

SAMPLE MED SPA · DENVER, CO · SEPTEMBER 2026

AI names you in 6 of 50 answers. The clinic across town gets 31.

We asked ChatGPT, Google AI, Perplexity, Gemini and Copilot the ten questions Denver clients ask before they book. This report shows who AI recommends, which public voices it trusts, and what will change its mind.

YOUR PROMPT SHARE

12%

6 of 50 answers name you

ENGINES THAT NAME YOU

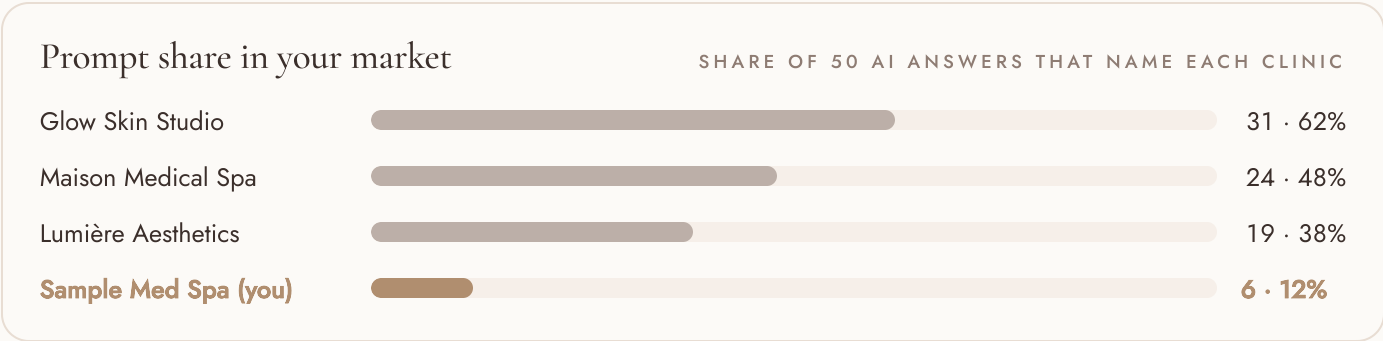
2/5

Google AI and Perplexity

LEADER'S PROMPT SHARE

62%

Glow Skin Studio



WHAT WE FOUND

AI isn't choosing on price or distance. It repeats what the public says. Your competitors are **talked about**: reviews name their injectors, Reddit threads recommend them, and "best of" lists include them. You are **listed**, with little said about your results.

THE BIGGEST LEVER

Public voice. *94%* of what AI cited came from reviews, forums, RealSelf and press, not clinic websites.

Where AI sends your clients *instead*

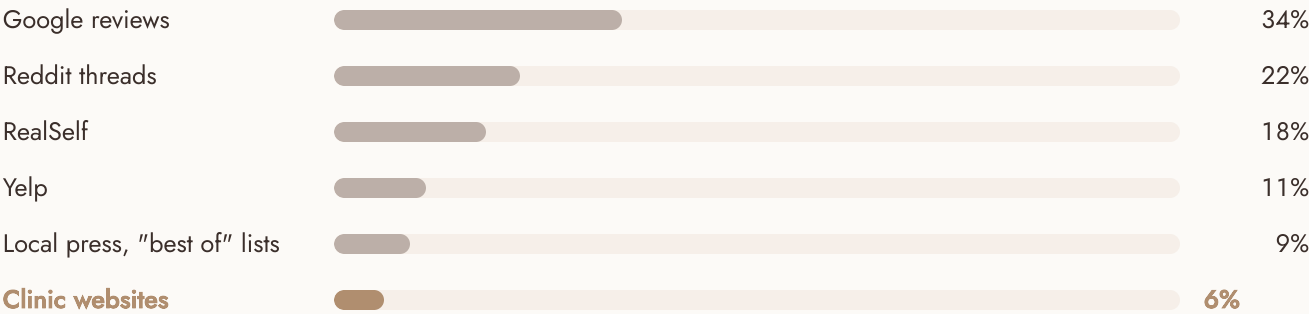
Each question was asked once per engine in a clean session, location set to Denver, 8–12 September 2026.

