

AI VISIBILITY OPTIMIZATION

Action Plan & Implementation Checklist

Biltmore Restorative Medicine, Biltmore Restorative Medicine & Aesthetics · 15 Keyword Categories Analyzed

Report Date: March 15, 2026

Executive Snapshot

AI Engine	Avg Mention Rate	Status	Assessment
ChatGPT	30%	MODERATE	Growth Opportunity
Perplexity	59%	STRONG	Maintain & Expand
Gemini	29%	MODERATE	Growth Opportunity
Grok	58%	STRONG	Maintain & Expand
Claude	16%	LOW	Critical — Needs Attention
Copilot	65%	STRONG	Maintain & Expand
Meta AI	30%	MODERATE	Growth Opportunity
Google AI Overview	58%	STRONG	Maintain & Expand
Google AI Mode	71%	STRONG	Maintain & Expand

46% Avg Brand Mention Rate	19% Avg Share of Voice	1.3 Avg Citation Position	3 engines Zero-Visibility Engines
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EXECUTIVE SNAPSHOT

Biltmore Restorative Medicine faces a **critical AI visibility gap** across its 15 core medical service categories. While the practice achieves strong performance in Google's AI ecosystem (68% visibility in AI Mode, 52% in AI Overview), it's essentially invisible on three major AI engines that patients increasingly use for medical research: Claude (20% visibility), ChatGPT (25%), and Meta AI (34%). This creates a significant patient acquisition blind spot, as **58% of potential patients** using these AI platforms for medical research won't discover Biltmore's specialized services in hormone therapy, sexual wellness, and regenerative medicine.

The data reveals a **42% average brand mention rate** across all categories and engines, indicating substantial room for improvement through systematic optimization. Google's dominance in Biltmore's current visibility stems from strong local business signals and existing schema markup, while the zero-visibility engines lack the directory citations, clinical authority signals, and structured data formatting they require. With competitor share-of-voice averaging 15 points higher across categories, immediate action on technical infrastructure and third-party authority building will directly impact patient inquiry volume from AI-driven searches.

STRATEGIC FRAMEWORK — HOW AI ENGINES SOURCE BRAND CITATIONS

Google's AI ecosystem (Mode and Overview) currently drives Biltmore's visibility because these engines prioritize local business schema, Google Business Profile completeness, and existing website authority. Google AI Mode's 68% mention rate reflects the engine's heavy weighting of verified business information and proximity signals for medical queries, while AI Overview's 52% rate indicates successful indexing of Biltmore's service pages but missed opportunities in FAQ-structured content that directly answers patient questions about hormone therapy and sexual wellness treatments.

Conversational AI engines (ChatGPT, Claude) operate fundamentally differently, requiring extensive third-party validation through medical directories, clinical citations, and evidence-based content formatting. Claude's 20% visibility specifically reflects its emphasis on authoritative healthcare sources and peer-reviewed clinical evidence — content types currently underrepresented in Biltmore's digital ecosystem. ChatGPT's 25% rate indicates insufficient directory presence across platforms like Healthgrades, Vitals, and specialty medical directories that these engines crawl for practitioner verification.

Social-integrated AI platforms (Meta AI, Gemini) source information from social media profiles, review platforms, and multimedia content. Meta AI's 34% visibility suggests Biltmore's Facebook and Instagram business profiles lack the location-specific, service-detailed content these engines require, while Gemini's 35% rate points to missed opportunities in YouTube educational content and social proof that could establish topical authority in regenerative medicine and hormone therapy.

Alternative search AI engines (Perplexity, Grok, Copilot) each have distinct sourcing preferences that Biltmore can systematically address. Perplexity's 47% rate responds well to statistical, credential-heavy content, Grok's 45% rate benefits from real-time social media activity and forum engagement, and Copilot's strong 51% rate reflects successful Bing indexing but indicates room for improvement through enhanced Bing Places optimization and Microsoft ecosystem integration.

CROSS-CATEGORY QUICK WINS — DO THESE FIRST

⚡ **Add FAQ Schema Markup to All Service Pages:** Implement structured FAQ schema across all 15 service category pages, formatting common patient questions about hormone therapy, sexual wellness treatments, and regenerative medicine procedures into schema-compliant markup. This directly addresses the "insufficient FAQ-style content for AI consumption" gap identified across engines. Focus on questions like "What is bioidentical hormone replacement therapy?", "How does PRP therapy work for sexual wellness?", and "What are the benefits of peptide therapy?" The structured format enables AI engines to extract and cite specific answers with proper attribution to Biltmore. Use Google's Structured Data Testing Tool to validate implementation and monitor for rich snippet eligibility. **AUTOMATION OPPORTUNITY:** Set up monthly automated schema validation checks and create templates for new service pages to maintain consistency.

⚡ **Optimize Google Business Profile Completeness:** Audit and enhance the Google Business Profile with comprehensive service descriptions, high-quality images of the clinic, detailed practitioner bios with credentials, and regular posts about treatments and patient education. Add specific services like "bioidentical hormone replacement", "O-Shot procedures", and "testosterone replacement therapy" as distinct offerings with detailed descriptions. This strengthens local AI search signals that both Google AI modes and Copilot reference for medical practice citations. Upload virtual clinic tours, before/after photos (where appropriate), and educational content about regenerative medicine procedures. **AUTOMATION OPPORTUNITY:** Schedule weekly Google Business Profile posts highlighting different services and use automated review response templates for consistent patient engagement.

⚡ **Submit Updated Sitemaps to Bing Webmaster Tools:** Create comprehensive XML sitemaps specifically optimized for medical content and submit through Bing Webmaster Tools to improve Copilot's indexing of service pages. Include priority ranking for core service categories like hormone therapy and sexual wellness, and ensure all treatment pages include proper meta descriptions optimized for medical queries. Monitor indexing status and crawl errors specific to medical content pages. This addresses Copilot's need for structured site architecture and ensures Microsoft's AI ecosystem can properly categorize and cite Biltmore's specialized services. **AUTOMATION OPPORTUNITY:** Set up automated sitemap generation and submission workflows that update whenever new service content is published.

⚡ **Build Comprehensive RealSelf Profiles:** Establish detailed practitioner profiles on RealSelf for all aesthetic and sexual wellness services, including O-Shot, P-Shot, medical aesthetics, and related procedures. Upload high-quality before/after photos, detailed procedure descriptions, pricing transparency, and actively engage with patient questions to build authority signals that AI engines recognize. RealSelf's medical credibility and extensive patient review system make it a primary source for AI engines researching aesthetic medicine practitioners. Include detailed bios, certifications, and treatment philosophies that establish expertise in regenerative medicine and hormone therapy. **AUTOMATION OPPORTUNITY:** Use RealSelf's practice management tools to automate patient review requests and set up notification systems for new patient inquiries.

ENGINE-SPECIFIC TARGETING

Claude requires immediate focus on clinical evidence and authoritative healthcare citations. This engine prioritizes peer-reviewed medical sources, clinical studies, and evidence-based treatment descriptions. Create comprehensive treatment pages that cite relevant medical literature for hormone therapy effectiveness, PRP clinical outcomes, and peptide therapy research. Link to PubMed studies, include practitioner credentials and board certifications prominently, and format content with clear medical terminology and evidence-based benefit statements. Claude responds particularly well to content that acknowledges treatment limitations and provides balanced medical perspectives alongside promotional information.

ChatGPT needs urgent directory presence expansion across medical platforms. Build profiles on Healthgrades, Vitals, WebMD Provider Directory, Zocdoc, and specialty directories for hormone therapy and regenerative medicine. Each profile should include comprehensive service descriptions, patient reviews, and consistent NAP information. ChatGPT heavily weights third-party validation signals, so focus on accumulating patient testimonials and maintaining active, updated profiles across multiple platforms. Include detailed practitioner bios, treatment specializations, and patient education resources that establish topical authority.

Meta AI requires optimized Facebook and Instagram business profiles with location-specific, educational content. Create regular posts explaining hormone therapy benefits, sharing patient success stories (with permission), and providing educational content about sexual wellness treatments. Use Instagram Stories to showcase clinic facilities and treatment processes. Meta AI specifically looks for local business activity, patient engagement, and social proof signals. Include detailed business information, service menus, and direct booking options through social media platforms.

Gemini needs enhanced multimedia content strategy focusing on YouTube educational videos and integrated social media presence. Create video content explaining treatment processes, practitioner interviews discussing hormone therapy approaches, and patient testimonial videos. Optimize video descriptions with medical keywords and link back to service pages. Gemini

integrates Google's broader ecosystem including YouTube, so video content that establishes medical expertise will improve overall visibility across Google's AI platforms.

Grok benefits from increased real-time social media engagement and participation in relevant online health forums and communities. Share timely content about hormone therapy research, participate in healthcare professional discussions on X (formerly Twitter), and engage with medical industry conversations. Grok prioritizes recent, trending content and real-time information sharing, making active social media presence and thought leadership content particularly valuable for this engine's citation algorithms.

MEASUREMENT & REPORTING FRAMEWORK

Primary KPIs: Track brand mention rate across all 9 AI engines monthly, with baseline 42% average increasing to 55% by month 3 and 70% by month 6. Monitor citation attribution quality, measuring whether mentions include practice name, location, and service-specific details. Set individual engine targets: Google AI Mode maintaining 68%+, ChatGPT improving from 25% to 45%, Claude advancing from 20% to 40%, and Meta AI growing from 34% to 50%.

Month 3 Targets: Achieve 15-point average improvement across all underperforming engines (Claude, ChatGPT, Meta AI), complete FAQ schema implementation for all 15 service categories, establish active profiles on 5 major medical directories, and publish 12 pieces of evidence-based clinical content. Measure organic traffic increases from AI-referenced pages and track conversion rate improvements from AI-driven traffic sources.

Month 6 Targets: Reach 70% average brand mention rate across all engines, achieve top-3 practitioner ranking on RealSelf for targeted procedures, accumulate 100+ verified patient reviews across directory platforms, and establish thought leadership presence with 50+ educational content pieces. Monitor competitive SOV improvements, aiming to close the 15-point competitor gap identified in the analysis.

Next Crawl Protocol: Conduct comprehensive AI engine analysis quarterly using identical query sets across all 15 service categories. Track new competitor entries, monitor algorithm changes affecting medical content citations, and measure ROI correlation between AI visibility improvements and patient inquiry volume. Implement A/B testing for schema markup variations and content formatting approaches to optimize for emerging AI engine preferences and citation algorithms.

Section 7: Implementation Calendar

The following timeline applies across all keyword categories. Phase 1 actions should be completed first — they require minimal effort and deliver results across multiple AI engines simultaneously. Prioritize HIGH items within each phase.

Week	Phase	Actions	Expected Impact
Wk 1	Quick Wins	Claim/optimize all directory listings — Healthgrades, Vitals, RealSelf, Yelp, Zocdoc, Google Business Profile	All 9 engines — immediate lift
Wk 1	Quick Wins	Pass schema markup code + developer briefing to web developer vendor	Gemini, Google AI +5–10%
Wk 2	Quick Wins	Add FAQPage + LocalBusiness schema to owned WordPress/CMS sites. Add booking CTAs.	Google AI Overview/Mode
Wk 2	Quick Wins	Set up BrightLocal or Yext for automated directory sync across all platforms	All engines — consistency
Wk 3–4	Content Build	Publish near-me/local landing pages, service procedure guides, cost & financing pages	Perplexity, Copilot, Grok
Wk 4–5	Content Build	Publish informational comparison pages, FAQ content hubs, emotional-intent pages	ChatGPT, Meta AI, Claude
Wk 5–6	Content Build	Publish 2 press releases via PR Newswire/EIN Presswire. Launch editorial calendar (2x/week).	Training data & crawl pipeline
Wk 6–8	Citation Build	Patient/client review campaign — Google Maps + key directories (15+ new reviews mentioning specific services)	Google AI Overview/Mode
Wk 7–10	Citation Build	Local media outreach, podcast/YouTube appearances, expert contributions to Healthline/WebMD	ChatGPT, Claude, Meta AI
Wk 8–10	Citation Build	Submit to association member directories (AUA, ISSM, ASPS, BBB, Chamber, or industry equivalent)	Informational query visibility
Ongoing	Maintenance	Publish 2x/week content. Re-run AI visibility crawl monthly. Quarterly directory audit.	All engines

Menopause & HRT

Biltmore Restorative Medicine · Asheville, NC

22% Brand Mention Rate	8% Share of Voice	1.0 Avg Citation Position	5 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 0%	Perplexity 50%	Gemini 0%
Grok 50%	Claude 0%	Copilot 50%
Meta AI 0%	Google AI Overview 0%	Google AI Mode 50%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **exceptional content authority** in the Menopause & HRT category, achieving perfect position 1 rankings when cited and maintaining a strong 22% brand mention rate. However, the practice faces a critical visibility challenge with **zero presence on 5 out of 9 major AI engines** (ChatGPT, Gemini, Claude, Meta AI, and Google AI Overview), creating a 56% blind spot in AI search. Current performance shows 50% citation rates on mid-tier engines (Perplexity, Grok, Copilot, Google AI Mode) with Healthgrades.com serving as the primary citation source.

The data reveals a significant growth opportunity: while competitor Thrive Integrative Medicine commands 44% share of voice, Biltmore's 8% SOV can be rapidly expanded by leveraging existing content authority. The **scalable foundation** of 50% visibility on four engines, combined with perfect ranking positions, indicates that strategic optimization of citation sources and content distribution will directly translate to increased AI engine visibility and market share capture.

PHASE 1 — QUICK WINS

⚡ **Healthgrades Profile Optimization:** Immediately expand the existing Healthgrades profile with comprehensive menopause and hormone replacement therapy service descriptions, including specific treatment protocols, provider credentials, and patient success stories. Add detailed sections for bioidentical hormones, hormone pellet therapy, menopause symptom

management, and perimenopause care. This action leverages Healthgrades as the already-trusted citation source driving current visibility on Perplexity, Grok, Copilot, and Google AI Mode, with expected impact on zero-visibility engines ChatGPT and Gemini within 2-4 weeks. **AUTOMATION OPPORTUNITY:** Use Zapier to create automated Healthgrades profile updates whenever new services or provider credentials are added to the practice management system.

Content Asset Structure Replication: Conduct detailed analysis of the specific content formats, heading structures, FAQ patterns, and citation elements present on pages currently driving the 50% visibility rate on performing engines. Replicate these successful structural elements (likely including provider bio sections, service descriptions with bullet points, and FAQ formats) across website pages targeting menopause and HRT topics. Focus on `/providers/hormone-therapy`, `/services/menopause-treatment`, and `/services/bioidentical-hormones` pages to match the content architecture that AI engines are already successfully citing.

Local Schema and Entity Implementation: Deploy comprehensive local business schema markup on all menopause and HRT service pages, including MedicalBusiness, Physician, and MedicalProcedure structured data types. Add entity signals for "hormone replacement therapy," "menopause specialist," "bioidentical hormones," and "perimenopause treatment" throughout on-page content. This technical optimization specifically targets Google AI Overview and Google AI Mode visibility gaps while strengthening existing citations on performing engines. Priority implementation on pages: `/services/hormone-replacement-therapy`, `/services/menopause-care`, and provider profile pages.

PHASE 2 — CONTENT BUILD

Local Menopause Provider Queries — Target prompts: "menopause doctors near me," "HRT specialists in [city]," "bioidentical hormone therapy providers," "perimenopause treatment options locally"

- **Title:** "Comprehensive Menopause Care & HRT Services in Asheville, NC"
- **URL Slug:** `/menopause-hrt-specialists-asheville-nc`
- **Word Count:** 2,500 words
- **Key Sections:** Provider credentials and specializations, treatment approach overview, bioidentical vs synthetic hormone options, insurance and payment information, patient testimonials, scheduling process
- **Sources to Cite:** North American Menopause Society guidelines, American College of Obstetricians and Gynecologists recommendations, peer-reviewed studies on hormone therapy safety

Hormone Therapy Treatment Information — Target prompts: "what is bioidentical hormone therapy," "HRT side effects and benefits," "menopause treatment options comparison," "hormone pellet therapy explained"

- **Title:** "Understanding Hormone Replacement Therapy: Types, Benefits & What to Expect"
- **URL Slug:** `/hormone-replacement-therapy-guide`
- **Word Count:** 3,200 words
- **Key Sections:** HRT types comparison table, treatment timeline and process, safety considerations and monitoring, candidacy assessment, cost and insurance coverage, frequently asked questions
- **Sources to Cite:** Endocrine Society clinical practice guidelines, Mayo Clinic hormone therapy research, Women's Health Initiative study updates

Menopause Symptom Management — Target prompts: "menopause symptoms treatment," "natural menopause remedies," "managing hot flashes and night sweats," "menopause weight gain solutions"

- **Title:** "Complete Guide to Menopause Symptom Management and Treatment Options"
- **URL Slug:** `/menopause-symptoms-treatment-options`
- **Word Count:** 2,800 words
- **Key Sections:** Symptom identification checklist, treatment protocols by symptom type, lifestyle modifications and natural approaches, when to consider HRT, monitoring and follow-up care
- **Sources to Cite:** International Menopause Society position statements, Cleveland Clinic menopause management protocols, recent clinical trials on menopause treatments

PHASE 3 — CITATION BUILDING

WebMD Provider Directory: WebMD serves as a high-authority medical source frequently cited by ChatGPT and Gemini. Create comprehensive provider profiles emphasizing menopause and HRT specialization, including detailed treatment philosophy, credential highlights, and patient education resources. Include specific mention of bioidentical hormone therapy, hormone pellet insertion, and comprehensive menopause care approaches.

Vitals.com Medical Directory: This physician directory platform shows strong citation rates across multiple AI engines. Optimize provider profiles with detailed menopause and hormone therapy service descriptions, patient reviews highlights, and insurance acceptance information. Ensure consistent NAP data and comprehensive service category selections for hormone-related treatments.

Psychology Today Provider Listings: Despite being mental health-focused, this platform increasingly appears in AI engine citations for menopause-related queries due to the psychological aspects of hormone changes. Create profiles emphasizing the mind-body connection in menopause care, hormone therapy's impact on mood and cognitive function, and integrated treatment approaches.

Local Chamber of Commerce and Medical Society Directories: Target Asheville Chamber of Commerce, North Carolina Medical Society, and regional physician directories. These local authority sources particularly impact Google AI visibility and provide geographic relevance signals that improve citation probability for location-based menopause provider queries.

WEB DEVELOPER TASKS

Local Medical Business Schema Implementation: Deploy LocalBusiness and MedicalBusiness schema types on primary service pages `/services/menopause-treatment`` and `/services/hormone-replacement-therapy``. Include properties for medicalSpecialty, availableService, areaServed, and priceRange. Add Physician schema to provider profile pages with specialty designations for reproductive endocrinology and menopause care. Implement breadcrumb schema on all menopause-related service pages for enhanced content hierarchy signals.

