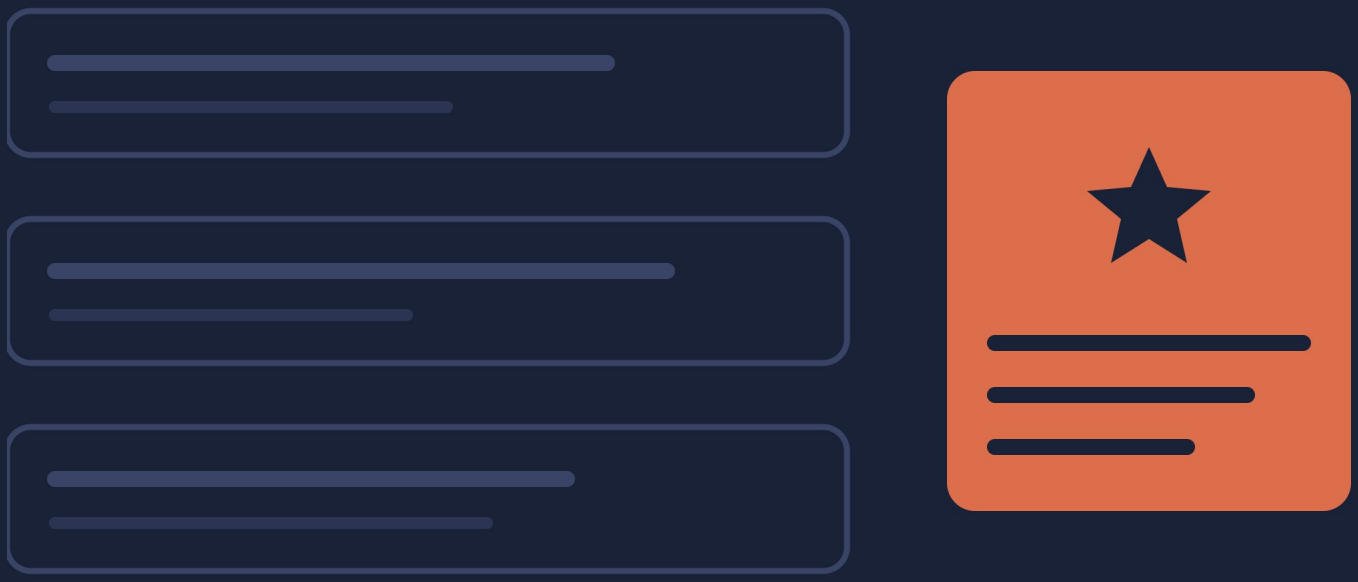


THE MED SPA AI VISIBILITY PLAYBOOK

Be the One AI Recommends

10 strategies to help your med spa get found, cited and booked in AI search.

For med spa owners, medical directors and marketing leads.

Melissa Fontenot, MBA
Visionary Search | visionarysearch.com

Your next client may never see a list of links.

She asks ChatGPT or Google for the best place for lip filler near her, and gets a short answer with two or three names. Answer Engine Optimization (AEO) is the work of making sure your med spa is one of them.

Share of Google searches where users clicked a traditional result



Pew Research Center, 68,879 real searches by 900 U.S. adults, July 2025.

45%

of consumers now use ChatGPT and similar AI tools for local business recommendations, up from 6% a year earlier.

BrightLocal Local Consumer Review Survey, 2026

2.1% vs 0.9%

click through rate for a page cited inside the AI Overview versus an uncited page on the same results page.

Seer Interactive, 5.47M queries, 2026

17%

of AI Overview citations come from pages ranking in the organic top 10. Ranking alone no longer guarantees a mention.

BrightEdge, February 2026

4.4X

higher conversion rate for visitors referred by AI search compared with traditional organic visitors.

Semrush, June 2025

Fewer clicks, better clients. The med spas named inside the answer win the booking.

PART TWO | THE MED SPA OPPORTUNITY

Aesthetic clients now ask AI before they book.

30%

of aesthetic patients have already used AI to research cosmetic treatments. NewBeauty, Summer 2026

Med spas sit where health and beauty meet. Clients research for weeks, compare treatments, read reviews and look for proof of safety. AI now does much of that research for them, and it only recommends the providers it can understand and trust.

HOW CLIENTS RESEARCH

67%

of aesthetic patients would use AI to compare procedures.

69%

would use AI to learn about treatments.

38.6%

use online forums and 20.4% use YouTube, two of the sources AI cites most.

NewBeauty State of Aesthetics, Summer 2026

HOW CLIENTS CHOOSE

97%

of consumers read reviews for local businesses.

68%

require at least a 4 star rating, and 31% will only choose 4.5 stars or higher.

74%

focus on reviews from the last three months.

