

WHAT AI SAYS ABOUT YOU

AI Visibility Audit

How ChatGPT, Gemini & Perplexity describe

Lumen Med Spa

med spa · Austin, TX

AI VISIBILITY SCORE

38
/100

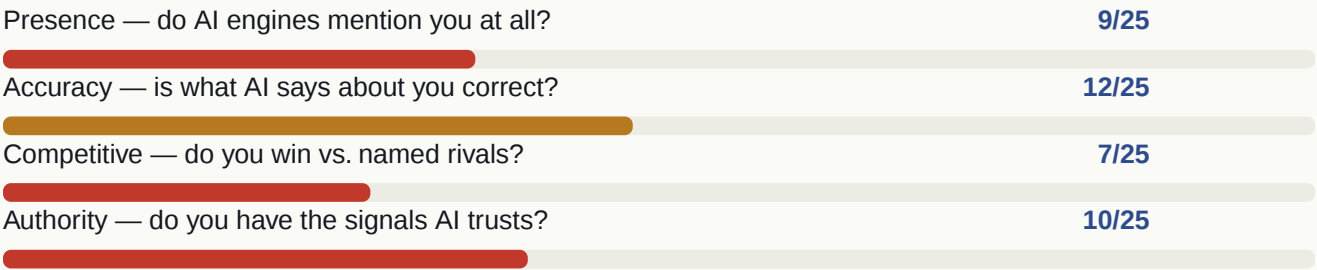
When Austin locals ask AI assistants for the best med spa, Lumen is almost never mentioned — and when it is, the AI repeats an outdated address and the wrong list of services. Three named competitors capture nearly every recommendation. The gaps are fixable, and most of the fixes are free.

Point-in-time diagnostic · generated 2026-06-25 · SAMPLE (illustrative data)

The verdict

When Austin locals ask AI assistants for the best med spa, Lumen is almost never mentioned — and when it is, the AI repeats an outdated address and the wrong list of services. Three named competitors capture nearly every recommendation. The gaps are fixable, and most of the fixes are free.

Your AI Visibility Score, broken down



What AI actually says when locals ask

We asked the AI engines your customers use the real questions they ask about med spas in Austin, TX. Here is what they answered, verbatim.

CHATGPT "best med spa in Austin"

%É NOT MENTIONED

Recommended 4 competitors by name; Lumen not mentioned.

AI recommended instead: Viva Day Spa, Skinney Med Spa, Austin Med Spa

CHATGPT "where to get Botox in Austin"

%É NOT MENTIONED

Listed 5 providers; Lumen absent.

AI recommended instead: Westlake Dermatology, Skinney Med Spa

PERPLEXITY "top rated med spa near downtown Austin"

%É MENTIONED

Mentioned Lumen 5th, with an outdated address and no service list.

AI recommended instead: Viva Day Spa, Milk + Honey

GEMINI "med spa for laser hair removal Austin"

%É NOT MENTIONED

Named 3 providers; Lumen absent despite offering this service.

AI recommended instead: LaserAway, Skinney Med Spa

GOOGLE AI OVERVIEW "best med spa Austin TX"

%É NOT MENTIONED

AI Overview cited 3 sources; none mention Lumen.

AI recommended instead: Viva Day Spa, Austin Med Spa

Who AI recommends instead — and why

These are the businesses AI names when your customers ask. The "why" is the playbook to beat them.

1. Viva Day Spa

600+ Google reviews, strong service-page schema, and frequent local press citations — the signals AI weighs most.

2. Skinny Med Spa

Dense, well-structured service pages (one page per treatment) that AI can parse and quote directly.

3. Austin Med Spa

Exact-match name + consistent NAP across 20+ directories, so AI treats it as the canonical "Austin med spa".

What AI gets wrong about you

%I OUTDATED Perplexity cites a previous suite number (Ste 210) — your Google Business Profile or an old directory still lists the old address.

%I MISSING No AI engine associates Lumen with "laser hair removal" or "microneedling," though you offer both — these services aren't on parseable, individual pages.

%I MISSING Review count AI can see (~40) is far below the competitors AI recommends (300–600+), so AI deprioritizes you.

Your 7-step fix plan

Prioritized by impact. Most are free and take minutes. Do them top to bottom.

1 Fix your NAP everywhere

Update name/address/phone on Google Business Profile + the top 15 directories so AI stops repeating the old suite number.

```
Lumen Med Spa · 1100 S Lamar Blvd, Ste 320, Austin, TX 78704 · (512) 555-0148
```

2 One page per service

Publish a dedicated, indexable page for each treatment (Botox, laser hair removal, microneedling, filler) with a clear H1 and a 2-sentence summary AI can quote.

```
H1: Laser Hair Removal in Austin | Lumen Med Spa – "Lumen Med Spa offers FDA-cleared laser hair removal in South Austin, with packages for all skin types."
```

3 Add LocalBusiness + Service schema

Add JSON-LD structured data to your homepage and each service page so AI engines can read your name, services, address, and reviews unambiguously.

```
{"@context":"https://schema.org","@type":"MedicalBusiness","name":"Lumen Med Spa","address":{"..."},"makesOffer":[{"@type":"Offer","name":"Laser Hair Removal"}]}
```

4 Close the review gap

Run a simple post-visit review request to lift Google reviews toward 150+ over 90 days — review volume is one of the strongest signals AI uses to rank local providers.

```
Text-after-visit: "Thanks for visiting Lumen! A quick Google review helps other Austinites find us: [link]"
```

5 Get cited by local "best of" lists

Pitch the 3–4 local roundups/blogs AI already cites for "best med spa Austin" — AI quotes those sources, so a mention there puts you in the answer.

```
Targets: the exact sources AI cited above (Viva/Skinney appear because these lists name them).
```

6 Match the question language

Use the exact phrases buyers ask AI ("best med spa," "Botox near me," service + city) in your page titles and headings.

```
Title: Best Med Spa in South Austin | Botox, Filler & Laser | Lumen Med Spa
```

7 Re-scan in 30 days

AI answers shift as these fixes propagate. Re-run this audit in ~30 days to confirm you're entering the recommendations (a re-scan is available).

How we ran this

We queried the public, no-login interfaces of ChatGPT, Google Gemini, Perplexity, and Google AI Overviews with the real, buyer-intent questions your customers ask about your category and city. We recorded the verbatim answers and screenshots, checked them against your public Google Business Profile and website, and scored presence, accuracy, competitiveness, and authority on a fixed rubric.

Important — what this is and isn't

This is a point-in-time diagnostic + fix plan, not a ranking guarantee. AI answers change as your fixes propagate and as the engines update — that's exactly why the fix plan and an optional 30-day re-scan exist. Competitor names and quotes reflect what the AI engines returned on the date above.

THIS IS A SAMPLE

"Lumen Med Spa" is fictional and the data is illustrative, to show the format. Your real audit uses live AI answers about your actual business.