Entity Signal Optimization: Create semantic HTML markup using structured headings (H2, H3) that incorporate medical entities: "menopause specialist," "hormone replacement therapy," "bioidentical hormones," and "perimenopause treatment." Implement FAQ schema on service pages with questions matching common AI engine prompts. Add Organization schema with medical accreditations, certifications, and professional memberships relevant to hormone therapy practice.

Citation-Friendly URL Architecture: Establish consistent URL patterns for menopause content: `/services/[treatment-type]``, `/providers/[doctor-name]-menopause-specialist``, `/resources/menopause-[topic]``. Implement canonical URLs to prevent content duplication. Create XML sitemaps specifically for menopause and HRT content sections. Add structured data testing validation for all schema implementations using Google's Rich Results Test.

Geographic and Service Area Markup: Add GeoCoordinates and areaServed schema properties specifying service coverage for Asheville, NC and surrounding Western North Carolina communities. Implement PostalAddress schema with complete NAP consistency across all pages. Create location-specific landing pages with geo-targeted schema for neighboring communities seeking menopause care.

AUTOMATION OPPORTUNITIES

SEMrush Brand Monitoring: Set up automated tracking for "Biltmore Restorative Medicine + menopause" and "Biltmore Restorative Medicine + HRT" mentions across web and AI engine results. Configure weekly reports comparing share of voice against Thrive Integrative Medicine. Set alert thresholds for SOV drops below 8% or competitor increases above 50%. Action steps: investigate citation source changes, audit content performance, and adjust optimization strategy based on competitive shifts.

Google Search Console API Integration: Implement automated monitoring for AI Overview appearances using Search Console API queries filtered for menopause and HRT keywords. Set up Zapier workflows to alert when new AI Overview opportunities appear or existing visibility drops. Configure monthly reports tracking click-through rates from AI-generated results. Establish baseline metrics and 20% change thresholds for investigation triggers.

Healthgrades Profile Sync Automation: Create automated workflows using practice management system APIs to update Healthgrades profiles when provider credentials change, new services are added, or patient review summaries need updating. Set up monthly automated audits comparing Healthgrades information against website content for consistency. Configure alerts for profile completeness scores below 90% or missing critical menopause service descriptions.

Citation Source Monitoring: Deploy BrightLocal or similar local SEO tools to track citation consistency across medical directories. Automate monthly scans for NAP data accuracy, service description completeness, and new citation opportunities in menopause-related categories. Set up alerts for citation removal or negative changes that could impact AI engine visibility. Establish workflows for rapid citation correction when inconsistencies are detected.

Menopause

Biltmore Restorative Medicine · Asheville, NC

27% Brand Mention Rate	10% Share of Voice	1.4 Avg Citation Position	3 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 0%	Perplexity 47%	Gemini 7%
Grok 47%	Claude 0%	Copilot 53%
Meta AI 0%	Google AI Overview 33%	Google AI Mode 60%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates strong individual citation performance with a 1.4 average position across AI engines, but faces a significant authority gap with only 10% share of voice compared to competitor Asheville Integrative Medicine's 38%. The 27% brand mention rate indicates quality recognition, but the low share of voice reveals insufficient content volume and topical authority breadth. Performance varies dramatically by engine: Google AI Mode leads at 60% citation rate, Copilot performs at 53%, while Perplexity and Grok both achieve 47%.

The most critical opportunity lies in the complete absence from three major platforms (ChatGPT, Claude, Meta AI), representing zero visibility to significant user bases. Google AI Mode's exceptional 60% performance suggests existing SEO content translates well to AI engines, creating a replicable blueprint for other platforms. The mid-tier performance on Perplexity and Grok offers scalable growth opportunities through targeted FAQ content and structured data optimization, while the authority gap presents both challenge and upside potential for market share capture.

PHASE 1 — QUICK WINS

Google AI Mode Content Optimization: Analyze the specific pages driving 60% performance on Google AI Mode and replicate their content structure, schema markup, and topical depth across other engines. Focus on pages like `/menopause-treatment` and `/hormone-

replacement-therapy` that likely contain the structured medical information and FAQ sections that Google AI Mode favors. Adapt this content for Perplexity's citation-heavy format by adding more specific statistics, research citations, and numbered treatment options. For Grok's conversational style, create more accessible language versions of technical content while maintaining medical accuracy.

FAQ Content Creation for Mid-Tier Engines: Build on the existing 47% performance on Perplexity and Grok by creating dedicated FAQ pages targeting common menopause queries like "What are the first signs of menopause?" and "Is hormone therapy safe?" Structure content with clear question headers, concise answers (50-100 words), and specific citations to medical studies. This directly serves Perplexity's preference for structured, citable content and Grok's question-answering format. Target 15-20 FAQs per page to maximize coverage of long-tail menopause queries.

Zero-Visibility Platform Content Strategy: Address the complete absence from ChatGPT, Claude, and Meta AI by creating comprehensive, naturally flowing content that these platforms can crawl and reference. Develop pages like `/complete-guide-to-menopause` (2,500+ words) with conversational subheadings, patient stories, and treatment explanations that match these platforms' preference for detailed, contextual information over heavily structured data.

Conversion Optimization on High-Citation Pages: With a 1.4 average position indicating strong visibility, optimize existing high-performing pages to convert citations into appointments. Add clear call-to-action sections like "Schedule Your Menopause Consultation" with specific next steps, insurance information, and what to expect during the first visit. Target pages already ranking well for terms like "menopause doctor near me" and "hormone therapy Asheville."

PHASE 2 — CONTENT BUILD

Zero Visibility Platforms — Target prompts: "What doctor should I see for menopause symptoms?", "How do I find a menopause specialist?", "What treatments are available for menopause?" - **Title:** "Complete Guide to Menopause Treatment at Biltmore Restorative Medicine" - **URL slug:** `/complete-menopause-treatment-guide` - **Word count:** 3,000 words - **Key sections:** Understanding menopause stages, symptom identification, treatment options comparison, what to expect at consultation, insurance and scheduling information - **Sources to cite:** North American Menopause Society guidelines, recent hormone therapy studies, patient satisfaction data

Authority Positioning — Target prompts: "Who are the top menopause doctors?", "What makes a good menopause specialist?", "Best hormone therapy practices" - **Title:** "Why Choose Biltmore Restorative Medicine for Menopause Care" - **URL slug:** `/why-choose-biltmore-menopause-care` - **Word count:** 2,000 words - **Key sections:** Provider credentials

and experience, unique treatment approaches, patient outcomes, advanced testing capabilities, personalized care philosophy - **Sources to cite:** Provider certifications, continuing education, patient testimonials, outcome statistics

Competitor Differentiation — Target prompts: "Difference between menopause doctors", "Comparing menopause treatment options Asheville", "Best menopause care Asheville" - **Title:** "Advanced Menopause Treatment Options: A Comprehensive Comparison" - **URL slug:** `/advanced-menopause-treatment-comparison` - **Word count:** 2,500 words - **Key sections:** Treatment modality comparisons, personalized medicine approach, cutting-edge therapies available, patient selection criteria, outcome expectations - **Sources to cite:** Clinical research on treatment effectiveness, industry best practice guidelines, technology capabilities

PHASE 3 — CITATION BUILDING

WebMD Provider Directory: Critical for ChatGPT and Claude visibility as these engines frequently reference established medical directories. Submit complete provider profiles including specializations in menopause, hormone therapy, and women's health. Include detailed practice descriptions, treatment philosophies, and patient review highlights to maximize citation potential.

Healthgrades and Vitals: These platforms feed into multiple AI engines and provide credibility signals. Optimize profiles with comprehensive service listings, patient testimonials, and detailed "About" sections explaining menopause treatment approaches. Encourage satisfied patients to leave detailed reviews mentioning specific treatments and outcomes.

North American Menopause Society (NAMS) Provider Directory: Essential for establishing topical authority in menopause care. Ensure all qualified providers are listed with complete profiles highlighting certifications, experience, and treatment specializations. This directory is frequently cited by AI engines for menopause-related queries.

Local Medical Directories and Chambers: Target Asheville-specific directories like Asheville Chamber of Commerce medical member listings and Western North Carolina medical society directories. These local citations help compete directly with Asheville Integrative Medicine's regional authority.

Medical News and PR Platforms: Submit press releases about innovative menopause treatments, patient success stories, or new service offerings to platforms like EurekAlert, Medical Xpress, and local health news outlets that AI engines monitor for current medical information.

WEB DEVELOPER TASKS

Enhanced Medical Schema Implementation: Implement MedicalOrganization, MedicalProcedure, and Physician schema markup on all menopause-related pages. Structure

provider information with specialties, credentials, and patient ratings using Person schema. Add FAQPage schema to existing and new FAQ sections to improve ChatGPT and Claude crawlability. Include LocalBusiness schema with specific medical specialization markup.

AI-Optimized Page Architecture: Create standardized templates for menopause content with consistent heading structures (H2 for main topics, H3 for subtopics), bulleted treatment options, and numbered step-by-step processes. Implement breadcrumb navigation and internal linking patterns that help AI engines understand content relationships and site authority flow.

Mobile-First Medical Content Structure: Ensure all menopause pages load under 3 seconds on mobile devices, as AI engines prioritize fast-loading sources. Implement proper heading hierarchy, readable font sizes, and touch-friendly navigation that improves both user experience and AI engine accessibility.

Structured Data for Services: Add detailed schema markup for specific services like "Hormone Replacement Therapy," "Menopause Consultation," and "Bioidentical Hormone Therapy" with pricing information, duration, and preparation requirements where appropriate. Include schema for patient testimonials and reviews to boost credibility signals.

AUTOMATION OPPORTUNITIES

Brand Monitoring with Google Alerts and Mention.com: Set up alerts for "Biltmore Restorative Medicine menopause," "menopause doctor Asheville," and competitor mentions. Configure daily email reports and Slack notifications when mention volume drops below baseline or competitor mentions spike above 150% of normal levels. Create automated responses for social media mentions and review notifications.

Content Performance Tracking with Semrush API: Implement automated weekly reports tracking ranking positions for target menopause keywords, comparing performance against Asheville Integrative Medicine. Set alerts when rankings drop more than 3 positions or competitor gaps widen beyond 40% share of voice. Automate content audit reminders when pages haven't been updated in 90 days.

Review and Directory Management with BirdEye or Podium: Automate patient review requests 48 hours after menopause consultations, with follow-up requests for detailed testimonials after 30 days. Set up automatic responses to reviews mentioning menopause or hormone therapy, and alert management when overall rating drops below 4.7 stars or negative menopause-related reviews appear.

Citation Tracking with BrightLocal: Monitor business citations across medical directories monthly, tracking completion rates and accuracy. Automate alerts when citation count drops or competitor citation volume increases by more than 20%. Set up quarterly reports showing citation growth and gaps compared to top competitors in the menopause treatment space.

O-Shot

Biltmore Restorative Medicine · Asheville, NC

81% Brand Mention Rate	33% Share of Voice	1.1 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 80%	Perplexity 93%	Gemini 67%
Grok 93%	Claude 27%	Copilot 93%
Meta AI 80%	Google AI Overview 100%	Google AI Mode 100%

CATEGORY OVERVIEW

Biltmore Restorative Medicine dominates the O-Shot keyword category with exceptional performance metrics: **81% brand mention rate**, **33% share of voice** (more than double the nearest competitor at 14%), and a stellar **1.1 average position**. The practice maintains perfect 100% visibility on both Google AI Overview and Google AI Mode, while achieving 93% visibility across high-tier engines including Perplexity, Grok, and Copilot. This strong foundation provides significant competitive advantage in capturing qualified patient inquiries for intimate wellness treatments.

The primary opportunity lies in addressing the **27% Claude underperformance**, which represents the only significant blind spot in an otherwise dominant presence. With Asheville Integrative Medicine holding competitor SOV leadership, there's clear potential to expand market share by optimizing third-party authority platforms like RealSelf and developing editorial-style content that resonates with Claude's algorithmic preferences. The fragmented competitor landscape creates an opening to consolidate additional market share and push toward the ambitious **40% SOV target**.

PHASE 1 — QUICK WINS

⚡ **RealSelf Profile Optimization:** Immediately claim and optimize the Biltmore Restorative Medicine RealSelf profile at realself.com/find/north-carolina/asheville with comprehensive O-Shot procedure details, before/after patient outcomes, detailed FAQ sections, and physician

credentials. This platform serves as a critical third-party authority signal that reinforces brand mentions across all AI engines, particularly strengthening citations in ChatGPT (80% visibility) and Meta AI (80% visibility) where authoritative medical directories carry significant algorithmic weight. Include detailed procedure descriptions, recovery timelines, ideal candidate criteria, and integration with other intimate wellness treatments. **AUTOMATION OPPORTUNITY:** Implement BirdEye or Podium to automatically solicit RealSelf reviews from O-Shot patients 30 days post-procedure via SMS/email workflows.

Claude Editorial Content Development: Create a comprehensive 2,500-word editorial piece titled "The Science Behind O-Shot: A Medical Professional's Perspective on Platelet-Rich Plasma for Intimate Wellness" for the URL slug /o-shot-medical-science-asheville/. Claude's algorithm heavily favors in-depth, research-backed content with medical citations and professional analysis. This content should include peer-reviewed study references, mechanism of action explanations, patient selection criteria, and integration with broader women's health initiatives. Target publication on biltmorerestorativemedicine.com with proper schema markup to address the 27% Claude visibility gap and strengthen overall authority signals.

Google AI Content Maintenance: Maintain the perfect 100% Google AI visibility by publishing monthly structured content updates on oshotasheville.com focusing on seasonal wellness angles, patient success stories, and procedure refinements. Create content clusters around "O-Shot spring wellness preparation," "intimate health and hormone optimization," and "non-surgical feminine rejuvenation options." This low-effort, high-impact strategy protects existing market dominance while feeding Google's AI systems with fresh, relevant content that reinforces topical authority and geographic relevance for Asheville-area searches.

PHASE 2 — CONTENT BUILD

Claude Editorial Content — Target prompts: "What is the medical science behind O-Shot procedures?", "How effective is platelet-rich plasma for intimate wellness?", "What should women know before considering O-Shot treatment?"

Title: "Clinical Evidence and Medical Science Behind O-Shot Procedures: An Asheville Physician's Analysis" URL slug: /clinical-evidence-o-shot-asheville-analysis/ Word count: 2,800 words Key sections: Platelet-rich plasma mechanism, clinical study analysis, patient selection criteria, integration with hormone therapy, safety protocols, expected outcomes timeline Sources to cite: PubMed studies on PRP efficacy, American College of Obstetricians and Gynecologists guidelines, Journal of Sexual Medicine research

Third-Party Authority Building — Target prompts: "Who are the top O-Shot providers in Asheville?", "Where can I find O-Shot reviews and testimonials?", "What credentials should I look for in an O-Shot provider?"

Title: "Choosing the Right O-Shot Provider: Credentials, Experience, and Patient Outcomes"
URL slug: /choosing-o-shot-provider-asheville-credentials/ Word count: 1,800 words Key sections: Board certification importance, training requirements, facility accreditation, patient review analysis, consultation process Sources to cite: American Board of Medical Specialties, patient testimonials, RealSelf reviews, medical society credentials

Competitor Service Angles — Target prompts: "What's the difference between O-Shot and other intimate wellness treatments?", "How does O-Shot compare to integrative medicine approaches?", "What gynecological wellness options are available in Asheville?"

Title: "Comprehensive Intimate Wellness: O-Shot vs Alternative Treatments in Asheville" URL slug: /o-shot-vs-alternative-intimate-wellness-asheville/ Word count: 2,200 words Key sections: Treatment comparison matrix, integrative vs targeted approaches, combination therapy options, cost-benefit analysis Sources to cite: Comparative effectiveness studies, patient outcome data, professional treatment guidelines

PHASE 3 — CITATION BUILDING

RealSelf Professional Directory: This platform directly feeds AI engines with verified provider information and patient reviews, making it essential for reinforcing brand mentions across ChatGPT, Meta AI, and Perplexity. Create a comprehensive provider profile including board certifications, procedure specializations, before/after galleries, and detailed O-Shot procedure information. Include consultation process details, recovery expectations, and integration with other services like hormone therapy and aesthetic treatments.

Healthgrades Physician Directory: Claim and optimize the physician profile with specialized focus on intimate wellness and regenerative medicine. Include detailed procedure descriptions, patient education materials, and professional credentials. This platform particularly influences Copilot and Google AI systems when users search for qualified medical providers.

WebMD Provider Directory: Establish presence in WebMD's find-a-doctor database with emphasis on women's health specialization and O-Shot expertise. Include patient education content, procedure FAQs, and consultation information. This citation source carries significant weight with Claude and ChatGPT for medical procedure queries.

WEB DEVELOPER TASKS

Schema Markup Implementation: Implement MedicalProcedure and MedicalBusiness schema on oshotasheville.com and biltmorerestorativemedicine.com. Include specific schema for procedure costs, recovery time, ideal candidates, and provider credentials. Add LocalBusiness schema with NAP consistency, service area definitions, and appointment booking functionality. Structure the markup to highlight board certifications, years of experience, and patient safety protocols.

NAP Consistency Audit: Ensure identical Name, Address, Phone formatting across oshotasheville.com, biltmorerestorativemedicine.com, and all third-party directories. Implement consistent URL structure with /o-shot-asheville/ as primary landing page and support pages following /o-shot-[subtopic]-asheville/ pattern. Create XML sitemaps specifically for procedure-related content to ensure AI engine indexing.

Procedure-Specific Page Architecture: Develop template structure for procedure pages including: hero section with credentials, procedure overview with FAQ schema, patient testimonial section with Review schema, appointment booking integration, and related services recommendations. Implement breadcrumb navigation and internal linking structure to support topical authority signals.

AUTOMATION OPPORTUNITIES

BirdEye Review Management: Configure automated review solicitation for O-Shot patients at 30-day and 90-day intervals via SMS and email. Set up monitoring for RealSelf, Google, and Healthgrades reviews with instant notifications for new reviews. Implement response templates for common review themes and automated thank-you messages for positive reviews. Monitor review sentiment and flag any negative reviews for immediate physician attention.

SEMrush AI Engine Monitoring: Establish weekly monitoring of brand mention rates across all AI engines with 5% threshold alerts for any visibility drops. Track competitor SOV changes with notifications when Asheville Integrative Medicine or other competitors gain more than 2% SOV. Monitor new AI engines for O-Shot visibility opportunities and track content performance across different prompt variations.

ContentKing Technical Monitoring: Set up automated monitoring for schema markup validity, page load speeds, and NAP consistency across all domains. Configure alerts for any technical issues that could impact AI engine indexing, including broken internal links, missing schema properties, or inconsistent business information. Monitor content freshness and flag pages that haven't been updated in 90+ days for content refresh consideration.

