



AI Visibility Audit Report

Sample Podiatry Practice

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

Prepared by Javvo Technologies | May 23, 2026

Sample report — based on a real client engagement, anonymized to protect the client's privacy. The client is referenced as "The Practice" in the report.

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Executive Summary

Javvo measured how the leading AI engines answer the questions local patients ask when choosing a foot doctor, and audited the online presence that shapes those answers. We curated 53 high-intent patient questions (the searches that most directly precede booking a visit — spanning conditions, treatments, insurance, urgency, and location), ran each across ChatGPT, Gemini, and Perplexity (together covering ~94% of consumer AI search) plus Google AI Overviews, connected to the live AI engines the way patients actually use them. In parallel, we audited the Practice across 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 patient questions | #1 — ahead of every competitor |
| Gemini | 55% of patient questions | Co-leader (tied at the top) |
| Perplexity | 40% of patient questions | #3 — behind Competitor 1 & Competitor 3 |
| Google AI Overviews | 2 of 53 queries | Google shows local directories here instead of an AI answer, by design |

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 the conditions and treatments the Practice performs. The audit also identified where the position is weak and how to address it:

- **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- **Inconsistent and outdated information has spread into AI’s answers.** Years of experience, office hours, and locations differ across the sites AI reads, and AI repeats whatever it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 local 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.

The remainder of this report details each finding by engine, walks through the five-area audit, and prioritizes the actions that will move the Practice’s standing in AI visibility.

Javvo's Methodology

Javvo measures AI visibility the way your customers experience it: asking the questions they ask and recording your competitive position. We pair a multi-engine visibility scan with an in-depth audit of your online presence. And then we turn the findings into an action plan that delivers results.

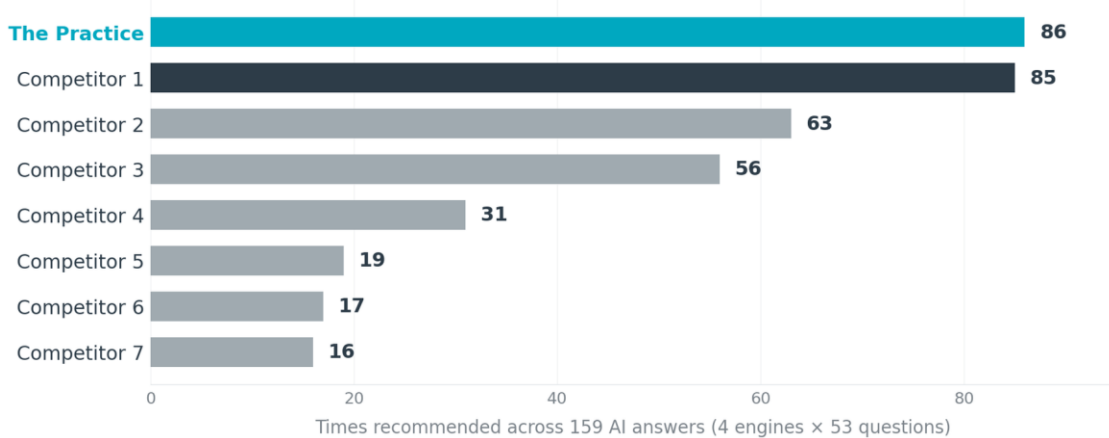
- **We test real customer questions, not keywords.** We create a question set across your customers' buying journey, from the educational questions they ask while researching to the high-intent questions that precede a purchase, each asked in the different ways real people phrase it. For every answer, we capture whether your business is named, cited as a source, and how it is framed.
- **We audit the AI engines your customers actually use, accurately.** We test only the engines that matter for your business; tracking every available engine, as others claim to, adds noise and skews the results. Each question is asked on the live version of every engine, not through API calls where the model may answer from memory, and asked several times so results reflect a consistent pattern.
- **We build the complete picture: where you stand, why, and how to improve.** A visibility score alone doesn't tell you what to do. We measure three things: where you stand (your AI visibility and competitive position), why you stand there (an in-depth audit of the areas that drive AI recommendations), and how to fix it (an action plan to improve your standing). Most tools deliver the first and stop.
- **We have humans in the loop, not just AI output.** Our team works with you to understand your business and your customers. We review every finding and shape it into an action plan customized for your business rather than a generic checklist. And we stand ready to implement the plan with you, so you don't have to tackle it alone.
- **We prioritize for impact and measure the ROI.** We focus on the actions that move your standing most, each ranked by impact against the effort to achieve them. And because AI visibility keeps shifting as engines change and competitors move, we re-run the same playbook over time, so you can see the impact of the changes you made, catch new gaps as they open, and keep your AI visibility strong.

