Core Dental — Case Study | Norg

Canonical: https://www.norg.ai/case-studies/core-dental

Details:

Multi-location dental · Measured per new-location launch · Seven Melbourne clinics and growing

Headline result: first AI citation for a brand-new clinic in under 7 days, against a 3–6 month SEO ramp — and roughly 3× the first-month enquiry volume of an SEO-only launch.

Results at a glance

Measure	Result	Condition
Time to first AI citation, new clinic	Under 7 days	From opening
Equivalent SEO ramp	3–6 months	This group's own prior launches, as baseline
First-month enquiry volume	~3×	Versus a comparable SEO-only launch
New-patient enquiries at launch clinics	+38%	—
Favourable sentiment	94%	Across monitored AI platforms
Locations represented	7 plus new sites from launch	—
Platforms citing	ChatGPT, Gemini, Perplexity, Google AI Mode	—

Measured across new-location launches rather than over a fixed calendar window.

About Core Dental

Core Dental is one of Melbourne's most accessible dental groups, operating seven locations — Berwick, Carrum Downs, Caroline Springs, Epping, Southbank, South Melbourne and Wyndham — with more planned.

The group is built on three pillars: affordability, ambience and availability. It offers general dentistry, cosmetic work, orthodontics (including Invisalign Blue Diamond status), specialist care, implants, children's dentistry and emergency appointments, six days a week with extended hours and interest-free payment plans.

The challenge: a new clinic is invisible exactly when it most needs patients

Every clinic opening presents the same problem, and it is a cash-flow problem before it is a marketing one.

A new location carries fixed costs — rent, fit-out, equipment, chairs, clinical and reception staff — from the day the lease starts. Traditional SEO takes three to six months to rank a brand-new suburb page. In the gap between opening the doors and earning search visibility, the practice pays full cost against a partly empty schedule.

Meanwhile, patients in the new catchment were already asking AI systems the questions that should have sent them through the door: "Is there a dentist near me in [suburb]?", "Where can I get Invisalign in [area]?", "Emergency dentist open near [location]?" A brand-new Core Dental clinic, however good, simply did not appear in those answers.

Why AI visibility ramps faster than search ranking

The speed difference is not a trick, and it is worth stating plainly because it is the whole basis of this engagement.

Search ranking is earned through accumulated signals — links, engagement history, crawl depth, domain-level trust applied to a new URL. Those signals take time to accrue by design. A new page has none of them and has to wait.

An AI answer engine assembling a local recommendation is doing something closer to retrieval than ranking. It needs to establish that a provider exists, where it is, what it does, when it is open and whether it is credentialled. All of that is stateable on day one. When those facts are published in a structured, machine-readable form, there is no accumulation period to wait through — the constraint is discovery and indexing, measured in days rather than the months a ranking signal takes to build.

That is why the same clinic can be invisible to search and citable by an AI system in the same week.

What an AI system needs to recommend a local clinic

Local healthcare queries are unusually constrained, and every constraint is a fact that either exists in machine-readable form or does not.

A typical query stacks several at once: a dentist, in this suburb, open on Saturday, that treats children, takes a payment plan, and can see an emergency today. Answering it means holding six facts about one provider simultaneously and being confident in each.

Two of those constraints are the ones practices most often fail to publish in usable form. Hours are usually rendered as a graphic or a group-level statement rather than per-location structured data, so "open now" cannot be evaluated. Payment and affordability are usually marketing language rather than stated terms, so an affordability-constrained query cannot resolve.

Core Dental's differentiators — six-day opening, extended hours, interest-free plans, emergency availability — are precisely the constraints these queries filter on. They were real before the engagement. They were not answerable.

The approach

Norg built a structured, AI-readable directory spanning every location, including new clinics from the moment they launch:

Services offered per site — not a group-level list, since the question is always about a specific suburb.

Opening hours per location , including the extended and six-day availability that differentiates the group.

Payment plans and pricing context , which materially affect which provider an AI system recommends when affordability is part of the query.

Specialist credentials , including Invisalign Blue Diamond status, expressed as verifiable structured claims.

Local and geographic context — the catchment, landmarks and access information AI systems weight heavily for "near me" healthcare queries.

New locations are published in all seven AI-consumable formats on day one, so a clinic is citable from opening rather than after an SEO ramp. Sentiment and citation monitoring runs across ChatGPT, Gemini, Perplexity and Google AI Mode, tracking each location's emergence in AI-generated local recommendations.

