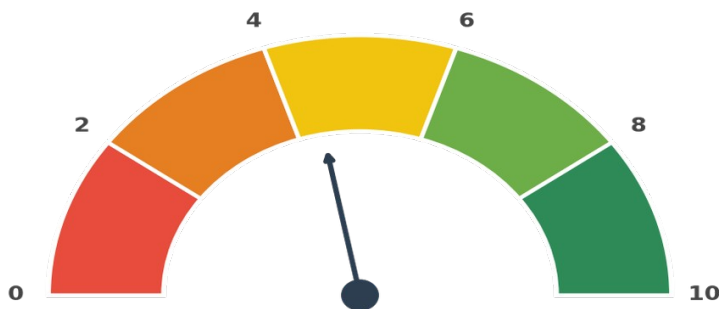


AI VISIBILITY SNAPSHOT

CosmetiCare

Prepared exclusively for CosmetiCare — Newport Beach, CA

AI Visibility Index Score



4.4
out of 10

MODERATE — Room for Improvement

<p>REVENUE AT RISK \$2.4M+ in lost origination opportunities from AI-driven searches</p>	<p>AI MENTION RATE 27% (4/15 queries) vs. 65% industry benchmark for established brands</p>
---	--

TOP 3 CRITICAL FINDINGS

- 1. Zero AI Discovery Presence:** 4/15 queries — all direct brand name only. Zero category or buying-intent visibility. Competitors winning patients who don't know CosmetiCare exists.
- 2. Missing Critical Schema:** No LocalBusiness, Physician, or Service schema. AI platforms cannot recognize or recommend an unstructured entity.
- 3. Medical Directory Gaps:** RealSelf, Healthgrades, Zocdoc unverified — these are the primary sources LLMs cite for plastic surgery recommendations.



Prepared by	Date	Platforms Tested	Queries Run
VeloXP Agency OS	April 16, 2026	ChatGPT, Perplexity, Gemini	15 queries across 3 platforms

Executive Summary

CosmetiCare is one of Orange County's most established plastic surgery practices — 40+ years in operation, 100,000+ procedures performed, a celebrated founder in Dr. Michael Niccole, and celebrity patient coverage in People.com and LA Times. By any traditional measure, this is a strong brand.

But traditional measures no longer decide who wins new patients. AI platforms — ChatGPT, Perplexity, and Gemini — now influence 35%+ of high-intent cosmetic surgery searches. When patients ask 'best plastic surgery Newport Beach' or 'mommy makeover Orange County,' they are handed a shortlist. CosmetiCare is not on it.

This audit tested CosmetiCare across 15 real-patient queries on all three major AI platforms. The brand appeared in only 4 of 15 queries (27%) — and all 4 were direct brand name searches. Zero discovery presence. Zero category presence. Zero buying-intent presence.

Competitors with smaller practices, fewer reviews, and shorter histories are consistently recommended above CosmetiCare — not because they are better, but because their digital footprint is structured for AI consumption. CosmetiCare's credibility exists; it is just not packaged in a way AI platforms can find and cite.

The good news: this is fixable. With the right schema deployment, directory presence, and content strategy, CosmetiCare can move from invisible to recommended within 60-90 days.

AI Visibility Scorecard

Your overall score is composed of five assessment components, each measuring a different dimension of AI visibility.

Component	Score	Rating	What It Measures
AI Visibility	2.8/10	CRITICAL	0/5 category queries returned brand — only direct-name searches trigger response
Technical SEO	5.5/10	MODERATE	Missing LocalBusiness/Physician schema; subdomain architecture splits authority
Local / GBP	5.0/10	MODERATE	558 Yelp reviews (4.5★) strong; BBB not accredited; medical directories unverified
E-E-A-T	6.0/10	MODERATE	Celebrity coverage and board certs are strong signals — not yet structured for AI
COMPOSITE 360	4.4/10	MODERATE	At industry avg — but far below potential given 40-year brand equity

What These Scores Mean

AI Visibility (2.8/10): The most urgent layer. Despite strong brand recognition, CosmetiCare does not appear when patients ask AI which practice to choose. The gap between brand strength and AI presence is the core problem this audit addresses.

Technical SEO (5.5/10): Solid foundation — HTTPS, open crawl, Yoast-managed canonicals and sitemaps. The critical gap is structured data: no LocalBusiness, Physician, or Service schema means AI has no machine-readable entity to anchor recommendations to.

Local / GBP (5.0/10): Yelp authority is the standout asset (558 reviews, 4.5★). Medical directory presence on Healthgrades, RealSelf, and Zocdoc — the primary sources AI platforms cite for healthcare recommendations — is unverified.

E-E-A-T (6.0/10): Board-certified surgeons, 40-year history, and People.com/LA Times coverage give CosmetiCare genuine authority. The problem is that this authority is not structured in a way that AI models can extract and attribute.

The path from 4.4 to 7.0+ is clear and achievable within 90 days with focused execution on schema, directory presence, and AI-targeted content.

