NOVEMBER 2026 · DATA STUDY

Who does AI cite when US patients ask about braces?

77 of 100

Google AI Overview answers we read cite at least one dental practice website (verified site by site).

46%
of citations to practice sites in AI Overviews

31%
in Perplexity

6%
in ChatGPT

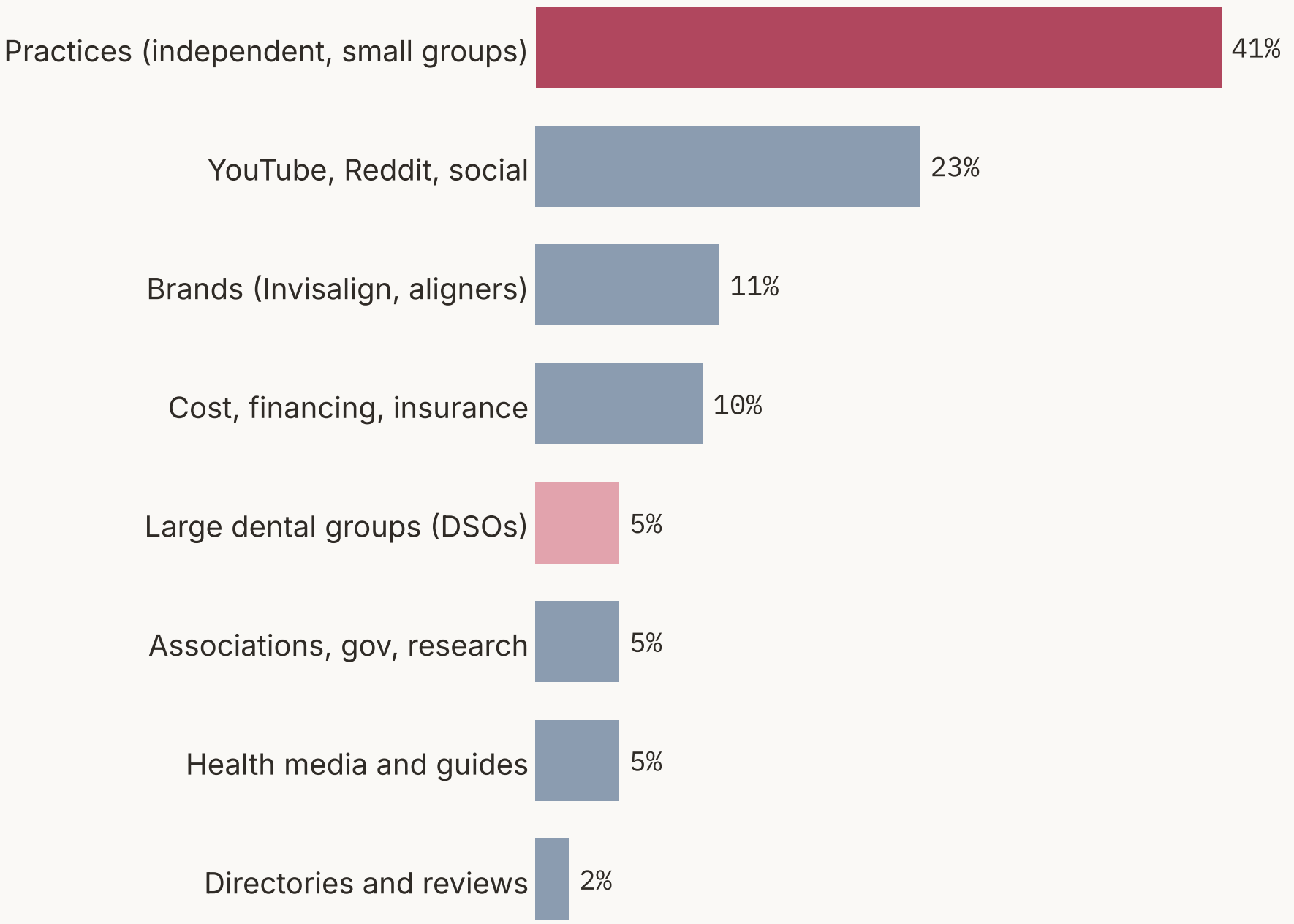
Share of citations in the 50 most cited domains of each platform. Practices include dental groups.