BrightLocal Local Consumer Review Survey, 2026

THE OPENING

A 2026 AI visibility index found the top 15 aesthetic brands, names like Botox, Juvéderm and Morpheus8, hold about 62% of AI citations. Individual providers split the rest. The med spa that clearly ties its name, city and credentials to those treatments is the one AI recommends locally.

01 Map the questions clients really ask

Clients ask AI in full sentences: does Morpheus8 hurt, Botox or Dysport, how long does filler last. Build your content around those questions.

DO THIS

- Collect questions from consults, front desk calls, DMs, reviews and paid search reports.
- Group them by service: injectables, skin and laser, body contouring, medical weight loss.
- Ask your top 30 questions in ChatGPT, Gemini, Perplexity and Google. Note who is named.

67%

of aesthetic patients would use AI to compare procedures.

NewBeauty State of Aesthetics, 2026

Med spa lens: comparison questions are gold. A clear page on Botox versus Dysport, or microneedling versus Morpheus8, answers exactly what AI is asked to compare.

02 Lead with the answer

AI engines lift passages, not pages. Give them a clear answer they can quote as is, then earn the booking with depth.

DO THIS

- Phrase each subheading as the question. Answer it in the first 40 to 60 words below it.
- Cover what clients weigh: results timing, downtime, number of sessions, how long it lasts.
- Keep one idea per paragraph so each answer makes sense when lifted out alone.

Top 2

Adding statistics and citing sources ranked among the strongest tactics for AI visibility.

Princeton GEO study, KDD 2024

Med spa lens: publish a real starting price or price range for each treatment. When your page names a number, AI has something concrete to quote.

03 Make every page readable to AI

If AI systems cannot reach, read and classify your pages, the rest of this playbook cannot work.

DO THIS

- Add schema: MedicalBusiness, Service, Person for each provider, FAQPage and Review.
- Put treatment details in real text, not in images, Instagram embeds or booking widgets.
- Check that AI search crawlers are not blocked, and keep pages fast on mobile.

9.5 / 10

Page accessibility scored highest for evidence among AI citation factors studied.

Cyrus Shepard via Digital Applied, 2026

Med spa lens: give every core treatment its own page. One page listing twenty services gives AI nothing specific to cite.

04 Put credentials and proof on the page

Aesthetic treatments are medical. AI looks for proof that qualified people perform them safely.

DO THIS

- Name your medical director and each injector with credentials (MD, NP, PA, RN) and training.
- List the FDA cleared devices and approved products you use, by brand name.
- Caption before and after photos with the treatment, sessions and weeks since treatment.

Proof wins

Aesthetic brands with clinical data, FDA clearance details and editorial coverage ranked higher in AI answers.

5WPR and Haute MD, 2026

Med spa lens: get written client consent for every photo and testimonial, and keep claims within what each product is cleared or approved to do.

05 Own every local profile

AI assistants lean on map and directory data when they recommend a local provider. Make that data complete and consistent.

DO THIS

- Complete Google Business Profile: every service, real photos, hours and a booking link.
- Claim Apple Business Connect, Bing Places, Yelp and RealSelf with identical details.
- Join the provider locators for the brands you carry, such as neurotoxin and filler makers.

27%

of consumers now use Apple Maps to find local businesses, nearly double the 14% a year earlier.

BrightLocal, 2026

Med spa lens: consistency matters. A different name, address or phone number on one directory makes AI less sure you are the right answer.

06 Turn reviews into AI fuel

AI tools now summarize your reviews into a single verdict. What clients write becomes what AI says about you.

DO THIS

- Text every client a review link within a day of their visit.
- Invite clients to mention the treatment and the provider they saw.
- Reply to every review within one day, warmly and in your own words.

82%

of consumers read AI generated review summaries, and 23% rely on them alone.

BrightLocal, 2026

Med spa lens: in public replies, never confirm that someone is a client or mention their treatment. That can violate HIPAA. Thank them and invite them to call.

07 Earn mentions beyond your website

AI answers are built from what the whole web says about you, not only what your own site says.

DO THIS

- Pitch local media and lifestyle outlets with expert tips from your injectors.
- Take part openly, as the business, in Reddit threads and local community groups.
- Partner with local salons, gyms and wellness brands on events and shared content.

3X

Brand mentions correlated 0.664 with AI Overview visibility, versus 0.218 for backlinks.

Ahrefs, 75,000 brands

Med spa lens: awards, Best Of lists and local press features are exactly what AI reads when someone asks for the best med spa in town.

08 Answer on video

Video is among the most cited formats in AI search. An injector answering one question on camera builds trust fast.

DO THIS

- Film short provider videos that each answer one client question.
- Post to YouTube with the question as the title, plus captions and a full description.
- Embed each video on its treatment page, then repurpose it for Instagram and TikTok.

21.1%

YouTube's share of mentions in AI Overviews, the top source. Reddit follows at 18.5%.

