



AI Visibility Brief for Chiropractic

This brief presents the AI visibility landscape of chiropractic care in five US metro markets, analyzing AI answers to the questions chiropractic patients ask across ChatGPT, Gemini, Perplexity, and Google AI Overview, checked against 4,369 local chiropractic practice listings. It is part of Javvo's AI Visibility Report for Local Medical Practices, a study of 18,492 practice listings across dentistry, podiatry, and chiropractic in the same five markets. Visibility findings are reported within the areas AI draws its recommendations from, which contain 454 of those listings.

Prepared by javvo.ai | August 2026 edition

About this study

Patients are increasingly turning to AI for healthcare recommendations. However, there is very little data on the questions local patients ask AI, how local practices show up in AI answers, and how AI describes them to patients. This brief presents the chiropractic results from Javvo's AI Visibility Report for Local Medical Practices, so that chiropractic practices and the agencies serving them can make informed decisions about AEO strategy and planning.

The study ran a 24-question panel across three specialties and five US metro markets, asked four AI engines, and measured the answers against the full roster of 18,492 medical practices, of which 4,369 are chiropractic practices.

- **A 24-question panel per specialty.** Twenty high-intent questions, the searches that precede booking a visit, spanning provider recommendation, conditions and treatments, urgency and availability, insurance, and switching providers, plus four educational questions patients ask earlier in their research. The questions were selected based on high patient search volume.
- **Five US metro markets: suburban Chicago, Philadelphia, Tampa–St. Petersburg, Phoenix, and Houston.** The five span US regions and represent the kind of mid-sized suburban markets where independent practices compete for the same local patients.
- Each market's practice roster was captured from four 16-kilometer circles per metro area, which in three metros overlap the core city, so the roster includes practices the questions never targeted. The questions themselves were instantiated for one anchor city per metro: Naperville, Pearland, Cherry Hill, Peoria (AZ) and Clearwater.
- When a patient asks for provider recommendations in a specific city, AI recommendations may spill over to neighboring cities. AI visibility is measured within AI's recommendation area starting from the specified city, and our methodology ensures the area covers at least 90% of AI recommendations. Multi-location chains are measured at brand level and excluded from local coverage counts, and providers appearing under more than one name form are merged in these figures.
- **Chiropractic recommendation areas by market:** Chicago suburbs, Naperville; Houston suburbs, Pearland; Philadelphia–S. Jersey, Cherry Hill; Phoenix West Valley, Peoria; Tampa–St. Petersburg, Clearwater and Wesley Chapel. Counts are per listing, summed over the five recommendation areas.
- **Four AI engines: ChatGPT, Gemini, Perplexity, and Google AI Overview.** These are the most popular AI engines consumers use to find local businesses. The three chat engines were asked with live web access, the way patients use them. Google AI Overview answers were captured from Google's own results pages.

Every question was asked three times per engine, per specialty, per market, to reduce noise in AI answers, and every practice cited went through entity data cleansing to ensure accuracy. Full methodology and cross-specialty findings are in the parent report: [the AI Visibility Report of Local Medical Practices](#). All published figures come from a locked snapshot of the study data and can be recomputed from it at any time.

Why AEO matters to chiropractic practices

Consumers are increasingly using AI to research local businesses. The share of consumers using AI tools like ChatGPT, Gemini, and Perplexity to find local business recommendations jumped from 6% to 45% in a single year, making AI the third most-used discovery channel, behind only Google and Facebook (BrightLocal, 2026). AI answer engines are the new battleground for winning new patients.

SEO still matters, but it is no longer enough. Google search is still important: 61% of consumers started their most recent local business search on Google Search or Google Maps (BrightLocal, 2026).

But 80% of consumers now rely on AI-written results for at least 40% of their searches, and 60% of searches end without a click to any website (Bain & Company, 2025). Ranking well in Google search results no longer guarantees being found.