WHAT CLIENTS ASK	CHATGPT	GOOGLE AI	PERPLEXITY	GEMINI	COPILOT	YOUR SHARE	NAMED MOST INSTEAD
Best med spa in Denver	☐	☒	☐	☐	☐	2/5	Glow Skin Studio
Where to get Botox near me	☐	☒	☐	☐	☐	1/5	Maison Medical Spa
Who does natural-looking lip filler in Denver	☐	☐	☐	☐	☐	0/5	Glow Skin Studio
Is Morpheus8 worth it, and where can I get it	☐	☐	☐	☐	☐	0/5	Lumière Aesthetics
Best HydraFacial near me	☐	☐	☒	☐	☐	2/5	Maison Medical Spa
How much is laser hair removal in Denver	☐	☐	☐	☐	☐	0/5	Lumière Aesthetics
Most trusted nurse injector in Denver	☐	☐	☐	☐	☐	0/5	Glow Skin Studio
Med spa with the best reviews near me	☐	☐	☒	☐	☐	1/5	Glow Skin Studio
Where to get a chemical peel in Denver	☐	☐	☐	☐	☐	0/5	Maison Medical Spa
Microneedling near me	☐	☐	☐	☐	☐	0/5	Lumière Aesthetics

☒ Recommended ☐ Mentioned, not recommended ☐ Not named

The sources AI quoted

212 CITATIONS ACROSS THE 50 ANSWERS



Public voices (reviews, forums, RealSelf and press) supply 94% of citations. Your website matters, but it is the smallest voice AI listens to.

What the public says, *and what AI repeats*

AI summarizes public opinion before it recommends a clinic. Here is your public voice next to the clinic with the highest prompt share.

PUBLIC SIGNAL AI READS	SAMPLE MED SPA	GLOW SKIN STUDIO	WHY IT MATTERS TO AI
Google reviews	86 · 4.8★	412 · 4.9★	Volume tells AI a rating is reliable
Reviews that name a treatment	19%	64%	Matches reviews to "Botox", "filler" questions
Reviews that name a clinician	4%	41%	Answers "most trusted injector"
RealSelf reviews	11	140	The aesthetic niche's most-cited review site
Reddit mentions, last 12 months	2	37	Read as honest, unpaid opinion
Owner replies to reviews	8%	71%	Your replies are the clinic's own public voice
"Best med spa in Denver" lists	0	3	Third-party endorsement for "best" questions
Clinicians quoted in press or blogs	0	2	Gives AI a named expert to cite

WHAT AI SAYS ABOUT GLOW SKIN STUDIO

"Known for natural-looking filler, with a lead nurse injector reviewers ask for by name. Clients say they're honest about downtime."

RESULTS

NAMED INJECTOR

HONESTY

Themes drawn from 14 answers, citing Google reviews, RealSelf and r/Denver.

WHAT AI SAYS ABOUT YOU

"A clean clinic with a friendly front desk. Some clients mention prices aren't listed online and waits for a consultation."

FRIENDLY

CLEAN

NO PRICES

WAIT TIMES

Themes drawn from 6 answers, citing Google reviews, Yelp and one Reddit thread.

THE OPINION GAP

People like you, but they don't talk about *results, treatments or people*, the three things clients ask AI about. The one specific opinion AI repeats about you is a complaint about pricing that you can fix in a week.

Seven changes, *in order of impact*

Ranked by how many of the 44 answers you're missing each one can reach.

1	Get reviews that name the treatment and the injector Ask every client after their follow-up, by text, for a Google or RealSelf review, with a prompt to mention what they had and who treated them. We never buy, incentivize or write reviews.	Reaches questions 2, 3, 7, 8 Growth plan · review program
2	Publish your prices A treatment pricing page with "from" prices for Botox per unit, filler per syringe and laser packages. It answers question 6 and removes the only negative theme AI repeats about you.	Reaches questions 2, 6 Answer-ready page · all plans
3	Put your clinicians' opinions on record Bylined articles from your nurse injector, such as "Is Morpheus8 worth it?" and "What tranexamic acid actually does", with an author page marking up their credentials.	Reaches questions 4, 7, 10 Expert blog · Growth adds author pages
4	Reply to every review, in your own voice Reply within 48 hours and name the treatment. Lift your reply rate from 8% toward the leader's 71%, so AI has the clinic's own words beside every opinion.	Reaches questions 1, 8 Your team, with our reply guide
5	Show up where the niche talks A complete RealSelf profile, and clinicians answering RealSelf questions under their own names. Where Reddit threads ask for Denver recommendations, happy clients speak for themselves; the clinic never posts undisclosed.	Reaches questions 3, 4, 10 Starter · RealSelf listing · clinician time
6	Earn a place on "best med spa in Denver" lists Outreach to the three local lists AI cited, plus a local press story quoting your medical director.	Reaches questions 1, 8 Growth plan · press outreach
7	Finish your Google Business Profile It lists 4 of your 18 treatments. Add all of them with descriptions, so AI can match you to treatment questions it currently can't.	Reaches questions 5, 9, 10 Foundation · all plans, by day 14

RECOMMENDED PLAN

Growth · \$1,000 a month

Your gap is public voice, and the review program, author pages and press outreach are all in Growth. Month to month, no setup fees. Within 90 days your clinic will be readable, listed and cited by the sources AI engines trust.

NEXT STEP

A 20-minute walkthrough of this report. We re-run all 50 answers every month so you can watch your prompt share move.