

AESTHETICS & MED SPA

Five locations, one visible.

A Dallas-Fort Worth aesthetics group with 61,000 Instagram followers and almost nothing in the places AI actually reads. Eight weeks to light up four dark suburbs.



11.4 → 38.9%

AI visibility



5 / 5

locations visible



\$189K

attributed revenue



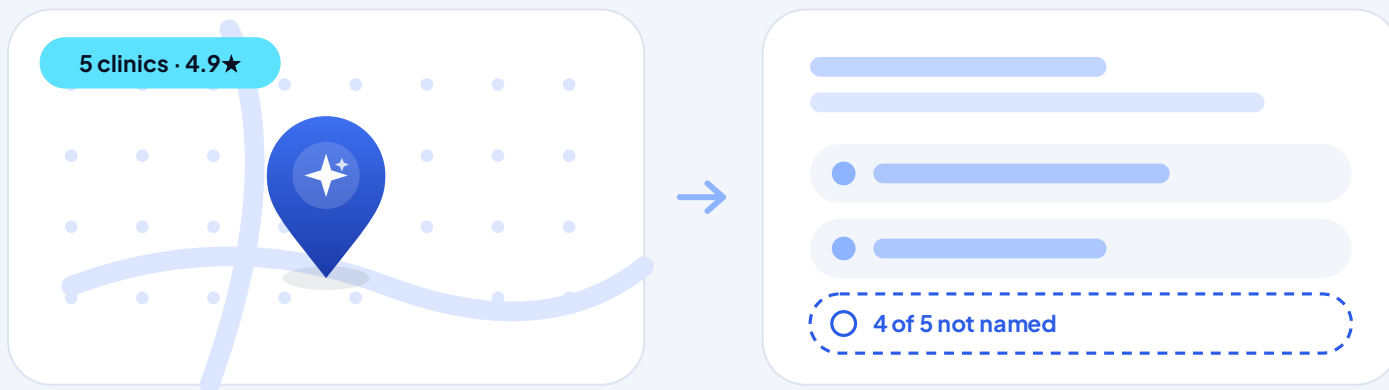
16×

return

THE STORY

One suburb was carrying the whole group.

Solstice Aesthetics has five clinics across Dallas–Fort Worth, six injectors and a medical director, on \$11.8 million a year. Its overall AI visibility of 11.4% looked respectable. Then we broke it down by location. Uptown Dallas scored 39%. Plano, Frisco, Southlake and Fort Worth scored 3%, 2%, 1% and zero. Four clinics paying rent were invisible in their own suburbs.



ON THE MAP

Six years of genuinely excellent proof

2,400 documented before-and-after cases, 900 patient stories, a 4.9 average across all five sites, and injectors with a real local following. The evidence was extraordinary. It was also entirely on Instagram, where no AI assistant can read a word of it.

IN THE ANSWER

Four of five clinics under 4% visibility

We asked five assistants forty real questions (“where in Frisco can I do something about jowls without surgery?”), and Fort Worth was never named once, across forty questions and two rounds. The group’s proof, its reviews and its people simply didn’t exist in the suburbs where the question was being asked.

The COO, seeing the per-clinic table for the first time: “We didn’t open five clinics. We opened one clinic and four secrets.”

≈ 13,400

conversations a month across four dark suburbs

Aesthetics questions moved into AI faster than any category we measure. They’re research-heavy and slightly embarrassing to ask a person. Around 15,400 people a month in DFW now ask an assistant. The four quiet clinics were reachable in about 13,600 of those conversations and present in roughly 240.

WHICH GATES WERE FAILING THE DETAILED PART

Not understood, not present.

Nothing was broken in the technical sense. The site was fast, readable and open to every AI program. The group had simply built its words, its listings and its proof in three places that produce no answer.

GATE 2 · UNDERSTANDING: ONE CLINIC, FOUR STUBS

Five locations, one real page, and four Google profiles nobody managed

The site had one brand page and five thin address pages with a map and opening hours. Nothing gave an assistant a reason to connect the brand with Frisco or Southlake. Three of the five Google profiles had the wrong category, two had addresses from a 2023 move, and every review request in the company pointed at the Uptown profile.