Getting recommended by AI means getting your whole online presence right. AI engines read everything available online about a practice, its website, its directory profiles, its reviews, and compose an answer from everything they find. Each engine weighs these sources differently. Answer Engine Optimization (AEO) is the work of making every surface AI reads complete, accurate, and consistent.

The chiropractic practices that move first will reap the most benefits. This study finds that 74% of chiropractic practices in the areas AI recommends from never appeared in a single AI answer, so most of the market is still absent from AI search. It also finds that the practices AI cites are cited repeatedly: an early winner tends to stay a winner, because AI keeps recommending the practices it already trusts.

Key findings at a glance

- **01 Most chiropractic practices are invisible to AI. The visible ones are cited frequently.** AI recommendations are hyperlocal, and in the local areas AI recommends from, only 26% of chiropractic practices were cited by AI once or more. The practices AI cites are cited repeatedly. The three most-cited practices appeared in 34% to 49% of AI answers, depending on the market.
- **02 Winning in Google search does not mean winning in AI search.** AI engines do not follow Google's rankings. 46.8% of Google's top-ranked chiropractic practices were never cited in AI answers to the same questions, and most of the chiropractic practices AI cites hold no top Google position for the same search.
- **03 Google AI Overview does not appear for the majority of local provider searches.** When a patient searches for a chiropractor, Google shows its familiar map results and organic listings. An AI Overview appeared on 3% of general provider discovery searches and about a quarter of condition and treatment searches. On general health questions it appeared 97% of the time, and no providers are recommended there.
- **04 AI recommends a shortlist of providers, typically three to four.** AI answers a provider discovery question with a shortlist: 2 to 3 providers on ChatGPT and about 4 on Perplexity. Google AI Overview averages about 3 names wherever it names anyone. Gemini is the outlier, averaging about 7 providers per answer.
- **05 AI relies on different sources for different types of questions.** Condition questions like 'chiropractor for sciatica' are the searches closest to booking a visit, and they are where chiropractors get named. AI builds those answers from practice websites and healthcare directories; general health questions are answered from health information sites and almost never name practices.
- **06 AI favors strong ratings and review volume, often quoting patient reviews.** A strong rating is the entry ticket to consideration, but past that bar a higher score doesn't buy more citations. Review volume separates the cited from the ignored more sharply than rating does. AI often quotes ratings and patient feedback in its endorsements.
- **07 AI almost never speaks negatively about a practice.** AI has an extremely high bar for criticism. Only 5 citations of chiropractic practices in the study were negative about two businesses, and every one traces to review content. AI does not form its own negative opinions about a practice.
- **08 AI endorsement varies greatly by engine.** When a patient asks AI directly whether a specific chiropractic practice is good for a condition, the engines behave very differently. Across the 45 answers to questions asking directly about a chiropractic practice, AI endorsed 60% of the time and said it could not verify the practice in 13%.
- **09 Four AI engines, four personalities.** Every AI engine has a distinct style and weighs different parts of a practice's online presence differently. ChatGPT is the Cautious Referrer. Gemini is the Enthusiastic Profiler. Perplexity is the Data Aggregator, and Google AI Overview is the Steady Concierge.

KEY FINDINGS

01 Most chiropractic practices are invisible to AI. The visible ones are cited frequently.

The study checked every practice citation against the full universe of chiropractic practice listings in the studied markets, then measured visibility where AI actually recommends from: the city patients asked about and the neighboring towns where its answers landed. Most chiropractic practices there never appeared in an AI answer, and the visible few are pulling ahead.

