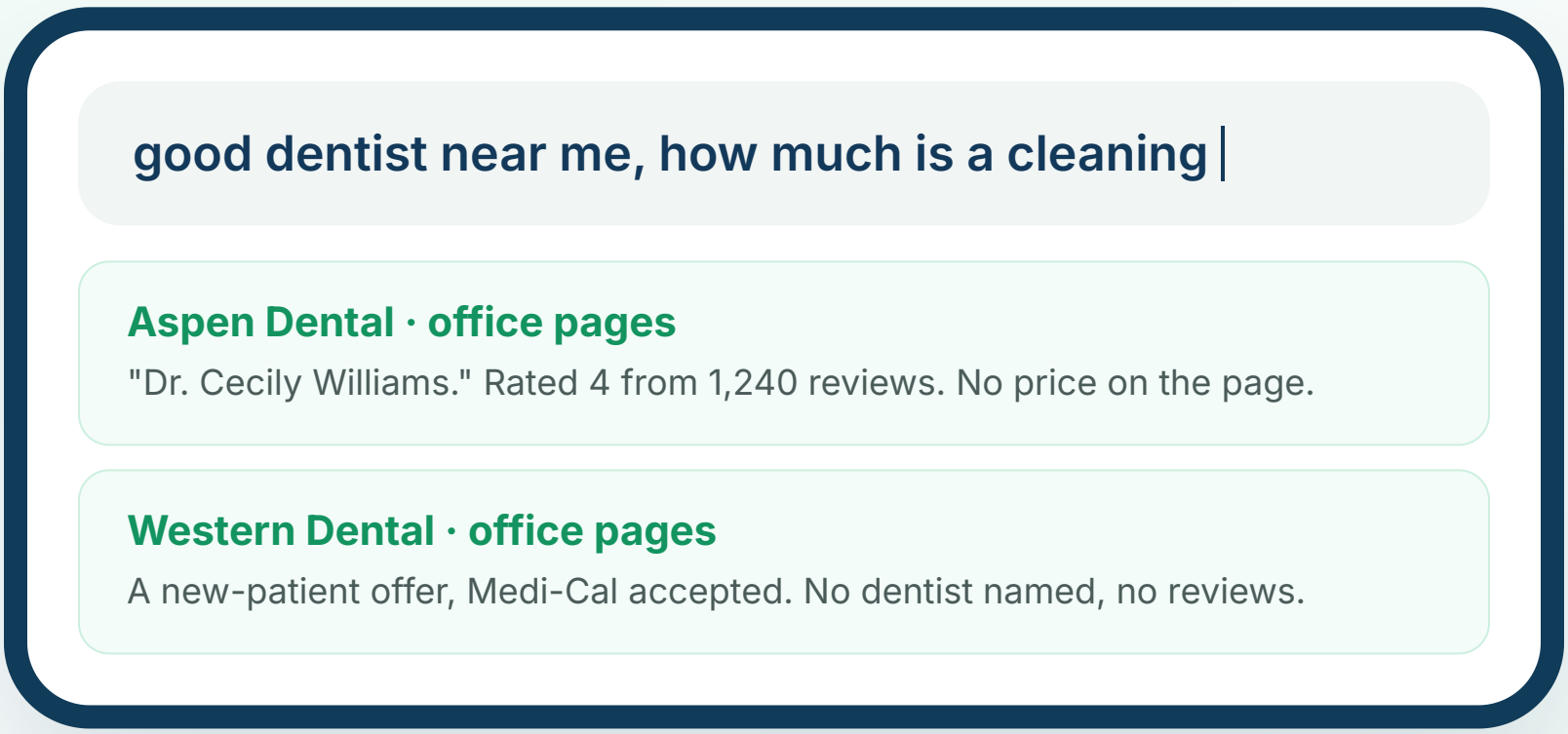
ASPEN DENTAL VS. WESTERN DENTAL

Two Dental Chains. Each Hides What The Other Shows.

78 Aspen Dental offices picked at random from 1,100+, and all 227 Western Dental offices.

Aspen shows the dentists and the stars, but hides its offices from its own sitemap. Western shows the prices, but never says who the dentist is.



WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Each chain answers three or four. Never the same ones.

Aspen Dental

ASPENDENTAL.COM/DENTIST

4/5

- ✓ Where is it?
- ✓ Is it open now?
- ✗ What does it cost?
- ✓ Who is the dentist?
- ✓ What do patients say?

Western Dental

WESTERNDENTAL.COM/FIND-A-LOCATION

3/5

- ✓ Where is it?
- ✓ Is it open now?
- ✓ What does it cost?
- ✗ Who is the dentist?
- ✗ What do patients say?

Scored on the raw page each server sends, before JavaScript runs. That is what most AI crawlers read. Checked on November 18, 2026: 78 Aspen offices from a random sample of 80 city pages, and every Western Dental office in its sitemap. We also tried Tend, but its site blocked our browser outright.

WHAT ASPEN DENTAL GETS RIGHT

Aspen tells a machine who the dentists are and what patients think.

