

SAMPLE REPORT · produced to demonstrate the SiteScore audit · not commissioned by or sent to this business

Portland Family Dentistry

https://portlandfamilydentistry.com/ · dentist · Portland, OR



76/100 overall
85.5 of 112 points across 31 checks
3 failing · 10 to improve · 18 passing

Summary

AI crawler access	100%	
AI-readable files	50%	
Metadata	92%	
Structured data	87%	
Content AI can read	92%	
Speed basics	68%	
Site pages	75%	
Search + AI visibility	23%	

Top 5 fixes, in order

- P1

AI answer recommends you (category question)
The sources above are what the AI trusted for this question. Get listed/mentioned there (directories, 'best of' lists, local press), add a direct-answer service+city page, and keep reviews flowing. Re-test monthly.
- P2

Shows up in search for "dentist Portland, OR"
Build a dedicated service+city page, complete your business listing, and earn mentions on the local directories that rank above you (listed in this report).
- P2

FAQ schema
Add a visible FAQ section answering 5-8 real customer questions and mark it up as FAQPage JSON-LD. Search engines show FAQ rich results only for a few site types now, but the question-answer structure is exactly what AI answers lift.
- P2

Question-style headings (match how people ask AI)
Add H2s phrased as the questions customers ask ('How much does a water heater replacement cost in Austin?') with a 1-2 sentence answer directly under each.

P2

Render-blocking scripts in <head>

Add 'defer' to scripts that are not needed before first paint, or move them to the end of <body>.

P1 = do this week (blocks visibility). P2 = this month. P3 = polish. Every finding below lists the evidence it came from so you or your developer can re-check it.

Can AI search find and cite you?

Crawler access (robots.txt)

Search and AI crawlers allowed in robots.txt

All 11 crawlers checked

Yes

What the AI answer said

Asked: "Which dentist businesses in Portland, OR would you recommend? Name up to 8 with their websites."

Result: does not mention you.

Sources the AI cited: pearldistrictdental.com, west-end-dental.com, geelandental.com, laurelhurstdentistry.com, macadamdental.com, whittemoredental.com, villagedentalpdx.com, briosmiles.com

Asked: "What do you know about Portland Family Dentistry in Portland, OR? Include its website."

Result: mentions you and cites your site.

Sources the AI cited: portlandfamilydentistry.com, portlandfamilydentistry.com, portlandfamilydentistry.com, portlandfamilydentistry.com, portlandfamilydentistry.com, verview.com

Search for "dentist Portland, OR": your organic position: not in the top 10; local map pack: no.

Ranking above you: deltadental.com, riverplacedds.com, laurelwooddental.com, belmont-dentistry.com, nepdx dental.com, pdxmonthly.com, careoregondental.org, portlandor.dental

Method: we ask an AI assistant the questions a customer would ask and record whether you are mentioned and cited. Search position comes from a live search for the same phrase (US results). Both were run on 2026-10-14. AI answers vary by user, location and day, so treat this as one snapshot.

Your first 50 words (what AI tools quote)

"A Portland Dentist You Can Trust Request Appointment Compassionate Portland Dental Care Welcome to Portland Family Dentistry, a general dentistry practice dedicated to providing relationship-based, dedicated care to families in Portland, Oregon. We understand that for many, visiting the dentist may bring mixed feelings, and ensuring our patients are comfortable"

All fixes, prioritised

P1 AI answer recommends you (category question)

The sources above are what the AI trusted for this question. Get listed/mentioned there (directories, 'best of' lists, local press), add a direct-answer service+city page, and keep reviews flowing. Re-test monthly.

Evidence: Asked an AI assistant with web search: "Which dentist businesses in Portland, OR would you recommend? Name up to 8 with their websites." -> did NOT name you. Sources it cited: briosomes.com, geelandental.com, laurelhurstdentistry.com, macadamdental.com, pearldistrictdental.com, villagedentalpdx.com, west-end-dental.com, whittemoredental.com

P2 Shows up in search for "dentist Portland, OR"

Build a dedicated service+city page, complete your business listing, and earn mentions on the local directories that rank above you (listed in this report).

Evidence: Organic position: not in top 10; local pack: no (no local pack returned). Top results: deltadental.com; riverplacedds.com; laurelwooddental.com; belmont-dentistry.com; nepdxdental.com

P2 FAQ schema

Add a visible FAQ section answering 5-8 real customer questions and mark it up as FAQPage JSON-LD. Search engines show FAQ rich results only for a few site types now, but the question-answer structure is exactly what AI answers lift.