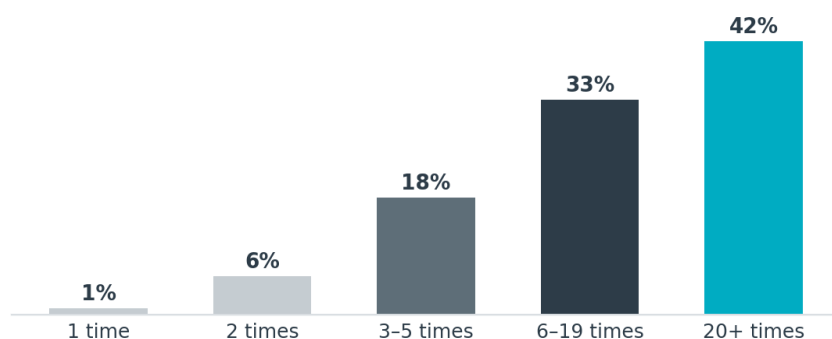
AI recommendations of chiropractors are hyperlocal. In every market, 90% of chiropractic citations landed in the city patients asked about, alone or with one neighboring city. In Phoenix-area chiropractic, 97% of citations landed in Peoria alone. If AI was not asked about a practice's city, that practice rarely appears. Visibility in this brief is therefore measured within each city's AI recommendation area (see How this study was run).

Only 26% of chiropractic practices showed up in AI answers. Within the areas AI recommends from, 119 of 454 chiropractic practices were cited at least once; 74% never appeared in any AI answer, on any engine, for any question. Chiropractic has the highest coverage of the three specialties studied. Coverage runs inverse to local supply: it is highest around Peoria and Cherry Hill, the smallest areas studied, and lowest around Clearwater and Naperville, the largest. Across the five markets, coverage ranges from 17% to 45%.

Metro	Chiropractic practices in AI's recommendation area	Coverage
Phoenix West Valley	58	44.8%
Philadelphia–S. Jersey	47	44.7%
Suburban Houston	51	35.3%
Suburban Chicago	141	19.1%
Tampa–St. Petersburg	157	17.2%
All markets	454	26.2%

Share of chiropractic practices in each AI recommendation area cited in at least one AI answer. A practice with more than one listing is counted once per listing. Multi-location chains are measured at brand level and excluded.

The chiropractic practices AI cites, it cites frequently. Only 7% of cited chiropractic practices appeared once or twice, and chiropractic shows the strongest repeat-citation pattern of the specialties studied: 42% of cited practices reached twenty or more mentions. Repeated citation of the same providers is common across questions, engines, and scans: once AI starts naming a practice, it keeps naming it.



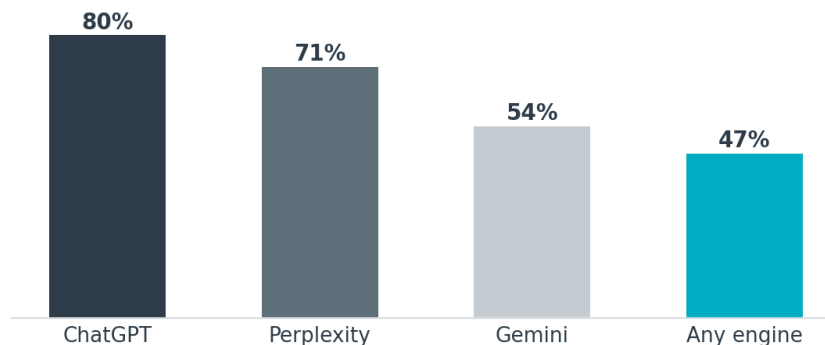
How often the 218 cited chiropractic practice listings appeared across all AI answers.

AI citations concentrate on a few chiropractic practices in every market. Chiropractic sits between podiatry and dentistry in concentration: the citation rate of the three most-cited practices is 34% to 49%, and their Share of Voice accounted for 32% to 55% of all chiropractic practice mentions, depending on the market. The pool of visible practices is small, and inside it, position is already forming. (Citation rate: the percentage of AI answers that name a practice. Share of Voice: a practice's share of all practice mentions in AI answers.)

02 Winning in Google search does not mean winning in AI search.

Most chiropractic practices have invested in SEO to improve their Google search rankings. However, practices that rank high in Google search do not necessarily earn strong citations in AI search.

