

# AI & Search Visibility — Village Chiropractic & Wellness Center, Oakland CA

AI & SEARCH VISIBILITY AUDIT · 2026-06-09



🔍 chiropractor Oakland CA

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

- 1 Oaklandlifechiro**  
oaklandlifechiro.com
- 2 Northoaklandchiro**  
northoaklandchiro.com
- 3 Oaklandchiropracticcare**  
oaklandchiropracticcare.com

✗ Village Chiropractic & Wellness Center doesn't appear — so patients never see you at this moment.

When patients research a clinic like yours through AI assistants like ChatGPT and Gemini, or through Google, Village Chiropractic shows up reliably for your own name — but disappears for the generic searches that bring in brand-new patients. Search 'chiropractor Oakland CA' and competitors fill the answer while you're absent. In short: strong branded visibility, no non-branded reach into the discovery searches that actually grow the practice.

WHAT A PATIENT SEARCHES	YOUR VISIBILITY	WHO SHOWS UP INSTEAD
“chiropractor Oakland CA”	Not visible	oaklandlifechiro.com, northoaklandchiro.com and oaklandchiropracticcare.com appear instead — for a term searched roughly 50 times a month in your area.
“best chiropractor Oakland”	Not visible	Third-party directories take the answer — doctor.webmd.com and oaklandmagazine.com — rather than any single local clinic.
“back pain doctor Oakland”	Not visible	General directories / listings — no single clinic owns it, which makes it winnable.

### THE UNDERLYING DATA

51 organic keywords currently indexed for the site — a thin footprint for a clinic in a market this size.

Zero visibility on the non-branded search 'chiropractor Oakland CA' (~50 searches/mo), the exact term that surfaces new patients.

A nearby competitor, thesourceoakland.com, owns its branded demand: 'the source chiropractic' (720/mo), 'source chiropractic' (90/mo) and 'the source chiropractic oakland' (70/mo) — about 880 searches/mo locked to one clinic.

The pattern is branded-without-non-branded: you're found when someone already knows your name, invisible on the generic discovery searches.

### WHAT THIS GAP IS COSTING YOU

Every patient who searches generically — 'chiropractor Oakland CA', 'best chiropractor Oakland' — is a high-intent person ready to book, and right now they never see Village Chiropractic because competitors and directories fill those answers first. These aren't browsers; they're people actively choosing a clinic today. That demand is being routed to whoever shows up, and at the moment that isn't you.

### WHAT WINNING LOOKS LIKE

Winning here means being the clinic that AI assistants and Google surface for the non-branded discovery searches — the moment a patient is deciding, not just confirming a name they already had. And you're well placed to capture it fast: a

4.9★ profile from 62 reviews and a site that loads at 99/100 are exactly the trust and technical signals these engines reward, so the foundation is already strong. The missing piece is visibility on the terms that matter, not a rebuild.

## WHERE WE'D START

- 1 Win 'chiropractor Oakland CA'**  
Build a focused, locally-optimised page and content cluster around the non-branded discovery term so you appear alongside (and ahead of) Oakland Life Chiro for the searches that bring new patients.
- 2 Structure content for AI answer engines**  
Add clear service pages, FAQ content and structured data so ChatGPT and Gemini can confidently cite Village Chiropractic as the answer to 'chiropractor in Oakland' style questions.
- 3 Leverage your review strength locally**  
Put the 4.9★/62-review signal to work with consistent local citations and Google Business posts, reinforcing the authority that both Google and AI models lean on when choosing who to surface.
- 4 Publish service-specific intent pages**  
Create dedicated pages for your active release technique focus and conditions like back pain, capturing searches such as 'back pain doctor Oakland' that no single clinic currently owns.

*What's already working in your favour: Google Business Profile is strong: 4.9★ from 62 reviews · Website is fast (PageSpeed 99/100).*

### THE OPPORTUNITY

Oakland Life Chiro shows up for 'chiropractor Oakland CA' (~50 searches/mo) in both Google and AI search while Village Chiropractic is absent for that new-patient term. On a quick 15–20 minute call we'll show you exactly how we'd get Village Chiropractic & Wellness Center into those answers — in Google and the AI assistants your patients now ask first.