SOURCE	Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.
SCOPE	US, questions on orthodontists, braces and aligners. 100 AI Overview answers, 60 ChatGPT, 60 Perplexity.
LIMITATION	Sample of answers returned by Brand Radar, not a random draw. Categories checked by hand on each domain.

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In AI Overviews, practice sites are the first source

Top 50 cited domains, share of 749 citations by type of site.

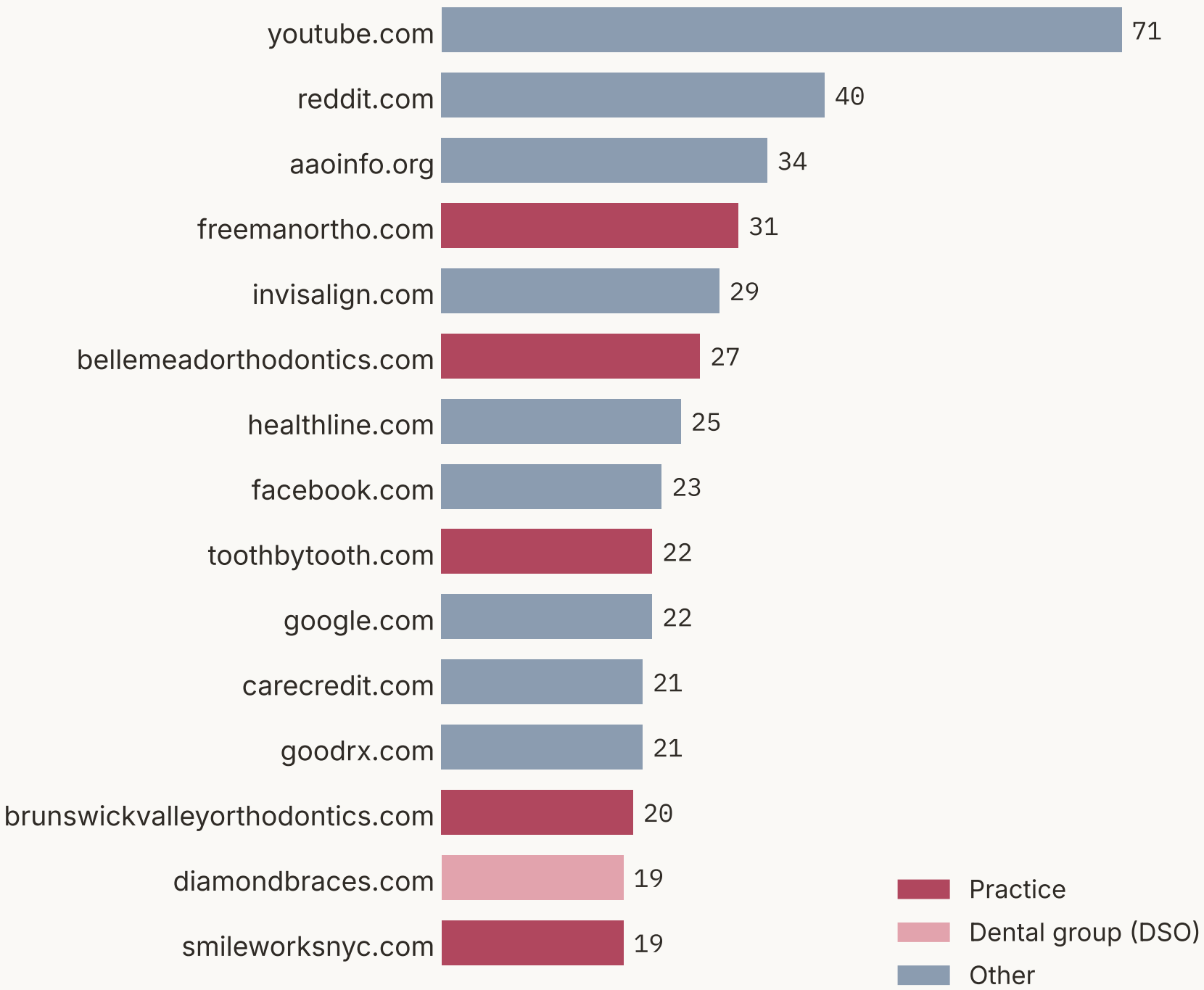


Practices + dental groups together: 46% of citations. 29 of the top 50 domains are practice sites.