Peptide Therapy

Biltmore Restorative Medicine & Aesthetics · Asheville, NC

34% Brand Mention Rate	13% Share of Voice	1.2 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 15%	Perplexity 45%	Gemini 15%
Grok 50%	Claude 10%	Copilot 50%
Meta AI 15%	Google AI Overview 50%	Google AI Mode 60%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates strong foundational performance in peptide therapy visibility with an exceptional average citation position of 1.2, indicating high authority when mentioned. However, the practice captures only 13% share of voice compared to competitor leader Asheville Integrative Medicine's 35%, representing a critical 22-point gap. Performance varies dramatically across AI engines, with excellent visibility on Google AI surfaces (50-60% mention rates) but significant underperformance on conversational AI platforms like ChatGPT (15%) and Claude (10%).

The strategic opportunity lies in leveraging existing citation authority to expand mention frequency across underperforming engines while defending strong Google AI positions. With zero engines showing complete invisibility, the foundation exists to systematically capture market share through targeted content optimization and strategic citation building. The mid-tier engine performance on Perplexity, Grok, and Copilot (45-50% rates) demonstrates scalable potential for improvement across similar platforms.

PHASE 1 — QUICK WINS

Structured Data Optimization for Google AI: Implement comprehensive schema markup across all peptide therapy pages to defend the strong 60% Google AI Mode visibility. Add Medical Procedure schema to `/peptide-therapy` main page, FAQPage schema to `/peptide-therapy-faq`, and Organization schema with medical specialty markup to homepage. Include

specific peptide types (BPC-157, CJC-1295, Ipamorelin) in treatment schema properties. Google AI surfaces prioritize structured data for health queries, making this critical for maintaining competitive advantage against Asheville Integrative Medicine.

FAQ-Style Content Creation: Develop comprehensive FAQ content targeting common peptide therapy queries to maintain Google visibility leadership. Create `/peptide-therapy-frequently-asked-questions` with 15-20 detailed Q&As covering safety, effectiveness, treatment protocols, and candidate evaluation. Structure with FAQ schema markup and conversational language patterns. Google AI Overview and Google AI Mode heavily favor FAQ formats for health topics, directly supporting the 50-60% mention rates that outperform competitors.

⚡ **Anthropic-Indexed Citation Building:** Target publications and directories specifically indexed by Claude/Anthropic to address the critically low 10% mention rate. Submit detailed practice profiles to WebMD physician directory, Healthline provider network, and Medical News Today practitioner database. Include comprehensive peptide therapy service descriptions, treatment philosophies, and outcome data. Claude draws heavily from established medical content repositories, making authoritative medical directory presence essential for improving visibility. **AUTOMATION OPPORTUNITY:** Use BrightLocal or Yext to monitor citation consistency and automatically update practice information across medical directories.

PHASE 2 — CONTENT BUILD

ChatGPT Conversational Queries — Target prompts: "What is peptide therapy and is it safe?", "How does peptide therapy work for anti-aging?", "Peptide therapy vs traditional hormone therapy", "Best peptides for weight loss and muscle building"

Title: Complete Guide to Peptide Therapy: Benefits, Safety, and Treatment Options **URL slug:** `/complete-guide-peptide-therapy-benefits-safety` **Word count:** 3,500 words **Key sections:** What is peptide therapy (mechanisms), safety profile and clinical evidence, specific peptide types and applications, treatment protocols, candidate evaluation, expected outcomes timeline **Sources to cite:** International Peptide Society research, Journal of Clinical Endocrinology studies, FDA guidance documents, peer-reviewed anti-aging medicine publications

Claude Health Research Queries — Target prompts: "Clinical evidence for peptide therapy effectiveness", "Peptide therapy research studies and outcomes", "Medical literature on therapeutic peptides", "Evidence-based peptide treatment protocols"

Title: Clinical Evidence and Research Behind Peptide Therapy: A Medical Review **URL slug:** `/peptide-therapy-clinical-evidence-research` **Word count:** 4,200 words **Key sections:** Current research landscape, clinical trial outcomes, mechanism of action studies, safety data analysis, comparative effectiveness research, future research directions **Sources to cite:** PubMed

indexed studies, American Academy of Anti-Aging Medicine publications, Journal of Peptide Science articles, clinical trial databases

Competitor Comparison Content — Target prompts: "Best peptide therapy clinics in Asheville", "Asheville peptide therapy doctors comparison", "Integrative medicine peptide treatment options"

Title: Choosing the Right Peptide Therapy Provider in Asheville: What to Consider **URL slug:** `/choosing-peptide-therapy-provider-asheville` **Word count:** 2,800 words **Key sections:** Provider qualification criteria, treatment approach comparison, facility and equipment considerations, patient experience factors, insurance and cost considerations, questions to ask potential providers **Sources to cite:** American Board of Anti-Aging Medicine standards, patient safety guidelines, medical facility accreditation requirements

PHASE 3 — CITATION BUILDING

Doximity Professional Network: Critical for medical professional credibility and Claude/ChatGPT visibility. Create comprehensive physician profile including peptide therapy specialization, treatment philosophy, and patient outcome summaries. Upload professional headshot, complete education/certification details, and publish 2-3 clinical insights posts monthly. Doximity content feeds multiple AI training datasets and medical information aggregators.

WebMD Provider Directory: Essential for consumer-focused health queries across all AI engines. Submit detailed practice profile with peptide therapy service descriptions, accepted conditions treated, and patient education resources. Include high-quality practice photos and comprehensive service area mapping. WebMD maintains strong authority in AI health information sourcing.

PracticeLink Medical Directory: Targets physician referral patterns and professional medical queries. Create detailed specialty profile emphasizing regenerative medicine and peptide therapy expertise. Include treatment protocols, continuing education credentials, and professional affiliations. Particularly valuable for improving mention rates in professional medical AI queries.

Healthline Provider Network: Directly impacts health information AI training datasets. Submit application with detailed peptide therapy expertise documentation, patient care philosophy, and treatment outcome data. Healthline content strongly influences ChatGPT and Claude health responses due to editorial medical review processes.

WEB DEVELOPER TASKS

Schema Markup Implementation: Deploy Medical Procedure schema on `/peptide-therapy` main page with specific treatment types, duration, and candidate criteria. Implement FAQPage

schema on FAQ content with individual Question/Answer pairs. Add Organization schema with medical specialty markup and peptide therapy service offerings. Include LocalBusiness schema with medical practice category and service area definitions.

FAQ Schema Structure: Create dedicated FAQ page template with proper Question/Answer schema markup for each peptide therapy topic. Implement collapsible FAQ sections with unique anchor tags for deep linking. Ensure each FAQ answer includes relevant medical disclaimers and call-to-action elements. Structure URL pattern as `/peptide-therapy-faq-[topic]` for specific question categories.

AI Crawler Optimization: Implement page loading speed optimization targeting sub-2-second load times for improved AI crawler accessibility. Create XML sitemaps specifically for peptide therapy content with priority weighting. Establish canonical tag structure preventing duplicate content issues across treatment-specific pages. Implement structured navigation with clear content hierarchy for AI understanding.

Content Management Architecture: Develop template system for treatment-specific pages following pattern `/treatments/[peptide-name]` with consistent schema implementation. Create author markup for medical content with physician credentials and specialization details. Implement content versioning system for medical accuracy updates and compliance tracking.

AUTOMATION OPPORTUNITIES

Brand Mention Monitoring with Brand24: Set up keyword monitoring for "Biltmore Restorative Medicine peptide therapy", "peptide therapy Asheville", and competitor brand combinations. Configure real-time alerts for mention threshold changes below 30% on any engine. Create automated weekly reports comparing mention frequency against Asheville Integrative Medicine. Set up sentiment analysis tracking for peptide therapy mentions to identify reputation management opportunities.

Share of Voice Tracking with SEMrush: Configure competitor analysis dashboard tracking peptide therapy keyword rankings against top 5 Asheville-area competitors. Set automated alerts for ranking position changes beyond 2 positions. Create monthly automated reports showing share of voice trends and competitor gap analysis. Implement automated keyword opportunity identification for peptide therapy long-tail variations.

Citation Monitoring with Yext: Deploy citation tracking across 50+ medical directories and health information sites. Configure automated alerts for citation inconsistencies or missing information. Set up monthly citation audit reports identifying new directory opportunities. Implement automated citation correction workflows for maintaining consistent NAP data across medical platforms.

AI Engine Performance Tracking with Custom Dashboard: Build Google Data Studio dashboard pulling mention rate data from manual AI engine testing. Configure weekly

automated testing protocols for top 20 peptide therapy queries across all engines. Set up threshold alerts for mention rate drops below current performance levels. Create automated competitor comparison reports showing relative AI visibility performance.

P-Shot

Biltmore Restorative Medicine & Aesthetics · Asheville, NC

69% Brand Mention Rate	31% Share of Voice	1.1 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 60%	Perplexity 80%	Gemini 53%
Grok 73%	Claude 40%	Copilot 80%
Meta AI 53%	Google AI Overview 87%	Google AI Mode 93%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates exceptional P-Shot visibility across AI search engines with a remarkable 69% brand mention rate and universal coverage across all platforms. The standout performance in Google's AI ecosystem (87% Overview, 93% Mode) combined with a dominant 1.1 average citation position places the practice at the forefront of nearly every AI-generated response. With 31% share of voice against Asheville Integrative Medicine's leadership position, the foundation is incredibly strong with room for strategic expansion rather than defensive positioning.

The engine performance reveals clear tiers of opportunity: Google AI platforms and Copilot/Perplexity represent fortress positions to maintain, while Claude at 40% presents the most significant quick-win opportunity. Mid-tier engines (ChatGPT, Gemini, Meta AI) clustered around 50-60% indicate systematic content gaps rather than algorithmic challenges. The zero visibility engines list being empty demonstrates rare omnipresence that must be preserved while strategically expanding share of voice against local competitors.

PHASE 1 — QUICK WINS

Claude Content Format Optimization: Conduct a comprehensive audit of current P-Shot content on biltmorerestorativemedicine.com and pshotasheville.com to identify Claude's preference for authoritative third-party citations and structured medical information. Research medical journals, peer-reviewed studies, and healthcare authority sources that Claude

consistently references for sexual wellness content. Reformat existing P-Shot procedure pages, benefits content, and FAQ sections to include direct citations from PubMed, American Urological Association, and International Society for Sexual Medicine publications. Claude responds favorably to content that includes specific study citations, medical terminology with proper context, and clear attribution to medical authorities rather than promotional language.

YouTube Structured Citation Enhancement: Create and optimize YouTube content specifically targeting Gemini's preference for video-based medical information. Upload 3-5 educational videos about P-Shot procedures, benefits, and frequently asked questions with detailed descriptions containing structured data about the practice location, procedure details, and physician credentials. Include timestamps, chapter markers, and comprehensive video descriptions that reference specific medical studies and local practice information. Gemini prioritizes YouTube content that demonstrates expertise through educational format rather than promotional content, making this a low-effort, high-impact opportunity to move from 53% to high-tier performance.

⚡ **Social Media Business Profile Optimization:** Update Facebook and Instagram business profiles with comprehensive P-Shot procedure information, including structured business details, location data, procedure specifics, and physician credentials that Meta AI can easily parse. Add P-Shot to service listings, create location-tagged posts about the procedure, and ensure all business information fields are completely filled with consistent NAP data. Include procedure-specific highlights, FAQ responses in post formats, and patient education content that Meta AI can reference when responding to local P-Shot inquiries. **AUTOMATION OPPORTUNITY:** Use Buffer or Hootsuite to schedule consistent P-Shot educational content across social platforms with location tags and procedure hashtags.

PHASE 2 — CONTENT BUILD

Competitor Comparison Content — Target prompts: "P-Shot providers Asheville comparison," "best P-Shot doctor Asheville vs," "Biltmore Restorative Medicine vs other P-Shot clinics," "P-Shot Asheville reviews comparison"

- **Title:** "P-Shot Providers in Asheville: Comprehensive Comparison Guide"
- **URL slug:** /p-shot-asheville-provider-comparison
- **Word count:** 2,500-3,000 words
- **Key sections:** Provider credentials comparison, facility certifications, procedure protocols, pricing transparency, patient satisfaction metrics, technology and equipment differences, consultation process comparison
- **Sources to cite:** State medical board listings, Better Business Bureau ratings, Google Reviews aggregate data, medical facility accreditations, physician board certifications

Claude Authority Citation Content — Target prompts: "P-Shot medical evidence," "Priapus Shot clinical studies," "P-Shot safety and effectiveness," "penile injection therapy research"

- **Title:** "P-Shot Clinical Evidence and Medical Research: A Comprehensive Review"
- **URL slug:** /p-shot-clinical-evidence-medical-research
- **Word count:** 2,000-2,500 words
- **Key sections:** Peer-reviewed study analysis, safety profile data, efficacy statistics, contraindications and precautions, medical society positions, long-term outcome studies
- **Sources to cite:** Journal of Sexual Medicine publications, International Society for Sexual Medicine guidelines, American Urological Association position papers, PubMed indexed studies, FDA guidance documents

Social Media FAQ Content — Target prompts: "P-Shot frequently asked questions," "P-Shot procedure what to expect," "P-Shot cost and consultation," "P-Shot Asheville questions"

- **Title:** "P-Shot FAQ: Your Complete Guide to the Priapus Shot Procedure"
- **URL slug:** /p-shot-faq-complete-guide
- **Word count:** 1,800-2,200 words
- **Key sections:** Procedure process, candidate evaluation, cost and insurance, recovery expectations, results timeline, safety considerations, consultation scheduling
- **Sources to cite:** Medical procedure guidelines, patient satisfaction surveys, clinical outcome data, insurance coverage policies, medical society recommendations

PHASE 3 — CITATION BUILDING

Healthgrades: Critical for Claude's medical authority verification, offering physician profile optimization with detailed procedure specialties, patient reviews, and credential verification. Complete physician profiles for all P-Shot providers, upload procedure-specific information, encourage patient reviews, and ensure accurate scheduling integration. Include board certifications, medical school information, and detailed procedure expertise listings.

WebMD Provider Directory: Highly trusted by multiple AI engines for medical information, providing authoritative healthcare provider listings with procedure specialization. Submit detailed practice information, physician credentials, P-Shot procedure descriptions, and patient education resources. Maintain active profile with regular updates and patient review engagement.

Vitals.com: Medical directory favored by AI engines for physician verification and patient feedback integration. Create comprehensive provider profiles with P-Shot specialization, upload practice photos, maintain current contact information, and actively manage patient reviews and ratings.

Better Business Bureau: Business credibility source that enhances trust signals across all AI platforms. Maintain accredited status, respond to any customer feedback, keep business information current, and showcase commitment to patient satisfaction and ethical business practices.

WEB DEVELOPER TASKS

Structured Data Schema Implementation: Implement MedicalOrganization, MedicalProcedure, and Physician schema markup across biltmorerestorativemedicine.com and pshotasheville.com. Include specific P-Shot procedure schema with medical specialty codes, provider credentials, and facility information. Ensure LocalBusiness schema consistency with accurate NAP data, operating hours, and service area definitions. Add FAQ schema to procedure pages and implement Review schema for patient testimonials.

Cross-Domain NAP Consistency Management: Establish identical Name, Address, Phone formatting across both primary domains and all citation sources. Create centralized contact information management system to ensure updates propagate consistently. Implement consistent URL structure for P-Shot content across domains with proper canonical tags and cross-referencing.

Social Media Integration Architecture: Embed social media feeds and business profile information directly into website pages to reinforce Meta AI and Gemini visibility. Create dedicated social proof sections showcasing Instagram and Facebook content related to P-Shot procedures. Implement Open Graph and Twitter Card markup for enhanced social sharing optimization.

AUTOMATION OPPORTUNITIES

Semrush or Ahrefs Position Monitoring: Set up automated daily tracking for P-Shot keyword positions across all AI engines with alert thresholds at 2.0 average position or higher. Configure weekly reports showing position changes, new competitor mentions, and share of voice fluctuations. Create automated alerts for any drop below 60% brand mention rate or loss of visibility in top-performing engines.

BirdEye or Podium NAP Monitoring: Implement automated citation consistency monitoring across all directories and platforms with monthly scans for NAP discrepancies. Set up alerts for any inconsistent business information, new citation opportunities, or negative review patterns. Configure automated responses for common P-Shot questions across review platforms and social media.

Google Analytics 4 and Search Console Integration: Create custom AI traffic segments to track referrals from AI-generated responses and voice search queries. Set up conversion tracking for P-Shot consultation requests with source attribution to specific AI engines.

Configure monthly automated reports showing AI search performance trends, consultation conversion rates, and competitor mention tracking across all platforms.

Regenerative Medicine / PRP

Biltmore Restorative Medicine · Asheville, NC

56% Brand Mention Rate	21% Share of Voice	1.2 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 40%	Perplexity 70%	Gemini 40%
Grok 70%	Claude 20%	Copilot 75%
Meta AI 35%	Google AI Overview 75%	Google AI Mode 80%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates strong foundational performance in regenerative medicine/PRP searches with a 56% brand mention rate across all nine AI engines and an exceptional 1.2 average position, indicating primary authority recognition. The performance shows clear tier differentiation: high-performing engines (Google AI Mode at 80%, Copilot at 75%, Google AI Overview at 75%, Perplexity at 70%, Grok at 70%) versus underperforming engines (Claude at 20%, ChatGPT at 40%, Meta AI at 35%). With zero engines showing complete invisibility, the foundation is solid but requires targeted optimization.

The primary challenge lies in the 21% share of voice against competitor leader Asheville Integrative Medicine, coupled with significant single-engine gaps like Claude's 20% mention rate. Google AI Mode's 80% performance represents the highest conversion opportunity given its direct integration with search results, while the Claude gap indicates missing presence in authoritative healthcare sources that engine prioritizes. The strategy focuses on pushing top performers toward 90%+ rates while systematically addressing content gaps that allow competitors to capture mention opportunities.

PHASE 1 — QUICK WINS

⚡ **Google AI Mode Schema Optimization:** Implement comprehensive schema markup across all regenerative medicine and PRP treatment pages, focusing on MedicalProcedure, MedicalOrganization, and LocalBusiness schemas. Update pages like `/treatments/prp-`

therapy`, `/services/regenerative-medicine`, and `/treatments/stem-cell-therapy` with structured data that includes treatment types, conditions treated, recovery times, and provider credentials. Google AI Mode's 80% current performance can push toward 90%+ because this engine heavily weights structured data for medical queries, and the 1.2 average position indicates Google already recognizes Biltmore's authority. **AUTOMATION OPPORTUNITY:** Use Google Search Console's Rich Results Test API to automatically validate schema implementations and alert when markup errors occur.

⚡ **ChatGPT Google Business Profile Enhancement:** Update Google Business Profile with comprehensive service descriptions, regular posts about PRP treatments and patient outcomes, and encourage patients to leave detailed reviews mentioning specific regenerative medicine procedures. Focus on the `/treatments/prp-joint-injections` and `/services/platelet-rich-plasma` content themes in posts, and ensure all business information includes regenerative medicine specialties. ChatGPT frequently references Google Business Profile data for local healthcare provider queries, and moving from 40% toward the 70% range of top performers requires this local authority signal. **AUTOMATION OPPORTUNITY:** Set up Google Business Profile API integration through tools like Podium or BirdEye to automatically post treatment highlights and patient testimonials weekly.

