Sample report. A real check-up of one med spa, with its name, place, contact details and accounts replaced, and some figures changed so it can't be identified. The findings are as the check-up wrote them.

The MedSpa Index

Sampletown · 2026–11–16
Local discovery check–up

Sample Med Spa

100 Main St, Sampletown, MA 00000, USA

Data: your page in The MedSpa Index (2026–11 data: the systems, brands and treatments it lists, and the clinics in Sampletown), plus a 2026–11–16 check of your Google listing, website, newest reviews, local search demand and AI answers.

You and the clinics you compete with

	You	Clinic A 0.5–1 mi	Clinic B 0.5–1 mi	Clinic C 0.5–1 mi	Nearby median 10 nearest
Google Maps: top 3 in 16 common searches	6	**12**	6	9	0
Named in 20 AI answers	8	**13**	8	6	4
Named first by AI	1	**5**	2	0	—
Google rating · reviews	5.0★ · 63	**4.9★ · 412**	4.9★ · 47	5.0★ · 128	110
New reviews, last 12 months	18	**100+**	40	30	—
New reviews, last 90 days	4	**100+**	20	10	—
Photos on Google	52	**150**	20	45	34
Booking button on Google	Yes	Yes	Yes	Yes	10 of 10
Instagram posts, last 30 days	7	none found	5	**18**	10
TikTok posts, last 30 days	2	none found	none found	none found	—
Google Ads, past year	Running	No	No	No	4 of 10

Where a rival is ahead: Clinic A, top 3 in 12 of 16 Maps searches (you: 6); Clinic A, named first in 5 of 20 AI answers (you: 1).

Clinics A–C: the three businesses Google Maps and the AI answers put in front of clients most often in this check–up, shown by letter and distance, never by name. Bold is the highest of you and your rivals in each row; — means not measured. Social accounts are found on each business's own site, or through an Instagram profile that links back to it; "none found" doesn't mean there is no account.

Two kinds of nearby: 21 other clinics in Sampletown in the Index's data (2026–11); "nearby" and "the N nearest" in this report mean the med spas and skin clinics Google Maps lists within 10 miles of you, measured in this check.

Working for you: Asked today "best HydraFacial", both assistants named you every time. Searched within 10 miles of your clinic, you placed top 3 in 6 of 16 common searches; Clinic A places most often, 12 times. 7 Instagram posts in 30 days, at or above the nearby median.

The three biggest issues

1 Your Google category isn't "Medical spa"

Your Google Business Profile's primary category is "Beauty salon". For searches like "med spa" or "botox", Google and Gemini look at the category first.

2 **New reviews are coming in slower than nearby clinics**

You added 18 Google reviews in the last 12 months; the 4 busiest clinics nearby added 27 to 100+ in the same period. Of your rivals, Clinic A added 100+, Clinic B 40 and Clinic C 30.

3 **AI names Clinic A first at least twice as often as you**

Of the 20 ChatGPT and Gemini answers on 2026–11–16, 5 named Clinic A first and 1 named you first. Clinic A is 0.5–1 mi away. The first name in an answer is the one read first.

Your Google listing

The first thing people see on Google Search and Maps, and what Gemini reads for local questions.

✓ fine · ✗ a problem · ! worth fixing · • for reference · — not applicable or not measured. Issue 1–3 refer to page 1.

✓	**Claimed by the business**	The business controls the listing: it can reply to reviews and edit details.
✗	**Primary category** Issue 1	"Beauty salon"
✓	**Secondary categories**	Eyelash salon, Facial spa, Medical spa, Skin care clinic, Spa
✓	**Business description**	Yes, 680 characters.
!	**Opening hours**	Google shows closed on Monday, Sunday. If you take appointments then, mark them as by appointment.
✓	**Photos**	52; nearby median 34.
✓	**Website link**	Links to samplemedspa.com.
✓	**Booking button**	Yes, to its online booking page.
✓	**Same phone on site and Google**	Your home page and Google both show (555) 010–0199.
•	**Attributes**	1 set (accessibility, how to book and the like).

The 10 nearby listings: 10 claimed, 10 with a description, 7 with secondary categories, 10 with a booking button.

Google reviews

New clients choose on reviews; Maps placement and AI answers weigh how many, how recent and whether they get replies.