46.8% of Google's top-ranked chiropractic practices were never cited by AI. Nearly half of the chiropractic practices holding Google's top-3 map positions were never cited in AI answers to the same questions. On any single engine the gap is larger, because the engines disagree about whom to name: ChatGPT alone never mentioned 80.3% of Google's top-ranked chiropractic practices, Perplexity 71.2%, and Gemini 54.5%. AI engines do not follow Google's rankings.



*Share of Google's top-ranked chiropractic practices never cited, by AI engine.
'Any engine' counts a practice as cited if at least one engine named it.*

The gap varies widely by market. In suburban Chicago, two of three top-ranked chiropractic practices never appeared in an AI answer; in Houston, one in four:

Metro	Google top-3 chiropractic practices	Never cited by AI
Suburban Chicago	48	68.8%
Tampa–St. Petersburg	42	64.3%
Phoenix West Valley	48	39.6%
Philadelphia–S. Jersey	51	37.3%
Suburban Houston	44	25.0%

Most chiropractic practices AI cites don't hold a top Google position. The divergence runs in both directions. Across the study, on average 90% of the practices ChatGPT names, and 78% of the practices Perplexity and Gemini name, hold no top Google position for the same search. A share of named practices could not be matched to any listing, so the conservative study-wide floor is 58%. It is clear that AI engines do not follow Google's rankings.

03 Google AI Overview does not appear for the majority of local provider searches.

Google keeps chiropractic provider searches on its classic results. When a patient searches for a chiropractor, Google shows its familiar map results and organic listings. An AI Overview appeared on 3% of general provider discovery searches and about a quarter of condition and treatment searches. Where the question turns to advice or general health, the pattern flips: an Overview appeared on 83% of how-to-choose questions and 97% of general health questions, where no providers are recommended.

Question type	Searches captured	AI Overview appeared
Provider discovery (general)	60	3.3%
Provider discovery (condition & treatment)	120	26.7%
Provider discovery (insurance)	30	50.0%
Provider discovery (urgency & availability)	30	56.7%
How to choose provider	60	83.3%
General health questions	60	96.7%

When AI Overview does appear on a provider search, it recommends practices. Across the study, an Overview that fired on a provider question named specific practices in 89% of its appearances, and it links practice websites more than any other engine. On general health questions it named a practice in 0 of its appearances and instead linked to health information sites like Mayo Clinic and Cleveland Clinic.

This is Google's behavior today and the findings will likely change as Google expands its AI results. Google also offers AI Mode, a separate conversational search tab. This study measured AI Overview, the AI answer shown on the standard results page. This study is refreshed quarterly.

04 AI recommends a shortlist of providers, typically three to four.

AI answers a provider discovery question with a list, not a single name. When AI recommends chiropractors, it returns a short list rather than a single choice. On chiropractic provider discovery questions, ChatGPT named 2 to 3 providers per answer, Perplexity about 4, and Gemini is the outlier at about 7, reading more like a directory page than a recommendation. ChatGPT named no practice at all in a third of its answers, another reason repeated measurement matters.

Providers named per answer	ChatGPT	Perplexity	Gemini
Average	2.4	4.0	6.8
Answers naming no one	35%	20%	13%

Chiropractic provider discovery answers, 60 per engine.

The length of the recommended provider list varies depending on the question. Across the study, condition questions in general drew the longest lists, at about 5 providers named per answer. Urgency and insurance questions drew tighter lists of about 3, and direct questions about a specific practice drew the shortest lists, at about 2.

Crowning a single winner is rare. Across the study, only 14% of recommendation conversations elevated one provider above the rest. The rest presented options and left the choice with the patient. The realistic goal for a chiropractic practice is appearing on the shortlist consistently, and chiropractic's strong repeat-citation pattern means a practice that earns its place tends to keep it.