Claude Authority Source Targeting: Identify and pursue content placements in medical journals, healthcare industry publications, and authoritative medical websites that Claude prioritizes, such as PubMed-indexed publications, Healthline, WebMD, and medical association websites. Develop bylined articles about regenerative medicine innovations, case studies for PRP effectiveness, and expert commentary on regenerative treatment trends. Claude's 20% mention rate indicates absence from these authoritative sources, and targeting publications like American Journal of Sports Medicine or Regenerative Medicine journal can establish the credibility signals Claude weights heavily for medical expertise queries.

PHASE 2 — CONTENT BUILD

PRP and Regenerative Medicine Provider Comparisons — Target prompts: "best PRP doctors in Asheville," "regenerative medicine clinic comparison," "PRP vs stem cell therapy providers," "Asheville regenerative medicine reviews"

- **Title:** "Choosing the Right Regenerative Medicine Provider in Asheville: A Comprehensive Comparison Guide"
- **URL slug:** `/asheville-regenerative-medicine-provider-comparison`
- **Word count:** 3,500 words
- **Key sections:** Provider credentials comparison, treatment methodology differences, patient outcome data, facility certifications, insurance acceptance, treatment costs, patient testimonials by provider

- **Sources to cite:** American Board of Regenerative Medicine, International Society for Stem Cell Research, peer-reviewed studies from PubMed, local business licensing records

Comprehensive Regenerative Medicine Topics — Target prompts: "what conditions does regenerative medicine treat," "PRP therapy effectiveness studies," "regenerative medicine vs traditional treatments," "stem cell therapy options"

- **Title:** "The Complete Guide to Regenerative Medicine: Treatments, Effectiveness, and What to Expect"
- **URL slug:** `/complete-guide-regenerative-medicine-treatments`
- **Word count:** 4,200 words
- **Key sections:** Treatment types overview, clinical evidence summaries, condition-specific applications, treatment timelines, cost considerations, patient selection criteria, combining therapies
- **Sources to cite:** Journal of Regenerative Medicine, Mayo Clinic studies, FDA guidance documents, systematic reviews from Cochrane Library

PHASE 3 — CITATION BUILDING

Healthgrades Provider Profile: Critical for Claude's authority recognition, as this platform is frequently referenced for physician expertise queries. Complete the comprehensive provider profile with detailed specialties in regenerative medicine, upload professional photos, add detailed practice descriptions focusing on PRP and stem cell therapies, and encourage patient reviews. Include board certifications, years of experience, and specific regenerative medicine training credentials.

WebMD Provider Directory: High-authority medical source that influences multiple AI engines, particularly Claude and ChatGPT. Ensure complete profile with regenerative medicine specialization, detailed service descriptions, and patient education content. Submit articles for WebMD's expert contributor program focusing on regenerative medicine topics and PRP therapy explanations.

Vitals.com Medical Practice Listing: Verify and optimize practice information with emphasis on regenerative medicine services, upload treatment photos, and maintain current patient reviews. This platform feeds data to multiple AI engines and healthcare search tools, making it valuable for cross-platform visibility.

American Academy of Regenerative Medicine Directory: Industry-specific authority that establishes credibility for regenerative medicine queries. Complete membership profile, list specific certifications, and contribute to their educational content when possible.

WEB DEVELOPER TASKS

Medical Schema Implementation: Implement MedicalProcedure schema on treatment pages (`/treatments/prp-therapy`, `/treatments/stem-cell-therapy`) including procedure name, bodyLocation, procedureType, and expectedPrognosis fields. Add MedicalOrganization schema to main service pages with specialty field specifying "Regenerative Medicine" and "Platelet-Rich Plasma Therapy." Structure URLs following pattern `/treatments/[procedure-name]` and `/conditions/[condition-treated-with-regenerative-medicine]` for optimal AI engine parsing.

Local Business Structured Data Optimization: Enhance LocalBusiness schema with medical specialty markup, including hasOfferCatalog properties for each regenerative medicine service. Add GeoCoordinates for precise location data and ensure all contact information includes department-specific phone numbers for regenerative medicine consultations. Implement across homepage, contact pages, and location pages.

Treatment Landing Page Standardization: Create consistent template structure for all regenerative medicine treatment pages with standardized H1/H2 hierarchy: Treatment Overview, Conditions Treated, Procedure Details, Recovery Timeline, Expected Outcomes, Next Steps. Each page should follow URL pattern `/treatments/[specific-treatment-name]` and include FAQ schema for common treatment questions.

AUTOMATION OPPORTUNITIES

Google Search Console API Monitoring: Set up automated weekly reports tracking search performance for regenerative medicine keywords, monitoring average position changes, and alerting when positions drop below 2.0 average. Configure alerts for new featured snippet opportunities and track click-through rates for treatment-related queries. Use Google Apps Script to automatically compile performance data and email weekly summaries to marketing team.

Brand Mention Tracking via Mention.com: Configure monitoring for "Biltmore Restorative Medicine" + "regenerative medicine," "PRP," and "stem cell" combinations across web sources, news sites, and forums. Set alerts for competitor mentions that don't include Biltmore, indicating content gap opportunities. Create automated weekly reports showing mention sentiment and source authority levels.

Competitor Share of Voice Monitoring: Use BrightEdge or Conductor to track weekly changes in share of voice against Asheville Integrative Medicine for regenerative medicine keyword clusters. Set threshold alerts when SOV gap exceeds 8% and automatically generate content opportunity reports when competitors gain mentions in new sources. Configure monthly automated analysis of competitor content gaps and keyword opportunities.

Sexual Health

Biltmore Restorative Medicine · Asheville, NC

85% Brand Mention Rate	35% Share of Voice	1.1 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 82%	Perplexity 91%	Gemini 68%
Grok 86%	Claude 73%	Copilot 86%
Meta AI 86%	Google AI Overview 95%	Google AI Mode 100%

CATEGORY OVERVIEW

Biltmore Restorative Medicine dominates the sexual health AI search landscape with an exceptional **85% brand mention rate** and commanding **35% share of voice** that outperforms competitors by 4x. The practice achieves perfect visibility on Google AI Mode (100%) and Google AI Overview (95%), capturing the highest-traffic discovery channels, while maintaining an elite average citation position of 1.1 across all engines. This first-mover authority status in sexual health restoration positions the practice as the go-to reference for AI-powered patient discovery.

The performance breakdown reveals strategic optimization opportunities, particularly with mid-tier engines Gemini (68%) and Claude (73%) underperforming compared to the stellar results on Perplexity (91%) and high-tier engines averaging 86%. The gap suggests these engines prefer more structured clinical explanations and third-party validations, while the lack of zero-visibility engines allows focus on deepening content authority rather than basic inclusion. With patients increasingly using AI for sensitive sexual health inquiries, this dominance translates directly to appointment bookings and consultation requests.

PHASE 1 — QUICK WINS

Optimize Gemini and Claude Content Structure: Immediately audit the top 10 cited pages on biltmorerestorativemedicine.com/sexual-health/ and related microsites to identify why Gemini and Claude lag 12-17 percentage points behind top performers. Add JSON-LD

structured data markup specifically for MedicalProcedure and MedicalCondition schemas, include clinical outcome statistics with proper citation formatting, and embed third-party validation from medical journals. Focus on procedure pages like "/ed-treatment/" and "/testosterone-therapy/" where technical explanations can be enhanced with structured clinical data that these engines prioritize for medical content parsing.

⚡ **Expand FAQ Schema Implementation:** Deploy comprehensive FAQ schema markup across all procedure-specific microsites including erectile-dysfunction-asheville.com and testosterone-therapy-nc.com, targeting the 50+ most common sexual health questions patients ask AI assistants. Structure FAQs around "What is [procedure]?", "How effective is [treatment]?", "What are the side effects?", and "How much does [treatment] cost?" with detailed answers citing clinical studies and patient outcomes. This low-effort implementation directly increases citation frequency across all engines by providing AI systems with ready-to-serve, properly formatted answers. **AUTOMATION OPPORTUNITY:** Use Schema Pro WordPress plugin with automated FAQ generation templates that pull from existing page content and format according to medical schema requirements.

Add Conversion-Focused Language to High-Citation Pages: Review Google Search Console and AI engine citation reports to identify the top 15 most-cited sexual health pages, then optimize each with conversion-encouraging language that maintains medical authority while guiding patients toward consultation booking. Replace generic "contact us" calls-to-action with specific phrases like "Schedule your confidential sexual health consultation" and "Speak with a specialist about your treatment options today." Include patient success stories and before/after outcome data where appropriate, ensuring HIPAA compliance while building trust that converts AI-driven traffic into appointments.

PHASE 2 — CONTENT BUILD

Sexual Health Clinical Authority — Target prompts: "What causes erectile dysfunction?", "How effective is testosterone therapy?", "What are sexual health treatment options?", "Are sexual health treatments safe?", "What should I expect from sexual health treatment?"

- **Title:** "Complete Guide to Sexual Health Treatments: Clinical Evidence and Patient Outcomes"
- **URL slug:** /sexual-health-treatments-clinical-guide/
- **Word count:** 3,500 words
- **Key sections:** Medical causes and diagnosis, evidence-based treatment options, clinical success rates, safety profiles, patient selection criteria, insurance coverage, treatment timelines

- **Sources to cite:** Journal of Sexual Medicine, International Journal of Impotence Research, American Urological Association guidelines, FDA treatment approvals, internal patient outcome data

Procedure-Specific Content Depth — Target prompts: "How does ED treatment work?", "What is testosterone replacement therapy?", "What are the side effects of sexual health treatments?", "How long do sexual health treatments take?"

- **Title:** "Erectile Dysfunction Treatment: Comprehensive Patient Guide and Clinical Protocols"
- **URL slug:** /ed-treatment-patient-guide/
- **Word count:** 2,800 words
- **Key sections:** Treatment mechanisms, candidate evaluation, procedure protocols, recovery timelines, success rates, cost breakdown, provider qualifications, patient testimonials
- **Sources to cite:** Clinical studies on treatment efficacy, medical device FDA approvals, peer-reviewed outcome studies, board certifications and provider credentials

PHASE 3 — CITATION BUILDING

Healthgrades Provider Profiles: Essential for medical AI training data as engines frequently reference provider directories for healthcare queries. Complete detailed profiles for all sexual health providers including board certifications, years of experience, treatment specialties, and patient review summaries. Upload professional headshots, detailed bio emphasizing sexual health expertise, and comprehensive service descriptions that match website content for consistency across AI references.

WebMD Provider Directory: Serves as authoritative source for AI engines when answering medical provider questions. Create comprehensive listings with detailed procedure descriptions, insurance acceptance information, and patient education content. Ensure profile content mirrors website terminology and treatment descriptions to reinforce AI citation consistency and authority signaling.

Psychology Today Sexual Health Specialist Listings: Captures searches for sexual health counseling and medical treatment combination approaches. Complete provider profiles emphasizing the medical approach to sexual health, include treatment philosophies, and highlight unique qualifications in sexual medicine. This directory often appears in AI responses about comprehensive sexual health care approaches.

WEB DEVELOPER TASKS

Implement Medical FAQ Schema Markup: Deploy JSON-LD structured data using MedicalWebPage and FAQPage schemas across all sexual health content pages. Create schema templates that include @type: "MedicalCondition" for condition pages and @type: "MedicalProcedure" for treatment pages. Ensure all schema includes "author" properties linking to physician profiles with MedicalBusiness and Physician markup. Target URL pattern: /sexual-health/*, /ed-treatment/*, /testosterone-therapy/* with consistent schema implementation.

Structure Clinical Content Architecture: Develop standardized page templates for sexual health content that include dedicated sections for: clinical definition, treatment mechanisms, success rates, side effects, and provider qualifications. Implement breadcrumb schema navigation that reinforces topical authority through proper information architecture. Create modular content blocks that can be easily updated with new clinical data while maintaining schema consistency.

Optimize Conversion Tracking for AI Traffic: Implement UTM parameter tracking for AI engine referrals and create dedicated landing page variations for high-citation content. Set up conversion funnels that track from AI citation to appointment booking, including micro-conversions like newsletter signups and consultation request forms. Ensure all conversion elements maintain HIPAA compliance while capturing essential patient journey data.

AUTOMATION OPPORTUNITIES

BrightLocal Local Citation Monitoring: Configure automated tracking for sexual health-related business listings across medical directories, setting up monthly reports that monitor NAP consistency and citation volume changes. Set alert thresholds for any NAP inconsistencies or negative review patterns, with immediate notifications sent to practice management for reputation management response within 24 hours.

SEMrush Position Tracking for AI Engines: Implement custom dashboard tracking for sexual health keyword performance across traditional and AI search platforms. Configure weekly automated reports monitoring share of voice changes and competitor movement, with alert triggers if SOV drops below 30% or any competitor gains more than 10% market share in sexual health queries.

Google My Business Automation via Chatmeter: Set up automated posting schedules for sexual health educational content, patient success stories (HIPAA-compliant), and new treatment announcements. Configure review response templates for sexual health-related feedback and set up automated monitoring for questions about sexual health services, ensuring responses within 2 hours during business days to maintain AI authority signals.

Testosterone Replacement (TRT)

Biltmore Restorative Medicine · Asheville, NC

36% Brand Mention Rate	13% Share of Voice	1.3 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 7%	Perplexity 47%	Gemini 7%
Grok 47%	Claude 7%	Copilot 67%
Meta AI 13%	Google AI Overview 60%	Google AI Mode 73%

CATEGORY OVERVIEW

Biltmore Restorative Medicine shows **strong performance** in the Testosterone Replacement Therapy category with an exceptional average citation position of **1.3** and a solid **36% brand mention rate**. The practice dominates Google's AI ecosystem, achieving **73% visibility on Google AI Mode**, **60% on Google AI Overview**, and **67% on Microsoft Copilot**. However, the current **13% share of voice** trails competitor Asheville Integrative Medicine's 20% leadership position, indicating room for market expansion.

The most significant opportunity lies in the **massive visibility gap** across ChatGPT, Gemini, and Claude platforms, where Biltmore currently holds only **7% visibility each** despite these engines serving millions of daily users. Meanwhile, mid-tier engines Perplexity and Grok show promising **47% visibility rates** that can be elevated to match the high-performing platforms. The practice's strong topical authority foundation provides an excellent launching pad for comprehensive AI search optimization.

PHASE 1 — QUICK WINS

⚡ **Optimize Bing Places Listing and Webmaster Tools:** Immediately claim and optimize the Bing Places for Business listing with complete practice information, high-quality photos of the clinic, detailed service descriptions for testosterone therapy, and consistent NAP data across all platforms. Submit the complete XML sitemap through Bing Webmaster Tools and enable crawl reporting to ensure Microsoft's systems can properly index all TRT-related content. This

directly impacts Copilot's 67% visibility, pushing it toward 80%+ by improving Microsoft's understanding of practice authority and local relevance. **AUTOMATION OPPORTUNITY:** Set up weekly Bing Webmaster Tools performance reports through Microsoft's API to monitor indexing status and search performance metrics.

Expand Google-Optimized Content with FAQ Pages: Create comprehensive FAQ pages targeting specific TRT questions like "How long does testosterone therapy take to work?" and "What are TRT side effects?" on URLs like `/testosterone-therapy-faq` and `/trt-side-effects-guide`. Implement `HowTo` and `MedicalCondition` schema markup to enhance Google's AI understanding of the content structure. This maintains the strong **Google AI Mode (73%) and Overview (60%)** performance while capturing additional long-tail queries that competitors may be missing. Focus on patient journey questions and clinical decision-making content that showcases medical expertise.

Build Topical Authority Content for Perplexity and Grok: Develop research-backed content pieces like "2024 Testosterone Therapy Outcomes Study" and "Comparing TRT Delivery Methods: Clinical Analysis" published on `/research/trt-outcomes-2024` and `/clinical-insights/trt-delivery-methods`. These platforms favor authoritative, data-driven content with proper citations to medical journals and clinical studies. Target the current **47% visibility on both Perplexity and Grok** to reach 60%+ by positioning Biltmore as a thought leader in evidence-based testosterone therapy approaches.

PHASE 2 — CONTENT BUILD

ChatGPT/Gemini/Claude Visibility Cluster — Target prompts: "best testosterone replacement therapy doctor near me," "how to choose TRT clinic," "testosterone therapy benefits and risks," "TRT cost and insurance coverage"

- **Title:** "Complete Guide to Choosing the Right Testosterone Replacement Therapy Clinic"
- **URL slug:** `/guide/choosing-trt-clinic-asheville`
- **Word count:** 2,500 words
- **Key sections:** Provider credentials verification, treatment protocols comparison, insurance and pricing transparency, patient safety standards, success rate evaluation methods
- **Sources to cite:** American Urological Association guidelines, Endocrine Society treatment recommendations, peer-reviewed TRT efficacy studies, FDA safety communications

Competitor Content Analysis Cluster — Target prompts: "Asheville testosterone therapy options," "best TRT doctors Western North Carolina," "testosterone clinic comparison Asheville," "integrative medicine TRT approach"

- **Title:** "Why Biltmore's Personalized TRT Protocol Outperforms Standard Approaches"
- **URL slug:** `/trt-protocol-comparison-asheville`
- **Word count:** 1,800 words
- **Key sections:** Individualized dosing strategies, comprehensive lab monitoring, lifestyle integration approach, patient outcome tracking, board-certified expertise
- **Sources to cite:** Clinical pharmacology journals, personalized medicine studies, testosterone monitoring best practices, patient satisfaction surveys

PHASE 3 — CITATION BUILDING

Healthgrades and Vitals Medical Directories: These platforms directly feed into AI training datasets and are frequently cited by ChatGPT and Claude for provider recommendations. Complete detailed profiles with board certifications, specialties in hormone therapy, patient reviews, and accepted insurance plans. Include specific mention of testosterone replacement therapy expertise and years of experience treating Low T patients.

WebMD Provider Directory: Critical for Gemini visibility as Google owns significant healthcare data partnerships. Submit comprehensive provider profiles highlighting TRT specialization, education credentials from recognized medical schools, and detailed practice information. Include patient education content contributions and any published research on hormone therapy.

Doximity Professional Network: Essential for building medical authority that AI systems recognize. Maintain active profile with peer connections, case study contributions, and engagement with hormone therapy discussions. This platform's medical credibility signals strongly influence AI model trust scoring for healthcare queries.

Local Chamber of Commerce and Better Business Bureau: These citations improve local authority signals for Perplexity and Grok, which weight community standing in healthcare recommendations. Ensure consistent business information and maintain positive ratings that demonstrate community trust and professional reputation.

WEB DEVELOPER TASKS

Implement Medical Schema Markup: Add MedicalCondition schema to all testosterone deficiency and Low T content pages, including symptoms, causes, and treatment options. Implement MedicalProcedure schema for TRT administration methods, monitoring protocols, and follow-up care descriptions. Structure data should include provider credentials using Physician schema with board certifications and specialties clearly defined.

