

AI VISIBILITY AUDIT · ANONYMIZED SAMPLE

Claude recommends you. *Google's AI* doesn't.

A 26-answer audit of how Google, OpenAI, Anthropic, xAI Grok, and Gemma describe Aster & Oak Med Spa — and the one surface where a #1 ranking isn't enough.

PREPARED FOR
Aster & Oak Med Spa

MARKET
Dallas, TX

DATE
October 19, 2026

ANONYMIZED SAMPLE
26 answers · 5 vendors

This is an anonymized sample. Business and competitor names have been changed; the findings are from a real Dallas audit prepared from public AI answers. AI answers are non-deterministic; results vary by location, time, and model version.

THE HEADLINE

You're in the answer. Just not Google's.

Aster & Oak Med Spa is the **#1 organic result** for "best med spa in Dallas for Botox." It appears in **0 of 6** Google AI Overviews — but in **5 of 5** Anthropic answers, **4 of 5** Grok answers, **2 of 5** OpenAI answers, and **3 of 5** Gemma answers. Across 26 answers, it is tied for **#2 in total AI presence**. The gap is Google, not AI.

0 GOOGLE AI OVERVIEW MENTIONS / 6	14 TOTAL AI MENTIONS / 26 ANSWERS	43 CROSS-ENGINE VISIBILITY SCORE / 100
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- 1 Google is the hole.** Google's AI Overview names Northline Medical Spa in 4 of 6 answers, Vela Day Spa and Mesa Med Spa in 2 each. It names Aster & Oak Med Spa in none — even though you rank #1 for the Botox query.
- 2 Claude and Grok already recommend you.** Claude names you in all five answers (3rd–6th). Grok names you in four, including #1 for lip filler and #2 for body contouring. OpenAI names you twice; Gemma three times.
- 3 The page is built for rankings, not Google's answer layer.** 1,776 words, zero FAQ text, zero dollar amounts, zero mentions of "review" — and a broken Organization name (**#site_title**) plus an invalid **telePhone** property.

THE GAP IN ONE SENTENCE

You are not invisible to AI. You are invisible to *Google's* AI — the one that sits on top of the search results where you already rank #1.

WHAT THE GAP IS WORTH — ILLUSTRATIVE MODEL			
480 HIGH-INTENT SEARCHES / MO (6 QUERIES × 80)	14.4 CONSULTATIONS / MO (3% RATE)	\$8,640 MONTHLY VALUE IN PLAY (\$600 TICKET)	\$1,728 VALUE OF A 20% VISIBILITY CAPTURE
Illustrative only. Not a forecast or a guarantee. Replace the assumptions with your actual search volume, close rate, and average ticket.			

WHAT WE TESTED

Twenty-six answers. Five vendors.

On October 19, 2026 we ran the same buyer questions through the major AI answer surfaces. All five vendors returned answers for every prompt: Google AI Overview (6), OpenAI GPT-6 Luna (5), Anthropic Claude Sonnet 5.5 (5), xAI Grok 4.7 (5), and Gemma 4 31B (5).

VENDOR	ENGINE	ANSWERS	MENTIONS	STATUS
Google	Google AI Overview	6	0 / 6	complete
OpenAI	OpenAI GPT-6 Luna	5	2 / 5	complete
Anthropic	Anthropic Claude Sonnet 5.5	5	5 / 5	complete
xAI	xAI Grok 4.7	5	4 / 5	complete
Google (open model)	Gemma 4 31B	5	3 / 5	complete

All vendor columns are complete. Each answer was a single pass with live web search; production monitoring runs three passes and reports medians.

QUESTIONS ASKED · 6 GOOGLE / 5 MODEL QUERIES

- 1. best med spa in Dallas for Botox
- 2. best med spa in Dallas for lip filler
- 3. best med spa in Dallas for laser hair removal
- 4. best med spa in Dallas for body contouring
- 5. best med spa in Dallas for first-time Botox
- 6. best med spa in Plano for Botox
- 7. best med spa in Uptown Dallas

COVERAGE NOTES

- Google AI Overview** — live web, citations, 6 queries.
- OpenAI GPT-6 Luna** — live web search via the Nous inference API, 5 queries.
- Anthropic Claude Sonnet 5.5** — live web search via Nous, 5 queries.
- xAI Grok 4.7** — live web search via Nous, 5 queries.
- Gemma 4 31B** — open-weight check via DuckDuckGo AI, 5 queries.

