

FORT WORTH, TEXAS

Aspen Dental is losing Fort Worth to Brident.

Same city, same search. Brident's page answers all five things a patient asks. **Aspen's answers none.**

dentist in fort worth|

Brident • 4511 Western Center Blvd

Open today 9–6 • (817) 918-3343 • Fort Worth, TX 76137

Aspen Dental • Fort Worth, TX

"A full-service dental provider..." • (800) 277-3633

WHAT A PATIENT NEEDS TO SEE ON THE PAGE

Aspen's Fort Worth page answers 0 of 5. Brident's answers 5 of 5.

Aspen Dental

FORT WORTH CITY PAGE

0/5

- ✗ A dentist, by name
- ✗ A street address
- ✗ Today's hours
- ✗ A number that rings there
- ✗ One reason to choose it

Brident

FORT WORTH OFFICE PAGE

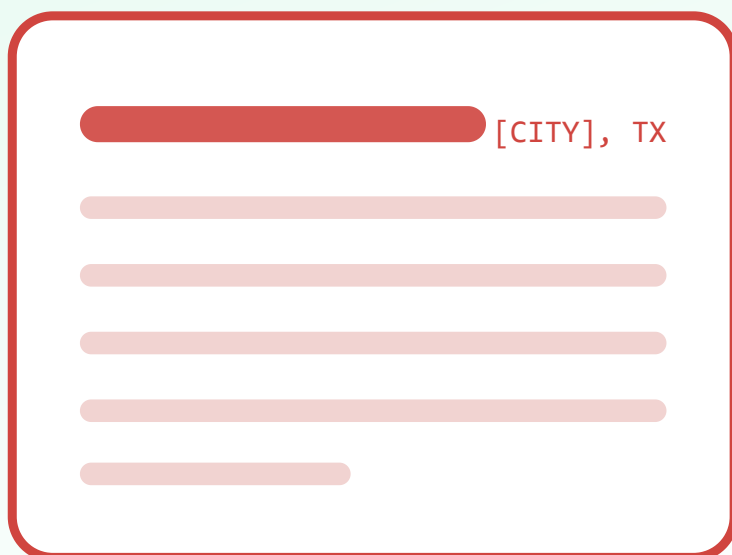
5/5

- ✓ A dentist, by name
- ✓ A street address
- ✓ Today's hours
- ✓ A number that rings there
- ✓ One reason to choose it

Google and the AI assistants look for exactly these five things too. A page that answers the patient gets found. A page that answers nobody gets skipped by both.

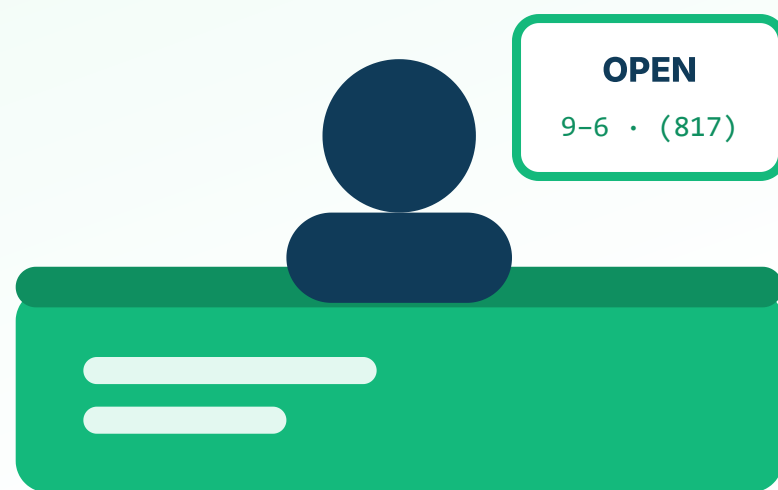
THE DIFFERENCE, DRAWN

Aspen's page is a brochure. Brident's is a front desk.



Aspen Dental

Same paragraph on every city page. No dentist, no street, no hours. A call-centre number.



Brident

The office by name, the street, today's hours, a number that rings in Fort Worth.

ASPEN DENTAL'S FORT WORTH PAGE, IN FULL:

"Aspen Dental is a full-service dental provider offering a wide range of services, including clear aligners, dentures, dental implants, emergency dental care, checkups and other general dental services..."

Brident is a 96-location Texas chain. Aspen Dental has over 1,000 offices. Size didn't decide this. Writing the page did.

NOT JUST FORT WORTH

Aspen uses one paragraph for all 71 of its Texas cities.



71

Texas city pages in Aspen Dental's own sitemap. We loaded every one. Every one is the same template.

994

city pages nationwide, built the same way.

17,488

excellent office pages behind them. Not one is reachable from a city search.

FORT WORTH, OFFICE BY OFFICE

Brident: 9 Fort Worth pages.

Aspen: 1 page that names no office.

