



AI Visibility Audit Report

Sample Podiatry Practice

Dr. [redacted], DPM | [practice-domain].com

Prepared by Javvo Technologies | May 2026

Sample report — based on a real client engagement, anonymized to protect the client’s privacy. The client is referenced as “the Practice” and competitors as “Competitor #” throughout. All findings, metrics, and recommendations are unchanged from the delivered report.

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Executive Summary

Javvo measured how the leading AI engines answer the questions patients ask when choosing a foot doctor. We asked 53 high-intent patient questions — the searches that most directly precede booking, spanning conditions, treatments, insurance, and urgency — across ChatGPT, Gemini, Perplexity, and Google AI Overviews, together covering ~94% of consumer AI search, on the live engines the way patients use them. In parallel, we audited the Practice across the five areas that determine whether AI engines discover, trust, and recommend a business.

How the Practice shows up, by AI engine

AI Engine	The Practice appears in	Competitive standing
ChatGPT	68% of high-intent questions	#1 — ahead of every competitor
Gemini	55% of high-intent questions	Co-leader (tied at the top)
Perplexity	40% of high-intent questions	#3 — behind Competitor 1 & Competitor 3
Google AI Overviews	26% of high-intent questions	#4 — behind Competitor 1, Competitor 7, and Competitor 3

Key findings

The Practice appears in AI search from a position of strength. Across all the high-intent patient questions, it is the most recommended practice overall, and on ChatGPT (the engine behind the majority of patient AI search), it is recommended more often than any competitor. Competitor 1 is the only practice that matches it consistently across engines.

That strength contributes to an excellent third-party review footprint (4.6–4.92 across major platforms) and strong content for a core set of conditions and treatments the Practice performs. The audit also identified where the position is weak and how to address it:

- **Google’s AI Overview is the biggest opportunity.** Google now shows an AI answer above the traditional links for most patient questions, appearing on 39 of the 53 tested. The Practice is named in 10 of them, behind Competitor 1, Competitor 7, and Competitor 3. This is where the Practice has the most room to gain. The same site improvements that lift the other engines lift this one.
- **Visibility leans on other platforms more than the Practice’s own site.** The practice ranks well largely because third-party directories vouch for it; its own website underuses the structure and depth AI engines reward. Strengthening the site is the largest untapped lever.
- **Inconsistent and outdated information has spread into AI’s answers.** Years of experience, office hours, and locations differ across the sites AI reads, and AI repeats whatever it finds. Correct them at the source, and accurate facts spread outward.
- **Two patient question types are owned by competitors.** The Practice is not winning on insurance-plan questions, which is addressable with targeted content on the site. It is also thin on neighboring-city searches, but those are dominated by practices physically in those cities, so the

higher-return move is strengthening the core city and high-intent content rather than chasing city-specific pages.

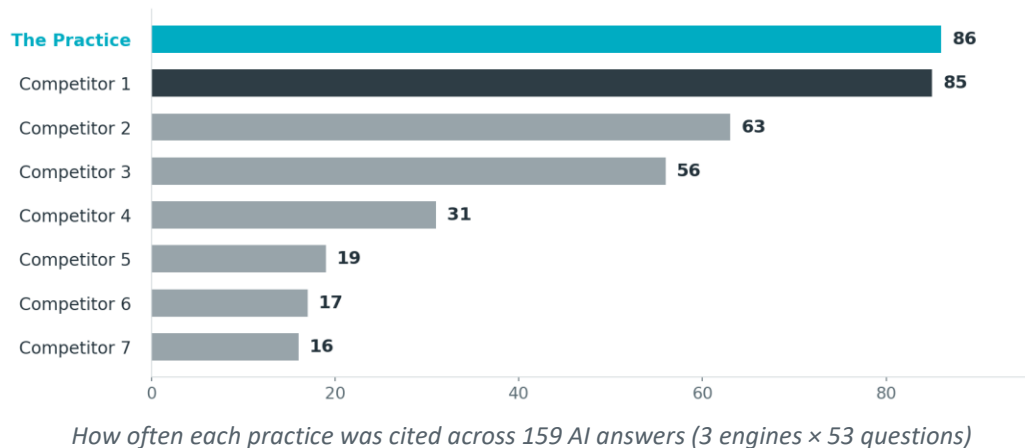
- **Online brand reputation is strong, with one weak spot to manage.** A very small number of negative reviews run counter to otherwise excellent patient sentiment. Because AI engines summarize reputation, even outliers can surface in answers. The fix is to respond to negative reviews in a professional and HIPAA compliant way.