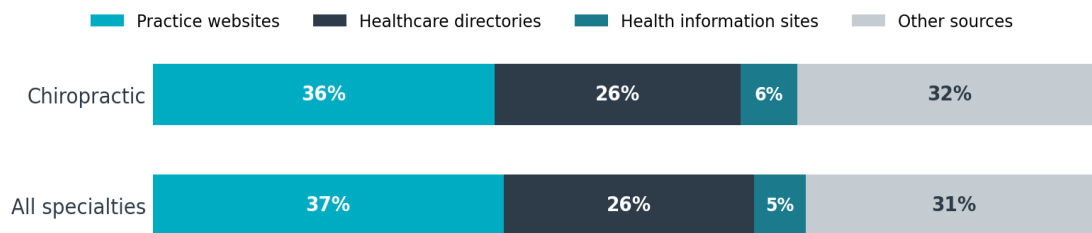
"There isn't a single objectively 'best' chiropractor in Naperville from the results provided; the strongest candidates are [Practice A] and [Practice B], [Practice C], and [Practice D], based on a mix of visible review signals, experience claims, and established local presence. [Practice A] and [Practice B] — shows a 5.0 rating with 81 reviews on Yelp, the clearest review signal in the results. [Practice C] — states that [Doctor A], DC has 26+ years of experience in Naperville."

Perplexity · 'best chiropractor in Naperville'. A four-candidate shortlist with the evidence weighed. Names anonymized.

05 AI relies on different sources for different types of questions.

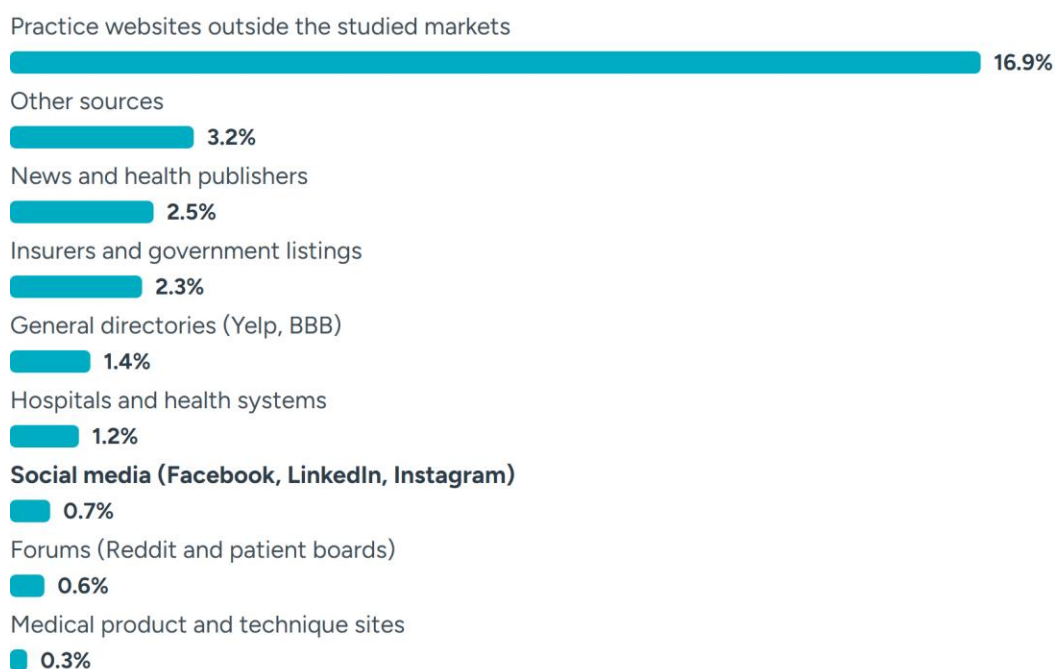
Whether AI names practices at all depends on the question. Condition questions like 'chiropractor for sciatica' are the searches closest to booking a visit, and they are where chiropractors get named. General health questions ('what is sciatica') almost never produce names, even though most of those answers advise seeing a professional. AI creates the referral moment on general health questions and leaves it empty; the practices visible on condition questions are the ones positioned to catch it.

