



THE FUTURE OF

URGENT CARE VISIBILITY

IN AN AI SEARCH WORLD



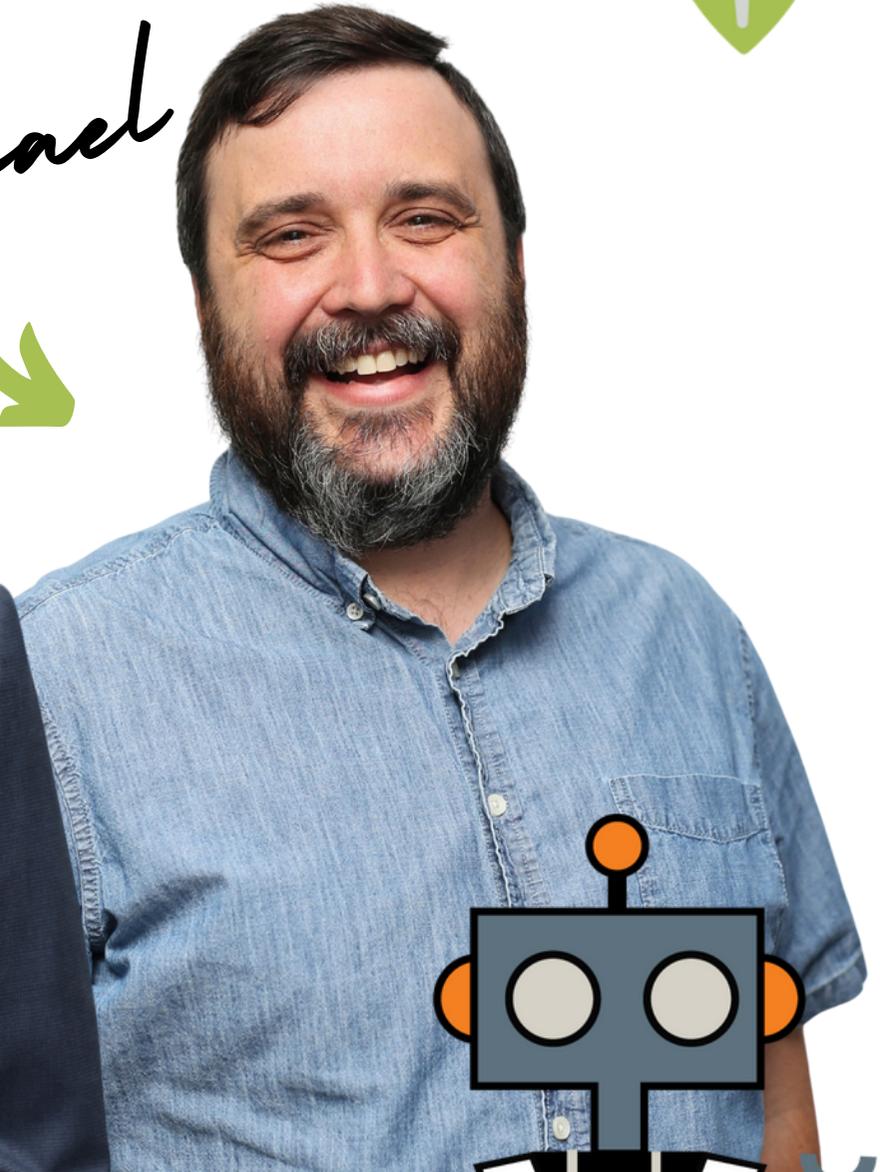
Who Are We



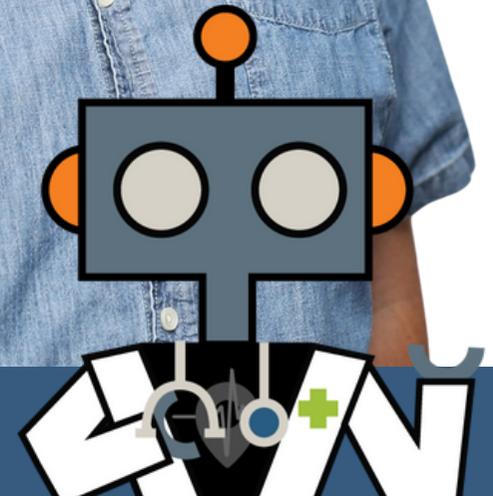
Nick



Michael



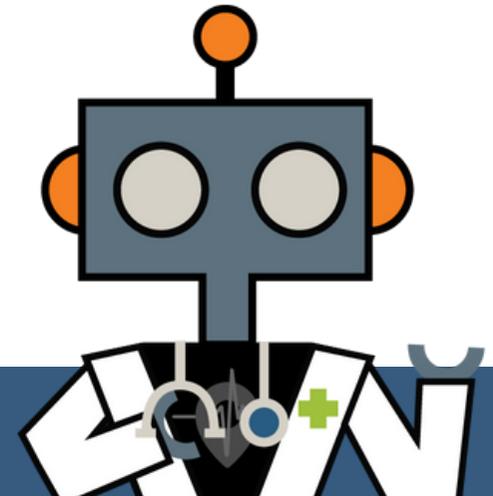
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Housekeeping Items

