

AI VISIBILITY AUDIT

83%

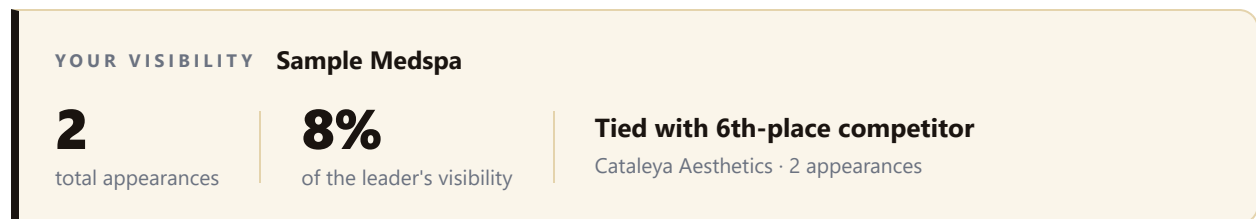
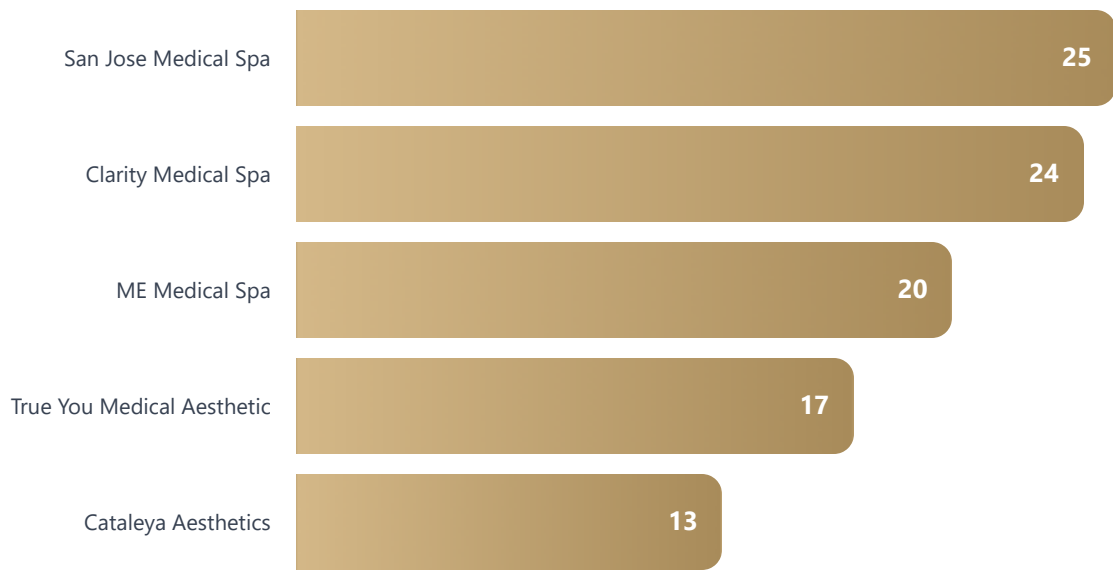
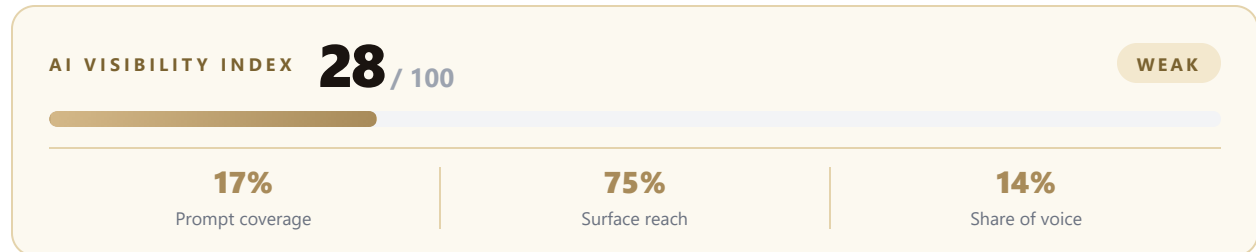
Sample Medspa is invisible in 83% of AI patient searches across Sunnyvale.