HOW THE SCORES ARE CALCULATED

Google AI Visibility = Google mentions ÷ 6 × 100. You scored 0.

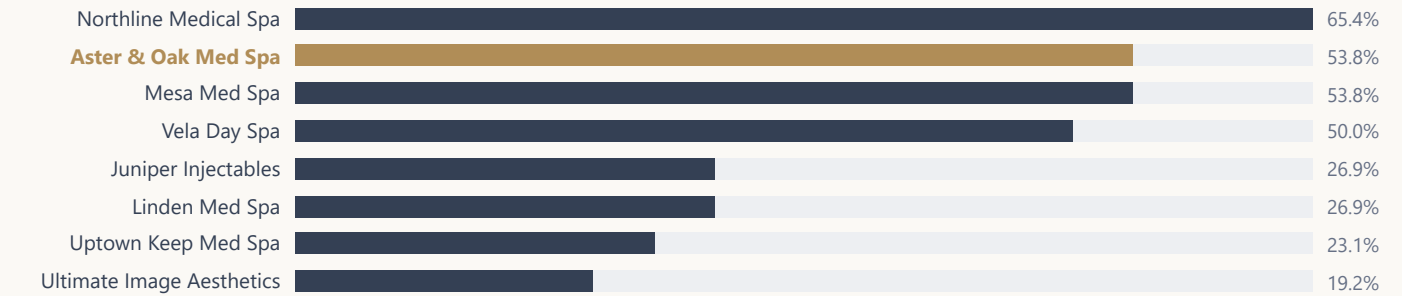
Cross-Engine Score = 50% mention rate + 30% Google presence + 10% position + 10% citation rate. You scored 43.

Vendor mention rates are reported separately: OpenAI 40%, Anthropic 100%, Grok 80%, Gemma 60%. Position is the average rank among answers where the brand appears; citation means the answer linked to the brand's own domain.

WHO THE AI RECOMMENDS

You're already #2 overall. Google is the exception.

Across 26 answers, Northline Medical Spa leads with 17 appearances. You and Mesa Med Spa appear in 14 — tied for second. The difference is the Google column.



Share of the 26 scored answers in which each brand was named. A brand is counted once per answer.

BRAND	GOOGLE / 6	OPENAI / 5	ANTHROPIC / 5	GROK / 5	GEMMA / 5	TOTAL / 26	PRESENCE
Northline Medical Spa	4	3	5	3	2	17	65.4%
Aster & Oak Med Spa (you)	0	2	5	4	3	14	53.8%
Mesa Med Spa	2	4	3	3	2	14	53.8%
Vela Day Spa	2	3	3	3	2	13	50.0%
Juniper Injectables	1	2	2	1	1	7	26.9%
Linden Med Spa	1	0	2	2	2	7	26.9%
Uptown Keep Med Spa	2	0	1	1	2	6	23.1%
Ultimate Image Aesthetics	1	0	1	1	2	5	19.2%

Read this carefully: this is not a brand-awareness problem. Claude, Grok, and Gemma already recommend you. The gap is Google's AI Overview — the surface that sits directly on top of the search results your customers already use. That is where the buying decision starts.

THE HIGHEST-INTENT SURFACE

0 of 6 on Google. A clean sweep for competitors.

Every Google AI Overview in the set named at least one competitor. None named Aster & Oak Med Spa.

BUYER QUESTION	MENTIONED?	WHO GOOGLE NAMED	CITED YOU?
best med spa in Dallas for Botox	No	Total Aesthetics	No
best med spa in Dallas for lip filler	No	Northline Medical Spa, Juniper Injectables, Vela Day Spa, Nova MD...	No
best med spa in Dallas for laser hair removal	No	Northline Medical Spa, Mesa Med Spa, Ultimate Image Aesthetics, Vela Day Spa...	No
best med spa in Dallas for body contouring	No	Northline Medical Spa, Mesa Med Spa, Elevate Aesthetics, Lakeside Med Spa	No
best med spa in Dallas for first-time Botox	No	Uptown Keep Med Spa, Northline Medical Spa, Nova MD, Skin Theory...	No
best med spa in Plano for Botox	No	Skin Studio, Metamorphosis Med Spa, Union Med Spa	No

Ranking and being recommended are now different problems. You are the #1 organic web result for “best med spa in Dallas for Botox.” The AI Overview for that same query names Total Aesthetics. A #1 ranking gets the click; an AI mention gets the customer before the click.