SOURCE	Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.
SCOPE	US Google AI Overviews, questions containing "orthodontist", "braces" or "aligners" and mentioning Invisalign, SmileDirectClub, Byte, Candid, ClearCorrect, Damon or the AAO.
LIMITATION	A citation = one answer linking to the domain. Category of each domain checked on its homepage.

One orthodontic practice is cited more often than invisalign.com

Top 15 cited domains, number of AI Overview answers citing each.



SOURCE Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.

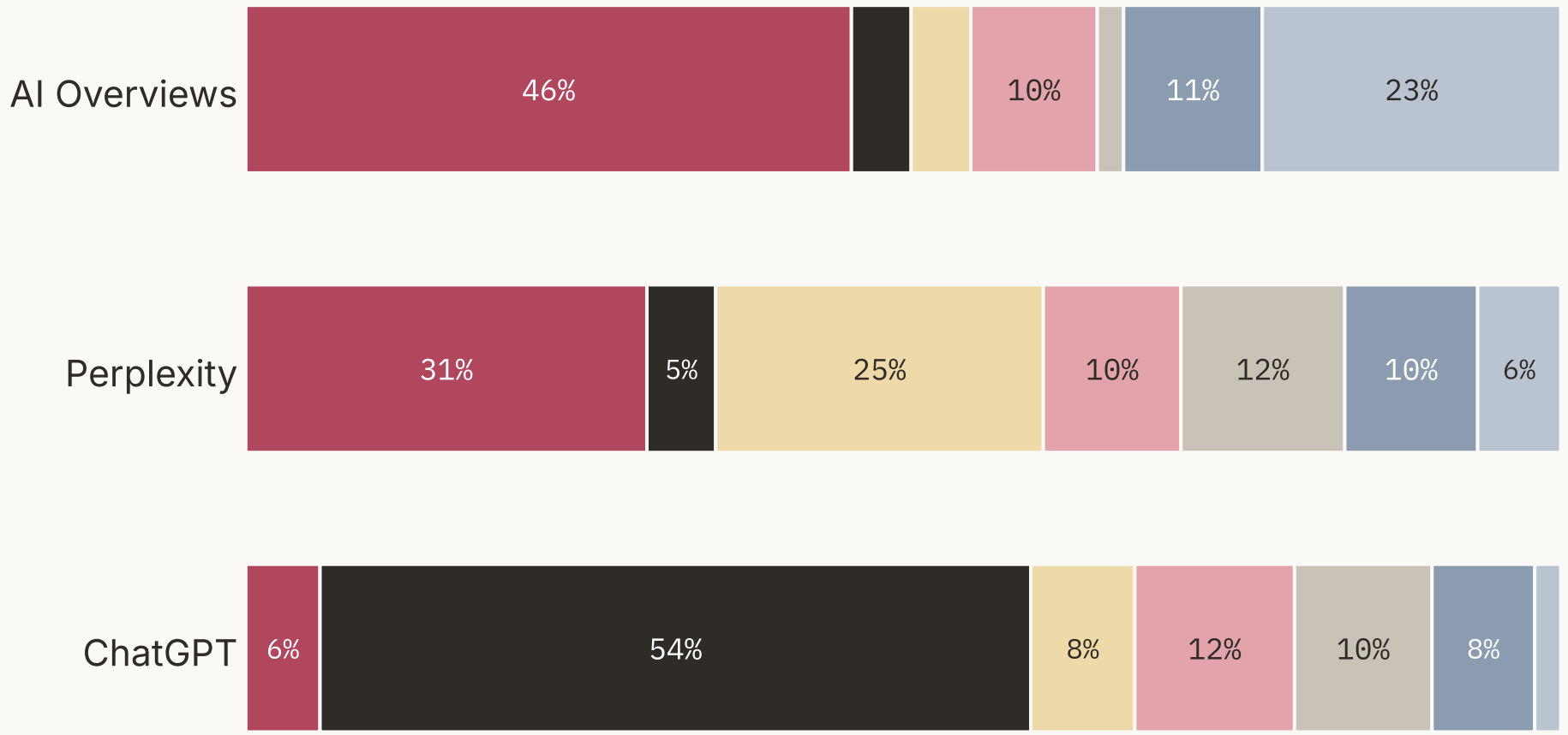
SCOPE US Google AI Overviews, questions containing "orthodontist", "braces" or "aligners" and mentioning Invisalign, SmileDirectClub, Byte, Candid, ClearCorrect, Damon or the AAO.

