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AI Visibility Audit

Northfield Aesthetics

Med spa · Austin, TX · fictional business

48 buyer prompts tested across ChatGPT, Gemini, Perplexity and Google AI Overviews. 192 AI answers analyzed.

Overall AI visibility

12%

mentioned in 23 of 192 answers

Top competitor: 31%

Report date	Nov 2026
Platforms	4
Competitors benchmarked	3

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Executive summary

How often AI platforms mention Northfield Aesthetics for buyer prompts



ChatGPT



Gemini



Perplexity



AI Overviews

What works

- ✓ Branded prompts: mentioned in 4 of 4 platforms
- ✓ Positive sentiment when mentioned
- ✓ Perplexity cites the Google Business Profile

What blocks recommendations

- × No separate treatment pages
- × No prices on the website
- × Outdated address on Yelp, incomplete GBP

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Prompt-level results

8 of 48 prompts shown · ✓ = Northfield Aesthetics is mentioned

Buyer prompt	ChatGPT	Gemini	Perplexity	AI Overviews	Recommended instead
best med spa in Austin for Botox	✗	✗	✓	✗	Glowhaus
where to get lip filler in Austin	✗	✗	✗	✗	Riverline
laser hair removal Austin price	✗	✗	✗	✗	Cedar Skin
med spa near Mueller, Austin	✗	✗	✓	✗	Glowhaus
is Morpheus8 worth it in Austin	✗	✗	✗	✗	Cedar Skin
best med spa for men in Austin	✗	✗	✗	✗	Glowhaus
med spa with financing in Austin	✗	✓	✗	✗	Riverline
Northfield Aesthetics reviews	✓	✓	✓	✓	—

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Share of voice vs competitors

Share of AI recommendations for non-branded buyer prompts · competitor names are fictional



Why Glowhaus wins

- 11 treatment pages with prices
- 640 Google reviews, many name the treatment
- Featured on RealSelf and in local guides
- Provider credentials on every page

Gap to close

22 pts

to reach the market leader

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Sources AI platforms cite

Citations across 192 answers · where AI learns about med spas in Austin

Source	Citations
Google Business Profiles	41
Competitor treatment pages	33
Yelp	28
RealSelf	19
Reddit r/Austin	14
Northfield website	6

Insight

AI relies on third-party profiles more than on clinic websites. Your website is cited only 6 times, mostly for the address.

Quick win

Claim and complete RealSelf, fix the Yelp address, add treatment details to the Google Business Profile.

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How AI describes the brand

Answer to “What is Northfield Aesthetics known for?”

ChatGPT answer (excerpt) AI

“Northfield Aesthetics is a small clinic in Austin offering Botox and dermal fillers. Located on Burnet Road.”

Reality

- ✓ Botox and fillers
- × Laser, Morpheus8, IV therapy not mentioned
- × Old address (moved in 2025)
- × Medical director not mentioned

Sentiment	Accuracy	Services recognized
Positive	**2 of 5 facts correct**	**2 of 7**

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Prioritized issues

Ranked by impact on AI recommendations and by effort

High	Treatments share one page, so AI cannot match treatment prompts
High	No prices or price ranges; 62% of AI answers mention price
High	Google Business Profile missing categories; old address on Yelp
Medium	No MedicalBusiness, Service or FAQ schema
Medium	Provider credentials and medical director not on the site
Medium	Only 14% of reviews name a specific treatment
Low	No llms.txt; 40% of images without alt text

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90-day roadmap

Target: 30%+ AI visibility after 90 days (a target, not a guarantee)

Days 1–14 — Foundations

- Fix address on Yelp and directories
- Complete GBP categories and services
- Add price ranges
- Add MedicalBusiness + FAQ schema

Days 15–45 — Content

- 6 treatment pages with FAQs
- Provider and medical director bios
- Before/after with consent
- llms.txt and alt text

Days 46–90 — Authority

- Review requests that name treatments
- RealSelf profile
- Local guides and Reddit presence
- Re-test all 48 prompts

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