

AI & Search Visibility — Austin Total Healthcare, Austin TX

AI & SEARCH VISIBILITY AUDIT · 2026-06-17



🔍 chiropractor Austin TX

WHAT A PATIENT SEES ON GOOGLE — AND WHEN THEY ASK AI

1 **Austintxchiro**
austintxchiro.com

2 **Espinozachiropactic**
espinozachiropactic.com

3 **Lifespringchiro**
lifespringchiro.com

✗ **Austin Total Healthcare doesn't appear — so patients never see you at this moment.**

When patients research a chiropractor in Austin through Google or AI assistants like ChatGPT and Gemini, Austin Total Healthcare shows up reliably for its own name — but goes missing for the non-branded searches that bring in new patients. Search 'chiropractor Austin TX' and competitors like Austintxchiro fill the answers instead. The pattern

is clear: strong on branded recognition, invisible on the discovery searches where patients who don't yet know you decide where to book.

VISIBILITY BY PATIENT SEARCH — AI & GOOGLE

WHAT A PATIENT SEARCHES	YOUR VISIBILITY	WHO SHOWS UP INSTEAD
“chiropractor Austin TX”	Not visible	Austintxchiro (austintxchiro.com) leads, alongside espinozachiropractic.com, lifespringchiro.com, alignwellchiroatx.com and hall-chiropractic.com — roughly 390 searches/mo.
“best chiropractor Austin TX”	Not visible	Directory and aggregator sites own this — findmychiros.com, chiropractorsup.com, austinpreferred.com and ourhealthnetwork.com.
“top rated chiropractor Austin TX”	Not visible	General directories / listings — no single clinic owns it.

THE UNDERLYING DATA

'chiropractor Austin TX' draws ~390 searches/mo — and Austin Total Healthcare doesn't appear for it.

The site currently ranks for 114 organic keywords, but not the high-intent non-branded discovery terms above.

Google Business Profile is a genuine strength: 4.9★ from 103 reviews — trust is already established.

Clear branded-vs-non-branded split: visible for your own name, absent for the searches that surface you to new patients.

WHAT THIS GAP IS COSTING YOU

Every month, hundreds of Austin patients search generically for a chiropractor — ready to book, not loyal to anyone yet — and they never see Austin Total Healthcare because competitors and directories fill those answers. These are the highest-intent prospects you have, and right now they're meeting Austintxchiro and aggregator listings first. The reviews and reputation that would win them over never get a chance to do their job.

WHAT WINNING LOOKS LIKE

Winning here means being the clinic that Google and AI assistants surface when someone searches 'chiropractor Austin TX' or 'best chiropractor Austin TX' — the moment a new patient is deciding. Because your 4.9-star, 103-review profile

already signals trust, you're well-placed to convert that visibility into bookings quickly once you show up. The discovery searches are the missing piece, not the credibility.

WHERE WE'D START

- 1 Win the core non-branded term**
Build a focused, genuinely useful page targeting 'chiropractor Austin TX' so you compete head-on with Austintxchiro for those ~390 monthly searches.
- 2 Structure content for AI answer engines**
Add clear, well-structured service and FAQ content with schema so ChatGPT and Gemini can cite Austin Total Healthcare as the answer, not just directories.
- 3 Capture the 'best / top rated' searches**
Create comparison and review-led content that earns a place on the 'best chiropractor Austin TX' searches currently owned by aggregator sites.
- 4 Leverage your review strength**
Surface your 4.9★ / 103-review reputation across the site and profile signals so the trust you've built reinforces your rankings on discovery terms.

What's already working in your favour: Google Business Profile is strong: 4.9★ from 103 reviews.

THE OPPORTUNITY

When patients search 'chiropractor Austin TX' (~390/mo), Austintxchiro shows up and Austin Total Healthcare is absent — despite a stellar 4.9-star, 103-review reputation. On a quick 15–20 minute call we'll show you exactly how we'd get Austin Total Healthcare into those answers — in Google and the AI assistants your patients now ask first.