Ahrefs, July 2026

Med spa lens: show the room, the provider and the process. Video answers the question clients care about most: what will it feel like?

09 Keep every page current

AI engines favor recent sources, and they can tell a real update from a new date on old copy.

DO THIS

- Review treatment pages every quarter for pricing, new devices and new research.
- Remove expired specials so AI does not quote old prices to new clients.
- Show a visible last updated date and match it with dateModified in your schema.

73%

of pages ChatGPT cites were updated within the past year. For Gemini it is 78%.

Seer Interactive, July 2026

Med spa lens: plan updates around the seasons: laser and peel season in fall, body contouring in spring, injectables before the holidays.

10 Measure mentions and protect accuracy

Rankings and website visits now undercount your visibility. Track where AI names you, and whether it gets you right.

DO THIS

- Track AI referrals in GA4, such as chatgpt.com, perplexity.ai and gemini.google.com.
- Each month, ask AI your top 30 questions. Log mentions and check prices and services.
- Add "ChatGPT or another AI tool" to your intake form's how did you hear about us list.

527%

year over year growth in AI referral visits to websites.

Previsible via Search Engine Land, 2025

Med spa lens: grow visibility the right way. The FTC's 2024 rule bans fake or purchased reviews and testimonials, and violations can bring civil penalties.

PART FOUR | USE CASE

What this looks like for a med spa

Example scenario: a single location med spa has a busy Instagram and strong Google reviews. Yet when someone asks ChatGPT for the best place for Morpheus8 in their city, three competitors are named and this spa is not. Here is how the strategies map to each service line.

Injectables

Strategies 1, 2, 6

FIRST MOVES

Answer pages for Botox versus Dysport and how long filler lasts, with starting prices. Injector bios. Reviews that name the treatment.

PROVE IT WITH

Mentions on "best Botox in [city]" prompts. Injectable consults booked from AI referrals.

Skin and laser

Strategies 2, 4, 8

FIRST MOVES

Device pages that name the FDA cleared technology, downtime and session count. Captioned before and after galleries. Short provider videos.

PROVE IT WITH

Citations on device comparison prompts. Laser and skin consult requests.

Medical weight loss

Strategies 4, 9, 10

FIRST MOVES

A program page that names the supervising medical director and answers eligibility, safety and cost questions with careful claims.

PROVE IT WITH

Accuracy of AI answers about the program. Qualified consults booked.

COMPLIANCE GUARDRAILS

A general guide, not legal advice. Check with your counsel and state rules.

- **HIPAA:** get written authorization before using any client photo, name or story.
- **FTC:** no fake reviews, no paying for positive ones and no hiding negative ones.
- **FDA:** describe products only for cleared or approved uses, and never call a compounded medication FDA approved.

PART FIVE | PUT IT TO WORK

Your first 90 days

DAYS 1 TO 30

Baseline

- Build your treatment question map (1)
- Ask AI your top 30 questions and record who is named (10)
- Audit Google, Apple and directory listings (5)
- Set up AI tracking in GA4 and on your intake form (10)

DAYS 31 TO 60

Build

- Rewrite your top treatment pages answer first (2)
- Add schema, provider bios and credentials (3, 4)
- Launch a text message review request flow (6)
- Caption your before and after gallery (4)

DAYS 61 TO 90

Amplify

- Film five to ten provider videos (8)
- Pitch one local media story (7)
- Set a quarterly refresh calendar (9)
- Compare AI mentions against your baseline (10)

Numbers in parentheses point to the matching strategy.

The med spa AI visibility scorecard

Metric	What it tells you	Cadence
AI mention share	How often you are named on your priority treatment questions, compared with nearby competitors	Monthly
Answer accuracy	Whether AI gets your prices, services, providers and hours right	Monthly
Review velocity and rating	New reviews each month and your average star rating	Monthly
AI referred bookings	Consults booked from AI referral visits and intake answers that name AI	Monthly
Profile actions	Calls, directions and bookings from your Google and Apple listings	Monthly

REFERENCE

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Figures reflect studies published as of September 2026. AI search changes quickly, and vendor and industry surveys use different samples and methods, so treat them as directional. This playbook is general marketing guidance, not legal or medical advice.

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VISIONARY SEARCH

Ready to be the med spa AI recommends?

Visionary Search helps med spas get found across Google, AI Overviews, ChatGPT, Gemini and Perplexity, and turn that visibility into booked consultations.

- AI visibility audits
- Google Ads and paid social
- Brand and treatment photography
- Treatment page content
- Local SEO and Google Business Profile
- Website builds and refreshes

Melissa Fontenot, MBA

Founder, Visionary Search. More than 20 years in digital acquisition marketing across paid search, paid social, SEO and local search.

BOOK A COMPLIMENTARY CONSULTATION

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