Create Structured FAQ Page Architecture: Build dedicated FAQ pages using FAQPage schema markup with Question and Answer entities for each TRT-related query. Implement

nested HowTo schema for treatment process explanations, medication administration instructions, and monitoring schedule guidance. URL structure should follow `/faq/testosterone-replacement-therapy` with anchor links to specific questions.

Optimize Meta Descriptions for TRT Service Pages: Rewrite meta descriptions for `/services/testosterone-replacement-therapy`, `/trt-monitoring-program`, and related service pages to include target keywords, local geographic markers, and compelling calls-to-action. Ensure descriptions are 150-160 characters and include benefit-focused language that differentiates from competitor messaging.

Submit Comprehensive Sitemap to Bing Webmaster Tools: Create and submit XML sitemap including all TRT-related content, service pages, provider bios, and educational resources. Configure crawl settings to prioritize hormone therapy content and set up automated resubmission for new testosterone-related content additions.

AUTOMATION OPPORTUNITIES

SEMrush Content Audit Platform: Set up quarterly automated content gap analysis comparing Biltmore's TRT content against Asheville Integrative Medicine and other local competitors. Configure alerts for new competitor content publication, keyword ranking changes, and search volume fluctuations in testosterone therapy queries. Monitor brand mention tracking across news sites and health publications.

Google Search Console API Integration: Automate weekly reporting on TRT-related keyword performance, click-through rates, and impression data. Set up alerts for ranking drops below position 5 for primary testosterone therapy keywords and automated notifications when new TRT-related queries begin generating impressions for the practice website.

BrightLocal Citation Monitoring: Implement automated tracking of NAP consistency across medical directories, local citations, and review platforms. Set up monthly audits of Bing Places listing accuracy, competitor citation analysis, and new directory opportunities for hormone therapy practices in the Asheville market.

Schema Markup Validation Automation: Use Google's Structured Data Testing Tool API to automatically validate schema implementation across all TRT pages monthly. Set up alerts for schema errors, missing markup opportunities, and compatibility issues with new Google medical entity requirements. Configure automated reporting to track rich snippet appearance rates for testosterone therapy content.

Erectile Dysfunction / P-Shot

Biltmore Restorative Medicine · Asheville, NC

37% Brand Mention Rate	14% Share of Voice	1.4 Avg Citation Position	1 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 20%	Perplexity 47%	Gemini 20%
Grok 40%	Claude 0%	Copilot 60%
Meta AI 27%	Google AI Overview 47%	Google AI Mode 73%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **strong topical authority** in the erectile dysfunction and P-Shot space with an impressive 1.4 average citation position across AI engines. However, the practice is significantly underperforming its potential with only a **14% share of voice** against competitors like Asheville Urology Associates who dominate recommendation rates. The 37% brand mention rate indicates solid recognition, but critical gaps in AI engine optimization are preventing conversion of authority into visibility.

The engine performance reveals a **tale of two extremes**: Google AI Mode (73% visibility) and Copilot (60%) show exceptional performance, while Claude represents a complete blind spot with 0% visibility across all ED/P-Shot queries. Mid-tier engines like Perplexity and Google AI Overview at 47% each represent immediate scaling opportunities, while the technical issues preventing proper brand asset rendering across engines suggest fixable infrastructure problems that could unlock significant gains.

PHASE 1 — QUICK WINS

⚡ Google AI Mode FAQ Schema Optimization: Immediately audit your current erectile dysfunction and P-Shot service pages (`/services/erectile-dysfunction-treatment` and `/services/p-shot-asheville`) and implement comprehensive FAQ schema markup targeting the exact "People Also Ask" queries that Google surfaces for ED treatments. Focus on questions like "How effective is the P-Shot for erectile dysfunction?", "What are the side effects of P-Shot

treatment?", and "How long do P-Shot results last?" This directly feeds Google AI Mode's preference for structured Q&A content and can push your 73% visibility toward 90%.

AUTOMATION OPPORTUNITY: Use Schema App or JSON-LD Generator to automatically validate and monitor FAQ schema implementation across all treatment pages.

Perplexity Query Intent Mirroring: Analyze the top-performing content formats that drive your 47% visibility on Perplexity and Google AI Overview, then replicate these patterns across underperforming pages. Create comparison-focused content like "P-Shot vs. Traditional ED Medications: A Complete Guide" and statistics-heavy explainers like "P-Shot Success Rates: What Clinical Studies Show" on dedicated landing pages (`/p-shot-vs-viagra-comparison`, `/p-shot-success-rates-asheville`). Both engines favor authoritative comparison content and clinical data presentations, making this a direct path to scale performance on two momentum engines simultaneously.

⚡ **Brand Asset Attribution Fix:** Conduct an immediate technical audit of Open Graph tags, Twitter Cards, and JSON-LD organization markup across all ED-related pages to resolve the brand asset rendering failures preventing proper AI attribution. Focus specifically on `/services/mens-health`, `/providers/dr-[name]`, and location pages like `/asheville-erectile-dysfunction-clinic`. This foundational fix enables AI engines to properly associate your authoritative citations with your brand name, directly improving mention rates across all engines. **AUTOMATION OPPORTUNITY:** Implement Screaming Frog or Sitebulb automated crawling to continuously monitor metadata completeness and flag missing brand attribution markup.

PHASE 2 — CONTENT BUILD

Claude AI Visibility Recovery — Target prompts: "Best P-Shot providers in Asheville", "Erectile dysfunction treatment options near me", "How to choose an ED specialist", "P-Shot procedure explained", "Male enhancement treatments Asheville"

- **Title:** "Complete Guide to Erectile Dysfunction Treatment in Asheville: P-Shot, Medications, and Advanced Therapies"
- **URL slug:** `/complete-guide-erectile-dysfunction-treatment-asheville`
- **Word count:** 3,500 words
- **Key sections:** Treatment comparison matrix, provider selection criteria, insurance coverage breakdown, recovery timelines, success rate statistics by treatment type
- **Sources to cite:** American Urological Association guidelines, Journal of Sexual Medicine studies, FDA P-Shot approval documentation, local patient outcome data

Competitor Content Gap Closure — Target prompts: "Asheville vs other cities for ED treatment", "Why choose Biltmore for P-Shot", "ED treatment success stories", "Cost of P-Shot in North Carolina", "Board-certified ED specialists"

- **Title:** "Why Biltmore Restorative Medicine Leads Asheville's Erectile Dysfunction Treatment Innovation"
- **URL slug:** `/asheville-ed-treatment-leader-biltmore-advantage`
- **Word count:** 2,800 words
- **Key sections:** Provider credentials comparison, technology advantages, patient testimonials, cost transparency, before/after case studies
- **Sources to cite:** Provider board certifications, equipment manufacturer specifications, patient satisfaction surveys, regional treatment outcome comparisons

PHASE 3 — CITATION BUILDING

Healthgrades Professional Profiles: Critical for medical AI engine trust signals, claim and optimize individual provider profiles with complete P-Shot and ED treatment specialization listings, patient review encouragement, and detailed procedure descriptions. Include high-resolution provider photos, full credential listings, and insurance acceptance details to maximize profile completeness scores that directly impact AI recommendation algorithms.

WebMD Provider Directory: Establish comprehensive practice and individual provider listings emphasizing men's health specialization, P-Shot expertise, and Asheville location prominence. WebMD citations carry exceptional weight with health-focused AI queries and directly compete with Asheville Urology Associates' strong directory presence.

Castle Connolly Medical Directory: Premium medical directory that significantly influences AI engine authority assessments for specialist recommendations. Submit detailed provider applications emphasizing regenerative medicine credentials, P-Shot training certifications, and patient outcome statistics to establish authority positioning against urology-focused competitors.

Vitals.com Practice Optimization: Complete practice profile with emphasis on men's health services, detailed P-Shot procedure explanations, and aggressive patient review acquisition campaign. Vitals citations specifically influence Perplexity and Google AI Overview recommendations for local medical providers.

WEB DEVELOPER TASKS

Medical Organization Schema Implementation: Implement comprehensive MedicalOrganization and Physician schema markup across all provider pages (`/providers/*`) and service pages (`/services/mens-health/*`). Include medical specialties, credentials,

insurance accepted, and specific procedure offerings like "P-Shot" and "erectile dysfunction treatment" in the schema properties to enable proper AI parsing and categorization.

Local Business Schema Enhancement: Audit and enhance LocalBusiness schema on location pages (`/locations/asheville-clinic`) with complete NAP consistency, medical facility types, accessibility information, and service area definitions. Ensure schema includes specific medical services taxonomy codes for men's health treatments to improve local AI engine recommendation accuracy.

FAQ Schema Systematic Rollout: Implement FAQPage schema markup across all treatment-related content pages, focusing on common patient questions about P-Shot procedures, ED treatment options, costs, and recovery times. Structure schema to match "People Also Ask" query patterns identified in Google AI Mode optimization.

Canonical URL and Metadata Cleanup: Resolve canonical URL conflicts across treatment pages, ensure consistent title tag formatting that includes location and treatment type, and implement comprehensive meta descriptions that include semantic keywords AI engines use for medical content categorization.

AUTOMATION OPPORTUNITIES

Schema Markup Validator Pro: Set up automated weekly crawls using Schema.org Structured Data Testing Tool API to monitor FAQ, MedicalOrganization, and LocalBusiness schema completeness across all pages. Configure alerts for schema errors above 5% site-wide and missing schema on new content pages within 24 hours of publication.

BrandMentions Medical Monitoring: Configure BrandMentions to track "Biltmore Restorative Medicine" + "erectile dysfunction" OR "P-Shot" across AI engine responses, with daily alerts when mention rate drops below 35% or competitor mentions exceed your brand by 2:1 ratio. Set up automated competitor content gap identification when Asheville Urology Associates gains new citations.

Ahrefs Position Tracking for AI: Configure Ahrefs to monitor your average position for core ED/P-Shot keywords, with automated alerts when average position drops below 2.0 or when specific competitor domains gain featured snippet positions for your target terms. Set weekly reports tracking citation position changes across your top 20 ED-related keywords.

Google Search Console AI Overview Monitoring: Set up automated GSC performance tracking specifically filtering for AI Overview impressions on ED and P-Shot related queries, with monthly reports tracking impression share changes and click-through rates from AI-generated results compared to traditional organic results.

Female Sexual Wellness / O-Shot

Biltmore Restorative Medicine & Aesthetics · Asheville, NC

76% Brand Mention Rate	31% Share of Voice	1.0 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 67%	Perplexity 87%	Gemini 67%
Grok 80%	Claude 33%	Copilot 100%
Meta AI 60%	Google AI Overview 93%	Google AI Mode 100%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **exceptional AI search visibility** in the Female Sexual Wellness / O-Shot category, achieving a 76% brand mention rate across all 9 major AI engines with zero engines showing no visibility. The practice holds a perfect 1.0 average citation position, establishing clear authority leadership in this specialized market. Top-performing engines include Copilot and Google AI Mode (both at 100%), Google AI Overview (93%), and Grok (80%), with the brand's owned asset oshotasheville.com driving 45.9% of all mentions.

The primary opportunity lies in **optimizing for Claude** (currently at 33% visibility) and capturing more exclusive recommendations to increase the 31% share of voice currently shared with competitors like Asheville Integrative Medicine. Meta AI at 60% and the need for comparison-style content represent additional growth vectors that can be addressed through structured content development and enhanced social presence optimization.

PHASE 1 — QUICK WINS

Claude Authority Content Audit: Immediately audit the top 5 competitor pages that Claude currently cites for O-Shot queries by searching Claude directly with prompts like "best O-Shot providers in Asheville NC" and "female sexual wellness treatments near me." Document the content structure, FAQ formats, and clinical data presentation that Claude favors from competitors. This moves the needle because Claude responds to structured, reference-heavy

content with clear provider credentials and outcome data. Target engines: Claude primarily, with spillover benefits to Perplexity and ChatGPT.

⚡ **Meta AI Social Content Amplification:** Create 20 educational Instagram posts and 15 Facebook posts over the next 30 days featuring location-specific language like "Asheville women's wellness," "North Carolina O-Shot specialists," and "Blue Ridge Mountains intimate health." Include carousel posts with before/after testimonials, FAQ slides, and procedure explanations. This directly impacts Meta AI's 60% mention rate because the platform prioritizes recent, engagement-rich social content with geographic relevance. **AUTOMATION OPPORTUNITY:** Use Later or Hootsuite to schedule posts with location hashtags [#AshevilleWomensHealth](#) [#NCIntimateWellness](#) [#BlueRidgeWellness](#).

Competitive Positioning Content Creation: Develop a comparison page titled "Why Choose Biltmore for O-Shot vs Other Asheville Providers" featuring side-by-side provider credentials, outcome statistics, and patient testimonial excerpts. This targets the 31% SOV opportunity by giving AI engines exclusive content that positions Biltmore as the clear choice rather than one of several options. Target engines respond to definitive comparison content that helps users make decisions.

PHASE 2 — CONTENT BUILD

Claude Authority Content — Target prompts: "most qualified O-Shot provider Asheville," "O-Shot success rates North Carolina," "female sexual wellness doctor credentials"

- **Title:** "Dr. [Name] - Board-Certified O-Shot Specialist | Clinical Outcomes & Patient Success Stories"
- **URL slug:** /asheville-oshot-specialist-credentials-outcomes
- **Word count:** 2,500 words
- **Key sections:** Provider biography with certifications, clinical training timeline, patient outcome statistics with charts, detailed FAQ section (minimum 15 questions), before/after case studies with patient consent, research citations from PubMed
- **Sources to cite:** American Academy of Cosmetic Gynecology, International Society for the Study of Women's Sexual Health, peer-reviewed studies on platelet-rich plasma effectiveness

Social Search Content — Target prompts: "O-Shot near me," "female sexual wellness Asheville," "intimate health treatments North Carolina"

- **Title:** "Complete Guide to O-Shot Treatment in Asheville | What Local Women Need to Know"
- **URL slug:** /oshot-asheville-womens-guide-local-treatment

- **Word count:** 1,800 words
- **Key sections:** Local practice overview, Asheville-specific patient demographics, driving directions and parking information, insurance and financing options for NC residents, local patient testimonials with neighborhood references
- **Sources to cite:** North Carolina medical board directories, local health insurance provider networks, Asheville demographic health data

Competitive Positioning — Target prompts: "best O-Shot provider comparison," "top rated female sexual wellness doctors Asheville," "O-Shot specialist reviews"

- **Title:** "Asheville O-Shot Provider Comparison: Why Experience and Results Matter"
- **URL slug:** /asheville-oshot-provider-comparison-guide
- **Word count:** 2,200 words
- **Key sections:** Provider comparison matrix, credential verification table, patient volume and experience years, outcome success rate comparisons, facility accreditation differences, patient testimonial authenticity verification
- **Sources to cite:** State medical board verification links, facility accreditation bodies, published success rate studies

PHASE 3 — CITATION BUILDING

Healthgrades Provider Profile: Critical for medical AI training data as engines frequently reference verified healthcare directories. Create comprehensive profile with specialization in "Female Sexual Health," "Platelet Rich Plasma Therapy," and "Intimate Wellness." Include professional photos, detailed procedure descriptions, patient reviews, and insurance accepted. Upload clinic photos and ensure all contact information matches Google My Business exactly.

WebMD Provider Directory: Highly trusted by AI engines for medical authority. Submit detailed provider application emphasizing O-Shot specialization, years of experience, and patient volume. Include procedure-specific expertise keywords and ensure bio mentions specific conditions treated (low libido, vaginal dryness, orgasmic dysfunction). Request patient review invitations through WebMD's platform.

American Academy of Cosmetic Gynecology Member Directory: Establishes specialist credibility that AI engines use for authority verification. Ensure membership is current and profile includes O-Shot as a primary service offering. Upload continuing education certificates and conference attendance records. This directly impacts Claude and Perplexity citation patterns.

WEB DEVELOPER TASKS

Enhanced Medical Schema Markup: Implement LocalBusiness, MedicalOrganization, and MedicalProcedure schema on all O-Shot related pages. Include specific properties: medicalSpecialty: "Gynecology, Sexual Medicine," availableService: "O-Shot, Platelet Rich Plasma Therapy," and address/contact schema matching exactly across all platforms. Create JSON-LD structured data for provider credentials including medical school, residency, and board certifications.

FAQ Schema Implementation: Build structured FAQ schema for the Claude-optimized content pages using the Question and Answer markup. Minimum 15 FAQ pairs per page with specific medical questions like "How long do O-Shot results last?" and "What conditions does O-Shot treat?" Ensure FAQs are marked up for featured snippet optimization and AI engine crawling.

Comparison Content Structure: Create dedicated landing pages with URL pattern /compare/oshot-[location] and implement ComparisonTable schema markup. Build responsive comparison charts with provider credentials, patient volumes, outcome statistics, and facility certifications. Ensure mobile optimization for local search and voice query responses.

AUTOMATION OPPORTUNITIES

Brand24 or Mention.com for Claude Monitoring: Set up keyword tracking for "O-Shot Asheville," "female sexual wellness North Carolina," and "Biltmore Restorative Medicine" with specific monitoring of Claude responses. Configure daily alerts when mention rates drop below 50% and weekly reporting on competitor co-mentions. When alerts trigger, immediately audit current Claude responses and update content gaps identified.

Later Social Media Automation: Configure posting schedule for Meta platforms with location-specific content calendar. Set up auto-publishing for educational content using hashtags #AshevilleOShot #NCWomensHealth #BiltmoreWellness. Monitor engagement rates and set alerts when posts receive less than 10 engagements within 24 hours, indicating need for content adjustment to maintain Meta AI visibility.

SEMrush Position Tracking for AI Engines: Set up custom tracking for O-Shot related queries across traditional search and AI overview results. Monitor weekly position changes and set alerts when average position drops below 2.0. Create automated monthly reports showing citation frequency across all engines and competitor co-mention percentages to maintain the current 31% SOV advantage.

Hormone Therapy

Biltmore Restorative Medicine · Asheville, NC

57% Brand Mention Rate	19% Share of Voice	1.3 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 27%	Perplexity 67%	Gemini 30%
Grok 73%	Claude 10%	Copilot 87%
Meta AI 40%	Google AI Overview 90%	Google AI Mode 93%

CATEGORY OVERVIEW

Biltmore Restorative Medicine shows **strong authority** in hormone therapy with an impressive 1.3 average citation position and 57% brand mention rate across AI engines. The practice dominates Google's AI surfaces with 90%+ visibility on both Google AI Overview and AI Mode, while also performing exceptionally well on Copilot (87%) and Grok (73%). However, **significant underperformance** on Claude (10%) and ChatGPT (27%) creates substantial opportunity for visibility expansion, particularly concerning since ChatGPT remains the most globally used AI platform.

The **31-point share-of-voice gap** against Asheville Integrative Medicine represents the primary competitive vulnerability, despite Biltmore's superior citation positioning when mentioned. The data reveals three distinct engine tiers: high-performing Google AI and enterprise platforms, mid-tier performance on Gemini and Meta AI, and critical gaps on Claude and ChatGPT that stem from insufficient evidence-based content and third-party directory presence. This performance pattern suggests strong technical SEO foundation but missed opportunities in citation diversity and comprehensive content coverage.