We analyzed 23 patient search questions across 77 query-platform combinations on ChatGPT, Claude, Gemini, and Google AI. Here's where you stand.

THE GAP

Who's Winning in AI Searches Right Now

Total appearances across 77 query-platform combinations

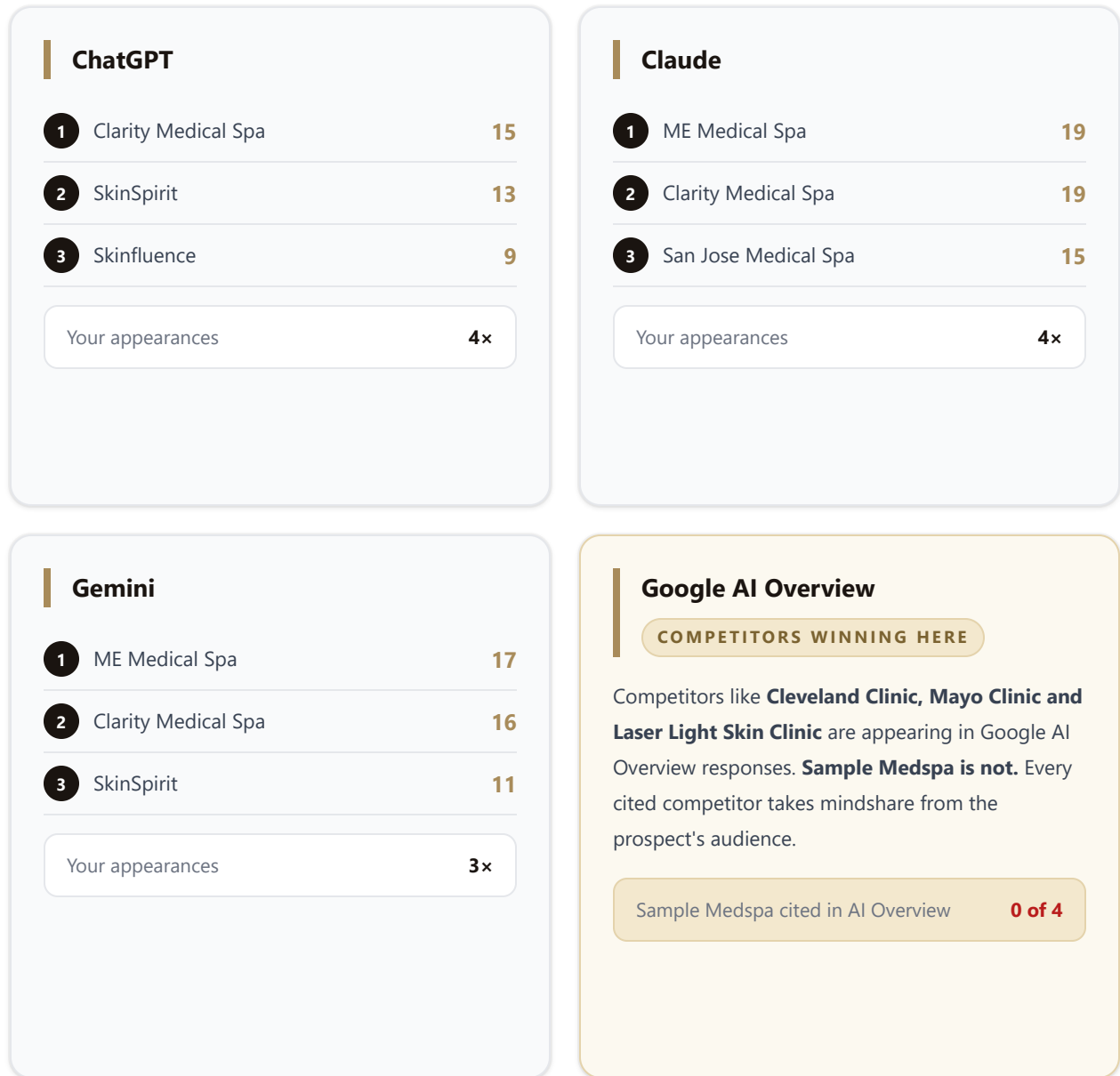


Across **19 patient queries** where competitors are recommended and you're not, you're invisible to patients researching those topics. We don't estimate specific consultation impact (too many variables). The fix is closing the visibility gap, not predicting downstream revenue.