Evidence: No FAQPage/QAPage schema

P2 Question-style headings (match how people ask AI)

Add H2s phrased as the questions customers ask ('How much does a water heater replacement cost in Austin?') with a 1-2 sentence answer directly under each.

Evidence: 2 question headings: What To Expect During Your New Patient Exam | What Our Portland Dental Clients Are Saying

P2 Render-blocking scripts in <head>

Add 'defer' to scripts that are not needed before first paint, or move them to the end of <body>.

Evidence: 3 blocking scripts in <head>: ydentistry.com/wp-includes/js/jquery/jquery.min.js, ry.com/wp-includes/js/jquery/jquery-migrate.min.js, ementor/assets/lib/font-awesome/js/v4-shims.min.js

P2 Unique titles and descriptions on inner pages

Give every page its own title and description that names the page's service and place.

Evidence: 1 duplicate titles; 8 of 9 pages have no meta description

P3 XML sitemap

Add 'Sitemap: <https://portlandfamilydentistry.com/sitemap.xml>' to robots.txt and submit it in your search engines' webmaster tools.

Evidence: <https://portlandfamilydentistry.com/sitemap.xml>: 152 URLs, newest lastmod 2026-04-30; not referenced in robots.txt

P3 llms.txt (site summary for AI models)

Add /llms.txt: a short plain-text file naming the business, what it does, where, and a link + one-line summary for each key page (draft in the appendix). It is a low-cost, emerging convention; no engine has confirmed ranking on it, so treat it as cheap insurance, not a guarantee.

Evidence: /llms.txt -> 404

P3 Script + stylesheet files

Remove unused plugins/apps and combine files; every file is another round trip on mobile.

Evidence: 79 external script/CSS files referenced by the HTML

P3 One clear H1

Keep one H1 per page; turn the others into H2s.

Evidence: 2 H1 tags: A Portland Dentist You Can Trust | We're happily accepting new patients and look forw

P3 HTML weight

Trim inline CSS/JS and page-builder bloat from the HTML.

Evidence: 173 KB of HTML (uncompressed)

P3

Images lazy-load

Add loading='lazy' to below-the-fold images and set width/height to stop layout shift.

Evidence: 5 of 18 tags use loading=lazy; 10 have no width/height

P3

Image alt text

Describe each meaningful image in its alt attribute (what it shows, plainly).

Evidence: 8 of 18 images have no alt text

Every check, with evidence

AI crawler access

✓ Pass	robots.txt exists GET https://portlandfamilydentistry.com/robots.txt -> 200, 156 bytes	3/3
✓ Pass	AI search crawlers can read the homepage All 11 search and AI crawlers we check are allowed	12/12

AI-readable files

! Improve	XML sitemap https://portlandfamilydentistry.com/sitemap.xml: 152 URLs, newest lastmod 2026-04-30; not referenced in robots.txt	2.5/5
! Improve	llms.txt (site summary for AI models) /llms.txt -> 404	2/4

Metadata

✓ Pass	Homepage is indexable No noindex in robots meta or X-Robots-Tag header	5/5
✓ Pass	Title tag 'Comfortable & efficient Portland dentist experience Dr. T. Agee' (65 chars)	3/3
✓ Pass	Meta description 150 chars: 'For over 10 years, Dr. Agee with Portland Family Dentistry has been the Portland Dentist you trust for preventive, cosmetic & restorative dental care.'	3/3
! Improve	One clear H1 2 H1 tags: A Portland Dentist You Can Trust We're happily accepting new patients and look forw	1/2
✓ Pass	Canonical URL canonical=https://portlandfamilydentistry.com/	1/1
✓ Pass	Mobile viewport meta viewport present	2/2
✓ Pass	Open Graph (link previews) og:title=yes, og:image=yes	1/1
! Improve	Image alt text 8 of 18 images have no alt text	0.5/1

Structured data

✓ Pass	Business schema (who/where/contact) @type Dentist with fields: name, address, telephone, openingHoursSpecification, url, geo, sameAs	8/8
! Improve	FAQ schema No FAQPage/QAPage schema	2/4
✓ Pass	Structured data parses	3/3

