



**GREATDENTAL**  
WEBSITES & MARKETING

**SEO**

# Field Test

**Can Showing Procedure Pricing Boost  
Your Practices AI Visibility? What We're  
Seeing in Google AI Overviews**

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AI is already changing the landscape of digital marketing, especially SEO, and that shift is only accelerating. In this fast-moving space, are there any consistent ways to improve your visibility in Google's AI Overviews?

We've been testing and tracking what works, and one tactic has shown promising, repeatable results. Before we get into that, let's look at what AI Overviews are and why they matter.

## AI and the Patient Journey

Artificial intelligence is quietly transforming how patients search for and choose a dentist. Instead of scrolling through websites or ads, many patients now get answers through tools like Google AI Overviews and ChatGPT.

These tools don't rely solely on rankings or ads. They analyze your content, reviews, and online presence to decide whether to include your practice in a response. Showing up in these AI-powered experiences isn't just a bonus—it's becoming essential.

## Why You Should Care

Being included in an AI Overview means your practice is seen first. It gives your website credibility before a patient even clicks. If you're not included, you could be buried beneath the results or left out entirely.



# What Are AI Overviews?



AI Overviews are quick, AI-generated summaries that appear at the top of some search results. They're designed to give users fast, accurate answers by pulling content from multiple trusted sources. In dentistry, where Google classifies many searches as health-related, AI Overviews are especially common, appearing in 83% of searches as of February 2025.

## What Makes AI Overviews Tricky?

AI Overviews are short summaries that appear at the top of some Google search results. They are generated by Google's AI systems and designed to give users a quick, accurate answer without needing to click on multiple websites.

Google pulls this information from trusted sources across the web and assembles a concise summary based on what it believes is most relevant. These summaries appear above the traditional organic listings and even the map pack, making them the first thing patients see.

Because dentistry falls under Google's category of health-related content, these AI Overviews show up frequently in dental-related searches.

## The Test

As AI Overviews became more common in dental-related searches, we started seeing a pattern amongst our SEO clients. The content being featured in overviews often answered real, practical questions, especially about specific details like parking, cost of services, or specific treatments offered.

That led us to a hypothesis: if Google's AI is more likely to feature pages that answer very specific patient questions, then adding pricing to service pages might improve the chances of being included in those summaries.

To test it, we selected three dental clients and updated service pages for each. We added pricing in a clear, structured format, either as a specific number (e.g., \$499 for whitening) or a reasonable range (e.g., \$400 to \$1,000 for CEREC crowns), with a short explanation when needed.

We made no other changes. These sites already had strong SEO foundations, and the goal was to isolate pricing as the only new variable. We also paid attention to formatting, using headers, bullets, and short paragraphs to make the content easy for Google and the user to parse.