AI Visibility & Competitive Position

Tested across four engines, the 53 patient questions produce a direct, head-to-head picture of which practices AI puts in front of local patients.

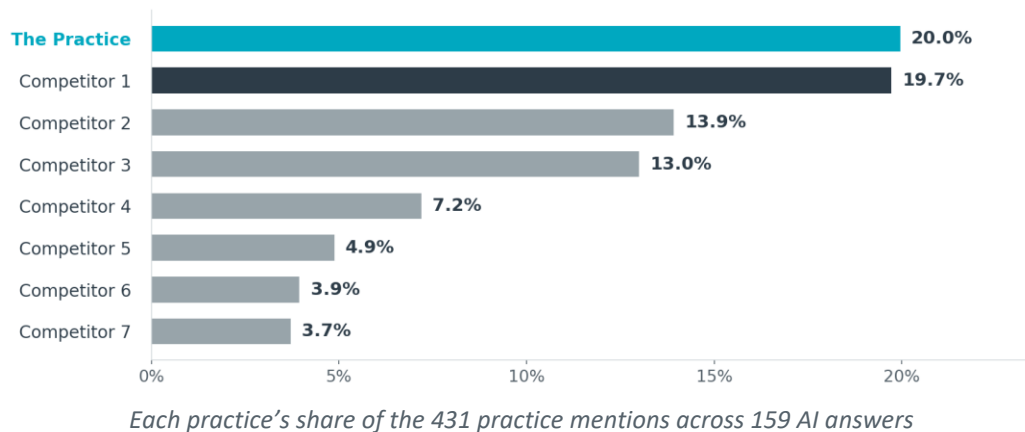
Citations: Who AI recommends most

The Practice is the most cited practice overall, narrowly ahead of Competitor 1, with Competitor 2 and Competitor 3 forming a clear second tier. The margin over Competitor 1 is thin — it is the competitor to watch.



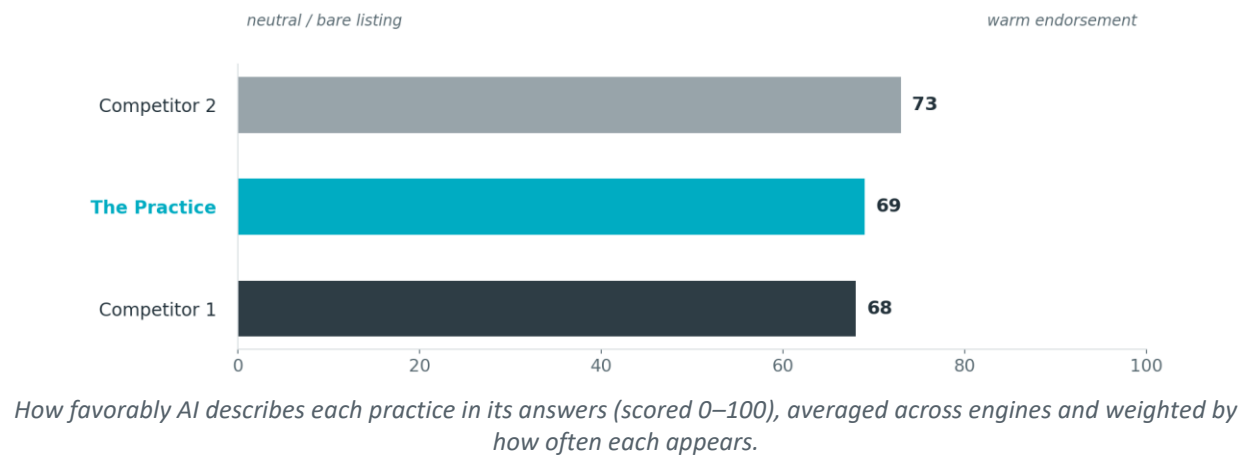
Share of Voice: The Practice's share of all mentions

Across the 159 answers, the engines named a practice 431 times. The Practice holds 20.0% of those mentions, the largest share in the market, with Competitor 1 close behind at 19.7%. The seven smaller practices outside the chart split the remaining 13.7%.



