

HEARTLAND DENTAL VS. PACIFIC DENTAL SERVICES

One Has No Front Door. The Other Broke the Lock.

The two biggest dental groups in America.

One supports 1,900+ practices. The other lists offices in 24 states. Neither is easy to find.

dentist near me that takes my insurance|

Heartland Dental • heartland.com

29 pages, all written for dentists selling a practice. No patient can book here.

Smile Generation • a PDS office

Hours, map and insurers all present. One stray character makes a machine drop it.

WHAT A PATIENT IS ACTUALLY ASKING

Each group answers a different half of the same five questions.

Heartland

HEARTLAND.COM + PRACTICE SITES

3_{/5}

- ✓ Where is it?
- ✗ Is it open now?
- ✓ Does it take my insurance?
- ✓ Can a machine read the listing?
- ✗ Can I find it from the brand at all?

Pacific Dental

SMILEGENERATION.COM

4_{/5}

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it take my insurance?
- ✗ Can a machine read the listing?
- ✓ Can I find it from the brand at all?

Scored on the page a patient actually lands on, read before JavaScript runs.
Heartland: 4 supported practice sites sampled. Pacific Dental: 10 office pages sampled across 4 states.

HEARTLAND'S SIDE

Heartland's website is written for dentists, not patients.

It supports more practices than anyone in America. Its website is a pitch to the dentists who own them. There is no office finder, no booking, no list of the practices anywhere on the domain.

HEARTLAND.COM • THE WHOLE TOP MENU

Selling Your Practice • Why Heartland • How It Works
Path to Long-Term Wealth • Valuation • Support Model
Continuing Education • About • Careers • Get in Touch
Nothing a patient would ever search for.

1,900+

practices it supports, by its own count, across 39 states

29

pages in its sitemap, and not one of them names an office

AND YET

Each practice builds its own listing, and builds it properly.

Every Heartland practice site we sampled carries a clean listing that a machine accepts: the name, the street, the phone, the opening hours and the full list of treatments.

WEXFORD DENTAL ARTS, PA • PAGE DATA

```
"@type": "Dentist",  
"streetAddress": "103 N Meadows Dr", "addressLocality": "Wexford",  
"openingHours": ["Mo 09:00-18:00", "Tu,We,Th 08:00-16:30"],  
"telephone": "(724) 934-3900"
```

AND THE CATCH

Nothing ties the 1,900 together. Search the brand and no list exists, because every practice is an island with its own domain.

PACIFIC DENTAL'S SIDE

Pacific Dental built the directory Heartland never did.

Its patient brand, Smile Generation, runs a real one: 24 states, then cities, then an office page with the hours, the map and **the carriers it takes, by name.**

A SMILE GENERATION OFFICE PAGE • WHAT A PATIENT READS

BUSINESS HOURS Mon 8:00 AM - 7:00 PM Tue 9:00 AM - 6:00 PM ...

INSURANCE Aetna • Anthem Blue Cross • Cigna • Delta • Guardian

MetLife • United Health Care • UCCI

24

states in the directory, down to a page per office

0

of those office pages appear in the sitemap. It lists 339 URLs, none of them an office

AND THEN

One stray character throws the whole listing away.

Each office page carries the listing machines read: dentist, address, coordinates, opening hours. It ends with a bracket that should not be there, and a parser rejects the entire block. Everything inside it is discarded.

THE LAST LINE OF EVERY OFFICE LISTING WE CHECKED

```
"openingHoursSpecification": [{ "opens": "8:00 AM", "closes": "3:00 PM"  
}]
```

Expecting ',' delimiter: line 45 column 647

OFFICES WE SAMPLED

10_{/10}

Every one carried the same broken bracket, across four states.

ON THE CORPORATE DOMAIN

No robots.txt

pacificdentalservices.com
answers that URL with an internal
"No resource found" error.

NINE CHECKS, SAME METHOD, BOTH GROUPS

Six checks to four, and the gap is the front door.

CHECK	HEARTLAND	PACIFIC DENTAL
A directory of every office One place a patient can browse them all		
Hours on the page a patient lands on Printed, not only in the code		
Insurance carriers named Aetna, Cigna, MetLife and the rest		
Structured data a parser accepts The listing machines actually read		
Office pages listed in a sitemap So a crawler knows they exist		
Sitemap carries dates So a crawler knows what changed		
robots.txt on the main domain Rules, not an error page		
Dead URLs return an error Not "200 OK" for a page that isn't there		
A note written for AI engines An llms.txt on the domain		

WHY THIS MATTERS TO A PRACTICE

A single practice can beat both of them on the search that matters.

Neither group is failing for lack of money. One decided patients were not its audience; the other wrote the listing correctly and shipped a typo to every office. The bar for an independent practice is lower than it looks: one page that names the dentist, the street, the hours and the plans you take, written so a person and a machine can both read it.

WHAT WE CHECK, FREE

Your city. Your competitors.

We search for your practice the way a patient would, on Google and on the AI assistants, and send back the gaps in plain sentences.

TAKES

1

 day

No commitment, no cost. You get one list you can hand to whoever runs your website.

team@getclinads.com

Free AI visibility audit