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.

Share of Voice: Who AI recommends most

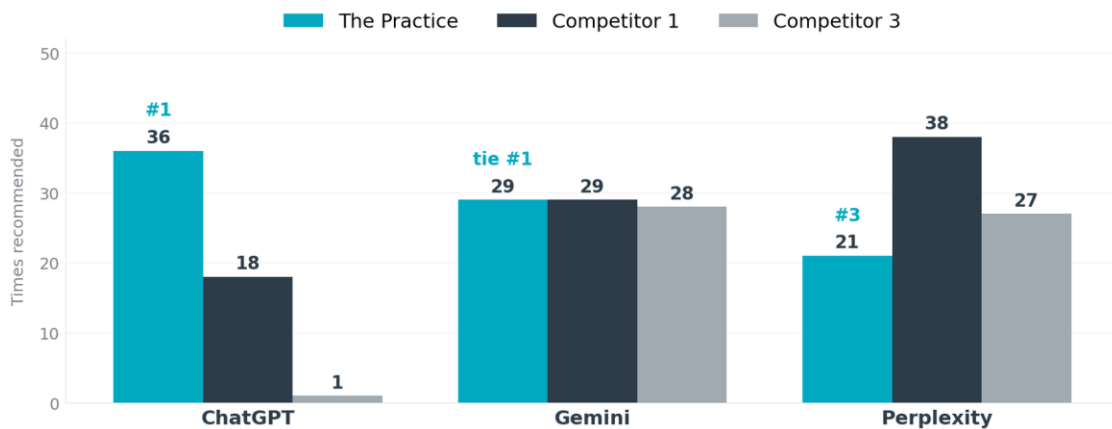
The Practice is the most recommended practice overall, narrowly ahead of Competitor 1, with Competitor 2 and Competitor 3 forming a clear second tier. The margin over Competitor 1 is thin — it is the competitor to watch.



How often each practice was recommended across 159 AI answers, combined under each practice's main name.

Performance by engine

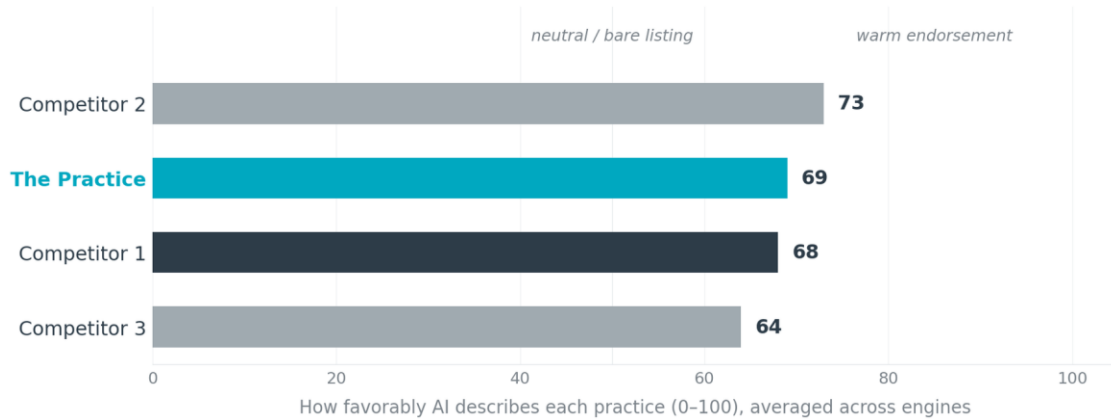
The Practice leads on ChatGPT, the engine carrying the majority of patient AI search, and ties Competitor 1 on Gemini. Its softer surface is Perplexity, where Competitor 1 and Competitor 3 lead. Weighted by where patients actually search, the Practice's position is strong.



The Practice vs. its two closest rivals, by engine.

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.



How favorably AI describes each practice in its answers (scored 0-100), averaged across engines and weighted by how often each appears.