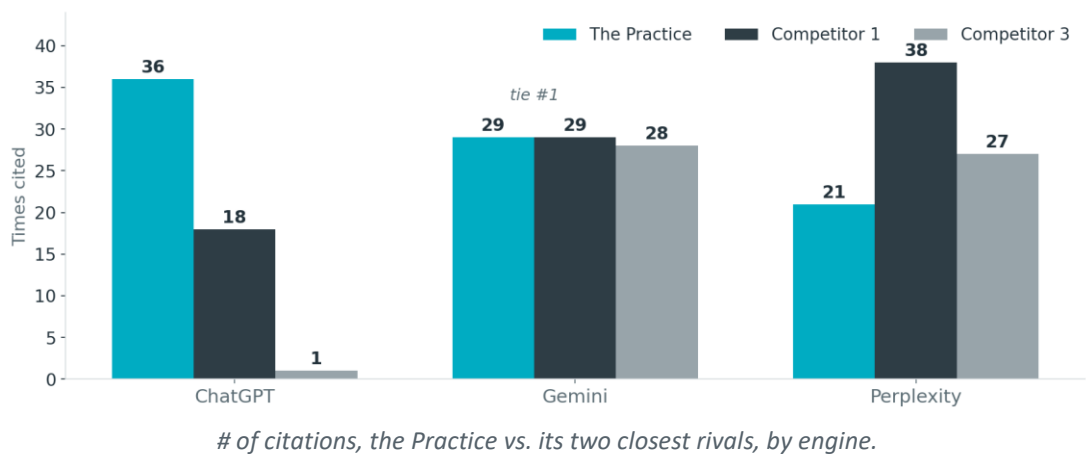
AI Sentiment: How AI describes the Practice

When AI mentions the Practice, it often portrays the practice favorably and competently. AI notes Dr. [redacted]’s board certification and fellowship training, and describes the practice as a strong local option. The Practice sits in a close pack just behind Competitor 2, whose higher review counts and decades of experience draw warmer language, and just ahead of Competitor 1. The clearest opportunity is on Perplexity, where the Practice tends to appear as a bare listing, a name and phone number, rather than the fuller, more flattering descriptions it earns on ChatGPT and Gemini.



Performance by engine

The Practice leads on ChatGPT, the engine carrying the majority of patient AI search, and ties Competitor 1 on Gemini. Its softer surface is Perplexity, where Competitor 1 and Competitor 3 lead. Weighted by where patients actually search, the Practice’s position is strong.



Performance Heatmap: Where the Practice wins, by question type

Across 17 question categories, the Practice is recommended on at least one engine everywhere, and on all three engines in 13 of 17. It is strongest on treatment and condition questions and weakest on insurance-plan and neighboring-city searches. The insurance gap is the addressable one; neighboring-city searches are dominated by in-city practices and are a lower-return target.

	ChatGPT	Gemini	Perplexity
Heel pain / plantar fasciitis	80%	80%	20%
Achilles tendinitis	50%	50%	50%
Ingrown toenail treatment	100%	67%	67%
Same-day ingrown removal	100%	67%	67%
Toenail fungus	100%	100%	67%
Plantar warts (Swift)	50%	75%	75%
Bunions	50%	—	—
Custom orthotics	67%	33%	33%
Diabetic foot exam	33%	67%	67%
Sports podiatry	67%	67%	—
Best [City] podiatrist	100%	67%	33%
Accepting new patients	100%	50%	50%
Swift microwave therapy	67%	—	67%
Class IV / deep-tissue laser	33%	67%	33%
Insurance (Kaiser/Premiera)	50%	50%	25%
Neighboring cities	25%	—	—
Same-day appointment	100%	67%	33%

How often the Practice is recommended for each question type, by engine. “—” marks a category where the Practice did not appear.

Top 10 Priorities at a Glance

These are the 10 highest-leverage actions drawn from the AI visibility assessment and five-area audit, ordered by impact relative to effort. Together, they address the gaps limiting the Practice's visibility today.

