

Clinic AI visibility snapshot

0 / 3

appearances across three fresh
commercially relevant ChatGPT searches

PATIENT SEARCH

CLINIC

RECOMMENDED INSTEAD

What are the best med spas in Scottsdale?

Not named

Several established local clinics

Where should I get Botox, Morpheus8, or laser skin treatment?

Not named

Procedure-specific clinics

Which Scottsdale med spas have the best reviews and reputation?

Not named

Clinics with large review profiles

One verified website issue

Search Atlas Site Auditor

Recommended schema types were flagged as missing on 18 of 20 crawled pages.

This is a real technical clarity issue. It does not prove why ChatGPT omitted the clinic.

The first three changes Serum would make

01 Choose the priority treatment lane

Start with the service most likely to create a qualified consultation.

02 Build one provider-led treatment page

Make the treatment, location, provider, and consultation path explicit.

03 Add accurate clinic and service markup

Use schema that matches visible content and consistent public clinic facts.