✓	**Rating and reviews**	5★ from 63 reviews; nearby median 110 reviews, 4.9★.
•	**Star split**	5★ 61 · 4★ 2 · 3★ 0 · 2★ 0 · 1★ 0
✗	**New reviews** Issue 2	18 in the last 12 months, 4 in the last 90 days; the 4 busiest nearby added 27 to 100+.
✓	**Replies to reviews**	60 of the newest 63 have an owner reply (95%).
!	**Reply speed**	95% of reviews get a reply, but the median wait is 20 days. Google and AI read timely replies as a sign the business is active.
✓	**Low ratings answered**	None of the newest 63 is 3 stars or below.
!	**Review link on your site**	No link to leave a Google review, so a client who wants to write one has to find it alone.
✓	**No rewards for reviews**	Nothing on the site trades a discount for a review.

What clients mention most in reviews: professional staff (17), clean environment (11), eyelash extensions (4), hydrafacial (3), acne treatments (3), facial massage (2), friendly receptionist (2), super clean (2), advanced equipment (2), relaxing facials (2).

Google Maps: common searches

Searching 16 common searches within 10 miles of your clinic, Google listed 78 businesses. You placed top 3 in 6 and top 20 in 13; of the others, Clinic A placed top 3 most often, 12 times.

Search	From your door	Rivals in top 3
med spa	4–10	A B C
medical spa	4–10	A B C
med spa near me	11–20	A B
aesthetic clinic	Not in top 20	
botox	4–10	A B C
lip filler	Not in top 20	A B C
dermal fillers	4–10	A B C
hydrafacial	Top 3	A C
microneedling	Top 3	A C
facial	Top 3	
laser hair removal	4–10	A
skin tightening	Top 3	A C
chemical peel	Top 3	A C
acne treatment	Top 3	A
weight loss clinic	Not in top 20	
skin care clinic	4–10	

Google Maps search, 10 miles around each point, 2026–11–16. Bands only: top 3, 4–10, 11–20, not in top 20; what each phone shows can differ a little.

Your page in The MedSpa Index

The Index reads every clinic's website and Google listing once a month; its 2026–11 page lists these systems, brands and treatments, and this report uses the same facts.

• **Booking**	Vagaro
– **Financing**	None listed.
• **Site platform**	Squarespace
– **Marketing tools**	None listed.
– **Review tools**	None listed.
– **Rewards programs**	None listed.
– **Injectables**	None listed.
• **Devices**	Candela, HydraFacial, InMode, Sofwave, Ultherapy
• **Skincare lines**	ZO Skin Health
• **Treatments listed**	Microneedling, HydraFacial, Chemical peels, IPL / BBL photofacial, Ultherapy, Tattoo removal, Skin tightening, Skin boosters

The Index read your website, so a recent change may not show yet; the website section below is today's own read, adding speed, pages, structured data and the booking and review links.

Your website

ChatGPT and Google read your site to learn what you do, where, and how to book.

✓	**Secure (HTTPS)**	Yes.
✓	**Open to search engines**	No noindex; robots.txt doesn't block the site.
!	**Page title**	"Sample Med Spa | Medical Spa & Skin Care", no town.
✓	**Search result description**	"Sample Med Spa is a professional medical spa in Sampletown MA. Specializing in skin rejuvenation, Hydrafacial…"
✗	**Main heading (H1)**	The home page H1 reads "20%off", "CUSTOMER REVIEWS". Search engines and AI treat the H1 as the page's subject.
✓	**Town on the home page**	The home page mentions Sampletown.
✓	**Phone and address on the home page**	Both, matching Google.
✓	**Business structured data**	Yes (LocalBusiness, WebSite), address matches Google.
✓	**Sitemap**	Yes, listing 41 URLs.
✓	**Online booking**	Your Index page lists Vagaro; the home page's online booking link was found today too.
!	**Visitor analytics**	No Google Analytics found: there's no record of where visitors come from or what they do.
!	**Speed on phones**	Google has no real-visitor speed data for this site yet (too few visits). Google PageSpeed, simulating a mid-range phone on a slow network, showed the main content after 14.9 s (the bar is 2.5 s). The simulation runs slow, but a gap this large usually means heavy images or scripts.
•	**Languages**	Also in Spanish.
✗	**Social icons**	The footer icons point at facebook.com/template, instagram.com/template, twitter.com/template: the theme's placeholder links. Clients who click never reach you, and Google and AI can't tie your site to your accounts.

Treatment pages

People and AI look for a treatment: a page per treatment that names the town and a price is the easiest to find and quote.

Treatment	Page title	Words	Sampletown	Price
Microneedling	Microneedling in Sampletown | Sample Med Spa	**204**	✓	✗
HydraFacial	HydraFacial in Sampletown MA | Sample Med Spa	330	✓	✗
Laser resurfacing	Laser Resurfacing for acne scars and sun spots | Sample Med Spa	449	✓	✗
Skin tightening	Skin Tightening | Sample Med Spa in Sampletown	445	✓	✗
Facials	Spa Facials | Sample Med Spa	416	✓	✓
Chemical peels	Chemical Peels | Sample Med Spa	338	✓	✓
Laser hair removal	Laser Hair Removal in Sampletown MA | Sample Med Spa	**183**	✓	✗

Of 7 treatment pages, 7 name Sampletown and 2 show a price.