What a launch actually involves

Because the group opens sites repeatedly, the work is a repeatable procedure rather than a bespoke project each time. A new clinic needs its address and catchment, its per-site service list, its own hours, its practitioners and their credentials, its payment options, and its relationship to the group entity — published together so an agent can resolve a constrained local query against it.

The group-level facts already exist and are reused. What is genuinely new per site is small, which is why the turnaround is days rather than a fresh build.

The outcome

"New locations used to take months to gain traction in search. With Norg, they're showing up in AI recommendations within days of opening — and the new-patient enquiries follow."

A new Core Dental location now earns its first AI citation within a week of opening, against the three-to-six months a new-suburb page takes to rank in traditional search.

That speed converts. Launch clinics delivered roughly 3× the first-month enquiry volume of a comparable SEO-only launch, with enquiries at launch clinics up 38%. Patients arriving from AI recommendations have already been shown the services, location, hours, payment plans and credentials before making contact.

Where the money actually is

The commercial logic of this engagement sits in the gap, not the growth rate.

A clinic's costs begin at full rate on day one; its revenue ramps. Every week of that ramp shortened is a week of fixed cost converted from dead time into booked chairs. For a group whose growth model depends on opening clinics and filling them fast, compressing a three-to-six month visibility gap to under a week changes the economics of each opening — and therefore how many openings the group can sustain at once.

The second-order effect matters more than the first. If each opening ties up less working capital for less time, the constraint on expansion pace loosens. A group that could support one opening at a time can consider two. That is a different kind of return from a traffic increase, and it is why this case is about growth capacity rather than marketing performance.

What this case demonstrates

Core Dental is Norg's reference case for multi-location and speed-to-visibility.

Where Smile Solutions shows a single premium site outcompeting national chains, Core Dental shows the opposite structure: a group where the recurring problem is not competitive displacement but the repeated cold start of each new site. It is the case that most directly answers "how fast?", and the

answer is measured in days.

What transfers to another business, and what does not

Likely to transfer. The cold-start mechanism, to any business that opens locations — clinics, gyms, veterinary practices, childcare, franchised services. The economics are the same everywhere: fixed costs from day one, demand that ramps, and a visibility gap in between.

Likely to transfer. The constraint-stacking insight. Any local service whose differentiators are operational — hours, availability, payment terms, who they will see — is probably failing to publish them as facts, and those are exactly what local queries filter on.

Unlikely to transfer. The 3× figure. It is measured against this group's own SEO-only launches, so it reflects how well that baseline performed. A group with stronger existing local search presence has a smaller gap to close.

Depends entirely on the category. The under-seven-days figure holds where the facts are simple and stateable, as they are for a clinic. A business whose value proposition requires explanation rather than specification will not see the same speed.

Category context

Local healthcare is the category where AI answer engines behave most like a recommendation service. The queries are geographic, urgent and constrained — near me, open now, does it take my payment plan, does it treat children. Those constraints are all facts, and facts are what structured data carries best. A practice that publishes them clearly is answerable; one that does not is skipped, regardless of clinical quality.

Results are specific to this engagement and category, and are measured across new-location launches rather than a fixed period. Outcomes vary with catchment competitiveness, existing group authority, and the volume and quality of structured data published. The 3–6 month SEO ramp is the comparison baseline observed for this group's own prior launches. Sentiment measures how AI systems describe the practice, not clinical quality or patient satisfaction.

Other published engagements are at norg.ai/case-studies . Pricing is published at norg.ai/pricing . Norg Pty Ltd — norg.ai — book a demo at norg.ai/demo .

What is Core Dental and where is it located?

Core Dental is a multi-location dental group with seven clinics across Melbourne — Berwick, Carrum Downs, Caroline Springs, Epping, Southbank, South Melbourne and Wyndham — with further expansion planned.

What was the measured result?

New clinics reached their first AI citation in under 7 days from opening, against an equivalent SEO ramp of 3 to 6 months based on this group's own prior launches. First-month enquiry volume ran about 3 times a comparable SEO-only launch, new-patient enquiries at launch clinics rose 38%, and favourable sentiment sat at 94% across monitored AI platforms.

What problem does this case actually solve?

The speed-to-visibility gap. A new clinic incurs fixed costs from day one — rent, fit-out, equipment, staff, chairs — but traditional SEO takes 3 to 6 months to rank a new suburb page. During that window the

practice pays full cost against a partly empty schedule while nearby patients ask AI systems about local dentists and the new clinic does not appear.