#	Priority	Action
1	HIGH	Correct your understated/inconsistent experience (set 15+ years) on your site, then align every health directory.
2	HIGH	Build a dedicated Sports Medicine page and a dedicated Ankle Pain/Injuries page. Sports Medicine is a real differentiator for Dr. [redacted] given his fellowship training in this area, but with weak AI visibility.
3	HIGH	Build a dedicated Same-Day / Urgent Foot Care page, a real differentiator that is currently invisible to AI on high-intent urgent searches.
4	HIGH	Expand the heel-pain / plantar fasciitis page (currently thin) with answer-first content and a dedicated FAQ; it is the highest-intent condition and the weakest owned content.
5	HIGH	Build an FAQ hub plus per-service FAQ sections (ingrown toenail, nail fungus, Swift/warts, orthotics, diabetic foot), each answer-first, with FAQ schema.
6	HIGH	Align office hours on the few directories still showing the old time, and consolidate the duplicate Fresh Chalk profile to one listing.
7	HIGH	Respond to outlier negative reviews, carefully and within HIPAA limits.
8	HIGH	Build Dr. [redacted]'s online reputation as the local expert for podiatric sports medicine (i.e., establish earned authority).
9	HIGH	Focus on generating fresh patient reviews on Healthgrades.com and WebMD.com, two top sources cited by AI.
10	HIGH	Enrich the site's existing Physician/MedicalClinic schema with the key fields it is missing (NAP, hours, accepted insurance, areaServed, sameAs links) and validate it live.

The Five Levers of AI Visibility

These five areas determine every AI recommendation. The competitive results shown earlier are the outcome; these levers are what move them. Findings are marked HIGH, MEDIUM, or LOW by impact.



Lever 1: Technical Foundation

Make your site readable to AI.

AI engines pull facts from your site’s structured data to ground what they say about you.

Schema is structured data that tells AI engines your key facts. NAP is your name, address, and phone number.

Below are the actions to make your site more readable and trustworthy to AI.

Priority	Finding	Recommendation
HIGH	Schema present but missing key fields. The site has Physician/MedicalClinic data but lacks complete NAP, hours, accepted insurance, areaServed, and sameAs links, and has no FAQ schema.	Enrich the existing schema with the missing fields, add FAQ schema where FAQ content exists, and validate live.
MEDIUM	FAQ structured data is missing site-wide. Engines favor FAQ-structured content when choosing what to quote.	Add FAQ schema to each service page as FAQ content is built (see Content Optimization).
LOW	Booking happens off-site, so booking signals are not reinforced on the pages AI reads.	Add scheduling buttons or an embedded booking widget on the site.

Lever 2: Data Integrity

Ensure your data is trustworthy to AI.

AI answers are only as accurate as the sources behind them. Where the web is inconsistent or out of date, AI repeats the error to your customers. The items below are confirmed live as of May 23, 2026.

Below are the actions to improve your AI data integrity.

Priority	Finding	Recommendation
HIGH	Experience is understated and inconsistent. The site says 'over a decade' and WebMD says '19 years,' while the confirmed figure is 15+ years, and the discrepancy has spread into AI answers.	Set the correct figure (15+ years) on the site, then align every directory.
HIGH	Office hours conflict across some platforms. The site shows 8:00am–5:00pm (updated this year) but a few directories, including WebMD, still show 9:00am–5:00pm.	Update hours on the affected profiles to match the site (8:00am–5:00pm).
MEDIUM	A directory profile carries stale data. WebMD shows outdated hours (9:00am–5:00pm), an incorrect Medicare status, and an inaccurate insurance list that conflict with the practice's current information.	Correct the WebMD profile to match the current hours, Medicare status, and accepted plans, so AI does not repeat the stale figures.
MEDIUM	A credential (Chief Resident) appears on one directory but not the site; under-claimed.	Add the credential to the site bio so it is consistent everywhere.
MEDIUM	A split profile on Fresh Chalk (two listings) divides authority and confuses engines. Yelp, by contrast, has a single correct profile.	Claim and consolidate the duplicate Fresh Chalk profiles into one listing.
LOW	The Sharecare profile is currently unclaimed.	Claim the profile to control the listing's accuracy.

Lever 3: Content Optimization

Give AI strong content to quote.

AI engines quote specific, direct-answer content. The gaps below are high-intent patient questions where the Practice has little content of its own for AI to draw on; each confirmed by the scan.

Below are the actions to optimize your content for AI.