## And Now We Wait...

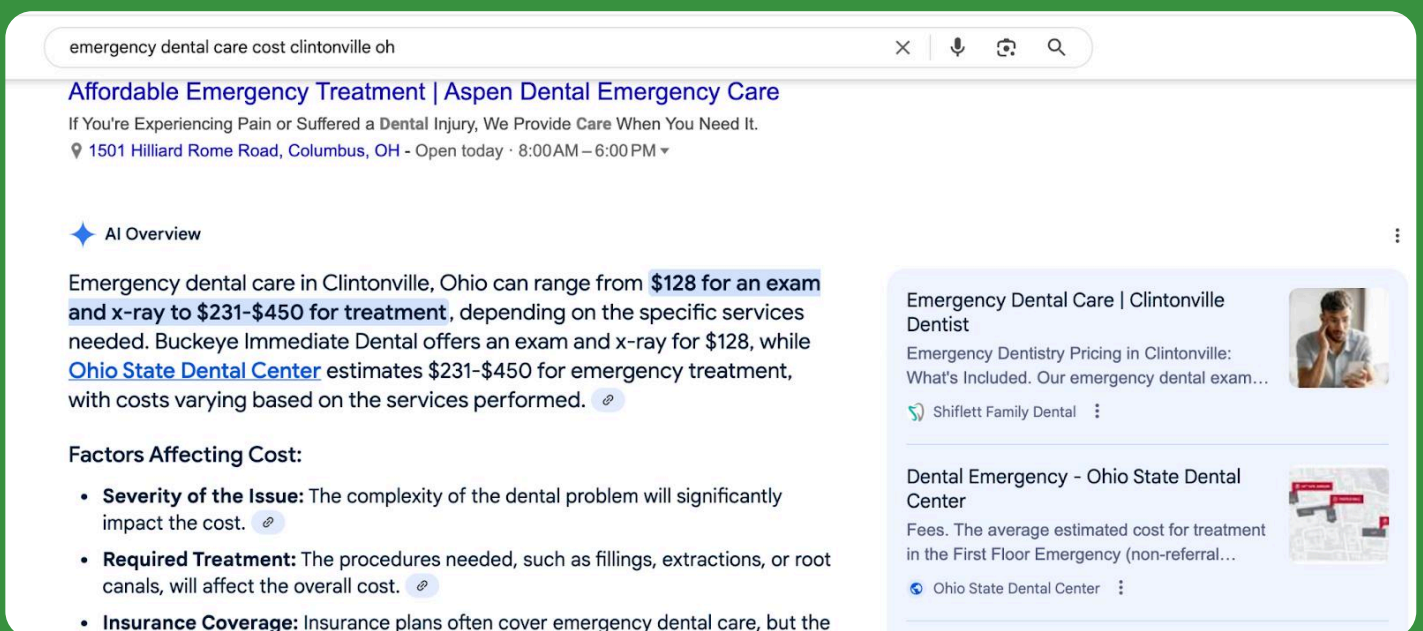
Google doesn't update search results instantly. After changes are published, it can take anywhere from a few days to a few weeks for Google to recrawl and reindex the updated pages. How fast this happens depends on a few factors: how often the site is updated, how much traffic it gets, and how frequently Google is already visiting the site. For most well-maintained dental websites, this timeline is fairly reasonable, but it's not instant.





Using this method, we were able to earn AI Overview visibility for three different dental practices. In each case, we added pricing directly to the service pages, not the homepage or a general pricing page. The pricing information did not have to be exact. Some pages listed a specific number, while others provided a range when the cost could vary depending on treatment complexity. Here are some examples of the AI overviews we were able to show up in:

## Google Search: "emergency dental care cost clintonville oh"



emergency dental care cost clintonville oh

**Affordable Emergency Treatment | Aspen Dental Emergency Care**  
If You're Experiencing Pain or Suffered a Dental Injury, We Provide Care When You Need It.  
1501 Hilliard Rome Road, Columbus, OH - Open today · 8:00AM – 6:00 PM

AI Overview

Emergency dental care in Clintonville, Ohio can range from **\$128 for an exam and x-ray to \$231-\$450 for treatment**, depending on the specific services needed. Buckeye Immediate Dental offers an exam and x-ray for \$128, while [Ohio State Dental Center](#) estimates \$231-\$450 for emergency treatment, with costs varying based on the services performed.