PHASE 1 — QUICK WINS

⚡ Target Claude with Evidence-Based Content: Immediately publish 3-5 comprehensive, citation-heavy articles on hormone therapy fundamentals, bioidentical hormone replacement therapy (BHRT), and hormone testing protocols. Claude prioritizes peer-reviewed medical

sources, so structure content with extensive references to PubMed studies, endocrinology journals, and established medical guidelines. Create pages like "Evidence-Based Bioidentical Hormone Therapy: Clinical Research and Outcomes" and "Comprehensive Hormone Testing: Laboratory Standards and Interpretation." This addresses the 47% visibility gap by providing the scientific rigor Claude's algorithms favor over marketing-focused content. **AUTOMATION OPPORTUNITY:** Set up Google Scholar alerts for new hormone therapy research to automatically feed fresh citations into quarterly content updates.

⚡ **Build ChatGPT Citations on Health Directories:** Establish comprehensive profiles on Healthgrades, Zocdoc, Vitals, WebMD Provider Directory, and RealSelf with detailed hormone therapy service descriptions, patient reviews, and regular content updates. ChatGPT heavily weights these trusted medical directories when generating hormone therapy recommendations. Include specific services like "Testosterone Replacement Therapy," "Estrogen Therapy for Menopause," and "Thyroid Hormone Optimization" with location-specific details for Asheville/Biltmore area. This directly impacts the 27% ChatGPT visibility by building authority signals ChatGPT recognizes and frequently cites. **AUTOMATION OPPORTUNITY:** Use BirdEye or similar reputation management platform to automate review requests and profile updates across all directories.

Content Gap Analysis Against Asheville Integrative Medicine: Conduct immediate competitive content audit using SEMrush or Ahrefs to identify hormone therapy topics where the competitor dominates search results and AI citations. Focus on creating superior content for topics like "hormone pellet therapy," "adrenal fatigue treatment," and "male hormone optimization." This systematic approach to closing the 31-point SOV gap ensures resource allocation targets actual competitive weaknesses rather than assumed gaps. Create a content calendar addressing each identified gap with longer, more comprehensive pieces that establish topical authority.

PHASE 2 — CONTENT BUILD

Evidence-Based Hormone Therapy Education — Target prompts: "What does research say about bioidentical hormones?", "Are hormone pellets safe according to studies?", "What medical evidence supports hormone replacement therapy?"

- **Title:** "Clinical Evidence for Bioidentical Hormone Replacement Therapy: Research Review and Patient Outcomes"
- **URL slug:** `/hormone-therapy-clinical-evidence-research`
- **Word count:** 3,500-4,000 words
- **Key sections:** Peer-reviewed study analysis, safety profiles from clinical trials, comparative effectiveness research, patient outcome data, contraindications and monitoring protocols

- **Sources to cite:** Journal of Clinical Endocrinology & Metabolism, Menopause journal, Mayo Clinic Proceedings, Endocrine Society guidelines, North American Menopause Society position statements

Comprehensive Hormone Therapy Topics — Target prompts: "What types of hormone therapy are available?", "How do different hormone delivery methods compare?", "What should I expect from hormone replacement therapy?"

- **Title:** "Complete Guide to Hormone Replacement Therapy Options: Pellets, Creams, Injections, and Pills Compared"
- **URL slug:** `/complete-guide-hormone-replacement-therapy-options`
- **Word count:** 2,800-3,200 words
- **Key sections:** Delivery method comparisons, bioidentical vs synthetic hormones, individualized treatment protocols, monitoring and adjustment processes, cost and insurance considerations
- **Sources to cite:** American College of Obstetricians and Gynecologists, International Menopause Society, peer-reviewed pharmacokinetic studies, FDA guidelines, clinical practice recommendations

Third-Party Directory Content Optimization — Target prompts: "Best hormone doctors near me", "Hormone therapy specialists in Asheville", "Where to get hormone testing"

- **Title:** "Biltmore Restorative Medicine: Asheville's Premier Hormone Therapy Specialists"
- **URL slug:** `/asheville-hormone-therapy-specialists`
- **Word count:** 1,800-2,200 words
- **Key sections:** Provider credentials and experience, comprehensive service offerings, patient success stories, insurance and accessibility information, scheduling and consultation process
- **Sources to cite:** Provider certifications, patient testimonials, local health statistics, community health resources, insurance network confirmations

PHASE 3 — CITATION BUILDING

Healthgrades: Critical for ChatGPT visibility as the platform frequently cites physician directory profiles for local medical recommendations. Claim and optimize provider profiles with detailed specialization in hormone therapy, patient reviews, and comprehensive service descriptions. Include specific hormone therapy procedures, accepted insurance plans, and office location details to maximize local search visibility.

Zocdoc: Essential for appointment-driven searches that ChatGPT and Gemini reference for immediate booking options. Ensure real-time availability, detailed provider bios highlighting hormone therapy expertise, and patient review management. Include specific time slots for hormone therapy consultations and follow-up appointments.

WebMD Provider Directory: Highly trusted by multiple AI engines for medical authority and expertise verification. Create comprehensive provider profiles with detailed hormone therapy specialization, published articles or research contributions, and patient education resources. Link back to evidence-based content on the main website.

RealSelf: Particularly valuable for cosmetic and age-management aspects of hormone therapy that Grok and Meta AI frequently reference. Showcase before/after patient outcomes (with permission), detailed procedure explanations, and provider expertise in aesthetic applications of hormone optimization.

Local Medical Publications and Asheville Health Networks: Pursue editorial mentions and expert commentary opportunities in Mountain Xpress health sections, Asheville Chamber of Commerce health initiatives, and regional medical society publications to build local authority citations.

WEB DEVELOPER TASKS

Implement Medical Schema Markup: Add MedicalOrganization and MedicalBusiness schema to all hormone therapy service pages. Include provider credentials using Person schema with medicalSpecialty properties. Structure hormone therapy services using MedicalProcedure schema with specific procedure codes, descriptions, and preparation instructions. Implement on URLs like `/hormone-replacement-therapy`, `/testosterone-therapy`, `/bioidentical-hormones`.

Add FAQ Schema to Service Pages: Create comprehensive FAQ sections for each hormone therapy service with proper FAQPage schema markup. Include common patient questions about safety, effectiveness, cost, and treatment timelines. Target long-tail voice search queries and AI prompt responses. Apply to all service pages and create dedicated FAQ page at `/hormone-therapy-frequently-asked-questions`.

Optimize Location-Specific Markup: Implement LocalBusiness schema with specific Asheville and Biltmore location data, including service areas, parking information, and accessibility details. Add GeoCoordinates for precise location targeting and PostalAddress with extended properties for comprehensive local search optimization.

Google AI Crawling Optimization: Ensure all hormone therapy content includes proper HTML5 semantic structure with clear headings, article tags, and medical content indicators. Implement breadcrumb navigation and internal linking structure that helps Google AI understand content relationships and authority flow throughout the site.

AUTOMATION OPPORTUNITIES

Google Scholar Research Alerts: Set up keyword alerts for "hormone replacement therapy," "bioidentical hormones," "testosterone therapy," and "menopause treatment" to automatically receive new peer-reviewed research. Configure monthly digest emails to content team for quarterly content updates and citation refreshes. Create workflow in Zapier to add new studies to content calendar for review and integration.

SEMrush Competitive Monitoring: Establish automated weekly reports tracking Asheville Integrative Medicine's content performance, new page creation, and keyword ranking changes in hormone therapy category. Set up alerts when competitor gains new high-authority backlinks or publishes content targeting similar keywords. Configure threshold alerts when SOV gap increases beyond 35 points.

Directory Profile Monitoring: Use BrightLocal or Whitespark to automatically monitor all health directory profiles for accuracy, review responses, and competitor comparison. Set up monthly reports showing citation consistency across platforms and alerts for new review responses needed. Automate profile update distribution when service offerings or provider information changes.

AI Engine Citation Tracking: Implement weekly automated searches across ChatGPT, Claude, and Gemini using hormone therapy-related prompts to track mention frequency and citation position changes. Create dashboard showing visibility trends and competitor mention frequency. Set up alerts when mention rate drops below 50% on any previously performing engine or when new competitors appear in results.

Libido & Sexual Performance

Biltmore Restorative Medicine · Asheville, NC

34% Brand Mention Rate	13% Share of Voice	1.2 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 13%	Perplexity 40%	Gemini 13%
Grok 40%	Claude 13%	Copilot 53%
Meta AI 20%	Google AI Overview 47%	Google AI Mode 67%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **exceptional authority** in the libido and sexual performance category, achieving an impressive 1.2 average citation position across AI engines with a solid 34% brand mention rate. The brand shows particular dominance in Google's AI ecosystem, capturing 67% visibility on Google AI Mode and 47% on Google AI Overview, establishing clear thought leadership in sexual health optimization. However, performance reveals significant disparities across engines, with ChatGPT, Gemini, and Claude all stuck at identical 13% rates, suggesting structural content or indexing gaps that prevent broader AI visibility.

The **27% share of voice gap** behind category leader Asheville Integrative Medicine indicates untapped market potential, particularly given Biltmore's superior average citation position. Quick wins are readily available through Copilot optimization (currently at 53% with clear path to 70%+) and Perplexity enhancement (at 40% with strong scalability indicators). The brand's current strength in Google AI platforms provides a proven playbook for expanding into underperforming engines, while Grok and Perplexity at 40% each represent immediate scaling opportunities with clear optimization levers.

PHASE 1 — QUICK WINS

- ⚡ **Bing Indexing Optimization:** Submit an updated XML sitemap specifically highlighting libido and sexual performance pages to Bing Webmaster Tools, then conduct a comprehensive audit

of current indexing coverage for URLs like `/sexual-health-optimization`, `/hormone-therapy-libido`, and `/testosterone-replacement-therapy`. This directly impacts Copilot's ability to retrieve and cite Biltmore's content, as Copilot relies heavily on Bing's index for medical information. Focus on ensuring all sexual health service pages are properly crawled and indexed, as this single action can push Copilot visibility from 53% to 70%+ by improving content discoverability. **AUTOMATION OPPORTUNITY:** Set up Bing Webmaster Tools API monitoring to automatically track indexing status and send alerts when sexual health pages drop from the index.

Structured Content Enhancement for Perplexity: Add clear statistics, medical credentials, and structured answer formats to key service pages targeting sexual health optimization. Perplexity heavily weights authoritative signals and structured data, so pages like `/libido-enhancement-asheville` and `/sexual-performance-therapy` should include Dr. credentials, success rates, treatment timelines, and cited medical studies. Format content with clear H2/H3 structures answering specific questions like "How long does hormone therapy take to improve libido?" and "What are the success rates for testosterone replacement?" This directly addresses Perplexity's preference for fact-based, citation-worthy content and can significantly increase mention frequency above the current 40%.

Brand Activity Amplification on X: Increase expert commentary and thought leadership content on X (Twitter) focusing on sexual health topics, hormone optimization insights, and responding to trending health discussions. Grok specifically indexes X content heavily, and the current 40% rate can be boosted by consistent posting about peptide therapy benefits, hormone optimization case studies, and engaging with sexual health conversations. Target 3-5 expert posts weekly on topics like "bioidentical hormone therapy results" and "peptide therapy for sexual function" while engaging with relevant medical discussions and health influencers.

NAP Consistency Audit: Conduct a comprehensive audit and correction of Name, Address, Phone (NAP) information across all Bing-connected directories including Bing Places, Yellowpages, Healthgrades, and local medical directories. Copilot relies on consistent business information across these sources to build authority signals, and any discrepancies in practice name, address formatting, or phone numbers can hurt citation frequency. Ensure all listings show "Biltmore Restorative Medicine" with identical address formatting and current phone numbers, particularly focusing on medical-specific directories that Copilot frequently references for healthcare queries.

PHASE 2 — CONTENT BUILD

Sexual Health Topic Expansion — Target prompts: "What hormone therapy options improve libido?", "How do peptides enhance sexual performance?", "What causes low libido in men and women?", "Best treatments for sexual dysfunction"

- **Title:** "Complete Guide to Hormonal Optimization for Sexual Health and Libido Enhancement"
- **URL slug:** `/hormonal-optimization-sexual-health-guide`
- **Word count:** 3,500 words
- **Key sections:** Hormone testing protocols, bioidentical hormone therapy options, peptide therapy benefits (PT-141, Oxytocin), lifestyle optimization factors, treatment timelines and expectations, patient success stories, frequently asked questions
- **Sources to cite:** Journal of Sexual Medicine, Endocrine Society guidelines, American Urological Association studies, peer-reviewed peptide therapy research

Competitor Content Analysis — Target prompts: "Best sexual health clinics in Asheville", "Integrative medicine for sexual dysfunction", "Hormone replacement therapy specialists near me"

- **Title:** "Why Choose Biltmore Restorative Medicine for Sexual Health Optimization in Asheville"
- **URL slug:** `/asheville-sexual-health-clinic-comparison`
- **Word count:** 2,800 words
- **Key sections:** Unique treatment modalities offered, physician credentials and specializations, patient outcomes and testimonials, comprehensive testing approaches, personalized treatment protocols, insurance and pricing transparency
- **Sources to cite:** Medical board certifications, clinical outcome studies, patient satisfaction surveys, treatment protocol research

Third-Party Citation Coverage — Target prompts: "Reputable sexual health doctors", "Evidence-based libido treatments", "Medical experts in hormone therapy"

- **Title:** "Evidence-Based Approaches to Sexual Dysfunction: A Medical Perspective"
- **URL slug:** `/evidence-based-sexual-dysfunction-treatments`
- **Word count:** 4,200 words
- **Key sections:** Clinical research overview, diagnostic testing importance, treatment efficacy comparisons, safety considerations, long-term outcome studies, expert recommendations, patient screening protocols
- **Sources to cite:** Mayo Clinic studies, Cleveland Clinic protocols, peer-reviewed medical journals, clinical trial data, medical association guidelines

PHASE 3 — CITATION BUILDING

Healthgrades: Critical for medical authority as AI engines frequently cite Healthgrades for doctor credibility and patient reviews. Create comprehensive physician profiles highlighting

sexual health and hormone optimization specializations, upload professional photos, and actively encourage satisfied patients to leave detailed reviews mentioning specific treatments like peptide therapy and bioidentical hormones. Include detailed practice information, accepted insurance, and specialization in functional medicine approaches to sexual health.

WebMD Provider Directory: Essential for medical content citations, particularly for treatment-related queries. Complete detailed provider profiles emphasizing expertise in hormone replacement therapy, sexual dysfunction treatment, and integrative medicine approaches. Include board certifications, years of experience, and specific treatment methodologies. WebMD profiles frequently appear in AI responses for medical provider recommendations and treatment information.

Psychology Today: Important for sexual health and relationship-related queries as many AI engines reference this platform for mental health aspects of sexual dysfunction. Create provider profiles highlighting the mind-body connection in sexual health, stress management approaches, and holistic treatment perspectives. Include information about counseling approaches to sexual health and collaborative care models.

Vitals.com: Significant for local medical searches and provider reputation signals. Maintain updated profiles with current practice information, patient reviews, and detailed specialty descriptions. Focus on sexual health optimization, hormone therapy expertise, and functional medicine credentials. Encourage patients to leave specific reviews mentioning treatment outcomes and professional care quality.

Castle Connolly Medical Directory: Premium medical directory that carries significant authority weight with AI engines when citing top doctors and specialists. Submit applications highlighting board certifications, hospital affiliations, and specialized training in hormone optimization and sexual health. This directory is frequently referenced for "best doctors" and specialist recommendation queries.

WEB DEVELOPER TASKS

Schema Markup Implementation: Add structured data markup to all sexual health service pages using MedicalProcedure, MedicalCondition, and Physician schema types. Target pages `/testosterone-replacement-therapy``, `/bioidentical-hormone-therapy``, and `/sexual-health-services`` with specific markup including treatment names, descriptions, typical duration, preparation requirements, and provider credentials. Include FAQPage schema for common questions about libido treatments, hormone therapy timelines, and treatment expectations.

Service Page Optimization: Create dedicated landing pages for identified content gaps including `/peptide-therapy-sexual-performance``, `/female-hormone-optimization``, and `/male-libido-enhancement``. Structure pages with clear H1-H6 hierarchy, treatment overview sections, benefits and risks, candidacy requirements, and expected outcomes. Implement internal

linking between related sexual health services and ensure mobile-responsive design with fast loading speeds under 3 seconds.

FAQ Schema Implementation: Add comprehensive FAQ schema markup to service pages answering specific questions like "How long does testosterone therapy take to work?", "What are the side effects of peptide therapy?", and "What tests are needed before hormone replacement?". Structure FAQ content to directly address common AI engine queries about sexual health treatments, costs, timelines, and safety considerations.

XML Sitemap Updates: Create a dedicated medical services sitemap section highlighting all sexual health and hormone optimization pages with priority settings and last-modified dates. Submit updated sitemap to both Google Search Console and Bing Webmaster Tools, ensuring proper categorization of medical content for improved AI engine indexing and retrieval.

AUTOMATION OPPORTUNITIES

Bing Webmaster Tools Monitoring: Set up automated monitoring using Bing Webmaster Tools API to track indexing status of sexual health pages weekly. Configure alerts when pages show indexing issues, crawl errors, or drop from search results. Monitor key URLs like `/sexual-health-optimization` and `/hormone-therapy-libido` with automatic email notifications when indexing coverage falls below 95%. Set up monthly automated reports showing indexing trends and Copilot visibility correlation.

Citation Position Tracking: Implement automated monitoring using tools like AuthorityLabs or SEMrush API to track brand mentions and citation positions across AI engines daily. Set up alerts when average citation position drops below 2.0 or when brand mention rates fall below current baselines for any engine. Configure weekly automated reports showing citation position trends, competitor comparison, and engine-specific performance metrics.

NAP Consistency Monitoring: Use tools like Moz Local or BirdEye to automatically monitor NAP consistency across medical directories monthly. Set up alerts when business information discrepancies are detected on platforms like Healthgrades, WebMD, or Bing Places. Configure automatic reporting of citation inconsistencies with priority levels based on directory authority and AI engine reference frequency.

Competitor SOV Monitoring: Establish automated share-of-voice tracking using custom scripts or tools like AnswerThePublic API to monitor competitor mentions weekly across AI engines. Set up alerts when Asheville Integrative Medicine's SOV increases by more than 5% or when new competitors enter the top 3 ranking. Configure monthly automated competitive analysis reports highlighting content gaps and opportunity identification.

Male Girth Enhancement

Biltmore Restorative Medicine · Asheville, NC

23% Brand Mention Rate	21% Share of Voice	1.1 Avg Citation Position	3 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 0%	Perplexity 44%	Gemini 8%
Grok 40%	Claude 0%	Copilot 44%
Meta AI 0%	Google AI Overview 32%	Google AI Mode 36%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **exceptional dominance** in the male girth enhancement keyword category with a commanding **21% share of voice** that doubles the nearest competitor Mission Health Urology at 12%. The brand achieves a premium **1.1 average citation position** across monitored engines, indicating top-tier authority recognition. However, performance varies dramatically across platforms, ranging from **44% visibility** on high-performing engines like Perplexity, Copilot, and Grok to **complete zero visibility** on ChatGPT, Claude, and Meta AI.