Brident

9 FORT WORTH OFFICES • 9 DIFFERENT PAGES

4511 Western Center Blvd

hours •
photo •
(817)

4200 South Freeway

hours •
photo •
(817)

815 East Berry St

hours •
photo •
(817)

225 NE 28th St

hours •
photo •
(817)

6000 Camp Bowie Blvd

hours •
photo •
(817)

3411 Sycamore School Rd

hours •
photo •
(817)

4229 East Lancaster Ave

hours •
photo •
(817)

6729 Bridge St

hours •
photo •
(817)

9021 Tehama Ridge Pkwy

hours •
photo •
(817)

Aspen Dental

2 FORT WORTH OFFICES • 1 CITY PAGE

1129 Green Oaks Rd

exists • not on the city page

5009 South Hulen St

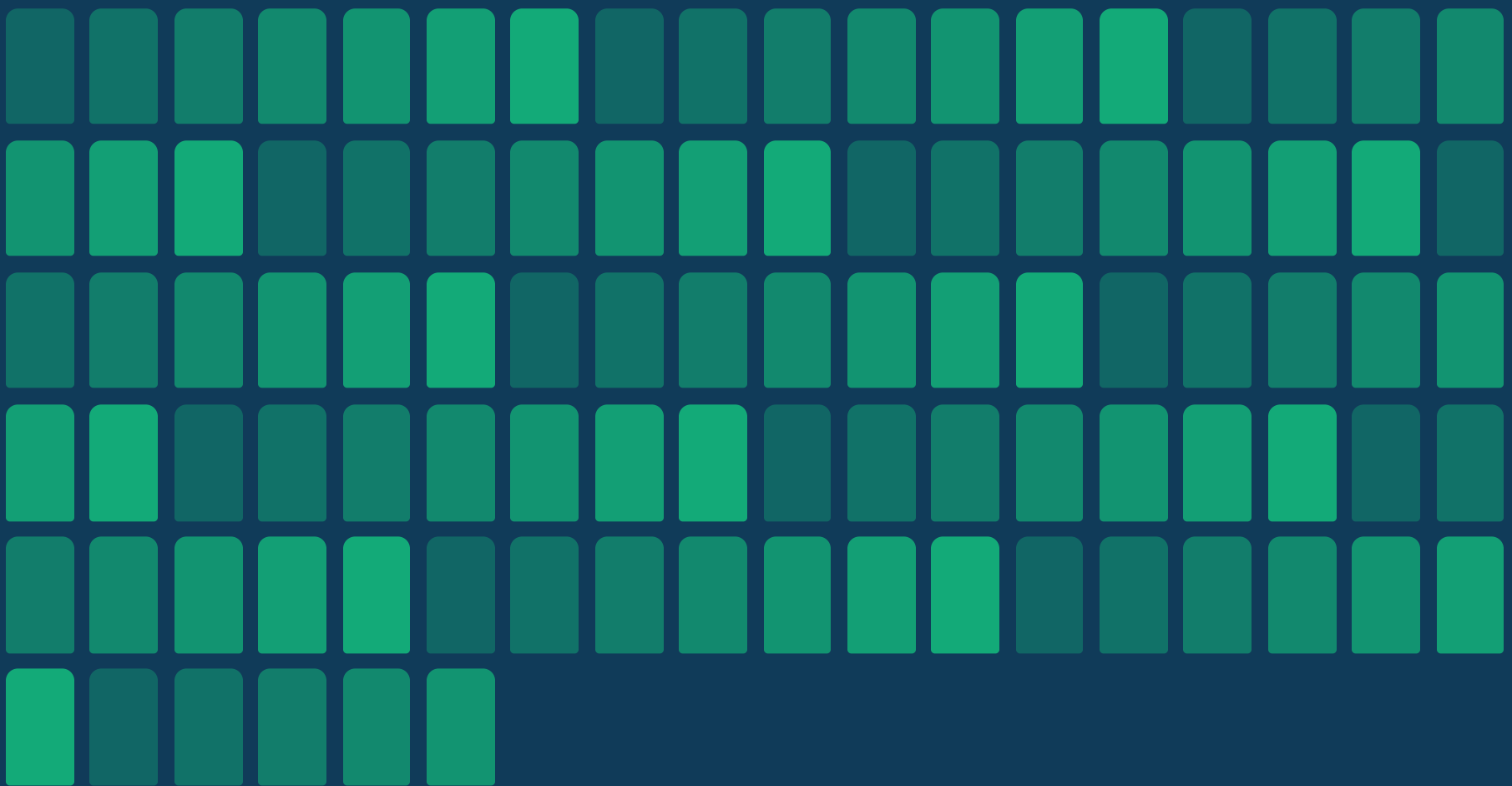
exists • not on the city page

The city page names neither office. It shows a paragraph and an 800 number.

THE STRANGE PART

Aspen has 17,488 excellent office pages. Its city pages hide every one.

Behind every template city page sit real office pages with the dentist, the street, the hours and a local number. **17,488 of them.** The city page in front doesn't point to a single one.



The template page. The only door a city search opens.

IF YOU RUN A CLINIC, KEEP THIS ONE

Aspen has six of these gaps. Brident has one.

GAP	ASPEN	BRIDENT
Every city page says the same thing One paragraph, 71 Texas cities. Swap the name, nothing changes.		
A call-centre number, not the office One national 800 line on every city page.		
The best pages are hidden behind the worst 17,488 excellent office pages, unreachable from a city search.		
No machine-readable label on city pages The hidden tag that tells Google "this is a dentist, here."		
No note for the AI assistants The one-page summary ChatGPT and Gemini look for first.		
Six headlines on the homepage Six things compete to be the point. Google picks one.		

A THOUSAND-OFFICE CHAIN MISSED THEM. MOST CLINICS DO.

Your clinic probably has these gaps too.

We search as a patient would

Your city, your services, on Google and on the AI assistants.

We put you next to the clinic down the road

Same search, side by side.

You get the gaps in plain sentences

One line each. No jargon.

team@getclinads.com

Free · takes a day