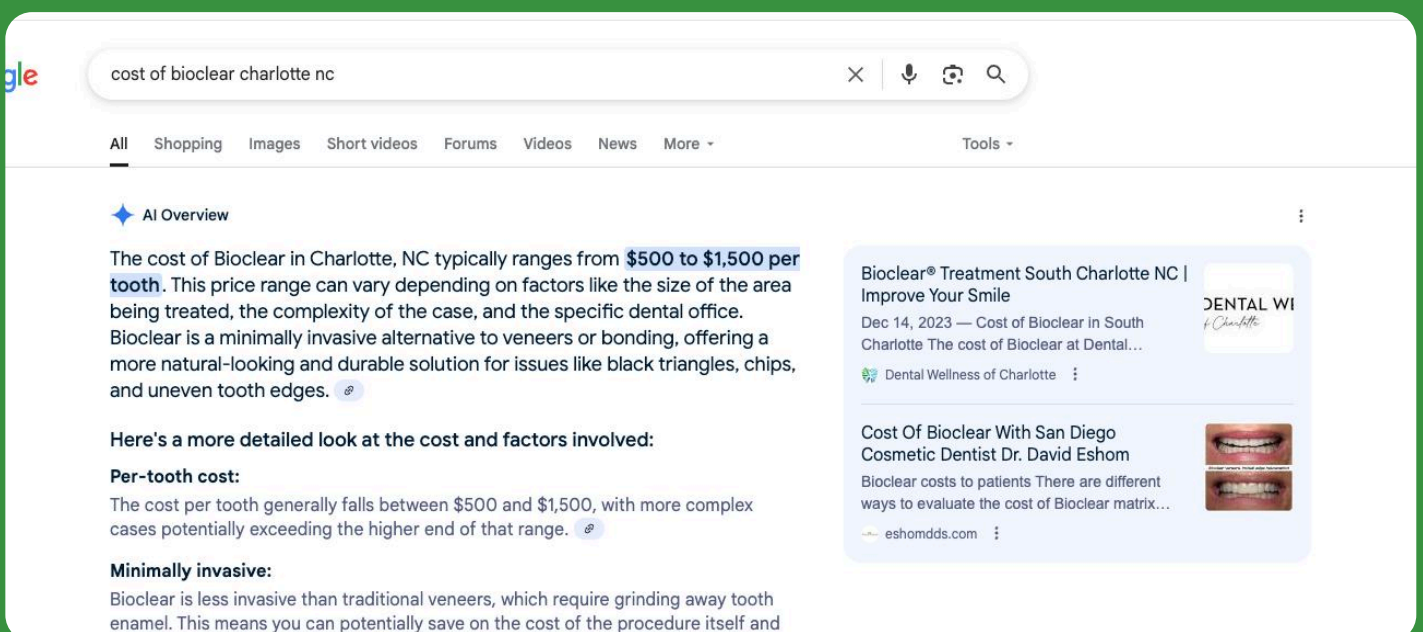
**Factors Affecting Cost:**

- Severity of the Issue:** The complexity of the dental problem will significantly impact the cost.
- Required Treatment:** The procedures needed, such as fillings, extractions, or root canals, will affect the overall cost.
- Insurance Coverage:** Insurance plans often cover emergency dental care, but the

**Emergency Dental Care | Clintonville Dentist**  
Emergency Dentistry Pricing in Clintonville: What's Included. Our emergency dental exam...  
Shiflett Family Dental

**Dental Emergency - Ohio State Dental Center**  
Fees. The average estimated cost for treatment in the First Floor Emergency (non-referral...  
Ohio State Dental Center

## Google Search: "cost of bioclear charlotte nc"



cost of bioclear charlotte nc

All Shopping Images Short videos Forums Videos News More Tools

AI Overview

The cost of Bioclear in Charlotte, NC typically ranges from **\$500 to \$1,500 per tooth**. This price range can vary depending on factors like the size of the area being treated, the complexity of the case, and the specific dental office. Bioclear is a minimally invasive alternative to veneers or bonding, offering a more natural-looking and durable solution for issues like black triangles, chips, and uneven tooth edges.

**Here's a more detailed look at the cost and factors involved:**

**Per-tooth cost:**  
The cost per tooth generally falls between \$500 and \$1,500, with more complex cases potentially exceeding the higher end of that range.

**Minimally invasive:**  
Bioclear is less invasive than traditional veneers, which require grinding away tooth enamel. This means you can potentially save on the cost of the procedure itself and

**Bioclear® Treatment South Charlotte NC | Improve Your Smile**  
Dec 14, 2023 — Cost of Bioclear in South Charlotte The cost of Bioclear at Dental...  
Dental Wellness of Charlotte

**Cost Of Bioclear With San Diego Cosmetic Dentist Dr. David Eshom**  
Bioclear costs to patients There are different ways to evaluate the cost of Bioclear matrix...  
eshomdds.com

# Does Showing Pricing Pay Off?



So, should you try adding pricing to your website? From what we have seen so far, adding pricing to service pages can help practices earn visibility in Google's AI Overviews. Patients are already asking about costs before they make a call, and Google's AI is designed to surface the content that answers those real questions most directly.

## What We Think Made the Difference

- **Patients care about cost:** Google surfaces answers that match what patients ask online.
- **Even a range helps:** A precise number isn't required for your answer to be recognized.
- **Clarity wins:** Simple, direct language makes your content easier for AI to feature.

This was only a small test, and the landscape is shifting quickly. What works today may change tomorrow. That is why our team spends time every day digging into new patterns, running experiments, and tracking what really matters for dental SEO.

If you want to stay ahead with strategies like this, reach out to GDW to talk about what we are learning and how it could apply to your site.

## Contact GDW



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### Lucas Martin

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Lucas brings years of experience within the SEO world. He specializes in identifying emerging trends, testing new strategies, and ensuring clients remain highly visible in search results.