The top citation sources are practice websites and healthcare directories. AI builds its chiropractic answers from what it can read about specific practices: their websites, and their profiles and patient reviews on healthcare directories such as Healthgrades. General health questions are answered from health information sites like Mayo Clinic and Healthline, and practices are almost never cited there.



Share of citations per AI answer for chiropractic, by source type, with all specialties as reference. 'Other' spans practice websites outside the studied markets, insurer sites, forums, and news.

AI reads social media but doesn't use it for recommendations. Sixty-seven percent of chiropractic practices have a Facebook page and forty-five percent have Instagram. AI crawlers read those pages, yet social media accounts for only 0.7% of the sources AI cites. When AI cites social media, it cites the practice profile itself and not what the practice posts. Video content is no different as a source for AI recommendations: on Google AI Overview, YouTube is only 9% of sources on general health questions and 0.8% on questions asking for a provider. ChatGPT, Gemini and Perplexity almost never cite video content.



Breakdown of the 29.2% 'Other' citation sources for chiropractic, shown in the chart above. Presence figures (Facebook 66.7%, Instagram 44.7%, YouTube 31.1%) are based on 132 chiropractic practice homepages read from a sample of 150.

06 AI favors strong ratings and often quotes patient reviews.

Strong patient ratings are the entry ticket to AI recommendations. On general provider discovery questions, the AI engines select from top-rated lists on review sites, so a strong rating is required to enter consideration. However, once the practice rating passes a certain bar, a higher score made no measurable difference. In chiropractic's own numbers, the practices AI cited average 4.84 stars and the practices it ignored average 4.81, three hundredths of a star apart and both in the same strong band. Past that bar, a higher score buys no additional citations; what AI does with strong ratings is quote them.

Review volume separates cited from ignored chiropractic practices more sharply than rating does. Chiropractic practices AI cited carry a median of 125 patient reviews; practices AI ignored carry a median of 16, the widest multiple of the three specialties at nearly eight to one. A few very large practices pull averages far above the medians, so the median is the honest comparison. A deep review base gives AI more to read and more to quote, and it marks AI visibility more strongly than a higher star average.

On general provider discovery questions, AI speaks about a practice based on patient ratings and reviews. Across the study, superlative questions ('best', 'top rated') drew evaluative language in 46% of practice citations, and ratings and patient feedback appeared in two-thirds of AI endorsements. When AI recommends, reviews are the material it recommends from:

"A few Pearland chiropractors stand out based on recent ratings and review volume: [Practice A] — 5.0 stars with 1,002 reviews. [Practice B] — 4.9 stars with 933 reviews. If you want individual doctors rather than clinics, [Doctor A] and [Doctor B] both show up well on Zocdoc."

ChatGPT · a chiropractic provider discovery question. Ranked by ratings and review volume. Names anonymized.

“Here are some of the top-rated chiropractors in Cherry Hill, based on patient feedback and online ratings: [Practice A]: this center boasts a 5-star rating with over 800 reviews. [Doctor A]: with a 5-star rating from more than 650 reviews, [Doctor A] is another highly recommended option. [Doctor B] has been serving the Cherry Hill community since 2001 and utilizes a ‘whole person approach’ to wellness.”

Gemini · a chiropractic provider discovery question. Ratings, review volume, and years of experience woven together. Names anonymized.

“A strong candidate for top-rated chiropractor in Pearland is [Practice A], which shows a 5.0-star rating with 352 reviews in the provided results. Other highly rated Pearland options include [Practice B] — 4.9★ Google rating with two Pearland locations, and [Practice C] — a 5.0 rating in one directory result and 4.7 on Yelp.”

Perplexity · a chiropractic provider discovery question. Ratings compiled and cross-checked across platforms. Names anonymized.

“Highly rated chiropractic clinics in Peoria, Arizona, such as [Practice A] and [Practice B], offer localized care for sciatica. They utilize treatments like spinal adjustments, spinal decompression, and myofascial release to relieve sciatic nerve pressure without surgery. [Practice A]: a 4.9-star rating with hundreds of reviews; they treat acute sciatica flare-ups, frequently taking same-day appointments, and offer an introductory new patient special.”

