SCULPTED SEARCH

CONFIDENTIAL PRACTICE ASSESSMENT

SEARCH & VISIBILITY AUDIT

Where your practice stands on Google, Maps and AI search today, and the plan to become the provider patients find first.

PREPARED FOR

[Practice Name]

[City, State]

PREPARED BY

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CEO, Sculpted Search

AUDIT DATE

November 2026

SCOPE

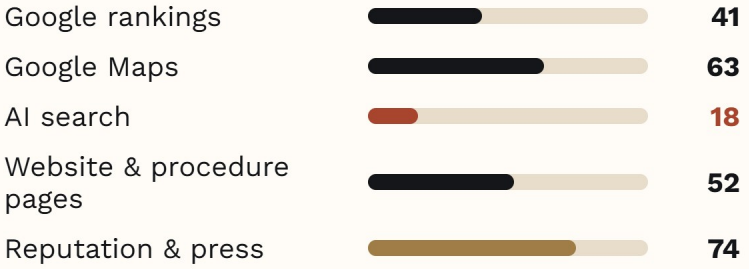
7 priority procedures, 3 local competitors

01 · EXECUTIVE SUMMARY

PATIENTS ARE SEARCHING. YOUR COMPETITORS ARE BEING FOUND.



Overall visibility score



What we found

01 **Your highest-value procedures are buried.** Breast augmentation, mommy makeover and BBL sit on page three or lower in [City], while three competitors split the top spots and the consults that come with them.

02 **AI assistants rarely recommend you.** In 40 patient-style questions asked of ChatGPT, Google AI Overviews, Gemini and Perplexity, your practice was named 3 times. Your top competitor was named 22 times.

03 **Your reputation is an untapped asset.** Strong patient reviews and real credentials are not showing up on your procedure pages or in the press, so Google and AI tools cannot see the trust patients already place in you.

$1.4M
est. annual procedure revenue going to competitors from search

35 to 50
added consult requests a month within reach in 6 to 9 months

90 days
to fix the issues holding back your top three procedures

02 · GOOGLE & MAPS

WHERE YOU RANK FOR THE PROCEDURES THAT PAY

Organic Google positions in [City] for your seven priority procedures, against the strongest competitor on each search.

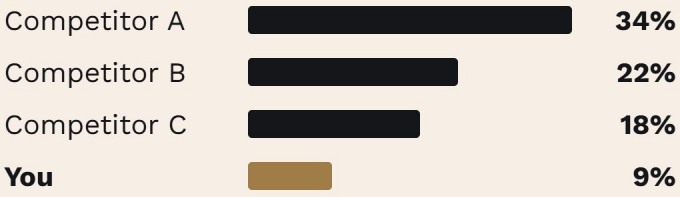
SEARCH PHRASE	SEARCHES / MO	YOU	TOP COMPETITOR
breast augmentation [city]	1,900	#23	A · #1
BBL [city]	1,300	#41	B · #2
rhinoplasty [city]	880	#14	A · #2
tummy tuck [city]	720	#31	C · #1
mommy makeover [city]	590	Not in top 50	A · #3
facelift [city]	480	#6	B · #1
blepharoplasty [city]	260	#4	C · #2

Google Maps coverage

Your Maps position for "plastic surgeon" across a 5 × 5 grid of [City], centered on your office.



Share of search visibility



WHAT THIS MEANS

You win close to home and on smaller procedures. On the searches with the highest case value, patients meet Competitor A first, and patients more than a few miles out rarely see you on Maps at all.

03 · AI SEARCH

WHEN PATIENTS ASK AI, WHO GETS RECOMMENDED?

More patients now start with ChatGPT or Google's AI answers before they ever click a website. We asked the questions your patients ask and recorded which practices were named.

PATIENT QUESTION	CHATGPT	AI OVERVIEWS	GEMINI	PERPLEXITY
Best rhinoplasty surgeon in [City]?	A, B	A	A, C	**You, A**
Who does natural-looking breast augmentation near me?	A, C	A, B	A	B
Board-certified plastic surgeon for a mommy makeover in [City]	A	A, C	B	A
Safest place to get a BBL in [State]?	B	None	B, A	B
Top-rated facelift surgeons in [City]	**You, B**	B	A, B	**You**

Times named, out of 40 answers



Table shows 5 of the 40 questions tested. Letters mark which practices each AI tool named.

Why AI tools pass you over

- Procedure pages are short and generic, so there is little for AI to quote.
- No press coverage in 12 months. Competitor A appears in 6 local and national articles.
- Board certification and training are not stated where AI tools read them.
- Your name, address and phone differ across 9 directory listings.