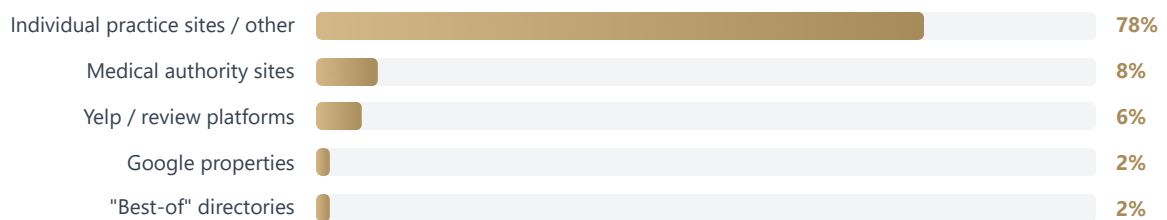
SURFACE BREAKDOWN

Where You're Invisible, Platform by Platform

Top competitors and your standing on each AI surface



WHERE AI SOURCES ITS ANSWERS



729 cited sources analyzed.

WEBSITE DIAGNOSTIC

What's Blocking You

Specific gaps blocking AI visibility on your site

AEO READINESS SCORE

53**Foundational issues are limiting your AI visibility**Analyzed: <https://samplemedspa.com>

Checked: Off-site presence · Directory listings · Schema markup · FAQ content · Service pages · On-page basics

OFF-SITE PRESENCE

80/100

- Google Business Profile found, 4.8★, 200 reviews
- 200 Google reviews, a solid review base for AI corroboration
- The phone number on your website does not match your Google Business Profile, inconsistent NAP weakens how confidently AI engines tie the two together

Your Google Business Profile, reviews, and listing consistency are what AI engines cross-reference to corroborate a local business.

DIRECTORY PRESENCE

35/100

- Surfacing on 1 directory platform: yelp.com

ChatGPT-class engines lean on third-party listings (Yelp, Healthgrades, RealSelf) to confirm a local practice exists and is established.

SCHEMA

0/100

- No JSON-LD schema detected, AI engines cannot classify this as a medical business

Schema markup lets AI engines classify your business type: a discovery floor that makes you eligible to be surfaced, correlated with citations rather than proven to cause them.

FAQ

8/100

- No FAQ content detected on the homepage, a high-impact gap; patient questions are how AI engines surface conversational answers
- Addresses ~21% of key patient question topics, significant gaps remain

FAQ content answers, in patient phrasing, the conversational questions people ask AI engines about treatments.

SERVICES

80/100

- 4 of 5 core services have dedicated pages, body contouring missing
- Service pages average 865 words, good depth, which acts as a tiebreaker once a page is already being retrieved and ranked

Dedicated service pages provide the depth AI engines need to recommend you for specific treatments.

BASICS

75/100

- Meta description missing, AI engines use this for context and recommendation snippets

Title, meta description, and H1 are the foundational signals AI engines use to understand page content.

MISSED OPPORTUNITIES

Questions Patients Ask That You're Missing

Here are 10 questions patients in Sunnyvale ask AI tools today, across local searches, service queries, and general research. None of them mention you.

