quotes competitor sites like cedarheights.example and harborpoint.example 55 times, and brightsmile.example 7 times. Pages on its own site that answer these questions directly can change that.

WHAT WE WILL DO

Northwind Digital manages it all

01

Track

Track these buying questions every week across ChatGPT, Gemini and Google AI Mode.

02

Fix the gaps

Fix the gaps: pages and answers built for the questions competitors win.

03

Earn citations

Earn citations on the sources AI already trusts.

04

Report

Report progress monthly, with the same scorecard you see here.

Northwind Digital

Next step: a 30-minute walkthrough of these results.

METHOD

How we measured

3	8	24	20 October 2026
AI engines: ChatGPT, Gemini, Google AI Mode	Buying questions	Answers read	Collected

Every answer was collected live from each engine on the date above, in one run.