Google AI Overview · 'chiropractor for sciatica in Peoria'. A rating quoted alongside practical availability details. Names anonymized.

Reviews gate entry to AI answers and supply the words AI speaks with. Past a strong baseline, chasing a higher star average buys no additional AI visibility.

07 AI almost never speaks negatively about a practice.

AI has an extremely high bar to say anything critical about a practice. Out of 10,133 practice citations across the three specialties in the study, only 12 were negative, concerning only seven businesses. Every negative comment is based on a very low rating or patient complaints on a review platform. AI does not form its own negative opinions about a practice. It simply quotes what patients have written. Across specialties, Google AI Overview showed the same restraint: 0.5% of its practice mentions were negative.

When AI does share negative sentiment about a practice, it usually adopts a measured and balanced tone, quoting the review score or paraphrasing written complaints rather than editorializing.

08 AI endorsement varies greatly by engine.

The same practice and the same question produce different answers across AI engines. When a patient asks AI directly whether a specific chiropractic practice is good for a condition, the engines behave very differently. Across the 45 chiropractic direct-ask answers, AI endorsed 60% of the time and said it could not verify in 13%. ChatGPT is the skeptic: across the study it said it could not verify in almost one of three direct questions, while Gemini endorsed warmly and never said 'could not verify'. Perplexity sits between the two. Google AI Overview never said it could not verify, but it does not appear at all on a third of these questions. Each engine reads a different mix of a practice's online presence and weighs it differently.

"[Practice] emerges as a promising option."

Gemini · asked directly about a chiropractic practice. Names anonymized.

For a chiropractic practice, this means it's important to get your whole online presence right to earn AI recommendations consistently across engines. The practice a patient hears warmly recommended on Gemini may draw a 'cannot verify' on ChatGPT, and the difference is not the practice; it is what each engine finds and trusts online.

09 Four AI engines, four personalities.

The AI engines answered the same questions with different styles, and each one weighs different parts of a practice's online presence differently. The examples below are actual AI answers to chiropractic questions from the study.

ChatGPT: the Cautious Referrer. ChatGPT keeps its lists short, around two to three providers, and stays factual. 23% of its chiropractic mentions carry evaluative language. It reads directories more than anything else, weighs whether a practice can actually see the patient, and it is the only chat engine that often says it cannot verify a practice even when asked directly about the practice. It is also the least repeatable. Ask it the same question twice and the names change most among the four engines.

"Here are a few ways to get a same-day chiropractor appointment in Cherry Hill today: [Practice A] listings: Zocdoc says same-day appointments are often available in Cherry Hill, and you can book online by insurance and availability. [Practice B]: a chiropractor in Cherry Hill listed on Healthgrades. If you want the fastest route, I'd do this: 1. Open Zocdoc and filter for Cherry Hill plus same-day availability. 2. Call the office directly and ask for same-day cancellations."

ChatGPT · 'same-day chiropractor appointment in Cherry Hill'. Practical qualifiers and a booking route. Names anonymized.

Gemini: the Enthusiastic Profiler. Gemini describes providers with the warmest tone among the engines. Half of its chiropractic mentions carry evaluative language. It builds small practice profiles out of review text, often credits years of experience, and never says it cannot verify. Where ChatGPT hedges, Gemini characterizes.

"To help you find a chiropractor near you, here are a few options and resources: Zocdoc: you can use Zocdoc to search for chiropractors in your area, compare them based on insurance, availability, and patient reviews, and book an appointment online. [Practice A]: a nationwide network of chiropractic clinics that offers walk-in appointments without the need for insurance."

Gemini · a chiropractic provider discovery question. Resource explanations before recommendations. Names anonymized.

