

iQyra · Visibility Audit — Sample Report

Radiance Aesthetics (medspa) · Scottsdale, AZ · Anonymized sample

A sample of the free check iQyra sends. The clinic name and numbers here are made up for the example; the layout and the checks are exactly what you get — written out, no call.

1. Snapshot — can patients find you right now?

Where patients look	How you show up	What it means
AI answers (ChatGPT / Gemini / Google AI)	1 of your 4 big treatment searches	You come up only where a page is really strong
Google Maps / your Google profile	Mostly by name	Found if they know you — not for "botox near me"
Google search (treatments)	Mixed	2 strong pages, 5 too thin to show up
Booking from Maps	No link	Nothing on your Google profile sends people to your booking form

In one line: people nearby are already searching for your treatments — but at the moment they pick a clinic (AI answers + the map), a competitor's name comes up more often than yours.

2. AI answers — do they name you?

How we check: we ask ChatGPT, Gemini, and Google's AI the way a patient would, from your city, on in fresh, dated sessions using your city in the query. We look at two things: did they name your clinic, and did they link to your pages? AI answers change day to day, so this is a snapshot, not a fixed ranking. (The example below is made up.)

What a patient asks	Names you?	Links to your page?
"tear trough filler Scottsdale"	✓ yes	✓ yes
"erbium laser resurfacing Scottsdale"	✗ no	● only as a link
"best PDO thread lift Scottsdale"	✗ no	✗ no
"best botox Scottsdale"	✗ no	✗ no

The pattern: the difference is the page. Your strong page (tear-trough) shows up; your thin or missing pages (PDO, botox) don't — even though those are two of your biggest treatments.

3. Your Google profile (Maps)

What we check	How it looks	What to do
Main category	OK	—
Extra categories	Half-done	Important — helps people who don't know your name find you
Treatments & prices listed	Half-done	Add them where Google allows
Photos (recent, real treatments)	Thin	Add more
Getting reviews	Slow	Set up a simple ask-and-reply routine
Booking link	Missing	Important — add a link to your booking form

How to read this: your Google profile has categories that tell Google what you do (like "Medical spa" or "Skin care clinic") and a separate list of treatments and prices. In your report we name the exact ones to add. The "booking link" just means a link to your booking form — whatever system you already use.

Why it matters: if your profile doesn't clearly show your treatments, people scroll past — and the ones who do tap can't get to your booking form in one step.

4. Your treatment pages (your highest-value treatments)

Page	How complete	Shows up in Google?	First fix
Tear-trough	Strong	Yes	Leave it — this is your model page
Botox	Thin	No	Add price, who it's for, FAQ, before-and-afters
PDO threads	Very thin	No	Rebuild: what it is, who it's for, price, aftercare
Erbium laser	So-so	Only as a link	Add proof + your city's name
Lip filler	Missing	No	Build a real page

The one to copy is your tear-trough page: it says what it is, who it's for, the price, and why to trust you. That's why it shows up. The others need the same.

5. Who's winning your searches

For "best PDO thread lift Scottsdale" and "best botox Scottsdale," the clinics that show up instead of you have three things you can match: a complete Google profile, treatment pages that answer the whole question, and a steady stream of reviews. None of it needs a bigger ad budget — it needs your pages and profile built for the way patients search now.

6. What we'd fix first

#	Fix	Effort	Why first
1	Add a booking link (to your form)	Easy	Stop losing people who are ready to book
2	Fill in Google categories + treatments	Easy	Helps people who don't know your name find you
3	Rebuild the PDO + botox pages	Medium	Two of your biggest treatments, currently invisible
4	Set up an ask-and-reply routine for reviews	Easy	Builds trust and helps you show up locally
5	Add the behind-the-scenes details Google reads	Medium	Helps Google understand your treatment pages

The biggest thing you control here is how good your treatment pages are — though your Google profile, reviews, and booking link all matter too.

7. A ready-to-use prompt — filled in with what we found

This is the difference between a generic ChatGPT prompt and one built from real work. In your report it comes filled in with your pages, your competitors, and what we found. Paste it as-is:

Compare my PDO thread lift page **[your-pdo-page]** with two Scottsdale clinics that rank above me — **[competitor-a-page]** and **[competitor-b-page]** — for a patient in Scottsdale, AZ thinking about PDO threads.

Here's what my audit found: my page is missing the **price range, who it's for, downtime, proof the injector is qualified**, and **aftercare**; the search "pdo thread lift Scottsdale" is one patients use to book, and I don't show up for it; both competitors answer all five of those on their page.

Give me: (1) the booking questions my page doesn't answer, (2) an outline for a page that would get a patient to book, and (3) the 3 trust signals I most need to add.

Want this for your clinic?

iQyra — helping U.S. med spas get found in AI answers, on Google Maps & in search. A free, written check: where you show up, where you don't, and what to fix first. → iqyra.com