Google profiles correct and managed: 1 / 5 · Real location pages: 0 / 5 · Wrong categories: 3 · Wrong addresses: 2 · Clinics at 0.0%: 1

GATE 2 · UNDERSTANDING: SELLING MACHINES, NOT OUTCOMES

Every page was named after a device. Patients ask about a result.

The site was organised by equipment: Morpheus8, CoolSculpting, Sofwave. Patients don't ask for those. They ask how to get rid of jowls without surgery, what works for under-eye hollows, whether anything helps melasma that isn't a laser. Twenty-seven of our forty questions were phrased that way. The site could match exactly one of them.

Questions phrased by outcome: 27 / 40 · The site could match: 1 · Pages named after a device: 19 · Pages named after a patient's concern: 0

GATE 3 · PRESENCE: PROOF LOCKED IN INSTAGRAM

The evidence existed. It lived where no machine can see it.

On the sites that actually carry aesthetics answers (Google, RealSelf, Yelp and the practice's own website), Solstice had five unmanaged listings, no RealSelf presence at all, and a website with no written result, no price, no downtime figure, and no photo with a case note attached. Proof that can't be read isn't proof.

Documented cases on Instagram: 2,400 · Readable anywhere else: 0 · RealSelf profiles: 0 · Published prices: 0

WHAT THE MACHINE WAS SAYING AT THE TIME

ChatGPT · web search on · 20 April 2026

Question 18 / 40

“Where in Frisco can I get something done about jowls without surgery, and what actually works?”

Non-surgical options for jowls generally include radiofrequency microneedling, ultrasound skin tightening and thread lifts. In the Frisco area:

1. **Lumen Skin Institute**, Frisco practice listing radiofrequency treatments
2. **North Texas Aesthetic Center**, which offers several skin-tightening treatments
3. You may also want to consult a board-certified dermatologist

Solstice Aesthetics: not named. Its Frisco clinic is 1.4 miles from the first result.

WHAT WE DID

Five real places, outcome-first words, proof somewhere readable.

A custom engagement, and the fastest in this series, because there was nothing technical to repair. Every hour went into the three things that were actually missing.



Five real places



Outcome-first words



Readable proof



1 Five real places

A proper page for each clinic: the injectors who actually work there, that suburb's prices, parking, and before-and-afters from patients treated at that site. Five Google profiles corrected and separated, each with its own review flow, instead of everything funnelling into Uptown. Three weeks.

2 Outcome-first words

Thirty-one pages organised by what patients want fixed: jowls, under-eye hollows, melasma, acne scarring, the lot. The devices appear inside the answer, not as the headline. Every page has a price range, a downtime figure, photo timelines at 30, 90 and 180 days, and a "who this isn't for" section the medical director signed off.

3 Proof somewhere readable

240 before-and-after cases republished on the website with written notes and documented consent: only the 240 with clean paperwork, out of 2,400. Five injector profiles on RealSelf. Reviews from 34 a month to 96 across five clinics, none below eleven. Seven placements in DFW beauty and lifestyle round-ups.

GATE 4 · MEASUREMENT: WHEN EACH THING MOVED

W1	Five profiles corrected and separated	12.6%
W3	All five clinic pages live. Fort Worth named for the first time	22.8%
W5	All 31 outcome pages live. 22 of 27 outcome questions	31.6%
W6	240 cases and 5 RealSelf profiles live	34.9%
W7	Round-ups land; reviews at 96 a month	37.2%
W8	31 of 40 questions. Every clinic above 33%	38.9%

Eight weeks is the fastest result in this series and it isn't typical. A group starting with a site that AI can't read should expect the Ironwood timeline instead.

WHAT WE DELIBERATELY LEFT ALONE

No image went live without documented patient consent: 2,160 of the 2,400 cases stayed off the site for exactly that reason. No outcome promises; every clinical sentence was signed off by the medical director. No paid or incentivised reviews. No retouched before-and-afters, which is both an ethical line and, increasingly, something review platforms enforce.