Priority	Finding	Recommendation
HIGH	Same-day capability is invisible on the site, despite being a real differentiator. No urgent-care page exists.	Create a Same-Day / Urgent Foot Care page; high intent, strong conversion.
HIGH	No sports medicine page, despite Dr. [redacted]'s fellowship training and sports-podiatry searches in the scan.	Create a sports medicine page highlighting the fellowship training and conditions treated.
HIGH	The heel-pain / plantar fasciitis page is thin (~1,300 characters) on the highest-intent condition, with no FAQ.	Expand it with answer-first content and a dedicated FAQ.
HIGH	No FAQ content answering the questions patients ask before booking, the format AI quotes most.	Build an FAQ hub plus per-service FAQ sections, each answer-first.
MEDIUM	No diabetic foot care page, despite Medicare diabetic-foot and diabetic-shoe questions in the scan.	Create a diabetic foot care page covering exams, risk, and Medicare diabetic shoes.
MEDIUM	Insurance content is thin. Competitor 1 leads insurance-plan questions while the Practice appears thinly.	Name the accepted plans on the Patients page and add an Insurance & Billing FAQ.
MEDIUM	Differentiator treatments (Swift, laser) are under-documented; the Practice is cited thinly and is absent on Gemini for Swift.	Expand the Swift and laser pages with outcomes and what-to-expect content.
MEDIUM	Neighboring-city visibility is thin, but those searches are dominated by in-city practices, so they are lower-return.	A light 'areas we serve' mention on an existing page is enough; standalone city pages are not worth building.
MEDIUM	Educational, top-of-funnel content is limited. The most-asked questions in the scan: how long plantar fasciitis takes to heal, non-surgical treatment options, Swift wart expectations, laser nail-fungus results, when heel pain needs a doctor, and diabetic foot-exam frequency.	Publish answer-first content for these questions to capture patients earlier in the journey.

Lever 4: Brand Reputation

Shape how AI portrays your brand.

As the AI sentiment comparison earlier showed, AI already describes the Practice favorably, an established, well-qualified practice, though not yet in the warmest terms it reserves for the top-rated competitor. That portrayal isn’t static: it is built from the reviews, ratings, and discussions AI reads across the web. This section audits the broader online sentiment, because improving it is how you shape the way AI describes you over time.

Below are the actions to strengthen your brand reputation and stand out from competition.

Priority	Finding	Recommendation
HIGH	Review ratings vary across platforms, with one low outlier. Because AI summarizes reputation, an outlier can surface in answers despite otherwise excellent ratings.	Respond professionally within HIPAA limits and grow positive reviews to outweigh the outlier.
HIGH	The Practice’s visibility is weak with sports injuries related questions, despite Dr. [redacted] being fellowship-trained in podiatric sports medicine.	Build Dr. [redacted]’s online reputation as the local expert for podiatric sports medicine.

Review ratings (as of May 23, 2026)

Platform	Rating	Reviews	Note
Zocdoc	4.92	[review #]	Strongest profile; online booking enabled
Healthgrades / Sharecare	4.9	[review #]	Confirms affiliation with [local hospital]
Birdeye	4.8	[review #]	Highest review count
RateMDs	4.6	—	Lowest rating; focus review-generation here

Online community discussions

A scan of public Reddit and Quora threads found no current discussions of the Practice or its direct competitors, with no active misinformation to counter today. This is an opportunity to establish authority in relevant online forums before competitors do. The Practice does appear on community-curated directories: Fresh Chalk’s ‘10 Best [City] Podiatrists’ list ranks Dr. [redacted] #4, ahead of Competitor 1.

Lever 5: Earned Authority

Build a strong presence where AI looks.

AI engines lean on a small set of trusted directories, sites and communities. Being present and stand out across them directly affects whether a business is recommended.

Below are the actions to strengthen your presence where AI looks.

Priority	Finding	Recommendation
HIGH	The Practice has no fresh reviews for over a year on Healthgrades.com and WebMD.com, two top sources cited by AI.	Focus on generating new patient reviews on Healthgrades.com and WebMD.com.
MEDIUM	The Practice appears to be missing from the Swift manufacturer's provider locator, which engines cite as a source for Swift questions.	Get the practice listed in Swift's official 'find a provider' tool.
LOW	The Sharecare profile is currently unclaimed.	Claim the profile to control the listing's accuracy.