Perplexity: the Data Aggregator. Perplexity compiles rather than judges. 87% of its chiropractic mentions are plain listings, the least evaluative of the four. When it does endorse, the evidence is ratings and review volume. It is the second most stable AI engine tested in this study behind Google AI Overview. Its answers to the same question overlap far more across repeat searches than ChatGPT's.

"There isn't a single objectively 'best' chiropractor in Cherry Hill from the results provided, but [Practice A] and [Practice B] stand out. [Practice A] is explicitly marketed as 'the best chiropractic care in Cherry Hill.' [Practice C] has a Yelp listing showing a 5.0 rating from 2 reviews, though that review count is

very small. Healthgrades reports that the average rating for chiropractors in Cherry Hill is 4.7 stars, and Zocdoc shows verified Cherry Hill chiropractors with a 4.8 average rating.”

Perplexity · 'best chiropractor in Cherry Hill'. Platforms compiled and its own evidence audited. Names anonymized.

Google AI Overview: the Steady Concierge. Owned by the same company as Gemini, and its opposite in temperament. AI Overview kept the most consistent set of practice names of any engine measured while never once repeating its wording. Its evidence is practical rather than reputational: availability, services, and locations over ratings and praise. For chiropractic care it appeared on only 3% of general provider discovery searches, and when it lacks material, it does not appear at all.

“Top-rated chiropractic offices in Clearwater include [Practice A], [Practice B], and [Practice C], all highly recommended for thorough, patient-focused care. [Practice A]: known for integrated care combining adjustments with physical therapy, featuring practitioners like [Doctor A]. [Practice B]: long-standing practice led by [Doctor B], focused on gentle techniques and comprehensive diagnostics.”

Google AI Overview · a chiropractic provider search. Consistent naming with practice-style specifics. Names anonymized.

Key takeaways for chiropractic practices

- **Most chiropractic practices are invisible to AI. Investing in AEO means high ROI.** 74% of chiropractic practices in the areas AI recommends from never appear in an AI answer, while the three most-cited practices appear in up to 49% of answers. The practices AI cites today are cited again and again, so investing in AEO early provides the best ROI and the advantage compounds over time.
- **SEO is no longer enough. Google rankings do not transfer to AI recommendations.** 46.8% of Google's top-ranked chiropractic practices were never cited in AI answers to the same questions, and most of what AI recommends holds no top Google position. Practices doing AEO alongside SEO win new patients online.
- **AEO means optimizing your whole online presence, since AI reads everything written about you.** Each engine reads a different mix of a practice's website, directory profiles and reviews, and weighs them differently. Getting recommended means getting all of those surfaces right.

Methodology

The study ran in August 2026. Twenty-four chiropractic questions were selected by real search volume from candidate pools of patient questions, screened for provider discovery intent, across seven categories: general discovery, conditions, treatments, urgency and availability, insurance, choosing and switching, and general health questions. Each question was instantiated for one anchor city per metro area and asked three times per engine on ChatGPT, Gemini, and Perplexity with live web access. Google AI Overview and Google's map and organic results were captured for the same searches, three times each.

Practice citations were detected by exact name matching against the chiropractic practice listings in the studied markets plus every entity the engines named, with alias handling for name variants and individual providers. No citation was identified by AI guesswork. The tone of AI descriptions was classified on a three-level scale (positive, factual listing, negative) using consistent written criteria applied to every citation, and the findings were verified by human audit. AI Overview appearance rates are conservative: the capture method misses at least 6% of Overviews, so true rates are somewhat higher. Counts in this study are per listing. A practice can hold more than one listing, so the share of practices visible to AI is at least as high as the listing rates reported here.

About Javvo

Javvo.ai helps medical practices and local businesses get new patients from AI and Google. Built on decades of marketing experience, we help clients stand out from competitors. We provide full-service Answer Engine Optimization (AEO), optimizing your entire online presence: website, content, reviews, and directories, so AI recommends you consistently. Our AI analytics tools give us deep insight into what drives your visibility and helps us act on it precisely, so you get faster, better results on a smaller budget.

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