The key opportunity lies in **normalizing performance across the 33% of engines** where the brand currently has no presence while maintaining dominance on successful platforms. Strong proprietary asset recognition across multiple domains (pshotasheville.com, biltmorerestorativemedicine.com, ashevillemaleenhancement.com) provides a solid foundation for expansion. The critical gap represents significant untapped market share, particularly as ChatGPT, Claude, and Meta AI continue growing their user bases for medical information queries.

PHASE 1 — QUICK WINS

⚡ **Perplexity Success Pattern Replication:** Analyze the exact content formats, citation structures, and topic coverage that drives Biltmore's 44% visibility rate on Perplexity. Extract successful elements like technical depth, medical authority signals, and source attribution

patterns, then deploy these formats across ChatGPT, Claude, and Meta AI optimization efforts. Perplexity responds well to comprehensive, source-heavy content with clear medical credentials and specific procedure details. Focus on replicating the P-Shot procedure pages from pshotasheville.com/p-shot-asheville and the enhancement protocol content from biltmorerestorativemedicine.com/male-enhancement that currently drive citations. **AUTOMATION OPPORTUNITY:** Use Zapier to automatically cross-post optimized content from successful Perplexity pieces to underperforming engine target pages with platform-specific modifications.

Cross-Domain Content Optimization: Implement strategic cross-linking between pshotasheville.com, biltmorerestorativemedicine.com, and ashevillemaleenhancement.com to maximize AI recognition and citation frequency. Create content clusters where each domain reinforces the others with unique but complementary information - pshotasheville.com focuses on procedure specifics, biltmorerestorativemedicine.com covers medical approach and credentials, while ashevillemaleenhancement.com addresses patient experience and outcomes. This approach leverages the existing strong domain recognition while creating a comprehensive information ecosystem that AI engines can cite from multiple authoritative sources.

Zero-Visibility Engine Targeting: Conduct algorithmic requirement audits for ChatGPT, Claude, and Meta AI to identify specific content preferences and citation triggers. ChatGPT responds to FAQ-format content with clear medical disclaimers, Claude prefers academic-style medical content with research citations, and Meta AI favors concise, practical information with clear expertise signals. Create engine-specific content variations of existing high-performing topics, starting with girth enhancement procedures, P-Shot benefits, and male enhancement consultation processes.

PHASE 2 — CONTENT BUILD

Zero Visibility Platforms — Target prompts: "male girth enhancement options," "P-Shot for male enhancement," "non-surgical male enhancement procedures," "Asheville male enhancement doctors," "platelet rich plasma male enhancement"

- **Title:** "Complete Guide to Male Girth Enhancement: Non-Surgical Options in Asheville"
- **URL slug:** /complete-male-girth-enhancement-guide-asheville
- **Word count:** 3,500 words
- **Key sections:** Medical overview, P-Shot procedure details, PRP science, candidate evaluation, recovery timeline, results expectations, provider credentials, consultation process
- **Sources to cite:** Journal of Sexual Medicine studies, American Urological Association guidelines, PRP research from Journal of Tissue Engineering, clinical outcome data

Cross-Engine Consistency — Target prompts: "best male enhancement treatments," "P-Shot effectiveness," "male enhancement doctor qualifications," "girth enhancement safety," "platelet therapy for men"

- **Title:** "P-Shot and Male Enhancement: Evidence-Based Treatments from Board-Certified Providers"
- **URL slug:** /p-shot-male-enhancement-evidence-based-treatments
- **Word count:** 2,800 words
- **Key sections:** Treatment comparison matrix, clinical evidence review, provider qualification importance, safety protocols, patient selection criteria, realistic outcome expectations
- **Sources to cite:** Clinical studies from Sexual Medicine Reviews, International Journal of Impotence Research, provider certification bodies, treatment safety data

PHASE 3 — CITATION BUILDING

WebMD Provider Directory: Critical for medical authority signals across all AI engines. Submit comprehensive provider profile including Dr. credentials, male enhancement specialization, P-Shot certification, and Asheville location details. Include detailed service descriptions, treatment philosophy, and patient education materials. AI engines heavily weight WebMD citations for medical queries.

Healthgrades Professional Profile: Essential for local medical authority. Complete detailed profile with male enhancement services, patient reviews management, and comprehensive treatment descriptions. Include office photos, procedure explanations, and credential verification. Link to all three proprietary domains in practice information section.

American Academy of Anti-Aging Medicine Directory: Specialized directory that signals regenerative medicine expertise. Submit practice information highlighting P-Shot specialization, PRP protocols, and male enhancement focus. This directory carries significant weight with AI engines for regenerative and enhancement procedures.

Psychology Today Provider Listings: Include sexual wellness and male enhancement counseling services. Many patients research enhancement options through mental health perspectives, and AI engines recognize this as comprehensive care approach. Emphasize holistic male wellness and enhancement psychology support.

WEB DEVELOPER TASKS

Cross-Domain Linking Architecture: Implement strategic internal linking between pshotasheville.com/male-enhancement, biltmorerestorativemedicine.com/p-shot-procedures, and ashevillemaleenhancement.com/treatments. Deploy schema.org/MedicalOrganization

markup across all domains with consistent NAP data, specialty focus areas, and cross-references. Create canonical URL structures that reinforce domain authority while avoiding duplicate content penalties. Implement hreflang annotations for consistent medical terminology across sites.

AI Engine Optimization Structure: Deploy schema.org/MedicalProcedure markup for P-Shot and girth enhancement procedures with detailed procedure descriptions, preparation requirements, recovery timelines, and expected outcomes. Implement FAQ schema for common male enhancement questions. Create XML sitemaps specifically formatted for AI engine crawling with priority indicators for male enhancement content. Structure pages with clear H2/H3 hierarchies that AI engines can easily parse and cite.

Citation Recognition Enhancement: Implement schema.org/Citation markup for medical studies and research referenced in content. Deploy author schema for medical providers with credentials, specializations, and expertise areas. Create structured data for patient testimonials and outcome statistics. Implement local business schema with specific male enhancement service categories and geographic service areas.

AUTOMATION OPPORTUNITIES

SEMrush Position Tracking: Set up automated monitoring for "male girth enhancement," "P-Shot Asheville," "male enhancement procedures," and 15 related terms across all AI engines. Configure weekly reports showing position changes and competitor SOV movements. Set alerts for >5% SOV decreases or competitor gains exceeding 3%. When alerts trigger, automatically generate content gap analysis reports and prioritize response actions based on engine-specific requirements.

Zapier Content Syndication: Create automated workflows that publish new male enhancement content from the primary domain to secondary properties within 24 hours. Set up automatic cross-linking insertion between domains when new content goes live. Configure social media distribution to support AI engine content discovery. Implement automatic schema markup deployment when new medical content is published across any domain.

Google Search Console API Integration: Deploy automated citation tracking across all three domains for male enhancement keywords. Set up weekly reports showing which pages generate AI engine citations and from which platforms. Configure alerts when citation frequency drops >20% on any engine. Automatically generate content refresh recommendations when citation performance declines, prioritizing high-traffic pages and successful historical content.

Medical Aesthetics

Biltmore Restorative Medicine · Asheville, NC

30% Brand Mention Rate	10% Share of Voice	2.7 Avg Citation Position	0 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 30%	Perplexity 30%	Gemini 30%
Grok 40%	Claude 10%	Copilot 40%
Meta AI 20%	Google AI Overview 30%	Google AI Mode 40%

CATEGORY OVERVIEW

Biltmore Restorative Medicine demonstrates **solid baseline performance** in medical aesthetics search visibility with a 30% brand mention rate and strong average positioning at 2.7 across AI engines. However, the practice faces a significant **61-percentage-point share of voice gap** behind category leader Asheville Plastic Surgery & Skin Care (10% vs 71% SOV). The performance is notably consistent across most engines, with **zero engines showing complete invisibility**, indicating strong foundational presence that needs amplification rather than complete rebuilding.

The engine breakdown reveals **clear performance tiers** with Grok, Copilot, and Google AI Mode leading at 40% mention rates, while Claude significantly underperforms at just 10%. This disparity suggests Claude's heavy weighting of **institutional authority signals and professional credentials** isn't being captured effectively. The mid-tier engines (ChatGPT, Perplexity, Gemini, Google AI Overview) clustering at 30% indicate consistent but unremarkable content presence, while the **third-party platform influence** on AI citations presents the most immediate opportunity for impact.

PHASE 1 — QUICK WINS

⚡ **Structured Review Acquisition Campaign:** Launch targeted campaigns on Yelp and RealSelf to generate 10-15 authentic reviews per platform within 60 days. Focus on patients who received injectables, laser treatments, or skin rejuvenation services, providing them with

direct links and simple instructions. This directly strengthens third-party citation signals that ChatGPT, Perplexity, and Gemini are already pulling from, as these engines heavily weight patient testimonials and social proof in medical aesthetics queries. **AUTOMATION OPPORTUNITY:** Set up Podium or BirdEye automated review request sequences triggered 48 hours post-treatment with personalized SMS/email containing direct platform links.

Meta Platform Profile Optimization: Completely audit and optimize **Instagram (@biltmorerestorativemed)** and **Facebook** business profiles with medical aesthetics keyword alignment, complete service descriptions, location data, and professional imagery. Update bio sections to include "medical aesthetics," "injectables," "laser treatments," and "skin rejuvenation" while maintaining medical compliance. This directly targets **Meta AI's 20% mention rate** for improvement to 30%+ by ensuring the platform's native AI has comprehensive, keyword-rich brand data to reference when responding to aesthetic treatment queries.

Third-Party Directory Submission: Submit comprehensive, structured brand data through **Healthgrades, WebMD Physician Directory, and Vitals** with complete practitioner credentials, specializations, and service offerings. Include detailed descriptions of aesthetic procedures, board certifications, and practice philosophy to strengthen institutional authority signals. This specifically addresses **Claude's severe underperformance at 10%** by providing the authoritative, credential-heavy sources this engine prioritizes when evaluating medical practice expertise.

PHASE 2 — CONTENT BUILD

Medical Aesthetics Authority Content — Target prompts: "best medical aesthetics treatments Asheville," "non-surgical cosmetic procedures near me," "medical grade skin treatments," "injectable treatments Asheville," "laser skin resurfacing options"

- **Title:** "Complete Guide to Medical Aesthetics: Advanced Non-Surgical Treatments in Asheville"
- **URL slug:** /medical-aesthetics-treatments-asheville
- **Word count:** 3,500-4,000 words
- **Key sections:** Treatment categories overview, candidate evaluation criteria, expected results and timelines, safety protocols, practitioner qualifications, before/after considerations, cost considerations
- **Sources to cite:** American Society of Plastic Surgeons, American Academy of Dermatology, FDA treatment approvals, peer-reviewed aesthetic medicine journals

Practitioner Credentials Authority — Target prompts: "qualified medical aesthetics providers Asheville," "board certified aesthetic medicine doctors," "medical aesthetics training and credentials"

- **Title:** "Expert Medical Aesthetics Team: Board-Certified Providers & Advanced Training"
- **URL slug:** /medical-aesthetics-doctors-credentials-asheville
- **Word count:** 2,000-2,500 words
- **Key sections:** Individual practitioner biographies, board certifications and medical school backgrounds, specialized aesthetic training programs, continuing education commitments, professional memberships, years of experience
- **Sources to cite:** Medical board verification links, training institution credentials, professional association memberships, published research or presentations

PHASE 3 — CITATION BUILDING

RealSelf Provider Profile: Critical for medical aesthetics credibility as Claude and Perplexity heavily reference this platform for provider verification. Create comprehensive provider profile with before/after photos, detailed procedure descriptions, patient Q&A participation, and verified credentials. Include all aesthetic services offered, pricing transparency where appropriate, and regular content updates showcasing expertise.

Healthgrades Medical Professional Directory: Essential for institutional authority building that Claude prioritizes. Submit complete practitioner profiles with medical school verification, residency information, board certifications, hospital affiliations, and patient review integration. Ensure all aesthetic medicine specializations are properly categorized and described with medical terminology.

American Society of Plastic Surgeons Find-a-Surgeon Directory: If practitioners hold appropriate certifications, this provides premium institutional authority signals. Include comprehensive practice information, specialization in non-surgical aesthetics, patient education resources, and professional achievement highlights.

WEB DEVELOPER TASKS

Medical Practice Schema Implementation: Implement comprehensive **schema.org/MedicalBusiness** and **schema.org/Physician** structured data markup across all practitioner and service pages. Include specialization properties for aesthetic medicine, accepted insurance, appointment booking capabilities, and accessibility information. Ensure proper nesting of **schema.org/MedicalProcedure** for each aesthetic treatment offered with detailed descriptions and contraindications.

AI-Optimized Site Architecture: Restructure site hierarchy to create clear **URL patterns** like `/providers/[name]``, `/treatments/medical-aesthetics/[procedure]``, and `/resources/aesthetic-medicine/[topic]``. Implement breadcrumb navigation, internal linking between related aesthetic

procedures, and topic cluster organization that helps AI engines understand content relationships and practice expertise depth.

Citation-to-Content Linking Optimization: Audit all external brand citations and ensure they link to relevant, authoritative on-site content pages rather than generic homepage. Create **redirect management** for any broken citation links and implement **canonical URL structure** that consolidates authority signals to primary aesthetic medicine service pages.

AUTOMATION OPPORTUNITIES

BirdEye Review Management Platform: Configure automated review request campaigns with **3-touch sequence**: initial SMS 48 hours post-treatment, email follow-up at 1 week, final SMS at 2 weeks. Set up **alert thresholds** for reviews below 4 stars to trigger immediate response protocols. Monitor monthly review velocity targets of 8+ new reviews across Yelp and RealSelf, with automatic reporting to track citation impact on AI engine mention rates.

Hootsuite Social Media Automation: Set up **content calendar automation** for Instagram and Facebook posts featuring aesthetic treatment education, before/after showcases (with proper consent), and provider expertise highlights. Schedule **3 posts per week** with medical aesthetics keyword integration and location tagging. Configure **engagement monitoring** to track Meta AI data harvesting patterns and adjust content strategy based on which post types generate citations.

Google Alerts Competitive Intelligence: Configure alerts for "**Asheville medical aesthetics,**" "**Asheville cosmetic procedures,**" and **competitor brand names** to monitor when AI engines reference competitors vs. Biltmore Restorative Medicine. Set up **weekly digest reports** tracking share of voice changes and new content opportunities based on trending aesthetic medicine queries in the Asheville market.

Medical Spa

Biltmore Restorative Medicine · Asheville, NC

24% Brand Mention Rate	8% Share of Voice	1.9 Avg Citation Position	1 engines Zero-Visibility Engines
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Engine Performance

ChatGPT 13%	Perplexity 40%	Gemini 7%
Grok 40%	Claude 0%	Copilot 40%
Meta AI 7%	Google AI Overview 27%	Google AI Mode 40%

CATEGORY OVERVIEW

Biltmore Restorative Medicine currently holds a **strong 1.9 average citation position** in the medical spa category with **24% brand mention rate** and **8% share of voice**, indicating excellent quality signals when mentioned but significant room for visibility expansion. The brand demonstrates platform-specific strength with **40% mention rates** across Perplexity, Grok, Copilot, and Google AI Mode, while facing challenges with ChatGPT (13%) and complete invisibility on Claude (0%). This performance pattern suggests AI engines are prioritizing third-party aggregators and review platforms over direct brand website content.

The **25-point share of voice gap** against competitor leader Asheville Plastic Surgery & Skin Care represents substantial market share opportunity, particularly given our superior average position when cited. The complete Claude blackout and low ChatGPT visibility indicate immediate structured data and profile optimization needs, while the strong performance on mid-tier engines provides a foundation for scaling across all platforms through targeted content and citation strategies.

PHASE 1 — QUICK WINS

⚡ **Build Review Volume on Google Maps and Yelp:** Implement systematic review collection from existing patients through post-appointment email sequences and SMS follow-ups targeting 15+ new Google reviews monthly and 8+ Yelp reviews monthly. Focus on detailed service-specific reviews mentioning "medical spa," "aesthetic treatments," and specific

procedures like "Botox," "dermal fillers," and "laser treatments." This directly feeds AI engines' preference for user-generated content signals and will immediately impact ChatGPT visibility while strengthening our position across Perplexity, Grok, and Copilot. **AUTOMATION OPPORTUNITY:** Implement BirdEye or Podium automated review request workflows triggered 24 hours post-appointment with personalized SMS and email sequences.

Create Comprehensive RealSelf Profile: Build detailed provider profiles for all practitioners including Dr. credentials, before/after photo galleries for each service category, and monthly Q&A participation in medical spa discussions. Upload 20+ before/after photo sets across Botox, fillers, laser treatments, and body contouring with detailed procedure descriptions. This third-party aggregator visibility directly addresses content gaps across all engines, particularly Claude and ChatGPT which heavily weight established medical platforms. Target 5+ answered questions weekly in categories matching our service offerings.

Optimize Google Business Profile for ChatGPT: Update GBP with comprehensive service listings using medical spa keywords, weekly posts featuring treatment spotlights and educational content, and complete attribute selection including "medical spa," "cosmetic procedures," and "aesthetic treatments." Add detailed business descriptions mentioning specific treatments, certifications, and unique differentiators. ChatGPT shows strong correlation with GBP optimization for local healthcare queries, and this foundational work supports visibility across all engines.

Submit Detailed Provider Profiles to Healthgrades and WebMD: Create comprehensive physician profiles with complete service offerings, patient education content, and procedure explanations for each practitioner. Include detailed biography sections, specialization keywords, and location-specific content. These authoritative medical directories are heavily weighted by Claude and other engines for healthcare queries, directly addressing our zero visibility issue while building citation authority across all platforms.

PHASE 2 — CONTENT BUILD

Claude Medical Spa Queries — Target prompts: "medical spa services near Asheville," "non-surgical aesthetic treatments," "medical spa vs day spa differences," "qualified medical spa providers," "FDA-approved aesthetic treatments." Create comprehensive resource page titled "Complete Guide to Medical Spa Treatments in Asheville" with URL slug `/medical-spa-treatments-asheville-guide`, 2,500+ words covering service comparisons, safety considerations, provider qualifications, and treatment expectations. Include sections on FDA approvals, board certifications, consultation processes, and recovery timelines. Cite American Society of Plastic Surgeons, FDA treatment databases, and peer-reviewed aesthetic medicine journals.

ChatGPT Local Healthcare Searches — Target prompts: "best medical spa Asheville," "medical spa near me," "aesthetic treatments Biltmore area," "medical spa reviews," "non-invasive cosmetic procedures." Develop location-specific landing page "Medical Spa Services in Biltmore Village" with URL slug `/biltmore-village-medical-spa`, 1,800+ words emphasizing local expertise, community involvement, and patient testimonials. Include sections on local awards, community partnerships, provider credentials, and neighborhood-specific content. Source local business directories, chamber of commerce data, and patient success stories.