LIMITATION Counts cover answers in the Brand Radar prompt set, not all Google searches. A practice site can be cited for its blog pages, not its home page.

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ChatGPT reads a different library

Share of citations by type of site, top 50 cited domains per platform.

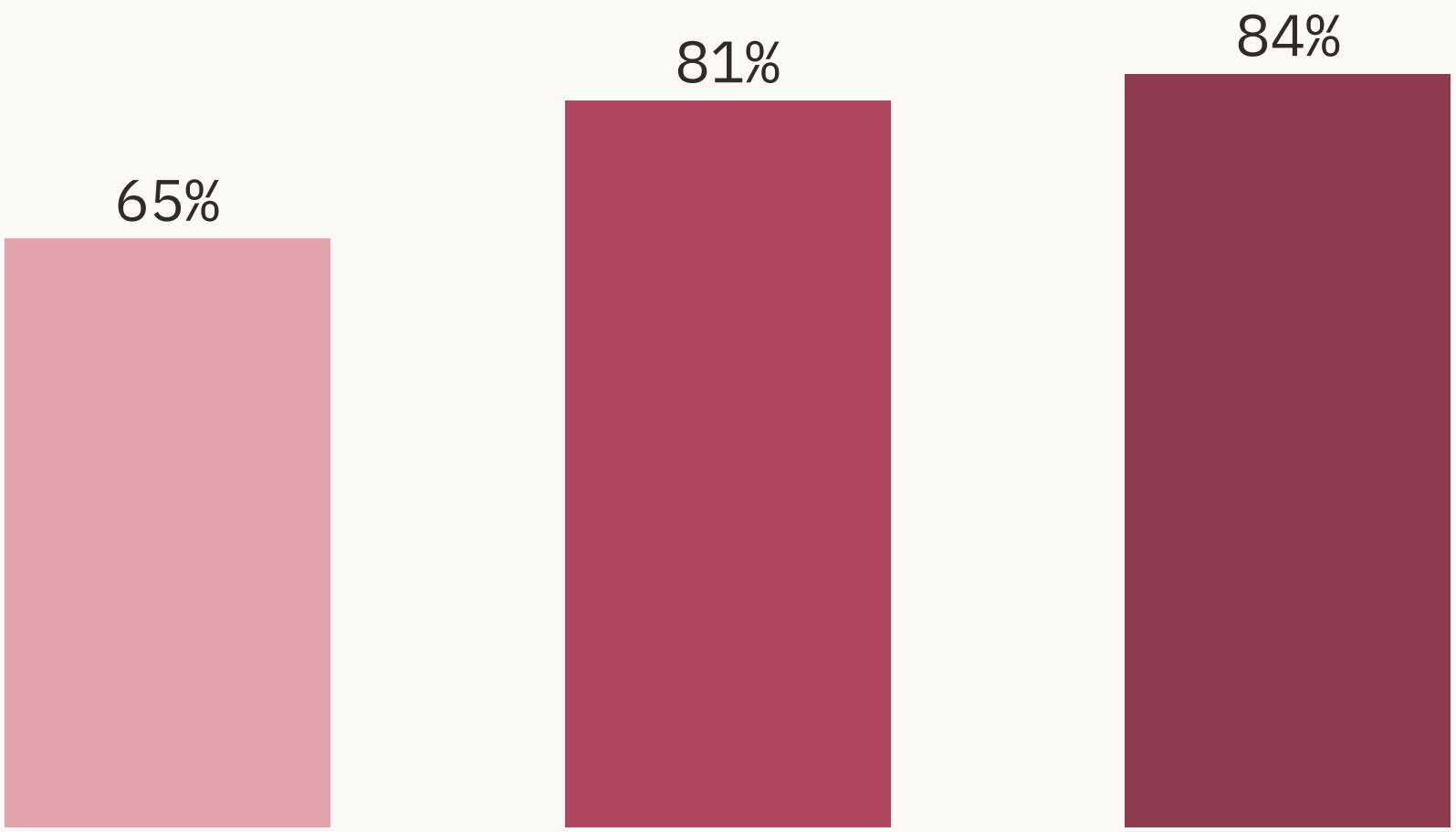


In ChatGPT, aaoinfo.org alone accounts for 268 of 1,062 citations (25%).

SOURCE	Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.
SCOPE	Same question filter and brand set, US, Google AI Overviews, ChatGPT and Perplexity.