What Google is rewarding

The named competitors share three traits: treatment-specific pages, visible pricing or financing, and third-party proof (D Magazine, Yelp, review volume). The AI Overview is synthesizing those facts, not just ranking pages.

What this sample excludes

Two Google queries — HydraFacial and Uptown Dallas — returned no AI Overview on the audit date. They are excluded from the score, not counted as misses.

THE SECOND COMMERCIAL ENGINE

2 of 5 on OpenAI. A foothold, not a win.

OpenAI names you for Botox (5th) and laser hair removal (4th). It skips you for lip filler, body contouring, and Uptown.

BUYER QUESTION	MENTIONED?	POSITION	WHO OPENAI NAMED	CITED YOU?
best med spa in Dallas for laser hair removal	Yes	#4	Northline Medical Spa, Vela Day Spa, Advanced Skin Studio, Elan Medical Spa...	Yes
best med spa in Dallas for Botox	Yes	#5	Northline Medical Spa, Vela Day Spa, Juniper Injectables, Mesa Med Spa	Yes
best med spa in Dallas for lip filler	No	—	Northline Medical Spa, Juniper Injectables, Mesa Med Spa, Vela Day Spa	No
best med spa in Uptown Dallas	No	—	Mesa Med Spa, Elan Medical Spa, Rejuvenate Wellness & Med Spa	No
best med spa in Dallas for body contouring	No	—	Advanced Skin Studio, Mesa Med Spa, Trinity Skin Centre, Uptown Glow Med Spa	No

The citation pattern is the tell. OpenAI names you when a page gives it a direct, quotable match — a treatment page, a price, a credential. It skips you where the query is broader and competitors state the facts more explicitly.

What OpenAI rewards

Specific facts: price ranges, named injectors, device names (BARE HR, Emsculpt NEO, CoolSculpting), review counts, and a page that answers the exact question. It cites the source that states the fact most directly.

How this was run

OpenAI GPT-6 Luna, run through the Nous inference API with live web search, one pass per prompt on October 19, 2026. Production audits run three passes and report medians.

THE ENGINES THAT ALREADY RECOMMEND YOU

Claude: 5 of 5. Grok: 4 of 5.

These are the two engines where the brand is already the answer. Claude names you in every query; Grok names you in four, including #1 for lip filler and #2 for body contouring.

Anthropic Claude Sonnet 5.5 — 5 of 5

BUYER QUESTION	YOU?	POSITION	WHO CLAUDE ALSO NAMED
best med spa in Dallas for Botox	Yes	#4	Northline Medical Spa, Zeta Skin Centre, Vela Day Spa, Linden Med Spa
best med spa in Dallas for lip filler	Yes	#3	Northline Medical Spa, Juniper Injectables, Uptown Keep Med Spa, Vela Day Spa...
best med spa in Dallas for laser hair removal	Yes	#6	Mesa Med Spa, Northline Medical Spa, Ultimate Image Aesthetics, Derma Nine Med Spa...
best med spa in Dallas for body contouring	Yes	#3	Northline Medical Spa, Mesa Med Spa, Linden Med Spa, Lakeside Med Spa...
best med spa in Uptown Dallas	Yes	#4	Mesa Med Spa, Juniper Injectables, Northline Medical Spa, Rejuvenate Wellness & Med Spa...

xAI Grok 4.7 — 4 of 5

BUYER QUESTION	YOU?	POSITION	WHO GROK ALSO NAMED
best med spa in Dallas for Botox	Yes	#3	Vela Day Spa, Northline Medical Spa, Zeta Skin Centre, Linden Med Spa
best med spa in Dallas for laser hair removal	No	—	Mesa Med Spa, LaserWorks, Mira Laser, Northline Medical Spa...
best med spa in Dallas for lip filler	Yes	#1	Linden Med Spa, Juniper Injectables, Vela Day Spa, Uptown Keep Med Spa
best med spa in Uptown Dallas	Yes	#4	Mesa Med Spa, Elan Medical Spa, Rejuvenate Wellness & Med Spa
best med spa in Dallas for body contouring	Yes	#2	Northline Medical Spa, Mesa Med Spa, Trinity Skin Centre, Body Lounge Uptown

What this means: the brand is machine-readable and trusted by the models that search the open web. Claude and Grok synthesize Yelp, D Magazine, and your own pages. Google's AI Overview relies more heavily on Google's entity graph, structured on-page facts, and Google-indexed corroboration. That is the layer to fix.

