

# AI Visibility Report — Sparrow MD

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Skynex Digital

May 2026

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Sample Report by geograde.ai | May 2026

## Score

**AI Visibility Score: 28/100**

Bottom quartile. You have an excellent clinic that AI assistants barely know exists. This is fixable — and the highest-ROI category of fixes.

## Methodology

We tested 10 questions your potential clients might ask AI assistants (ChatGPT, Perplexity, Google AI Overviews) about MedSpas in Vancouver, BC. For each query, we recorded whether your clinic appeared, in what position, and which competitors were cited instead.

## Results

### WHERE YOU APPEARED

- **Sparrow MD: 3 / 10 questions**
- Vancouver Laser & Skin Care Centre: 9 / 10
- 8 West Clinic: 6 / 10
- Skin Technique: 5 / 10
- Project Skin MD: 4 / 10
- Hush Beauty MD: 3 / 10

### QUESTIONS YOU WON (TOP 5 PLACEMENT)

1. *"Doctor-led aesthetic clinic Vancouver"* — cited as **"team of highly trained medical doctors offering medical-grade solutions"**
2. *"Best Ultherapy Vancouver"* — appeared as #2–3 ("doctor-led, results lasting up to 2 years")
3. *"Best Botox clinic Vancouver"* — appeared in some long-tail listicles as "natural-results focused"

## QUESTIONS YOU LOST

1. *"Best CoolSculpting Vancouver"* — AI recommended **Vancouver Laser, Yaletown Laser, Lougheed Laser, Vancouver Botox Clinic**. *Why:* You do not offer CoolSculpting — but AI doesn't know that explicitly, so when users ask "best Vancouver MedSpa overall" you get filtered out of body-contouring conversations. No clarifying content.
2. *"Best Morpheus8 Vancouver"* — not mentioned. **Hush Beauty MD, Skin Technique, RSVP Beauty** dominate.
3. *"Best HydraFacial Yaletown Vancouver"* — not mentioned (you're in Kitsilano, not Yaletown — but AI doesn't surface your HydraFacial offering at all).
4. *"Best lip filler Vancouver"* — AI recommends Godley Clinic, Skin Matters, 8 West, Vanity Lab. You offer fillers but your filler page isn't lip-specific.
5. *"Best laser hair removal Vancouver"* — not mentioned. NuAGE, Urban Body, EverYoung dominate.
6. *"Top cosmetic injector Vancouver"* — Dr. Zhai is praised in your reviews but doesn't surface in AI summaries. AI cites Lisa Roberge (8 West), Amy Marie (Dr. Lee Thompson), Dr. Naz (Art of Lines MD) — all of whom have dedicated bio pages with credentials.
7. *"Best Vancouver MedSpa Kitsilano"* — neighborhood query you should own. AI cites Renue Medi Spa, First Ave, FaceCrime Skin Labs instead.

## Why competitors beat you here

- **Newer brand, limited third-party citation depth** — competitors with 20+ years of operation have more blog/listicle/review citations for AI to crawl. You can't manufacture age, but you can manufacture *citation density*.
- **Dr. Zhai is your best asset and isn't surfacing** — patient reviews consistently praise her ("exceptional communication, honesty, caring"). AI cannot cite reviews it cannot index. Her credentials need to live on a dedicated, schema-marked bio page.
- **Neighborhood SEO gap** — "Kitsilano MedSpa" is a winnable query and you're losing it.
- **Service pages exist but lack extractable hooks** — no superlatives, no review counts displayed, no FAQ schema, no before/after grids that AI image-crawlers index.

## Top 3 Action Items

1. **Build a Dr. Zhai authority page** with full credentials, years of experience, philosophy, training, named conditions she specializes in, and `Person` schema markup. Cross-link from every service page. This single page will likely move your score 15+ points within 60 days because AI cites named experts heavily.

2. **Own the “Kitsilano MedSpa” neighborhood query.** Create a `/kitsilano-medspa/` landing page with local landmarks, parking info, transit, and “why Kitsilano over Yaletown” framing. Add `LocalBusiness` schema with neighborhood explicitly tagged. Competitors aren’t defending this query well.
3. **Publish 3 “Best X in Vancouver” listicle-style articles on your own blog** (e.g. “Ultherapy vs Thermage in Vancouver: A Doctor’s Comparison” by Dr. Zhai). AI assistants disproportionately cite long-form comparison content with named author bylines — this is how smaller clinics break into AI Overviews.

## Sources Tracked

- ChatGPT (OpenAI, GPT-4o + browsing)
- Perplexity Sonar
- Google AI Overviews
- Search proxies: Yelp BC, Trust Analytica (5.0 rating), Wheree, BestProsInTown (141 reviews), Beautifi

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*This sample report uses real Vancouver MedSpa data as of May 2026. geograde.ai runs the full 50-question version weekly and tracks your visibility trend over time.*