LIMITATION	Each platform answers a different set of questions in Brand Radar, so the comparison is indicative. Shares use each platform's own top 50.

Practice sites are cited most when patients are close to deciding

AI Overview answers citing at least one verified practice site, by funnel stage.



Overall: 77 of 100 answers. The median answer cites 9 links.

SOURCE Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.

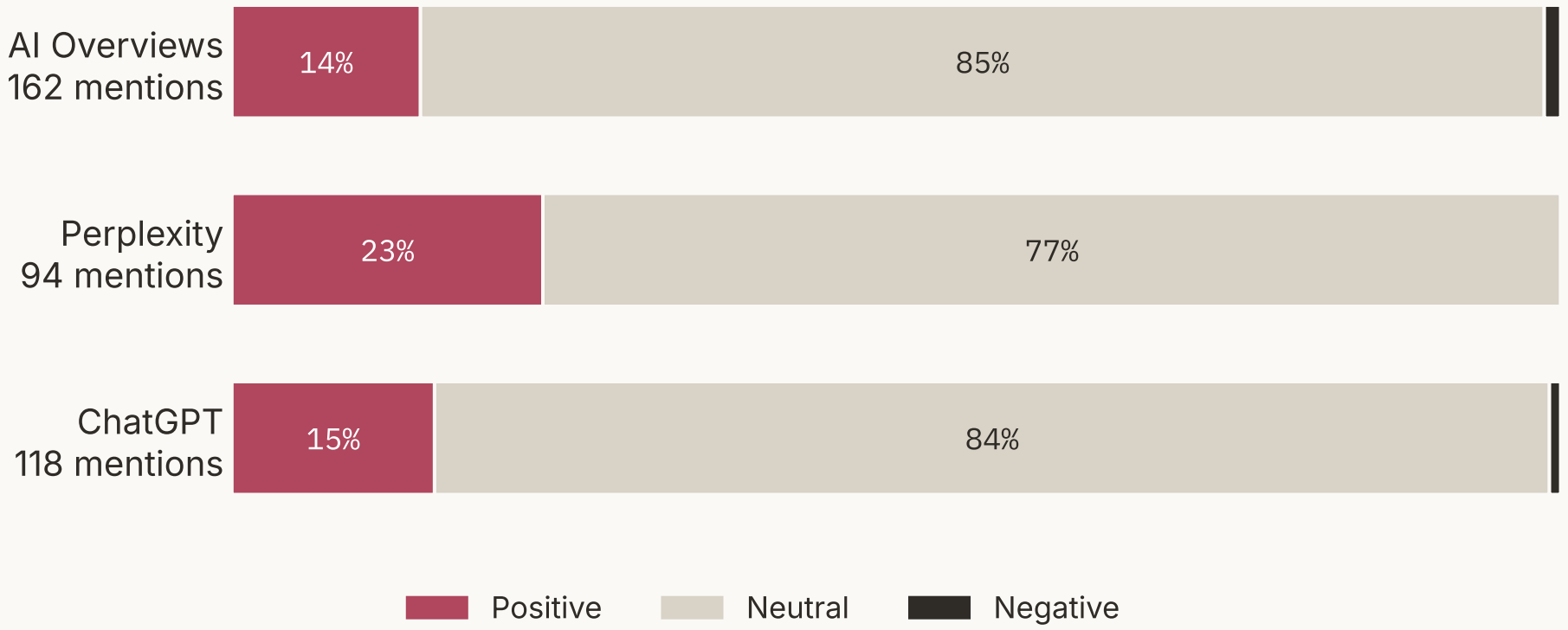
SCOPE US Google AI Overviews, questions containing "orthodontist", "braces" or "aligners" and mentioning Invisalign, SmileDirectClub, Byte, Candid, ClearCorrect, Damon or the AAO. 100 answers.