-  Use the Chat for Questions - We'll have a dedicated Q&A at the end!
-  Have a Notepad or Device Ready to take Notes
-  Minimize Distractions
-  Plan to Stay for the Full 60 Minutes



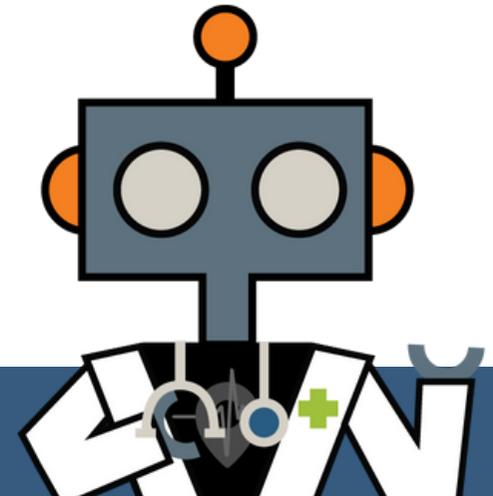


What You'll Learn

- How patient search is shifting from Google to AI answers
- SEO vs AEO vs GEO and why SEO alone no longer works
- Where urgent care patients will discover clinics in 2026
- Why clinics can rank on Google yet be invisible to AI
- How to get your clinic recommended by AI tools



Links to **resources** will be provided at the end!



Register Now!

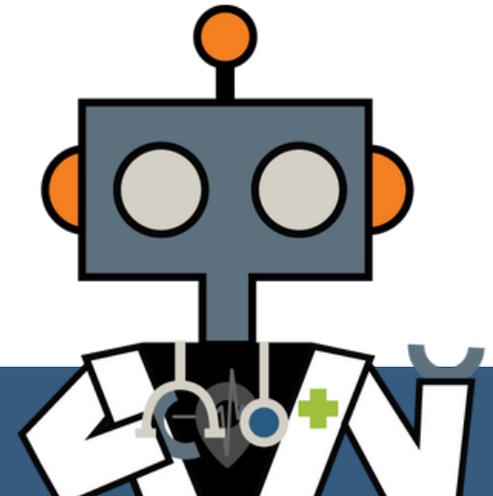


 March 23rd-24th, 2026
 Birmingham, Alabama

2026 Intensive: Build Together

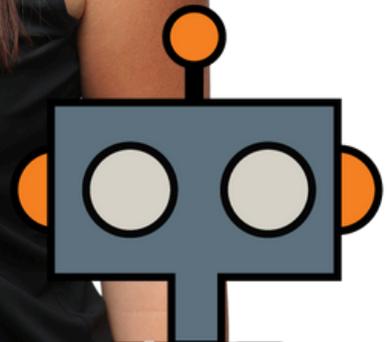
The event for urgent care leaders ready to scale smarter... together.

Link will be provided at the end!



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Need Help? 1:1 with Grace



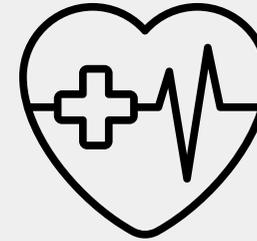
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MORE PATIENTS



