AI VISIBILITY AUDIT

Prepared for Sample Medspa · August 27, 2026

48%

Sample Medspa is missing from 48% of the times patients ask AI for a medspa across Sunnyvale.

Named 47 times in 32 of 148 AI answers · Rank #4 of the 91 businesses AI names across Sunnyvale searches, measured August 27, 2026

What that means: AI usually names someone ahead of you when a patient asks.

The tracked list is every business AI has named for this market so far, so it grows with each measurement run.

When patients ask AI for the best medspa in Sunnyvale, Medspa A is named 155 times. You: 47.

Top issue found: You are verified on just 1 directory site.

58%

fewer clicks to the #1 Google result once an AI Overview appears, measured on the research-style searches where those overviews fire most.

Ahrefs, 2026 (Dec 2025 data, 300,000 keywords)

58.5%

of U.S. Google searches now end without a click to any website.

SparkToro & Datos, 2024

36%

of recent patients name AI as an influence on the provider they chose, ahead of Google search and referrals.

rater8, 2026 Patient Choice Report

Book your 15-minute findings review

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Every Sample Medspa figure here is measured from live answers on ChatGPT, Claude, Gemini, Google AI Overviews, and Perplexity, captured August 27, 2026; none is projected or estimated. The industry statistics above cite their own third-party sources.

YOUR SHARPEST GAP You are verified on just 1 directory site (yelp.com); 4 could not be checked this run.

THE GAP

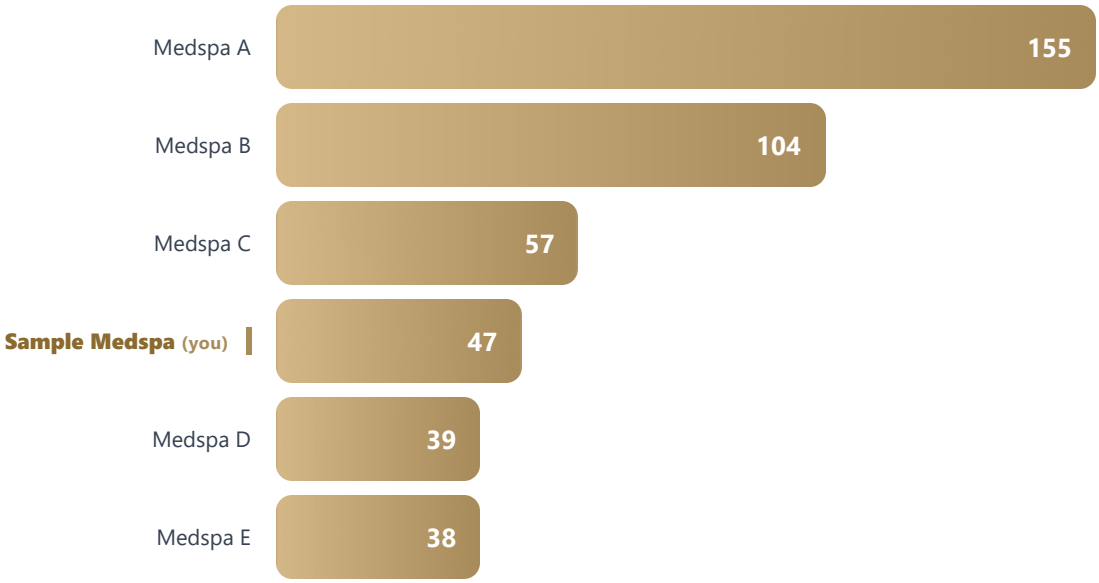
When you're not named, a competitor is

How many times each medspa got named when patients asked the AI assistants

YOUR AI VISIBILITY SCORE **48** / 100 WEAK

52%	100%	6%
Prompt coverage	Surface reach	Share of voice

In plain terms: AI names you here and there, but a competitor is the usual answer. This score is a grade of the three measures above, not a count of mentions. The chart below counts how many times each business was named.



YOUR VISIBILITY **Sample Medspa**

47	30%	Ahead of 5th-place competitor
total appearances	of the leader's visibility	Medspa D · 39 appearances

Across **16 patient questions** where a competitor gets named and you don't, patients asking those questions are shown a competitor in those answers, not you. We don't guess at lost revenue (too many variables).

Medspa A and Medspa B take 33% of all the times AI names anyone here. AI answers concentrate on a few names, which is why holding a top spot matters.

This sample comes from an audit that named no competitors to compare against, so it asks 33 questions (150 combinations); with three named, an audit asks 36 (162).

WHERE YOU SHOW UP

Where patients find you, and where they don't

Who gets named on each AI assistant, and how you compare

ChatGPT	Claude	Gemini	Google AI Overviews	Perplexity
Named 2 of 33	**Named** 9 of 33	**Named** 9 of 33	**Named** 1 of 16	**Named** 11 of 33

Full coverage: AI names you on 5 of the 5 assistants that answered.

ChatGPT

1	Medspa A	20
2	Medspa C	13
3	Medspa B	13

Answers naming you **2**

Claude

1	Medspa A	25
2	Medspa B	19
3	Medspa C	11

Answers naming you **9**

Gemini

1	Medspa A	30
2	Medspa B	25
3	Medspa D	13

Answers naming you **9**

Perplexity

1	Medspa A	23
2	Medspa B	16
3	Medspa C	7

Answers naming you **11**

One AI answer usually names several businesses, so the counts above can add up to more than the 33 questions asked.

Google AI Overviews

CITED BY GOOGLE AI OVERVIEWS

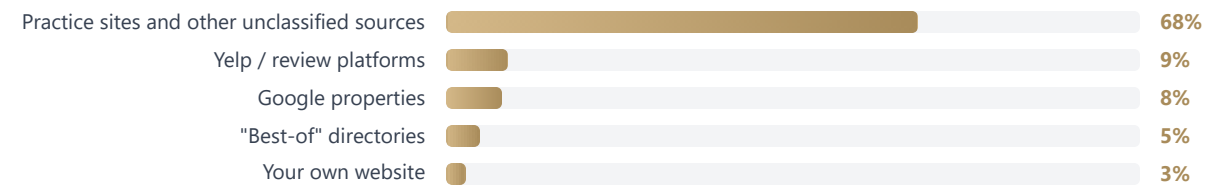
Google AI Overviews (the AI answer box at the top of Google search)

We asked Google AI Overviews 18 questions; it showed an AI Overview on 16 of them. It cited **Sample Medspa** in **1 of those 16** responses on questions like *"Is PRP worth it in Sunnyvale?"*. Google AI Overviews cites few businesses, so each citation is worth keeping.

Sample Medspa cited in AI Overview **1 of 16**

Measured on the 18 of 33 questions where Google AI Overviews actually triggers (the cost and consideration intents); it does not surface for every query type, so its denominator is smaller than the other surfaces by design.

WHERE AI SOURCES ITS ANSWERS



1873 cited sources analyzed. Your own site: 65 of 1873 classifiable citations.