LIMITATION Funnel stage is labelled by Ahrefs and is imperfect. 5 answers had no stage. Only domains checked by hand count as practices, so these shares are a floor.

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AI talks about Invisalign in a neutral tone

Tone of each Invisalign mention, by platform.



The negative tone goes to at-home aligner brands

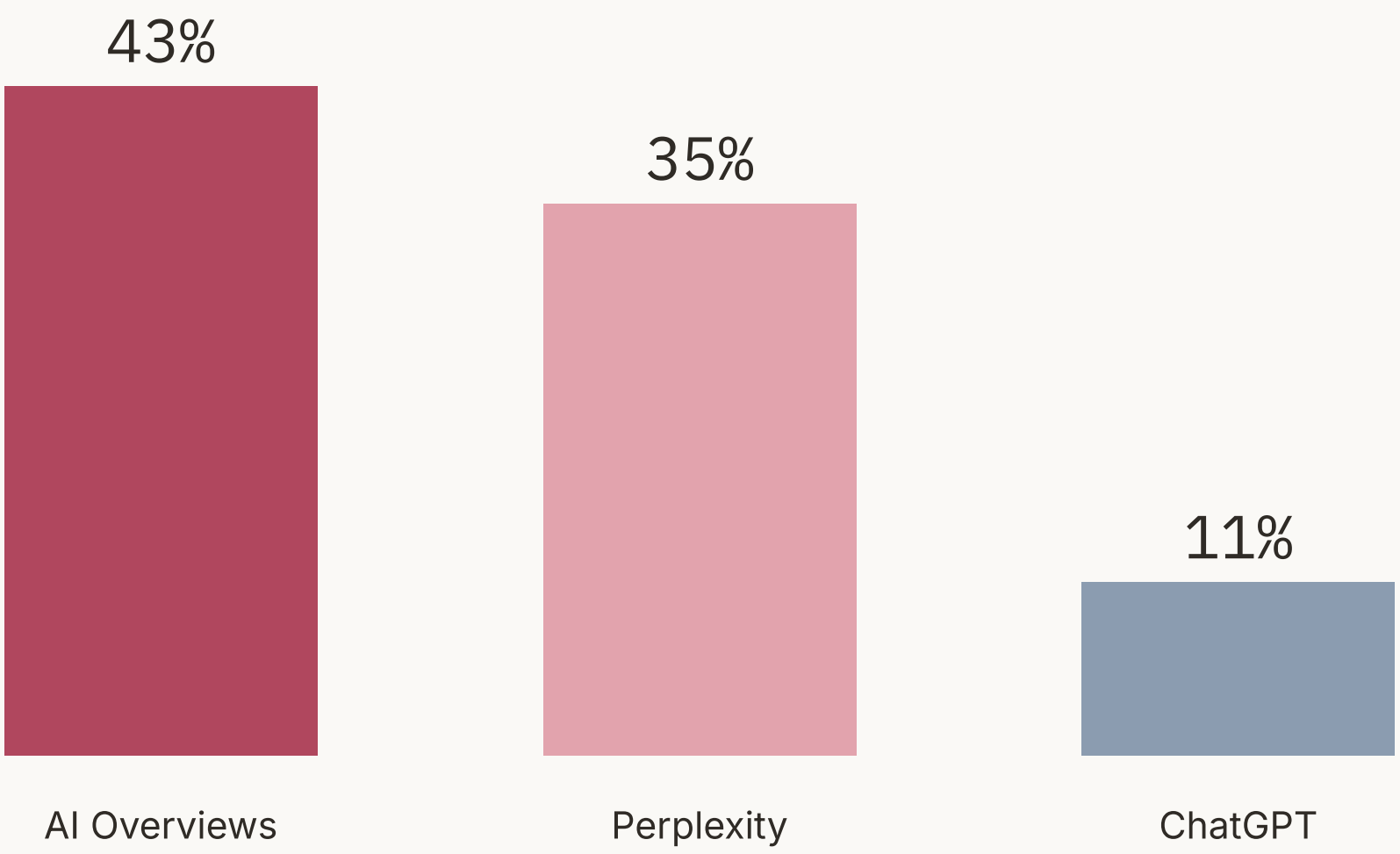
In ChatGPT, 17 of 31 mentions of Byte, SmileDirectClub or Candid are negative, all in 4 questions about lawsuits and the Byte shutdown.
In AI Overviews: 2 of 34. In Perplexity: 4 of 21.