THE OPEN-WEIGHT CHECK

Gemma: 3 of 5. A real foothold.

Gemma is the open-weight model behind DuckDuckGo's free AI. It names the brand more than Google's AI Overview does — but less than Claude or Grok.

BUYER QUESTION	MENTIONED?	POSITION	WHO GEMMA NAMED	CITED YOU?
best med spa in Dallas for Botox	Yes	#7	Vela Day Spa, Northline Medical Spa, Uptown Keep Med Spa, Linden Med Spa...	Yes
best med spa in Dallas for lip filler	Yes	#4	Juniper Injectables, Revive Med Spa, Union Med Spa	Yes
best med spa in Dallas for laser hair removal	No	—	Vela Day Spa, The Lab Aesthetics, Elevate Aesthetics	No
best med spa in Dallas for body contouring	No	—	Northline Medical Spa, Inject & Co., Uptown Keep Med Spa, Mesa Med Spa...	No
best med spa in Uptown Dallas	Yes	#3	Rejuvenate Wellness & Med Spa, Mesa Med Spa	Yes

The pattern: you appear for Botox (7th), lip filler (4th), and Uptown (3rd). You are absent for laser hair removal and body contouring. The model knows the brand; it does not yet associate you with those services.

3.8

AVERAGE POSITION
WHEN MENTIONED

100.0%

CITATION RATE
WHEN MENTIONED

3/5

GEMMA
MENTION RATE

Gemma 4 31B ran through DuckDuckGo AI with live web search. It cites sources, including the practice's own site, on all three mentions. That is a useful asset: it proves the brand is machine-readable. The problem is ranking on Google's surface.

WHY GOOGLE SKIPS A BRAND THE OTHER ENGINES RECOMMEND

Classic SEO won. Google's answer layer didn't.

The Dallas page ranks #1 because it is a strong classic SEO page. It loses Google's AI answer because it is not structured as a set of extractable facts — even though Claude and Grok can find the brand through third-party sources.

01

Broad page, not answer-ready

1,776 words, one H1, seven treatment H2s — but zero FAQ text, zero dollar amounts, and zero mentions of “review.” Google's AI Overview extracts specific Q&A, prices, and proof.

02

Schema is present — but broken

The Organization block names the brand “#site_title.” The MedicalBusiness block uses the invalid property “telePhone.” There is no FAQPage, Service, Offer, Review, or aggregateRating markup.

03

Google-specific depth gap

Five of six Google answers are treatment-specific. One broad Dallas page cannot be the best answer for Botox, lip filler, laser, and body contouring at once — especially against competitors with dedicated pages.

04

Google entity gap

Claude and Grok find you through Yelp, D Magazine, and your own pages. Google's AI Overview leans on Google's entity graph and on-page facts. Your page doesn't reinforce the entity: the name is a placeholder, the phone property is invalid, and the review proof is absent.

WHAT THE PAGE HAS

- #1 organic ranking for the Botox query
- HealthAndBeautyBusiness + MedicalBusiness schema
- 1,776 words and seven treatment H2s
- Strong brand recognition and multiple locations

WHAT GOOGLE'S ANSWER ENGINE NEEDS

- FAQPage schema and visible Q&A blocks
- Service / Offer schema with price ranges
- Correct Organization name and telephone property
- Review proof, awards, and named provider credentials

The most fixable finding: the Organization schema's name is a placeholder, not the brand. That is a one-line fix with a disproportionate effect on Google's entity parsing — and the other engines already prove the brand is legitimate.

TEN FIXES, IN PRIORITY ORDER

Ninety days to enter Google's answer.

