

Sample – illustrative data

AI VISIBILITY AUDIT

Lumen Aesthetics Richmond, BC

38 patient questions run across three AI assistants in fresh, logged-out sessions. Every result screenshotted and dated. Prepared by Cited Group.

ENGINES TESTED

ChatGPT · Perplexity · Google AI Mode

AUDIT WINDOW

12–13 August 2026

QUESTIONS

38 across 6 categories

METHOD

Logged-out, no follow-up prompts

You were named in 11 of 38 answers.

Mention rate counts any answer in which the clinic is named, whether or not it is recommended first. Rates below 40% typically mean the models are not retrieving a page that describes the clinic in the relevant terms.

MENTION RATE 11/38 29% of tested questions	ENGINES APPEARING IN 1/3 Perplexity only
COMPETITOR DISPLACEMENT 7 clinics Named ahead of you at least twice	SOURCE COVERAGE 4/19 Cited pages that list you

RESULT BY ENGINE – SAMPLE OF 6 QUESTIONS

PATIENT QUESTION	CHATGPT	PERPLEXITY	GOOGLE AI MODE
Best med spa in Richmond for acne scarring	NOT NAMED	NAMED	NOT NAMED
Where to get microneedling near Richmond BC	NOT NAMED	NAMED	NOT NAMED
Who does the most natural-looking filler in Richmond	NOT NAMED	NOT NAMED	NOT NAMED
Medical director led med spa Richmond	NOT NAMED	NAMED	NOT NAMED
Best laser hair removal Richmond BC	NOT NAMED	NOT NAMED	NOT NAMED
Safe place for Botox first time Richmond	NOT NAMED	NAMED	NOT NAMED

The pages deciding the answer.

These are the pages the three assistants actually pulled from when answering Richmond med spa questions, ranked by how often they were cited. Four of the nineteen list you.

Patient question

Assistant

Answer

CITED SOURCES – TOP 6 OF 19

SOURCE PAGE	CITED	LISTS YOU	PRIORITY
bc-aesthetics-directory.ca / richmond	14×	NO	HIGH
lowermainland-medspa-guide.com	11×	NO	HIGH
Google Business Profile	9×	YES	MEDIUM
RateMDs — Richmond cosmetic	7×	NO	HIGH
Yelp — Richmond med spas	5×	YES	LOW
Your clinic website — services	3×	YES	MEDIUM

CLINICS NAMED AHEAD OF YOU

Aurelia Skin Studio (9×) · Northbridge Aesthetics (7×) · Rivermark Clinic (6×) · Steveston Skin Co. (4×) · Parkside Laser & Skin (3×) — *names anonymised in this sample*

Ranked by effort against impact.

DAYS 0-30 – RETRIEVAL BASICS

01	Claim and complete the two directory listings driving 25 citations bc-aesthetics-directory.ca and lowermainland-medspa-guide.com. Neither currently lists you.	2-3 HRS	HIGH
02	Rewrite service pages in the language patients actually use "Acne scarring" and "natural-looking filler" appear in 14 tested questions and on none of your pages.	4-6 HRS	HIGH
03	Add MedicalBusiness schema with named practitioners Gives assistants a structured fact to retrieve rather than inferring from prose.	1-2 HRS	MEDIUM

DAYS 31-60 – AUTHORITY

04	Correct the RateMDs profile and request practitioner listing Cited 7 times; your clinic is absent from the Richmond cosmetic category entirely.	1 HR	HIGH
05	Publish one page per named treatment concern Six pages matching the six question categories tested in this audit.	8-12 HRS	MEDIUM

DAYS 61-90 – REINFORCEMENT

06	Re-run the same 38 questions and compare Same method, same logged-out conditions. This is the only way to know whether any of it moved.	INCLUDED	HIGH
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