Every office page carries a business listing with a star rating, opening hours and a map pin, plus six questions answered for that exact town.

ASPEN DENTAL SMYRNA, TN · PAGE DATA


```
"@type": "MedicalBusiness", "name": "Aspen Dental - Smyrna, TN",
"streetAddress": "440 Sam Ridley Pkwy W Ste 140", "telephone": "
(615) 768-3242",
"aggregateRating": { "ratingValue": "4", "reviewCount": "1240" },
"FAQPage": "Is Aspen Dental accepting new patients?" …
```


77 / 78

office pages with a star rating and town-specific FAQs a machine can read

76 / 78

office pages that name their dentists, like "Dr. Cecily Williams"

AND THEN

Aspen's map for crawlers lists 134 pages. Not one of 1,100+ offices.

Ask aspendental.com for its robots.txt, sitemap or llms.txt and you get the same thing: a "Page Not Found" page, sent with an "everything is fine" status. A real sitemap exists at another address, but nothing points to it, and it only covers marketing pages.

OFFICES IN THE SITEMAP

0 / 1,100+

Crawlers can still reach offices through the finder's state and city links, but there's no direct list.

SIZE OF EACH OFFICE PAGE

1.1 MB

Median HTML, with about 616 KB of script, to deliver 17,000 characters of text.

SMALLER GAPS

The "Pricing & Offers" page shows no prices, and only 1 of 78 office pages mentions one. One sampled office link sends you to a different city, and one city page is titled "Find Dentists in [location]".

WHAT WESTERN DENTAL GETS RIGHT

Western's pages are light, tidy and upfront about cost.

Every office page is marked up as a Dentist, with hours, a map pin and five FAQs. Each one states the new-patient offer and says Medi-Cal is accepted. Its robots.txt points crawlers straight to a working sitemap of every office.

WESTERN DENTAL NATIONAL CITY, CA · IN THE RAW TEXT

1539 East Plaza Boulevard, National City, CA 91950
Opening hours listed day by day · Medi-Cal dental accepted
"The regular price for these procedures in California is $378."

143 KB

median office page, about 8 times lighter than Aspen's

227 / 227

office pages with Dentist schema, hours, a price and insurance details

AND THEN

227 offices. Not one review, not one dentist, almost no differences.

Every office page has the same business name, "Western Dental", the same five FAQs and no mention of who works there. Any two office pages share about 96% of their wording. To a machine, they read as one page copied 227 times.

WESTERN DENTAL · SAME ON EVERY OFFICE PAGE

```
"@type": "Dentist", "name": "Western Dental"
"aggregateRating": missing on 227 / 227
FAQ #1: "How can I afford dental care if I don't have insurance?"
```

PAGES NAMING A DENTIST

0 / 227

and 0 that mention reviews at all.

SITEMAP LINKS THAT REDIRECT

32 / 227

Not updated since August. The finder links 1 office before JavaScript.

ONE ODD LINE IN ROBOTS.TXT

"User-agent: AdsBot / Disallow: /" blocks Google's ad-checking crawler from the whole site.

ELEVEN CHECKS, SAME METHOD, BOTH BRANDS

Seven checks each. They fail the opposite ones.

CHECK	ASPEN	WESTERN
Address and phone in readable text On the raw page, before JavaScript	✓	✓
Opening hours in readable text Not only after the page loads	✓	✓
Business schema with map pin and hours Data a machine reads directly	✓	✓
Star ratings in the page data aggregateRating on office pages	✓	✗
Dentists named on each office page Who a patient will actually see	✓	✗
Town-specific FAQs Questions that mention the location	✓	✗
Each office page reads differently Under 80% of wording shared	✓	✗
Prices a crawler can quote On the office pages themselves	✗	✓
robots.txt points to a sitemap A real file, not a 404 page	✗	✓
Every office listed in the sitemap One direct list for crawlers	✗	✓
Light office pages Under 300 KB of HTML	✗	✓

WHY THIS MATTERS TO A CLINIC

Big budgets still leave gaps AI can see.

Aspen has thousands of reviews and named dentists, but makes crawlers hunt for its offices and never quotes a price. Western quotes prices and keeps its pages fast, but gives AI no reason to recommend one office over another: no reviews, no people, no local detail. Each could fix its gaps in a few weeks. For a single clinic, the same checks take an afternoon, and most of the fixes are free.

WHAT WE CHECK, FREE

Your pages, as AI reads them.

We read your site the way an AI crawler does, compare it to the clinics near you, and send back the gaps in plain sentences.

TAKES

1 day

No commitment, no cost. One list you can hand to whoever runs your website.

getclinads.com/consult — Free AI visibility audit

Method: Aspen Dental, 78 office pages reached from a seeded random sample of 80 of its 1,001 city pages; Western Dental, all 227 office pages in its sitemap. Fetched in Chrome on Nov 18, 2026 and read before JavaScript. AI crawler behaviour: Vercel, "The rise of the AI crawler" (Dec 2024).