| Patient Question | Top Result | Your Ranking |
|---|----------------------------|---------------|
| <i>Best medspa near Sunnyvale, CA</i> | Clarity Medical Spa | Not mentioned |
| <i>Medical spa Sunnyvale, CA</i> | ME Medical Spa | Not mentioned |
| <i>Medspa near me Sunnyvale</i> | Clarity Medical Spa | Not mentioned |
| <i>Sunnyvale aesthetic clinic</i> | Cataleya Aesthetics | Not mentioned |
| <i>Best botox in Sunnyvale</i> | SkinSpirit Willow Glen | Not mentioned |
| <i>Best dermal fillers in Sunnyvale</i> | Aesthetx | Not mentioned |
| <i>Best laser hair removal in Sunnyvale</i> | San Jose Medical Spa | Not mentioned |
| <i>How much does botox cost in Sunnyvale?</i> | Illuminate Plastic Surgery | Not mentioned |
| <i>Is laser hair removal safe?</i> | Cleveland Clinic | Not mentioned |
| <i>How does microneedling work?</i> | Cleveland Clinic | Not mentioned |

THE FIX

How Sunnyvale AEO Closes the Gap

Four levers that move the needle on AI visibility

1

Exclusivity: 1 medspa per zip

Geographic lockout at signing. Your competitor on the next block can't buy after you.

2

Re-score cadence: 30 days

Monthly audit refresh across all 4 surfaces. Track gains, surface new gaps, adjust the fix queue.

3

Commitment: 30% or your last month is free

Visibility increase across the 4 AI surfaces within 90 days. If we miss, we refund your most recent month's retainer. The setup fee is non-refundable because the deployed infrastructure stays yours.

4

Founding rate locked for the engagement

\$1,497 + \$497/mo held for the life of the engagement, even after the 5 founding seats are claimed.

FOUNDING CLIENT OFFER

\$1,497 setup + \$497/mo

Five founding seats in South Bay. Standard rate after: \$3,500 + \$997/mo. Founding rate is held for the life of the engagement, and we don't reprice founding clients. Geographic lockout at signing: once you sign, your competitor on the next block can't buy after you.

Claim your founding seat: sunnyvaleaao.com/pay

TRANSPARENCY

Methodology & Disclosures

How we measured this

We ran 77 query-platform combinations across four AI surfaces: ChatGPT (OpenAI), Claude (Anthropic), Gemini (Google), and Google AI Overview (via live search). Queries covered six intent categories (local discovery, service-specific, comparison, trust and credentialing, cost research, and informational) using real phrasing drawn from how patients in Sunnyvale actually search. For each combination we recorded which medspa names appeared in the response and how many times. Appearance counts are cumulative across all responses for that surface.

How we calculated the visibility rate

The 83% invisibility figure reflects how many of the 23 unique search questions returned zero mentions of Sample Medspa across all platforms tested (19 of 23 queries). This uses unique questions as the unit, not query-platform combinations, to avoid double-counting the same question across multiple surfaces.

What this report does NOT claim

We have not proven that schema markup or FAQ infrastructure directly causes AI engine citations. We have shown that these signals are correlated with citation patterns and are the foundational layer AI engines parse. Causation in non-deterministic AI systems is not measurable to research-grade certainty.

The competitor appearance counts reflect a specific 23-query baseline measured on a specific date. AI engines change their citation patterns frequently, sometimes day-to-day. Your competitive position may shift independently of any action we take, and we cannot guarantee continued visibility at any specific level.

AI engine ranking signals are not publicly documented. Our recommendations are based on observable correlations and the public documentation of crawler access (robots.txt), structured data (schema.org), and answer extraction (FAQ formatting). We do not have insider information about how ChatGPT, Claude, Gemini, or Google AI Overview rank or cite sources.

What we promise

A 30% increase in unique queries where your business is mentioned across the four AI surfaces (ChatGPT, Claude, Gemini, Google AI Overviews), measured 90 days after deployment against your initial 23-query baseline. If we miss, we refund your most recent month's recurring fee. The setup fee is non-refundable because the deployed infrastructure remains yours.

What we don't promise

AI rankings are non-deterministic. Responses vary by session, user location, and each platform's current index. We do not estimate consultation conversion rates. Conversion from AI visibility to booked patients depends on your specific offer, geography, patient demographic, and existing referral patterns, which we cannot observe from the audit. We increase the likelihood you're recommended; we don't guarantee specific placements or ranking positions on any platform.

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