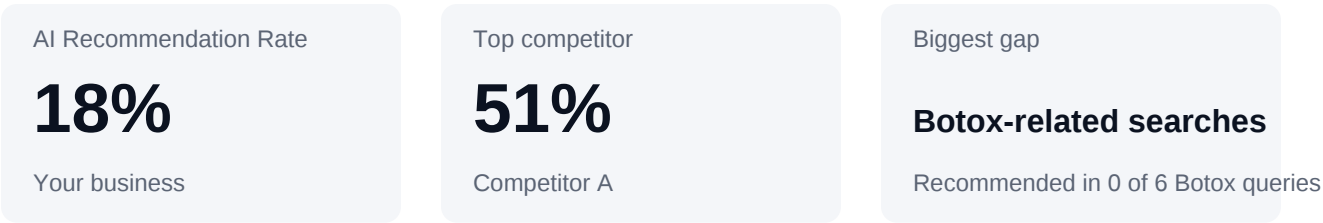


Executive summary

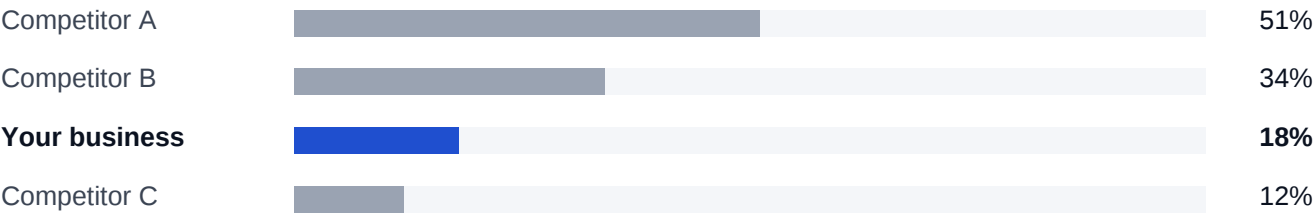
25 questions on 5 platforms



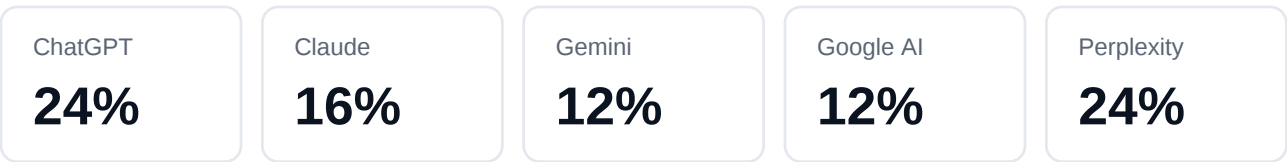
Your business appears in 18% of relevant AI recommendations. Your leading competitor appears in 51%.

Your largest gap is Botox-related searches, where you were not recommended in any of the six Botox queries tested; filler queries were only marginally better. You perform best on facial rejuvenation and laser queries, where you appear as often as the market leader.

AI Recommendation Rate by business



Platform breakdown and where you win or lose



Recommendation rate by platform for the 25 questions. ChatGPT, Claude and Perplexity cite review platforms and editorial sources more often; Gemini and Google AI lean on Google Business Profile signals, where your review volume trails the leader.

Where you win and where you lose

STRONG	"Best facial rejuvenation med spa Miami"	Recommended on 5 of 5 platforms
MISSING	"Best Botox provider Miami"	Recommended on 0 of 5 platforms
WEAK	"Best lip filler Brickell"	Recommended on 1 of 5 platforms

Each of the 25 questions is classified by how many of the five platforms recommended you: Strong (4 or 5), Weak (1 to 3), Missing (0). In this sample 6 questions are Strong, 8 are Weak and 11 are Missing; 6 of the 11 Missing questions are Botox-related.

What AI thinks about your business

Five branded diagnostic questions were asked on each platform. The answers show how the platforms currently describe you, and where their understanding is thin.

What is this business known for?

Facial rejuvenation and laser treatments; four of five platforms did not mention injectables at all.

Which services does it offer?

Answers listed 4 to 6 services; Botox and fillers were missing on ChatGPT, Claude and Gemini.

Is it reputable?

All five cited a 4.8 Google rating; none cited RealSelf or editorial coverage.

How does it compare with Competitor A?

Competitor A was described as the more established injectables provider on every platform.

Who is it best suited for?

Clients seeking laser and skin treatments; no platform named it for injectables.

Source intelligence

AI frequently relies on RealSelf, Google reviews, local editorial sources and several industry sites where your competitors currently have stronger representation. Competitor A is present on 9 of the 12 sources most associated with recommendations in this market. Your business appears on 4.

Sources most associated with recommendations in this market

SOURCE	CITED IN	COMPETITOR A	YOUR BUSINESS
Google reviews	41 answers	Present	Present
RealSelf	27 answers	Present	Missing
Yelp	19 answers	Present	Present
Miami New Times	12 answers	Present	Missing
Reddit (r/Miami, r/30PlusSkinCare)	11 answers	Present	Missing
Miami Herald	8 answers	Present	Missing
Healthgrades	7 answers	Present	Present
Allergan provider directory	6 answers	Present	Missing
Instagram	5 answers	Present	Present
YouTube	4 answers	Missing	Missing
Local directories	4 answers	Present	Missing
Competitor websites	3 answers	Present	Missing

We do not claim that any source causes a recommendation. The table shows the strongest observable differences associated with the visibility gap.

Highest-priority opportunities

Three to five actions the business could take itself, ranked by the size of the gap they address and the effort involved.

1 Build a Botox and filler service page with pricing ranges and provider credentials

Six of the 25 questions concern Botox; you were recommended in none. Every platform cited competitor service pages for these answers.

2 Claim and complete your RealSelf profile

RealSelf was cited in 27 answers; Competitor A is present, you are not.

3 Ask recent injectables clients for Google reviews that name the treatment

Your reviews mention skin and laser treatments 6 to 1 over injectables; the platforms read review topics, not just ratings.

4 Pitch one local editorial placement on injectables

Miami New Times and the Miami Herald were cited in 20 answers between them; you appear in neither.

5 Keep name, address, hours and service lists identical across every listing

Two directories list a former address; Gemini cited one of them.

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