THE NUMBERS

THE DETAILED PART

Four dark clinics, switched on.

Measured 20 April against 15 June 2026, same forty questions, same five assistants, at both group and clinic level. The group score is the last row, not the first, which is the right way round for any business with more than one location.

WHAT WE MEASURED	BEFORE	AFTER	CHANGE
WHAT WE CHANGED			
Google profiles correct and managed	1 / 5	5 / 5	+4
Clinics with a genuine location page	0 / 5	5 / 5	+5
Pages organised by patient concern, not device	0	31	+31
Documented cases readable outside Instagram	0	240	+240
New reviews per month, all clinics	34	96	+182%
WHAT IT MOVED			
Uptown Dallas	39.2%	46.1%	+6.9 pp
Plano	3.1%	38.4%	+35.3 pp
Frisco	1.8%	41.7%	+39.9 pp
Southlake	0.9%	33.2%	+32.3 pp
Fort Worth	0.0%	35.1%	+35.1 pp
Group AI visibility score	11.4%	38.9%	+27.5 pp
Outcome questions where Solstice is named	1 / 27	22 / 27	+21
WHAT IT EARNED			
Website visits from assistants, per month	210	1,720	+719%
Consultations booked, traced to assistants	not tracked	108 / month	new channel
First treatments traced to assistants	not tracked	132	over 8 weeks

ASSISTANT BY ASSISTANT

BEFORE

AFTER

ChatGPT

14.8%

43.2%

Google AI Overviews

18.1%

44.8%

Claude

9.6%

37.5%

Copilot

7.2%

32.1%

Gemini

7.3%

36.9%

Aesthetics is the most evenly spread field in this series: no single assistant dominates, so no single model update can take the channel away.

HOW TO READ THIS PAGE

The five clinic rows are the whole story: the four that had never been named went from a combined 1.5% to a combined 37.1%. Below that, watch “outcome questions”, the questions phrased the way patients actually talk, because that’s where 27 of the 40 live. Six in ten visitors from an assistant can’t be traced back, so 132 treatments is a floor.

WHAT IT WAS WORTH

What four dark clinics were actually worth.

\$188,760

Revenue from 132 first treatments traced back to an AI assistant, at the group's \$1,430 average. At its \$4,300 yearly value per client, that cohort is worth far more.

16×

Return on a \$12,000 custom engagement over eight weeks. The work paid for itself in week four, the earliest in this series.

61%

of AI-referred consultations became treatments, against 48% overall

\$91

cost per first treatment, on a \$1,430 average ticket

4

dark clinics brought above 33% visibility

AND WHAT THE MACHINE SAYS NOW

ChatGPT · web search on · 15 June 2026

Question 18 / 40, same words

"Where in Frisco can I get something done about jowls without surgery, and what actually works?"

For jowls without surgery, the realistic options are radiofrequency microneedling, ultrasound tightening and thread lifts, usually as a course. In Frisco:

1. **Solstice Aesthetics, Frisco**, which has a page specifically about jowls describing radiofrequency microneedling and thread options, with photo timelines at 30, 90 and 180 days and a stated \$2,400–\$3,900 range for a full lower-face course. It also lists who the treatment isn't suitable for
2. **Lumen Skin Institute**, Frisco practice listing radiofrequency treatments
3. **North Texas Aesthetic Center**, which offers several skin-tightening treatments

THE HONEST PART

Six in ten visitors from an AI can't be traced, so 132 is a floor. The 61% conversion looks like better-informed patients arriving after reading a price and a downtime figure, but eight weeks isn't long enough to call that proven. And only 240 of 2,400 cases had consent paperwork clean enough to publish; that limit is permanent and it caps how fast this asset can grow.

Now ask it about your business.

Ten of the questions your buyers ask, across the AI assistants your customers actually use. Where you stand. Who gets named instead of you. The three fixes that move it fastest.

[Get your free audit →](#)