

SAMPLE REPORT — Glow Aesthetic Studio is a fictional business used to demonstrate the audit format.

OVERALL VISIBILITY

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Visible, but losing to 3 competitors

GOOGLE RANKINGS

2/8

First-page rankings out of 8 key searches

AI SEARCH PRESENCE

0/3

AI assistants never recommend you

BUSINESS PROFILE

D

No posts in 7 months, review gap growing

EXECUTIVE SUMMARY

Glow Aesthetic Studio is effectively invisible for the searches that drive new patients in Phoenix. You rank on page one for only 2 of the 8 highest-intent searches, you are absent from the map pack on 6 of 8, and no major AI assistant recommends you for any query we tested — while Desert Lux Aesthetics is cited in all three. The good news: the gaps are specific and fixable. Items 1-3 in the action plan are worth more than everything else on this report combined.

1 · WHERE YOU RANK ON GOOGLE

We checked the searches your customers actually use in Phoenix, AZ. Here is where Glow Aesthetic Studio appears today, against the competitor that holds the top spot.

SEARCH TERM	YOUR POSITION	WHO OWNS THE TOP SPOT	MAP PACK	OPPORTUNITY
med spa phoenix	31	Desert Lux Aesthetics (#1)	—	Page 4. Highest-volume search in your market.
botox phoenix	9	Camelback Medical Spa (#1)	—	Bottom of page 1 — one push from the top 5.
lip filler phoenix	24	Desert Lux Aesthetics (#2)	—	No dedicated lip filler page on your site.
laser hair removal phoenix	50+	Milan Laser (#1)	—	You offer this service but never mention it on site.
morpheus8 phoenix	4	Glow Aesthetic Studio is close	In	Your strongest term — defend and extend it.
hydrafacial phoenix	12	The Skin Bar PHX (#1)	—	Page 2. Competitor outranks you with a 400-word page.

SEARCH TERM	YOUR POSITION	WHO OWNS THE TOP SPOT	MAP PACK	OPPORTUNITY
med spa near me (Arcadia)	8	Camelback Medical Spa (#1)	—	Missing from map pack in your own neighborhood.
microneedling phoenix	3	You're nearly there	In	Top 3 organic and in the pack. This is the model.

2 · AI SEARCH VISIBILITY

A growing share of customers now ask ChatGPT, Perplexity, and Google AI for recommendations instead of scrolling results. We asked them about Phoenix, AZ. Here is what they said.

"What's the best med spa in Phoenix?"

ChatGPT recommends Desert Lux Aesthetics, Camelback Medical Spa, and The Skin Bar PHX. Glow Aesthetic Studio is not mentioned.

NOT CITED

"Where should I get Botox in Phoenix?"

Perplexity cites Desert Lux Aesthetics and two national chains, sourcing Yelp and recent blog coverage. You do not appear in its sources.

NOT CITED

"Best place for Morpheus8 in Phoenix?"

Google AI Overview lists three providers. Despite ranking #4 organically for this term, your thin service page gives AI nothing to quote.

NOT CITED

WHY THIS MATTERS

AI assistants recommend businesses with fresh, specific, quotable content and strong review signals. Your competitors are being recommended in answers your future patients are already reading — and unlike a #2 ranking, an AI answer usually names only 2-3 businesses. Being absent here is a compounding loss.

3 · GOOGLE BUSINESS PROFILE HEALTH

Your Business Profile is what most local customers see first. Here is how it compares to Desert Lux Aesthetics, the strongest profile in your market.

SIGNAL	GLOW AESTHETIC STUDIO	DESERT LUX AESTHETICS	ASSESSMENT
Review count	87 reviews · 4.6★	412 reviews · 4.8★	They add ~14/month; you add ~2. Gap widens every week.
Review recency	Last review 6 weeks ago	Last review 2 days ago	Recency is a ranking and trust signal.
Last post / update	Last post: November 2025	Posts weekly	7 months of silence reads as 'possibly closed.'
Photos	23 photos, none in 2026	180+ photos, updated monthly	Profiles with fresh photos get measurably more clicks and direction requests.

SIGNAL	GLOW AESTHETIC STUDIO	DESERT LUX AESTHETICS	ASSESSMENT
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Categories & services

1 category, 4 services listed

3 categories, 22 services listed

You're invisible for services you actually offer.

4 · WEBSITE FUNDAMENTALS

The on-site signals Google and AI engines read when deciding whether to recommend you.

CHECK	STATUS	WHAT WE FOUND
Page titles & descriptions	NEEDS WORK	Homepage title is just 'Home — Glow Aesthetic Studio.' No service or city keywords anywhere in your titles.
Content freshness	NEEDS WORK	No new page or post since August 2025. Google and AI engines both favor businesses that publish.
Service & location pages	PARTIAL	4 of your 11 services have pages. No laser hair removal, no lip filler, no neighborhood page for Arcadia.
Mobile experience	GOOD	Site loads fast and renders cleanly on mobile. The foundation is fine — it's the content that's missing.

5 · YOUR PRIORITIZED ACTION PLAN

Ranked by impact. "DIY" items you can do yourself this week. "Saltpoint" items are the ongoing work we handle for clients — but the findings are yours either way.

#	ACTION	IMPACT	EFFORT	WHO CAN DO IT
1	Reactivate your Google Business Profile: 2 posts/week, photo refresh, all 11 services listed, 2 added categories.	High	Low	DIY
2	Launch a review engine: systematic post-visit review requests to close the 87-vs-412 gap (aim for 15+/month).	High	Medium	DIY
3	Build dedicated pages for your 7 unrepresented services, starting with laser hair removal and lip filler.	High	High	SALTPPOINT
4	Publish 2 expert articles/month targeting your page-2 terms (hydrafacial, botox) — written to be quotable by AI engines.	High	High	SALTPPOINT
5	Rewrite all page titles and meta descriptions with service + city patterns.	Medium	Low	SALTPPOINT
6	Create an Arcadia neighborhood page to capture 'near me' searches where you're #8 organic but absent from the map pack.	Medium	Medium	SALTPPOINT

Want this handled for you?

Saltpoint runs the full system — SEO content, AI search optimization, Business Profile management, and monthly reporting — for local businesses like yours. Reply to your delivery email or visit saltpoint.ai to talk.

**Your \$249 is credited
toward your first month.**