Citation sources

AI increasingly decides who to recommend based on how a business is recognized across the web, not just its own site. This is called earned authority: being quoted, published, or recognized by credible professional, local, and community sources. These are top sources cited by AI when naming the Practice and its competitors.

Source domain	Citations	Type
healthgrades.com	46	Directory
zocdoc.com	39	Directory
[regional-hospital-system].org	17	Institution
webmd.com	15	Directory
[practice-domain].com	13	Client website
[competitor-domain-1].com	7	Competitor website
[competitor-domain-2].com	6	Competitor website
[competitor-domain-3].com	4	Competitor website
medicare.gov	4	Government
google.com	3	Search

Opportunity: build earned authority

As more of your competitors implement the fundamentals to improve AI visibility over time, what will set the Practice apart is earned authority. It compounds slowly, so starting now builds a lead that's hard to catch later.

Below are opportunities to build earned authority. Each one counts only where it leaves a published, web-readable mention that names Dr. [redacted].

- **Be known as the sports-medicine foot doctor in local communities.** Give regular talks to local sports communities, where the host will publish a write-up naming Dr. [redacted].
- **Deepen professional relationships with the state and national podiatric medical associations.** Confirm membership, then pursue a directory listing, a committee or leadership role, or contributing articles. This provides the strongest signal that Dr. [redacted] is a recognized expert in his own field.
- **Build on the affiliation with [local hospital].** Ensure a complete provider profile and pursue contributing to the hospital's health content. This is a high-trust hospital association that is currently under-leveraged.
- **Write foot-health articles for relevant local publications,** including the wellness column in [local magazine] and [local newspaper].

Next Steps

One-time implementation to build the foundation

This report evaluates your AI visibility and prioritizes the actions to improve it. When you're ready to act, Javvo offers done-for-you or guided implementation for each HIGH and MEDIUM opportunity outlined in this document, at an additional cost.

Ongoing monitoring & optimization

This report is a point-in-time snapshot, a picture of how AI engines answer customers as of May 23, 2026. AI visibility is not static: engines update their models, competitors publish new content, reviews accumulate, and new information (accurate or not) enters the web every week. A one-time fix is a starting point, not the finish line.

Javvo's ongoing service helps you stay ahead:

- **Track visibility and competitive movement.** We re-run the same measurement on a regular schedule, so you can see whether each fix moved the needle and how your standing shifts against competitors over time — measured ROI, not guesswork.
- **Keep content fresh.** AI engines favor recently updated, current content. We keep 'last updated' dates current and add new content over time, so your pages keep signaling freshness rather than going stale.
- **Catch new gaps as they open.** As customer questions and engine behavior change, new visibility gaps appear. Continuous monitoring surfaces them while they're still small.
- **Protect reputation and mitigate misinformation.** We watch how AI engines and online communities (Reddit, Quora, local forums) describe your business, and flag negative threads, inaccuracies, or deliberate attempts to spread damaging information — so they can be addressed before they shape AI's answers to your customers.
- **Keep your information accurate everywhere.** As directories drift and new ones appear, we keep the facts AI reads about your business accurate and consistent.

Start now — the advantage compounds

AI visibility builds on itself: AI engines increasingly trust businesses they already cite, so an early lead gets reinforced over time and becomes harder for competitors to overtake. The longer you wait, the harder a competitor's lead becomes to reverse.

Appendix A — The full patient question scan

These are the 17 high-intent patient searches we tested across the AI engines, the questions people type when they are looking for a foot doctor or treatment for a specific condition. We test several phrasings of each, 53 in total. Getting your practice cited on these searches is what turns an AI answer into a booked appointment. Here are a few examples of high-intent questions.

Search type	What it is	Why it matters to you
Heel pain & plantar fasciitis	Someone with ongoing heel pain looking for a local foot doctor.	The most common reason patients search for a podiatrist; strong visibility here drives the most bookings.
Achilles tendon pain	An active adult or runner with Achilles pain seeking a provider.	A common overuse injury that reaches the valuable active-adult and runner audience.
Same-day / urgent foot care	A patient with sudden or acute foot pain who needs to be seen today.	The highest booking intent of all, the patient wants care now, so being named here converts immediately.
For demonstration purpose only. A real client report includes the complete question set.		