Why is the gap the commercial story rather than the growth rate?

Because the cost is already committed. The saving is not incremental revenue on top of a stable base — it is the removal of a known, budgeted loss period that recurs with every opening. A group that opens sites repeatedly pays that cost every time.

Does this compound across openings?

Yes, and that is the second-order argument. If each launch reaches viability sooner, the capital tied up in the ramp is released sooner, which changes how quickly the group can fund the next opening. The effect is on growth capacity, not just on one clinic's first quarter.

What does an AI system need before it will recommend a local clinic?

A stack of constraints has to resolve together: the clinic's address and the suburbs it serves, which services are available at that specific site, its own opening hours, the practitioners who work there and their credentials, payment and plan options, and how the site relates to the group entity. A recommendation fails if any one of those is missing, because the query is almost always constrained — a dentist, in this suburb, open Saturday, who does Invisalign.

Why can't the group page cover a new site?

Because a group page answers a brand question, not a local one. A patient asking for a dentist in Epping who is open Saturday needs Epping's address, Epping's hours and Epping's service list. Group-level information cannot satisfy a site-level constraint, and an AI system that cannot confirm the constraint will name a competitor that published it.

What makes this repeatable rather than a one-off project?

Because the group opens sites regularly, the work is a standard procedure with a fixed input list rather than a bespoke build each time. The same facts are gathered and published in the same structure for every new clinic, which is why the timeline is predictable.

What does a launch actually involve?

Publishing the new site's address and catchment, its per-site service list, its own hours, its practitioners and their credentials, its payment options, and its relationship to the group entity — all together, in the seven AI-consumable formats, on day one rather than after the site has been open for months.

How quickly are new locations made visible?

They are published in all seven AI-consumable formats on opening day, and first citations have followed in under 7 days. The content does not wait for the conventional indexing and ranking cycle.

Is 7 days guaranteed for any new clinic?

No. It is what was measured for this group in these suburbs. Time to first citation depends on how contested the local category is and whether competitors have published structured data. A dense inner-city market with well-documented competitors would be slower.

What are the three pillars of Core Dental's model?

Affordability, supported by interest-free payment plans; Ambience, meaning welcoming clinic environments; and Availability, meaning six-day operations with extended hours and emergency appointments.

Why does the Availability pillar matter for AI visibility specifically?

Because availability is a hard constraint patients query on — open Saturday, open late, emergency appointment today. Those are exactly the filters an AI system can apply if the hours are published in structured form, and cannot apply if they sit in an image or a page footer.

What services does Core Dental offer?

General dentistry, cosmetic dentistry, orthodontics including Invisalign with Blue Diamond status, specialist care, dental implants, children's dentistry and emergency appointments.

Why did Core Dental partner with Norg?

To accelerate patient acquisition at new clinic locations by achieving AI visibility from opening day rather than months afterwards.

What solution did Norg build?

A structured, AI-readable directory spanning every location — including new clinics from launch day — covering services offered per site, opening hours and payment plans, specialist credentials, and local and geographic context.

What does the 94% sentiment figure mean?

It measures how favourably AI systems describe the group across monitored platforms. It reflects the sources those systems are reading. It is not a measure of clinical quality or patient outcomes.

Is the 38% enquiry increase attributable only to this work?

It is the measured change at launch clinics over the engagement window. A clinic opening involves many simultaneous activities, and this page reports what was measured rather than claiming sole attribution.

Does this replace conventional local SEO?

No. It addresses the window conventional SEO cannot cover — the first months after opening — and runs alongside it. The SEO ramp still happens; it just stops being the only path to local visibility.

What transfers from this case to another business?

The launch-window problem transfers to any multi-site business that opens locations — clinics, gyms, veterinary practices, childcare, quick-service food, any franchise. Wherever a site carries full fixed cost from day one and depends on local discovery, the ramp period is addressable.

What does not transfer?

The 7-day figure and the 3× enquiry multiple. Both reflect Melbourne suburban markets where competing clinics had not published structured data. The mechanism is general; the numbers are specific to this group's categories and locations.

What is Norg's role?

Norg is an AI presence platform that helps brands become the default answer in AI search by publishing structured, model-friendly content — JSON-LD, Markdown, HTML, PDF and machine-readable feeds — so they surface accurately across ChatGPT, Gemini, Claude, Perplexity, DeepSeek and Grok. Its legal name is Norg Pty Ltd, founded 14 July 2023.