#	FIX	WHY IT MOVES THE ANSWER	EFFORT	IMPACT
1	Fix the Organization schema name, the telephone property, and the Google Business Profile entity fields	The Organization block names the brand “#site_title”; MedicalBusiness uses the invalid “telePhone”. Google's entity graph also needs consistent name, category, services, and location data.	LOW	HIGH
2	Add eight answer-ready Q&A blocks to the Dallas page	Google's AI Overview extracts question/answer pairs. The page has 1,776 words and zero FAQ text.	LOW	HIGH
3	Add FAQPage schema to those Q&A blocks	Makes the Q&A machine-readable. The page has Organization, WebSite, HealthAndBeautyBusiness, and MedicalBusiness schema — but no FAQPage.	LOW	HIGH
4	Create treatment pages for Botox, lip filler, laser hair removal, body contouring, and HydraFacial	Five of six Google answers are treatment-specific. One broad Dallas page cannot be the best answer for all of them.	HIGH	HIGH
5	Put price ranges and package details on every treatment page	The Dallas page has zero dollar amounts. The competitors Google names show pricing, memberships, and financing; you have no comparable facts to quote.	MEDIUM	HIGH
6	Add provider names, credentials, and years of experience	Google's AI Overview consistently cites physician oversight and named injectors as selection criteria.	LOW	MEDIUM
7	Add Service and Offer schema with price ranges	Gives answer engines structured facts to quote instead of inferring them from prose.	MEDIUM	MEDIUM
8	Surface review counts and awards on-page, with compliant aggregateRating markup	The page contains zero occurrences of “review”. Google's AI Overview uses review volume and awards as proof.	LOW	MEDIUM
9	Build Uptown, Plano, and Frisco location pages with local proof	You are absent from the Plano answer and only partially present in Uptown. Location intent is a separate answer.	MEDIUM	MEDIUM
10	Earn treatment-specific third-party citations	Google's AI Overview cites D Magazine, Yelp, and competitor sites. Your citation footprint is thinner for the treatments where you are missing.	HIGH	MEDIUM

DAYS 1–30

Fix the foundation

- Correct Organization name, telephone, and Google Business Profile fields
- Add 8 Q&A blocks + FAQPage schema
- Publish Botox and lip filler pages
- Add pricing and named injectors

DAYS 31–60

Expand the answer surface

- Publish laser, body contouring, HydraFacial pages
- Add Service/Offer schema and price ranges
- Add review proof and awards
- Refresh D Magazine and Yelp profiles

DAYS 61–90

Localize and measure

- Build Uptown, Plano, Frisco pages
- Earn 3 treatment-specific citations
- Re-run all five vendor columns
- Report movement, then iterate

HOW WE MEASURE IT

Re-run the same prompts on all five vendor columns. Report Google mentions, vendor mentions, cross-engine mentions, average position, and citation rate. Goal, not guarantee: 14/26 → 20/26 cross-engine; 0/6 → 2/6 Google; 2/5 → 3/5 OpenAI.

ANONYMIZED EXCERPTS

Illustrative answer excerpts.

GOOGLE AI OVERVIEW

best med spa in Dallas for Botox

Total Aesthetics was named as a top choice for this treatment in Dallas, based on review volume, physician oversight, and treatment-specific experience.

ANTHROPIC CLAUDE SONNET 5.5

best med spa in Dallas for Botox

Northline Medical Spa, Zeta Skin Centre, and Vela Day Spa were named as top choices for this treatment in Dallas, based on review volume, physician oversight, and treatment-specific experience.

XAI GROK 4.7

best med spa in Dallas for lip filler

Linden Med Spa, Juniper Injectables, and Vela Day Spa were named as top choices for this treatment in Dallas, based on review volume, physician oversight, and treatment-specific experience.

GEMMA 4 31B

best med spa in Uptown Dallas

Rejuvenate Wellness & Med Spa and Mesa Med Spa were named as top choices for this treatment in Dallas, based on review volume, physician oversight, and treatment-specific experience.

Method notes

Queries were run live on October 19, 2026 with Dallas, Texas as the target market. Google AI Overview ran in the browser; OpenAI GPT-6 Luna, Anthropic Claude Sonnet 5.5, and xAI Grok 4.7 ran through the Nous inference API with live web search; Gemma 4 31B ran through DuckDuckGo AI. The target's website was inspected for schema, word count, FAQ text, pricing, and review text on the same date. The underlying audit collected brand names from each answer and counted once per answer; names in this sample have been changed. The cross-engine score weights mention rate (50%), Google presence (30%), average position (10%), and citation rate (10%).

Disclaimer: This is an anonymized sample. Business and competitor names have been changed; the findings are from a real Dallas audit. AI answers are non-deterministic and vary by location, time, model version, personalization, and whether an AI Overview is shown at all. This report is a point-in-time sample, not a guarantee of rankings, citations, or revenue. Sample data should be re-run before any client delivery.

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