Competitor Service Coverage — Target prompts covering service gaps: "medical spa facial treatments," "body contouring options," "skin rejuvenation treatments," "medical-grade skincare." Build individual service pages for each major treatment category: "Advanced Facial Treatments" (`/medical-spa-facial-treatments`), "Body Contouring Solutions" (`/body-contouring-treatments`), "Laser Skin Rejuvenation" (`/laser-skin-treatments`), each 1,200+ words with detailed procedure explanations, candidate criteria, expected results, and frequently asked questions. Include before/after galleries, procedure videos, and detailed recovery information sourced from device manufacturers, clinical studies, and professional aesthetic associations.

PHASE 3 — CITATION BUILDING

Vitals.com: Essential physician directory heavily weighted by AI engines for medical queries. Submit complete provider profiles with specialization in aesthetic medicine, patient reviews integration, and detailed practice information. Include board certifications, medical school credentials, and procedure specializations with accompanying patient education content.

ZocDoc: Online appointment platform that feeds multiple AI engines with real-time availability and patient review data. Set up profiles for all providers with comprehensive service listings, insurance acceptance information, and integrated scheduling. Focus on detailed practice descriptions emphasizing medical spa expertise and patient safety protocols.

Healthline Provider Directory: Authoritative medical resource frequently cited by AI engines. Submit detailed practice profile emphasizing evidence-based treatments, provider qualifications, and patient education resources. Include links to published content and professional associations.

American Society for Aesthetic Plastic Surgery Directory: Professional association listing that provides authority signals to AI engines. Ensure all qualified providers are listed with complete specialization details and practice information.

Local Chamber of Commerce and Tourism Boards: Regional authority signals important for local AI query responses. Submit business profiles to Asheville Chamber of Commerce, Biltmore Village merchants association, and regional tourism directories with emphasis on healthcare tourism and aesthetic services.

WEB DEVELOPER TASKS

Implement FAQ Schema on Service Pages: Add structured FAQ schema markup to all medical spa service pages using JSON-LD format. Include minimum 8 questions per service page covering procedure details, recovery, costs, and candidacy. Structure URLs as `/services/[treatment-name]` with consistent breadcrumb navigation and local business schema integration.

Optimize Technical SEO for AI Engine Crawling: Implement comprehensive Core Web Vitals optimization targeting sub-2.5s loading times, ensure mobile-first indexing compatibility, and create XML sitemaps specifically for service pages, provider profiles, and educational content. Structure internal linking to create clear topic clusters around medical spa services with consistent anchor text patterns.

Ensure NAP Consistency Across Digital Properties: Audit and standardize Name, Address, Phone format across website footer, contact pages, and schema markup. Implement consistent formatting: "Biltmore Restorative Medicine, [full address], [phone]" across all pages and structured data.

Create Dedicated Provider Profile Pages: Build individual physician profile pages with URL structure `/providers/[doctor-name]` including comprehensive biography schema, medical credentials, specializations, and patient review integration. Implement review schema markup and social profile linking for each provider page.

AUTOMATION OPPORTUNITIES

BirdEye Review Management Platform: Set up automated review requests triggered 24-48 hours post-appointment via SMS and email. Configure review monitoring across Google, Yelp, RealSelf, and Healthgrades with alert thresholds for reviews below 4 stars requiring immediate response. Set monthly reporting for review volume, rating trends, and competitor comparison data.

Schema Markup Automation via Yoast or RankMath: Configure automated FAQ and LocalBusiness schema generation for new content using WordPress plugins. Set up templates for medical spa service pages, provider profiles, and educational content with pre-populated schema fields. Monitor schema validation through Google Search Console with weekly error reporting.

AI Visibility Monitoring Dashboard: Implement custom tracking using Bright Data or similar AI engine monitoring tools to track mention rates across ChatGPT, Claude, Perplexity, and other engines. Set up monthly automated reports comparing share of voice against Asheville Plastic Surgery & Skin Care with alerts for 5%+ fluctuations in mention rates or position changes across any engine.

Section 8: Master Implementation Checklist

Use this checklist to assign ownership, track progress, and verify completion. Complete all HIGH priority items before moving to MEDIUM or LOW. Items marked ★ are cross-category priorities that apply to all keyword categories simultaneously.

⚡ Phase 1 — Quick Wins (Complete by End of Week 2)

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Audit and implement FAQ schema markup across all service pages	All categories	Team	HIGH
<input type="checkbox"/>	Optimize Google Business Profile with complete service descriptions	All categories	Team	HIGH
<input type="checkbox"/>	Submit updated sitemaps to Bing Webmaster Tools	All categories	Team	HIGH
<input type="checkbox"/>	Create comprehensive Healthgrades profile optimization	All medical service categories	Team	HIGH
<input type="checkbox"/>	Conduct competitor content gap analysis for SOV improvement	Categories with <20% SOV	Team	HIGH
<input type="checkbox"/>	Optimize Healthgrades profile	Menopause & HRT	Team	HIGH
<input type="checkbox"/>	Add local schema markup	Menopause & HRT	Team	HIGH
<input type="checkbox"/>	Audit provider bios and service pages	Menopause & HRT	Team	HIGH
<input type="checkbox"/>	Analyze successful citation patterns	Menopause & HRT	Team	HIGH
<input type="checkbox"/>	Audit schema markup and structured data	Menopause	Team	HIGH
<input type="checkbox"/>	Analyze competitor content strategy	Menopause	Team	HIGH
<input type="checkbox"/>	Create FAQ content for research engines	Menopause	Team	HIGH
<input type="checkbox"/>	Optimize high-citation page CTAs	Menopause	Team	HIGH
<input type="checkbox"/>	Optimize RealSelf profile	O-Shot	Team	HIGH
<input type="checkbox"/>	Develop Claude-targeted editorial content	O-Shot	Team	HIGH
<input type="checkbox"/>	Optimize structured data markup	Peptide Therapy	Team	HIGH

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Create FAQ-style content	Peptide Therapy	Team	HIGH
<input type="checkbox"/>	Content gap analysis vs competitor	Peptide Therapy	Team	HIGH
<input type="checkbox"/>	Document current content strategy driving 69% brand mention rate	P-Shot	Team	HIGH
<input type="checkbox"/>	Audit Claude content format preferences and citation sources	P-Shot	Team	HIGH
<input type="checkbox"/>	Audit current content driving AI citations	Regenerative Medicine / PRP	Team	HIGH
<input type="checkbox"/>	Implement schema markup on treatment pages	Regenerative Medicine / PRP	Team	HIGH
<input type="checkbox"/>	Update Google Business Profile with latest content	Regenerative Medicine / PRP	Team	HIGH
<input type="checkbox"/>	Research Claude's healthcare citation sources	Regenerative Medicine / PRP	Team	HIGH
<input type="checkbox"/>	Audit Gemini and Claude content preferences	Sexual Health	Team	HIGH
<input type="checkbox"/>	Add FAQ schema to microsites	Sexual Health	Team	HIGH
<input type="checkbox"/>	Implement structured data markup	Sexual Health	Team	HIGH
<input type="checkbox"/>	Optimize Bing Places listing	Testosterone Replacement (TRT)	Team	HIGH
<input type="checkbox"/>	Submit sitemap via Bing Webmaster Tools	Testosterone Replacement (TRT)	Team	HIGH
<input type="checkbox"/>	Add meta descriptions to TRT service pages	Testosterone Replacement (TRT)	Team	HIGH
<input type="checkbox"/>	Conduct competitor content gap audit	Testosterone Replacement (TRT)	Team	HIGH
<input type="checkbox"/>	Fix schema markup and structured data rendering	Erectile Dysfunction / P-Shot	Team	HIGH
<input type="checkbox"/>	Optimize FAQ schema and People Also Ask targeting	Erectile Dysfunction / P-Shot	Team	HIGH

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Analyze competitor content strategies	Erectile Dysfunction / P-Shot	Team	HIGH
<input type="checkbox"/>	Document content strategies driving 100% visibility scores	Female Sexual Wellness / O-Shot	Team	HIGH
<input type="checkbox"/>	Audit Claude competitor citation patterns	Female Sexual Wellness / O-Shot	Team	HIGH
<input type="checkbox"/>	Increase Meta social content with location keywords	Female Sexual Wellness / O-Shot	Team	HIGH
<input type="checkbox"/>	Content audit vs Asheville Integrative Medicine	Hormone Therapy	Team	HIGH
<input type="checkbox"/>	Claude-optimized evidence-based content creation	Hormone Therapy	Team	HIGH
<input type="checkbox"/>	Health directory citation building	Hormone Therapy	Team	HIGH
<input type="checkbox"/>	Structured data and FAQ schema implementation	Hormone Therapy	Team	HIGH
<input type="checkbox"/>	Submit updated sitemap to Bing Webmaster Tools	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Audit Bing indexing coverage for all service pages	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Add structured answers to key service pages	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Ensure NAP consistency across Bing directories	Libido & Sexual Performance	Team	MED
<input type="checkbox"/>	Analyze Perplexity and Copilot success factors	Male Girth Enhancement	Team	HIGH
<input type="checkbox"/>	Implement ChatGPT optimization strategy	Male Girth Enhancement	Team	HIGH
<input type="checkbox"/>	Optimize proprietary domain cross-linking	Male Girth Enhancement	Team	HIGH
<input type="checkbox"/>	Launch Yelp review acquisition campaign	Medical Aesthetics	Team	HIGH
<input type="checkbox"/>	Launch RealSelf review acquisition campaign	Medical Aesthetics	Team	HIGH

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Optimize Instagram profile completeness	Medical Aesthetics	Team	HIGH
<input type="checkbox"/>	Optimize Facebook profile completeness	Medical Aesthetics	Team	HIGH
<input type="checkbox"/>	Audit Grok content triggers	Medical Aesthetics	Team	MED
<input type="checkbox"/>	Audit Copilot content triggers	Medical Aesthetics	Team	MED
<input type="checkbox"/>	Claim and optimize Google Business Profile	Medical Spa	Team	HIGH
<input type="checkbox"/>	Build review campaigns for Google and Yelp	Medical Spa	Team	HIGH
<input type="checkbox"/>	Create comprehensive RealSelf profile	Medical Spa	Team	HIGH
<input type="checkbox"/>	Submit to Healthgrades and WebMD directories	Medical Spa	Team	HIGH

Phase 2 — Content Build (Weeks 3–6)

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Build Claude-optimized clinical content with citations	Categories with Claude zero visibility	Team	HIGH
<input type="checkbox"/>	Launch review acquisition campaigns (Google, Yelp, RealSelf)	All categories	Team	MED
<input type="checkbox"/>	Create structured provider profiles and credential pages	All categories	Team	MED
<input type="checkbox"/>	Submit third-party profiles	Menopause & HRT	Team	MED
<input type="checkbox"/>	Expand menopause/HRT content	Menopause & HRT	Team	MED
<input type="checkbox"/>	Publish menopause pillar content	Menopause	Team	HIGH
<input type="checkbox"/>	Submit to medical directories	Menopause	Team	MED
<input type="checkbox"/>	Expand O-Shot indication content	O-Shot	Team	MED
<input type="checkbox"/>	Target competitor service angles	O-Shot	Team	MED

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Build medical directory citations	Peptide Therapy	Team	MED
<input type="checkbox"/>	Develop competitor comparison content	P-Shot	Team	HIGH
<input type="checkbox"/>	Optimize YouTube content for Gemini visibility	P-Shot	Team	MED
<input type="checkbox"/>	Update Facebook/Instagram business profiles	P-Shot	Team	MED
<input type="checkbox"/>	Develop answer-ready FAQ content	Regenerative Medicine / PRP	Team	MED
<input type="checkbox"/>	Pursue healthcare directory placements	Regenerative Medicine / PRP	Team	HIGH
<input type="checkbox"/>	Create treatment comparison pages	Regenerative Medicine / PRP	Team	MED
<input type="checkbox"/>	Add clinical citations and outcomes	Sexual Health	Team	MED
<input type="checkbox"/>	Optimize conversion language	Sexual Health	Team	MED
<input type="checkbox"/>	Publish original research content	Testosterone Replacement (TRT)	Team	MED
<input type="checkbox"/>	Add HowTo and MedicalCondition schema markup	Testosterone Replacement (TRT)	Team	HIGH
<input type="checkbox"/>	Create Claude-optimized clinical content	Erectile Dysfunction / P-Shot	Team	HIGH
<input type="checkbox"/>	Build medical directory citations	Erectile Dysfunction / P-Shot	Team	MED
<input type="checkbox"/>	Create structured provider profiles for Claude	Female Sexual Wellness / O-Shot	Team	HIGH
<input type="checkbox"/>	Develop comparison-style landing pages	Female Sexual Wellness / O-Shot	Team	MED
<input type="checkbox"/>	Build outcome-focused testimonial pages	Female Sexual Wellness / O-Shot	Team	MED
<input type="checkbox"/>	Regional health publication outreach	Hormone Therapy	Team	MED
<input type="checkbox"/>	Build digital PR strategy for medical directories	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Create hormonal optimization content	Libido & Sexual Performance	Team	MED

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Increase X and forum activity	Libido & Sexual Performance	Team	MED
<input type="checkbox"/>	Conduct competitor content gap analysis	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Deploy Claude-specific content formats	Male Girth Enhancement	Team	HIGH
<input type="checkbox"/>	Execute Meta AI citation building	Male Girth Enhancement	Team	HIGH
<input type="checkbox"/>	Conduct competitor content gap analysis	Medical Aesthetics	Team	HIGH
<input type="checkbox"/>	Create authoritative medical aesthetics pages	Medical Aesthetics	Team	HIGH
<input type="checkbox"/>	Submit to third-party directories	Medical Aesthetics	Team	MED
<input type="checkbox"/>	Content gap analysis vs top competitor	Medical Spa	Team	HIGH
<input type="checkbox"/>	Build service pages with FAQ schema	Medical Spa	Team	MED
<input type="checkbox"/>	Create educational blog content	Medical Spa	Team	MED

Phase 3 — Citation & Authority Building (Weeks 6–10)

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Build authoritative backlinks	Menopause & HRT	Team	MED
<input type="checkbox"/>	Build authoritative backlinks	Menopause	Team	MED
<input type="checkbox"/>	Increase SOV to 40%	O-Shot	Team	MED
<input type="checkbox"/>	Pursue guest articles	Peptide Therapy	Team	MED
<input type="checkbox"/>	Ensure NAP consistency across all platforms	P-Shot	Team	MED
<input type="checkbox"/>	Create practitioner credential content	Medical Aesthetics	Team	MED

Ongoing — Monthly Maintenance

✓	Task	Category	Owner	Priority
<input type="checkbox"/>	Maintain Google AI structured content	O-Shot	Team	HIGH
<input type="checkbox"/>	Monitor AI engine performance	Peptide Therapy	Team	HIGH
<input type="checkbox"/>	Monitor citation position for drift above 2.0	P-Shot	Team	HIGH
<input type="checkbox"/>	Monitor competitor SOV changes	Regenerative Medicine / PRP	Team	MED
<input type="checkbox"/>	Maintain Google Business Profile	Sexual Health	Team	HIGH
<input type="checkbox"/>	Monitor competitor SOV changes	Sexual Health	Team	MED
<input type="checkbox"/>	Quarterly content audits	Testosterone Replacement (TRT)	Team	MED
<input type="checkbox"/>	Develop conversion-optimized CTAs for cited pages	Erectile Dysfunction / P-Shot	Team	MED
<input type="checkbox"/>	Implement enhanced schema markup	Female Sexual Wellness / O-Shot	Team	MED
<input type="checkbox"/>	Monitor Copilot and Grok citation sources	Hormone Therapy	Team	MED
<input type="checkbox"/>	Monitor Google AI performance	Libido & Sexual Performance	Team	HIGH
<input type="checkbox"/>	Monitor competitor SOV changes	Male Girth Enhancement	Team	MED

Section 9: Additional Strategic Guidance

WordPress & CMS Automation Recommendations

- Set up automated review request workflows for Google, Yelp, and RealSelf
- Create automated schema markup testing and validation alerts
- Implement competitor SOV monitoring dashboards for all 15 categories
- Set up automated NAP consistency monitoring across directories
- Create automated AI engine citation tracking and alerting system
- Implement automated social media posting for Grok and Meta AI visibility

Web Developer Vendor Briefing

Pass the following instructions to your web developer. Frame all requests in terms of user experience and SEO — not "for AI engines." These technical changes apply to all owned domains.

- Implement comprehensive schema markup (FAQ, Medical, Local Business, Organization) across all service pages
- Fix structured data rendering issues affecting AI engine attribution
- Add HowTo and MedicalCondition schema to treatment pages
- Ensure NAP consistency across all web properties and third-party profiles
- Optimize internal linking structure between related service categories
- Implement conversion-focused CTAs on pages receiving AI traffic citations

Targeting Zero-Visibility & Underperforming Engines

Claude: Claude (this AI) tends to recommend board-certified providers through authoritative directories rather than citing specific brand names for professional service queries. To appear: build strong Healthgrades and Vitals listings, secure inclusion in professional association directories (AUA, ASPS, BBB, state licensing boards), and create comprehensive FAQ content positioning the brand as the definitive local authority. Claude responds to depth, specificity, and cited credentials.

ChatGPT: ChatGPT sources from training data (web crawls processed quarterly) and real-time Bing browsing. To improve: build citations on Bing-indexed pages, distribute press

releases via PR Newswire or EIN Presswire (indexed by OpenAI data partners), and pursue Wikidata entity presence. Copilot and ChatGPT share the same Bing index — replicating the content strategy that drives Copilot mentions will move ChatGPT over time.

Meta AI: Meta AI sources from Facebook, Instagram, and the open web. Ensure Facebook Business pages are fully complete and regularly posting — use exact keyword phrases from the visibility report in Facebook posts, About section, and service descriptions. Meta AI cited Facebook.com directly in multiple crawl responses. Instagram presence with location tags and service keywords also contributes.

Measurement & Reporting

Re-run the AI visibility crawl every 30 days using the same prompts × engines matrix. Track the following KPIs month-over-month:

- **Brand Mention Rate per category** — target +10 percentage points by Month 3, +20 by Month 6
- **Share of Voice** — maintain lead over top competitor in each keyword category
- **Zero-visibility engine count** — target: reduce to 0 across all categories by Month 4
- **Average Citation Position** — maintain at or below 1.5 across all mentions
- **New third-party citation URLs** — target: add 10+ new citing domains by Month 3
- **Per-engine rates for underperformers** — any upward movement on Claude, ChatGPT, or Meta AI is meaningful progress

When re-running the crawl, pay particular attention to whether new URLs built through Phase 2 and Phase 3 actions (directory listings, press releases, association pages, blog posts) appear in the Source URLs section of the report. That is the clearest confirmation that AI engines have indexed the new content and are treating it as a citation source for your brand.