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 Bellevue 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/Premera) | 50% | 50% | 25% |
| Neighboring cities (Redmond) | 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.

| # | Severity | Action |
|----|----------|--|
| 1 | HIGH | Correct your understated/inconsistent experience (set 15+ years) on your site, then align every directory. |
| 2 | HIGH | Build a dedicated Same-Day / Urgent Foot Care page, a real differentiator that is currently invisible to AI on high-intent urgent searches. |
| 3 | 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. |
| 4 | 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. |
| 5 | HIGH | Align office hours on the few directories still showing the old time, and consolidate the duplicate Fresh Chalk profile to one listing. |
| 6 | HIGH | Respond to outlier negative reviews, carefully and within HIPAA limits. |
| 7 | MEDIUM | Expand the site's insurance information: name the accepted plans on the Patients page and add an Insurance & Billing FAQ. |
| 8 | MEDIUM | 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. |
| 9 | MEDIUM | Get listed in Swift's official provider locator and expand Swift/laser pages. |
| 10 | MEDIUM | Publish educational content for the questions patients ask while researching their condition (see Appendix B for examples) to capture patients early, before they are ready to book. |

The Five Levers of AI Visibility

AI engines recommend a business when they can read its site, find authoritative content, trust the facts they read, see a clean reputation, and confirm the business across the sources they rely on. We chose these five areas because together they 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. (Technical terms: *schema* is structured data that tells AI engines your key facts; *NAP* is your name, address, and phone number.)

Lever 1: Technical Readiness

Make your site readable and trustworthy to AI.

AI engines pull facts from structured data and clean page layout to ground their answers about your business.

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

| Severity | 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: 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.

| Severity | 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 | 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 | No sports medicine page, despite the practice's fellowship training and sports-podiatry searches in the scan. | Create a sports medicine page highlighting the fellowship training and conditions treated. |
| 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 these searches are dominated by practices physically in those cities, 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 site is missing the questions patients ask while still researching, before they are ready to book. | Publish educational content (FAQ or blog) answering the most common early-stage questions (see Appendix B for examples) to capture patients earlier in their journey. |

Lever 3: Data Integrity

Make sure AI describes your business accurately.

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.

| Severity | 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. |

Lever 4: Brand Defense

Shape and defend how AI portrays you.

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 defense.

| Severity | Finding | Recommendation |
|----------|---|---|
| HIGH | Review ratings vary across platforms, with one low outlier on RateMDs. 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. |
| MEDIUM | Ratings spread from 4.6 to 4.92 across platforms; a combined view could reflect that spread. | Concentrate review-generation on the lowest-rated platform to tighten the spread. |

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 the regional hospital affiliation |
| 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. 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: Source Authority

Be present and consistent where AI looks.

AI engines lean on a small set of trusted directories. Being listed, claimed, and consistent across them directly affects whether a business is recommended.

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

| Severity | Finding | Recommendation |
|----------|--|--|
| 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. |
| 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. |

Opportunity: build earned authority

AI increasingly decides who to recommend based on how a practice 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. 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].

- **Deepen professional relationships with [podiatry professional 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 name].** Ensure a complete provider profile and pursue contributing to the regional hospital health content. This is a high-trust hospital association that is currently under-leveraged.
- **Get featured by the Swift and Remy manufacturers.** Pursue an expert or case-study feature with each. These are authoritative sources for exactly the Swift and laser topics where visibility is currently thin.
- **Write foot-health articles for relevant local publications,** including the Wellness column in [Magazine 1] and the [Magazine 2].
- **Give community talks a few times a year** to a running club or a diabetes or senior group, but only where the host will publish a write-up naming Dr. [redacted].

Next Steps

One-time implementation

This report evaluates your AI visibility and prioritizes the actions to improve it. When you're ready to act, Javvo offers guided implementation with ready-to-use assets and step-by-step deployment guidance 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 build AI visibility and stay ahead:

- **Track visibility and competitive movement.** We re-run the same measurement weekly, 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 counter 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 high-intent searches we tested

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.

Appendix B — The educational questions patients ask

These are the 14 educational questions patients ask earlier in their journey, before they are ready to book. Creating content that answers them is how a practice earns trust early and gets discovered before competitors do. Here are a few examples of educational questions.

| Question | What it is | Why it matters to you |
|--------------------------------------|---|---|
| What plantar fasciitis is | A plain explanation of the most common cause of heel pain. | Answers an early question and introduces your practice before the patient is ready to book. |
| Do fungus home remedies work? | Whether popular at-home toenail-fungus fixes actually help. | A high-curiosity question that leads naturally to real treatment with you. |
| When to see a podiatrist | Whether to wait out foot pain or get it checked. | Helps undecided patients decide to book, with your practice as the obvious choice. |

For demonstration purpose only. A real client report includes the complete question set.