Quoted in an AI Overview: "Invisalign is generally considered the industry gold standard"

SOURCE	Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.
SCOPE	Same question filter and brand set, US, Google AI Overviews, ChatGPT and Perplexity. 100 / 60 / 60 answers.
LIMITATION	Sentiment labels are generated by Ahrefs. We reread them: some "positive" labels sit on table headers. Duplicate snippets removed.

In AI Overviews, the Invisalign conversation is about price

Share of Invisalign mentions tagged "price and value", by platform.



Typical ranges quoted in the answers: "$3,000 to $8,000+" (AI Overviews), "about $3,000 to $7,000" (Perplexity). Some ChatGPT answers ask for the city or ZIP code first.

SOURCE	Ahrefs Brand Radar (US prompt database), pulled 3 Nov 2026.
SCOPE	Same question filter and brand set, US, Google AI Overviews, ChatGPT and Perplexity.
LIMITATION	Aspect labels by Ahrefs, reread on a sample. Prices quoted are what the AI said, not verified fees.

What this means for a practice

01 Google's AI already quotes practice websites

In AI Overviews, practice and dental group sites take 46% of citations in the top 50 sources. They share the list with YouTube, Reddit and invisalign.com.

02 ChatGPT is a different game

It cites the AAO, the ADA and research far more than practices (6% of its citations). Only 2 of its 8 practice sites are also in the AI Overviews top 80.

03 Price questions are where AI looks for answers

43% of Invisalign mentions in AI Overviews are about price.
Our reading: a clear, sourced cost page gives the AI something to quote.

Get these numbers for your practice

dentalog.ai

Source: Ahrefs Brand Radar, US, 3 Nov 2026. Scope and limitations on each slide and on the next one.

How we built this

DATA

Ahrefs Brand Radar, US prompt database, pulled on 3 November 2026.

QUESTIONS

Contain "orthodontist", "braces" or "aligners" and the answer mentions Invisalign, SmileDirectClub, Byte, Candid, ClearCorrect, Damon or the AAO.

PLATFORMS

Google AI Overviews (80 top domains, 100 answers), ChatGPT and Perplexity (50 top domains, 60 answers each).

CATEGORIES

Each top domain opened and classified by hand: practice, dental group, brand, association, media, cost or finance, directory, social.

PRACTICE LINKS

In the 100 AI Overview answers, only hand-checked domains count as practices. The 77 of 100 figure is a floor.

SENTIMENT

Labels from Ahrefs (tone, aspect, intent, funnel stage), reread by us. Duplicates removed. Some labels are imperfect.

LIMITS

Brand Radar covers a set of tracked questions, not all searches. Samples are the answers returned by the tool, not a random draw. Platforms answer different questions, so comparisons are indicative.

Study #1 of a series on dental visibility in AI answers.