04 · WEBSITE & PROCEDURE PAGES

A BEAUTIFUL SITE THAT GOOGLE CAN'T FULLY READ

MOBILE SPEED	PAGE LOAD (LCP)	CONSULT FORM	CALL TRACKING
38/100	4.8s	11 fields	None
Target: 80+	Target: under 2.5s	Best practice: 4 to 5	Phone leads go unmeasured

Procedure page review

PAGE	WORDS	BEFORE / AFTER	FAQ	SURGEON CREDENTIALS	GRADE
Breast augmentation	410	Unreadable	No	No	D
Mommy makeover	290	None	No	No	F
BBL	350	Unreadable	No	No	D
Rhinoplasty	920	Unreadable	Yes	No	C
Facelift	1,480	Readable	Yes	Yes	B+

Facelift is your best page and your best ranking. The pattern is the opportunity.

Priority fixes

HIGH **Before and after galleries** load inside a plugin Google cannot index. Hundreds of your best results are invisible to search.

HIGH **Thin procedure pages** on your highest-value procedures. They need recovery timelines, candidacy, cost ranges, FAQs and your credentials.

HIGH **Slow mobile load.** Uncompressed hero video and images. 78% of your visitors are on phones.

MEDIUM **14 duplicate page titles** and no medical schema markup telling Google who you are and what you perform.

05 · REPUTATION & PRESS

WHAT PATIENTS SEE WHEN THEY LOOK YOU UP

Reviews vs. Competitor A

PLATFORM	YOU	COMP. A
Google	4.6 · 212	4.9 · 640
RealSelf	4.8 · 38	4.9 · 155
Healthgrades	4.1 · 19	4.7 · 88
Yelp	**3.4 · 27**	4.5 · 96
New reviews / month	**3**	14

Two 1-star Yelp reviews from 2024 have no reply from the practice.

Google results for "Dr. [Surgeon Name]"

1	Practice website, bio page	**Positive**
2	Google Business Profile	**Positive**
3	RealSelf profile	**Positive**
4	Healthgrades listing	**Neutral**
5	Patient forum thread, 2021	**Negative**
6	Old hospital directory page	**Neutral**

A complaint thread sits at #5 for your own name, above most of your positive profiles.

0 VS 6

PRESS MENTIONS, 12 MONTHS

Competitor A has been quoted in six health and lifestyle articles this year. Press coverage builds patient trust, and it is one of the strongest signals Google and AI tools use to decide which surgeons to recommend.

INCLUDED FOR EVERY CLIENT

Your reputation tracker

Your client dashboard tracks exactly what patients see when they search your name and your practice, month by month. No other agency in aesthetic medicine gives you this view.

06 · YOUR 90-DAY ROADMAP

STARTING WITH THE PROCEDURES WORTH THE MOST TO YOU

DAYS 1 TO 30

Foundation

- Fix mobile speed and page titles
- Make before and after galleries readable to Google
- Clean up 9 directory listings
- Install call tracking and a shorter consult form

DAYS 31 TO 60

Authority

- Rebuild breast augmentation, mommy makeover and BBL pages
- Launch a data-driven press story for health media
- Start a patient review program
- Reply to every open review

DAYS 61 TO 90

Momentum

- Expand Maps reach across [City]
- Build answers AI tools can quote
- Push the forum thread off page one for your name
- Monthly report on rankings, calls and booked consults

Targets we will report against

MEASURE	TODAY	90 DAYS	6 MONTHS
Priority procedures on page one	2 of 7	4 of 7	**6 of 7**
Maps top 3 coverage	5 of 25	11 of 25	**17 of 25**
Named in AI answers (of 40)	3	10	**18+**
Consult requests from search / month	22	35	**60 to 70**

Recommended investment

ESSENTIALS

[$X,XXX] / mo

SEO & AI search for your top procedures

RECOMMENDED · GROWTH

[$X,XXX] / mo

SEO, AI search, press and reputation

FULL PRACTICE

[$XX,XXX] / mo

Growth plus paid search and social ads

07 · RESULTS, NOT PROMISES

WHAT THIS WORK HAS DONE FOR OTHER SURGEONS

+778%

RECONSTRUCTIVE SURGEON

Search traffic up 778% in five months.

Page 6 → #1

BREAST AUGMENTATION SURGEON

From page six to the top result in four months.

Off page 1

RHINOPLASTY SURGEON

A damaging headline pushed off page one for the surgeon's name.

Next steps

01 **Walk through this audit together**

A 30-minute call to review the findings and answer your questions about any procedure.

02 **Choose your plan and priorities**

You tell us which procedures matter most. We tailor the roadmap and lock in the targets we report against.

03 **Kick off within 14 days**

We write the pages, earn the press and run the campaigns. You approve anything clinical, and you see every result in your dashboard.

Be the provider patients find first.

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sculptedsearch.com