- **2 pages for in-demand treatments are thin** Laser hair removal 183 words (920 searches a month); Microneedling 204 words (810 searches a month). AI and Google favor pages that explain.
- **Most treatment pages show no price** 2 of 7 treatment pages show a price or starting price. Clients compare on price first, and AI answers to "how much" quote pages that list one.

Search demand vs. your website

What people search	Searches / month	Your page	Cost per ad click
Medical weight loss	2,450	Not on your site	$12–44
Facials	1,320	Yes, 416 words	$3–6
Laser hair removal	920	**Yes, 183 words**	$25–36
Microneedling	810	**Yes, 204 words**	$4–7
HydraFacial	430	Yes, 330 words	$3–4
Laser resurfacing	190	Yes, 449 words	$2–6
Skin tightening	170	Yes, 445 words	$6–11
Chemical peels	140	Yes, 338 words	$10
Tattoo removal	140	**None**	$15

Monthly Google searches in the clinic's county and the average Google Ads cost per click (Google Ads data via DataForSEO, 2026–11–16). Word counts are each page's main text.

What ChatGPT and Gemini answer about Sampletown

Question	ChatGPT	Gemini	Also named
Your own treatments, asked on 2026–11–16			
best med spa near me	○○	○○	A B +10
best place for microneedling	●●	●○	A B C +12
best HydraFacial	●●	●●	A C +5
best facial	○○	●○	A +10
safest place for injectables	○○	○○	A B +17

● = that answer named you, ○ = it didn't; each question is asked twice of each assistant because answers change. Free versions; ChatGPT is told your town, Gemini is placed at your front door. Asked "near me", Gemini looks for clinics around that point on Google Maps, across town lines, so neighboring towns' clinics show up too; ChatGPT only knows the town and answers for the town. Last column: letters are the rivals on page 1; +N counts the other businesses named; names are not listed.

What this means

- **ChatGPT works from websites.** It cited your site in 2 of its 10 answers. Clear treatment pages, prices, town and a team page are what it recommends from; thin or missing pages are where it names someone else.
- **Gemini leans on Google Maps.** Its Maps lookups returned your listing in 2 of 10 answers. Within 10 miles of your clinic you placed top 3 in 6 of 16 common searches. It reads the Google listing's category, services list and reviews.
- **AI answers are very local.** The same question about the next town gives a different list.

Method: ChatGPT (free default model with web search, location Sampletown) and Gemini (free default with Google Maps and Search). Clinic names matched to Google listings. Maps tests use Google's Maps search, 10 miles around a point; what each person sees on their phone can differ a little.

- **AI doesn't name you for these questions** best med spa near me; safest place for injectables: 0 of 8.

Social media and ads

The accounts your site links to, which clients and Google both follow.

✓ **Instagram**	@samplemedspa, 1,040 followers, 7 posts in 30 days (nearby median 10); last post today; 80% of the last 30 are video (nearby 55%); median 3 likes a post, reactions about 0.3% of followers (nearby 0.5%); profile links to your site.

•	**Facebook**	Your site links a Facebook profile; this check-up doesn't measure its activity.
!	**TikTok**	@samplemedspa has no website in its profile, so someone who likes a video has no next step to book.
—	**YouTube**	No link found on your home page.
—	**Yelp**	No link found on your home page.
•	**Google Ads**	You run them; Google's Ads Transparency Center shows 1. 3 of the 10 nearby businesses we could check do.

> Every item here can be fixed; which first is for you and your team to decide. Your public page in The MedSpa Index: www.themedspaindex.com/clinics/<your metro>/<your clinic>. Buying this check-up changes nothing the Index publishes: your page and the Index's data are updated on the Index's own monthly schedule, from the same public sources.

This check-up measures how easily clients can find and choose you online: Google, your website, social media and AI assistants. It is not a rating of clinical quality and does not affect any ranking or listing. Ratings and review counts are public Google Maps data via DataForSEO. "Nearby" = the 10 nearest med spas and skin clinics Google Maps lists within 10 miles of you; "clinics in Sampletown" = the same-town clinics in The MedSpa Index's public data. They appear as counts, never by name. Clinics A—C are the businesses that appeared most often in these Maps searches and AI answers, ordered by how often, shown by letter and distance only. Maps results are shown as bands, not exact positions. The MedSpa Index · themedspaindex.com