BETTER CARE



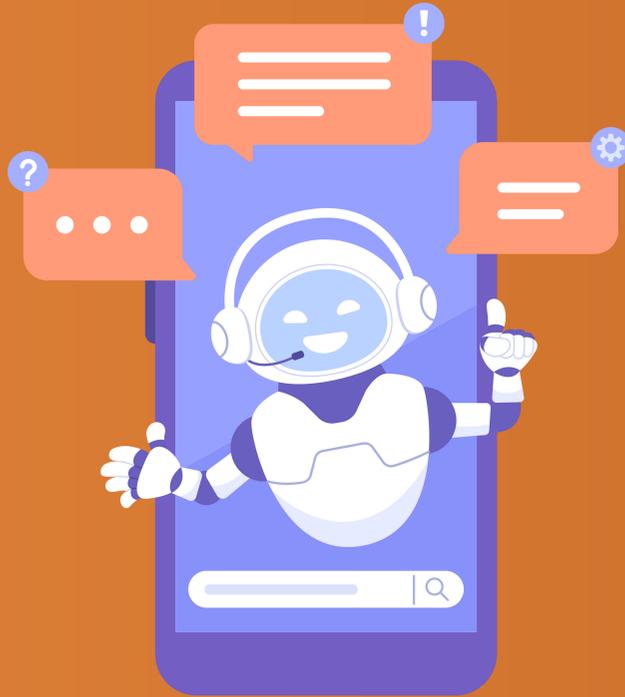
 **SCALE**



REPEAT VISITS







From Search Results to AI Answers



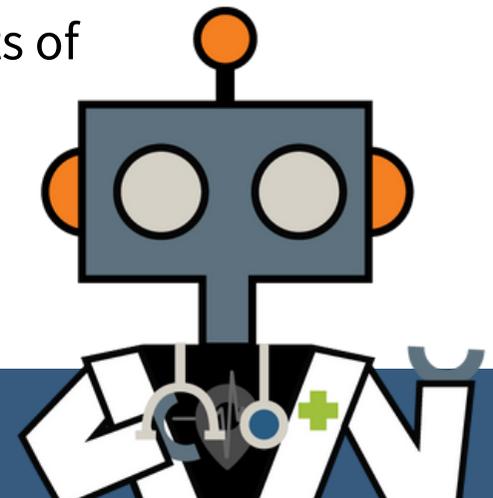
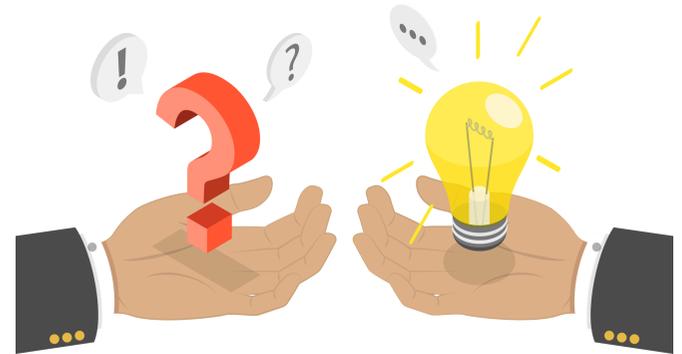
How Patient Search Has Changed

Search is no longer just keywords and links

Examples of how patients now search:

- “Best urgent care near me for flu symptoms”
- “Should I go to urgent care or ER for a burn?”
- “Walk-in clinic open now in [City]”

AI tools respond with answers and recommendations, not lists of websites.





Traditional Search vs Generative Search

Traditional Search (Google Classic):

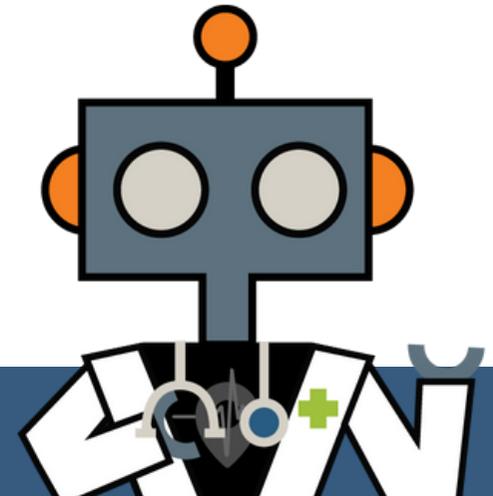
- Blue links
- Rankings matter
- Users compare multiple sites



Generative Search (AI Tools):

- One summarized answer
- One or two clinic recommendations
- Less scrolling, fewer choices

If AI doesn't choose you, you don't exist.

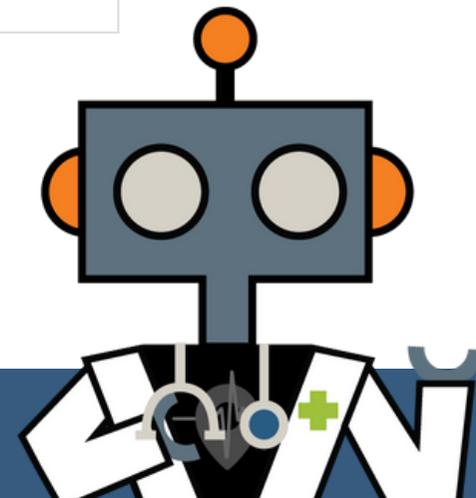


Search Volume: Urgent Care Search vs. Generative Engines



Platform	Estimated Monthly Volume (Urgent Care)	Notes
Google Search	8M–15M+ searches	High-intent local searches
ChatGPT (with browsing)	400K–900K queries	Care and cost decisions
Perplexity.ai	75K–200K	Research and comparisons
Bing Chat / Microsoft Copilot	250K–450K	Local clinic info
Google SGE / Gemini	Limited (beta)	AI-driven discovery

- Google still captures “I need care now” intent
- AI captures “Should I go?” and “Who should I trust?” intent





What AI Search Looks Like

I think I need an x-ray. I am struggling to bend my wrists after falling off a trampoline. Should I get an x-ray and is there an urgent care that can do this?