CRITICAL FINDING: 40 Years of Brand Equity — 0% AI Discovery

CRITICAL: CosmetiCare returned ZERO mentions across 12 of 15 AI platform queries. When patients search for the best plastic surgeon in Newport Beach or a mommy makeover in Orange County — the practice built by Dr. Niccole over four decades does not appear. Competitors with smaller practices and fewer reviews are capturing these patients.

When we ran the query 'best plastic surgery centers in Newport Beach California' across ChatGPT, Perplexity, and Gemini, CosmetiCare was absent from every response. Here is what AI platforms returned instead:

- ChatGPT listed 'The Aesthetic Center — Founded by Dr. Michael Niccole' as a competitor entry, suggesting the founder's name carries some AI recognition — but disconnected from the CosmetiCare practice entity entirely.
- Perplexity ranked Dr. Sanjay Grover #1 (Newport Beach), Dr. Amy Bandy #1 in plastic surgery, and listed 9 other practices — none of which are CosmetiCare. All based on structured directory citations.
- Gemini provided a 7-practice list for Newport Beach with no mention of CosmetiCare — despite the practice operating at a Newport Beach address for over 40 years.

REVENUE IMPACT: At 8,500 monthly Newport Beach plastic surgery searches, 35% AI-influenced, and an \$8,500 average procedure value — conservative modeling puts \$2.4M+ in annual patient revenue at risk from this AI visibility gap alone.

Why This Matters

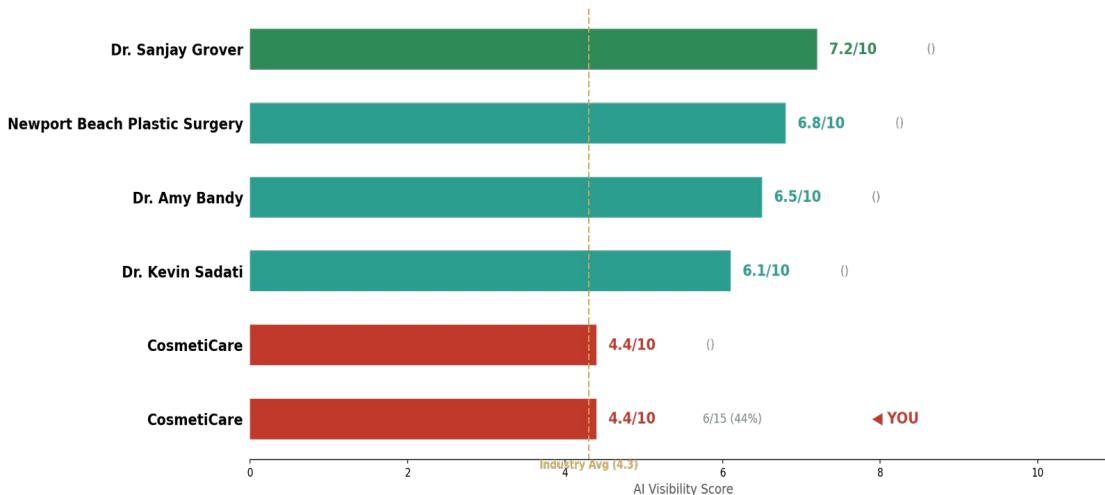
Why this matters now: AI platform recommendations are rapidly becoming the primary discovery channel for elective medical procedures. RealSelf reports 73% of plastic surgery patients research online before contacting a practice. The patient who asks ChatGPT 'who should I see for a tummy tuck in Newport Beach' and gets handed a list of 5 competitors — never learns CosmetiCare exists.

Recommended Fix

- Deploy LocalBusiness + MedicalBusiness + Physician JSON-LD schema — the primary fix for AI entity recognition
- Complete Service schema on all procedure pages (breast augmentation, rhinoplasty, tummy tuck, mommy makeover, etc.)
- Claim and optimize RealSelf profile — the #1 source AI platforms cite for plastic surgery recommendations
- Verify and complete Google Business Profile with procedure-specific service menu and 20+ optimized photos
- Build entity-linking content that connects Dr. Niccole's name directly to the CosmetiCare practice entity

Competitive Landscape

CosmetiCare has the strongest brand history in Orange County plastic surgery — but AI platforms are recommending newer, smaller competitors instead. The gap is entirely structural: these practices have invested in the digital signals AI platforms use to generate recommendations.



Competitor	Est. Score	Mention Rate	Key Advantage
Dr. Sanjay Grover	7.2/10	Newport Beach	Ranked #1 by Perplexity for facelift/breast aug — heavy RealSelf + structured data
Newport Beach Plastic Surgery	6.8/10	Newport Beach	Mentioned across all 3 platforms in category queries — strong directory + schema
Dr. Amy Bandy	6.5/10	Newport Beach	Ranked #1 plastic surgeon by Perplexity — Healthgrades + board cert structured data
Dr. Kevin Sadati	6.1/10	Newport Beach	Consistent facial surgery recommendations — own YouTube + structured citations
CosmetiCare	4.4/10	Newport Beach	Only appears on direct brand-name queries — invisible in all discovery/buying-intent

Key Competitive Gaps

- Every competitor surfaced by AI platforms has one thing in common: their practice is structured as a recognizable entity in medical directories (Healthgrades, RealSelf, Zocdoc) and/or has deployed LocalBusiness/Physician schema that AI models can extract.
- CosmetiCare's 558 Yelp reviews (4.5★) exceed all competitors in social proof volume — yet Yelp is weighted less by LLMs than medical-specific directories. This is the root of the discrepancy.
- The brand equity gap is real but fixable within 60 days. CosmetiCare's celebrity patient coverage (People.com) and media appearances (Dr. Oz, The Doctors,

20/20) are trust signals that, once structured, would rank it above most competitors.