Content AI can read

✓ Pass	Main text is in the raw HTML (no JavaScript needed) 575 words of visible text in the raw HTML response	8/8
✓ Pass	Direct answer in the first 50 words (who + what + where) First 50 words: "A Portland Dentist You Can Trust Request Appointment Compassionate Portland Dental Care Welcome to Portland Family Dentistry, a general dentistry practice dedicated to providing relationship-based, dedicated care to families in Portland, Oregon. We understand that for many, visiting the dentist may " -> business name yes, service yes, place yes	6/6
! Improve	Question-style headings (match how people ask AI) 2 question headings: What To Expect During Your New Patient Exam What Our Portland Dental Clients Are Saying	1.5/3
✓ Pass	Contact details in the page (phone or email link) tel: link=yes; phone-like text=yes; mailto link=yes	2/2

Speed basics

✓ Pass	Server response time Time to first byte 79 ms from our audit server (one measurement)	4/4
! Improve	HTML weight 173 KB of HTML (uncompressed)	1/2
✓ Pass	Text compression Content-Encoding: gzip	2/2
! Improve	Render-blocking scripts in <head> 3 blocking scripts in <head>: ydentistry.com/wp-includes/js/jquery/jquery.min.js, ry.com/wp-includes/js/jquery/jquery-migrate.min.js, ementor/assets/lib/font-awesome/js/v4-shims.min.js	1.5/3
! Improve	Images lazy-load 5 of 18 tags use loading=lazy; 10 have no width/height	1/2
✗ Fail	Script + stylesheet files 79 external script/CSS files referenced by the HTML	0/2
✓ Pass	HTTPS https://portlandfamilydentistry.com/	2/2

Site pages

✓ Pass	Sampled pages load (9 checked) 0 of 9 sampled internal URLs failed	3/3
! Improve	Unique titles and descriptions on inner pages 1 duplicate titles; 8 of 9 pages have no meta description	1.5/3

Search + AI visibility

✗ Fail	Shows up in search for "dentist Portland, OR" Organic position: not in top 10; local pack: no (no local pack returned). Top results: deltadental.com; riverplacedds.com; laurelwooddental.com; belmont-dentistry.com; nepdx dental.com	0/4
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✗ Fail	AI answer recommends you (category question) Asked an AI assistant with web search: "Which dentist businesses in Portland, OR would you recommend? Name up to 8 with their websites." -> did NOT name you. Sources it cited: briosomes.com, geelandental.com, laurelhurstdentistry.com, macadamdental.com, pearldistrictdental.com, villagedentalpdx.com, west-end-dental.com, whittemoredental.com	0/6
✓ Pass	AI answer knows your business (brand question) "What do you know about Portland Family Dentistry in Portland, OR? Include its website." -> own site cited: yes; name/site mentioned: yes	3/3

Appendix: ready-to-paste drafts

Fill in the [brackets] with your real details before publishing. Never publish details that are not true.

robots.txt that allows search + AI crawlers

```
User-agent: *
Allow: /

Sitemap: https://portlandfamilydentistry.com/sitemap.xml
```

LocalBusiness JSON-LD (put inside <script type="application/ld+json"> on the homepage)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Portland Family Dentistry",
  "url": "https://portlandfamilydentistry.com/",
  "telephone": "15032843588",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[street]",
    "addressLocality": "Portland",
    "addressRegion": "[region]",
    "postalCode": "[zip]"
  },
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [
        "Monday",
        "Tuesday",
        "Wednesday",
        "Thursday",
        "Friday"
      ],
      "opens": "08:00",
      "closes": "17:00"
    }
  ],
  "areaServed": "Portland, OR",
  "sameAs": [
    "[business listing URL]",
    "[Facebook/Yelp URL]"
  ]
}
```

llms.txt starter

```
# Portland Family Dentistry

> Portland Family Dentistry is a dentist in Portland, OR. [One sentence on main services, area served and how to book.]

## Key pages
- [Home](https://portlandfamilydentistry.com/): who we are, services, contact
- [Services](https://portlandfamilydentistry.com/services): [one-line summary]
- [Contact](https://portlandfamilydentistry.com/contact): phone, address, hours
```

Scope and limits

This audit reads the public site as a crawler does: the homepage plus up to 10 pages, robots.txt, sitemap, llms.txt, structured data and response headers. Speed checks are server/HTML basics measured once from our server, not Core Web Vitals field data. It does not access your analytics, search console data or business listing. No ranking or AI citation outcome is guaranteed: the fixes remove the known blockers and make the site easier to quote.