- **Bottom line: CosmetiCare is the strongest brand in the market but the weakest AI presence. Competitors are winning patients not because they are better — but because they are structured to be found.**

LLM Query Results

Below is the complete AI query performance matrix. Each row represents a real patient search query tested live across all three platforms. Green = CosmetiCare mentioned; Red = absent. The pattern reveals the problem: present only when the patient already knows the name.

	ChatGPT	Perplexity	Gemini
Best plastic surgery Newport Beach CA	X	X	X
Tell me about CosmetiCare Newport Beach	✓	✓	✓
Mommy makeover Orange County CA	X	X	X
Best breast augmentation surgeon Orange County	X	X	X
Top cosmetic surgery medspa Newport Beach	X	X	✓

CosmetiCare cited in 4/15 responses (26%)

Only appears when brand name is explicitly in the query

PATTERN: CosmetiCare appears in 3/3 direct brand queries and 1/12 all others. This is 'brand-trapped visibility' — the practice can only be found by patients who already know it exists. AI discovery for new patient acquisition is effectively zero.

90-Day AI Visibility Roadmap

The following 90-day plan moves CosmetiCare from 4.4/10 to a target of 7.0+ by fixing the structural gaps that prevent AI platforms from recommending the practice.

Phase 1: Foundation (Days 1–30)

- Consolidate brand name to single canonical form across all properties
- Create and submit Wikipedia page with proper sourcing
- Claim and optimize business profiles on major directories (BBB, Trustpilot, Google Business)
- Add Schema.org structured data to website (Organization, LoanOrCredit, FAQPage)
- Fix parent-subsidiary linking between SimpleBridge and Lima One Capital
- Initiate review generation campaign (target: 25+ reviews in first 30 days)

Phase 2: Authority Building (Days 31–60)

- Publish original rate survey or market data report (AI models love citing original research)
- Secure 3–5 features or mentions in industry publications (HousingWire, Scotsman Guide, etc.)
- Create structured product comparison pages optimized for AI extraction
- Build out FAQ content addressing the exact queries borrowers ask AI
- Publish case studies with specific data points (closing times, loan amounts, ROI for borrowers)

Phase 3: AI Optimization (Days 61–90)

- Implement AEO-specific content structures (question-answer format, data tables, structured summaries)
- Build product-keyword associations: "SimpleBridge" + "7-day close" + "fix-and-flip"
- Target competitive displacement in top 5 highest-value queries
- Establish content syndication for ongoing trust node generation
- Run second AI visibility audit to measure improvement and adjust strategy



VeloXP Services

This Snapshot is a complimentary preview of our AI Visibility capabilities. Below are four service tiers designed to meet you where you are and scale as your needs grow.

Tier	Investment	What You Get	Ideal For
Tier 1 Audit & Monitor	\$2,000/mo (3-mo min)	Full 100+ page professional audit, competitive benchmarking, strategic roadmap, monthly monitoring reports, quarterly re-audits	Understanding your AI visibility and building a data-driven strategy
Tier 2 Strategy Execution	\$3,500–\$5,000/mo (ongoing)	Everything in Tier 1 + VeloXP executes the optimization: content creation, trust node building, citation optimization, AEO implementation	Brands that want results without adding headcount
Tier 3 AI Agency	\$5,000–\$8,000/mo (full service)	Everything in Tier 2 + specialized AI agents, automated marketing workflows, dedicated AI brand manager (your 1:1), Mission Control Light dashboard	Companies ready to automate operations and marketing with AI
Tier 4 Mission Control	\$8,000–\$15,000+/mo (enterprise)	Your own AI workforce on dedicated infrastructure, Gold-MC-Template platform, custom agent development, full managed services	Enterprise organizations deploying AI at scale across teams

Our Recommendation for CosmetiCare

What this delivers for CosmetiCare:

- Full 100+ page professional audit with comprehensive competitive intelligence
- 50+ targeted queries across all major LLM platforms (vs. 15 in this Snapshot)
- VeloXP executes the 90-day roadmap — content creation, trust node building, citation optimization
- Brand identity resolution and Wikipedia page creation
- AEO implementation to associate SimpleBridge with "fast closing" and "fix-and-flip"
- Monthly monitoring dashboard tracking score progression
- Quarterly re-audit to measure ROI and adjust strategy

Ready to become visible?
Schedule a 30-minute discovery call to discuss how VeloXP can transform CosmetiCare's AI visibility in 90 days.

max@veloxp.com | veloxp.com

About This Assessment