It is a good idea to get your wrist checked and probably get an X-ray after a fall — especially if you're having pain, trouble bending it, stiffness, swelling, or difficulty moving it normally. X-rays help doctors see whether it's a fracture (broken bone) or just a sprain/soft-tissue injury, and early diagnosis helps with proper healing and prevents long-term problems. Severe pain, significant swelling, inability to move your wrist, deformity, or numbness are common reasons to get imaging. (Harvard Health v1)

📍 Urgent Care Centers Near You That Can Evaluate & X-Ray

Here are some urgent care clinics near Hoover, AL where you can walk in or schedule a visit to have your wrist examined and X-rayed:

Closest & Well-Reviewed Options

- American Family Care Hoover – Urgent care with on-site diagnostics (X-ray available). (American Family ...)
- American Family Care The Grove – Another highly rated AFC urgent care nearby.
- Hoover Urgent Care – Local urgent care that treats non-emergency injuries (call ahead to check X-ray availability). (urgentcarelocat...
- Physicians Care Walk-in Clinic - Hoover South and Physicians Care Walk-in Clinic - Hoover North – Walk-in clinics for immediate evaluation. (urgentcarelocat...
- Southern Immediate Care – Urgent care option on Montgomery Hwy.
- American Family Care Greystone and American Family Care Pelham – Nearby urgent care with broader hours that may have imaging.

Other Nearby Options (may also help)

- UAB Medicine Urgent Care – Urgent care in Birmingham area.
- MainStreet Family Care, MedHelp – Other local clinics (check X-ray availability).
- OS1 Orthopedic & Sports Injury Clinic – Specialist clinic that focuses on musculoskeletal injuries (good follow-up option if needed).

💡 Many urgent care centers can take X-rays onsite without an appointment, though hours and availability vary. It's a good idea to call ahead to confirm X-ray services and typical wait times.

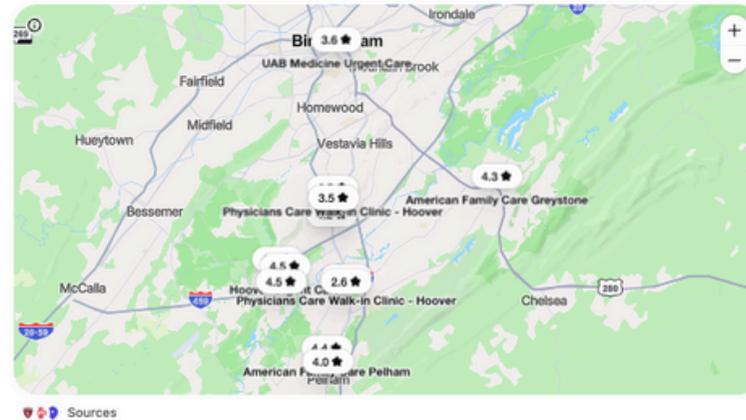
🚑 When to Go to the Emergency Room

Go to the ER (call 911 or head to a hospital) if:

- Your wrist looks deformed or bent awkwardly
- You can't move your fingers or your hand is numb
- There's bone protruding through the skin
- Fingers are turning cold, blue, or white
- You have severe, worsening pain

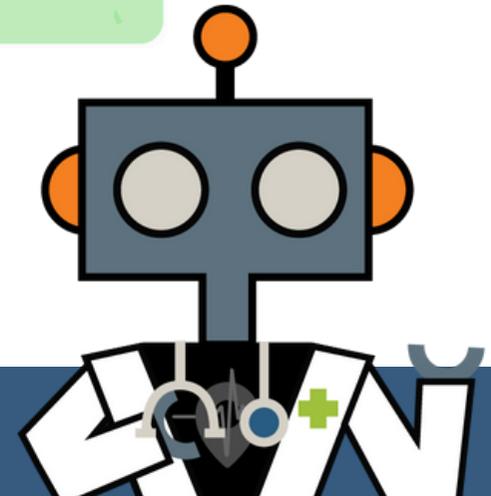
Emergency departments have 24/7 imaging and specialist support if the injury is severe. (citymd.com)

Would you like me to help you check which of these urgent care clinics are open right now before you go? (That helps ensure minimal wait time.)



<https://chatgpt.com/share/e/696e85a4-9c08-800d-b502-ee0615391c6f>

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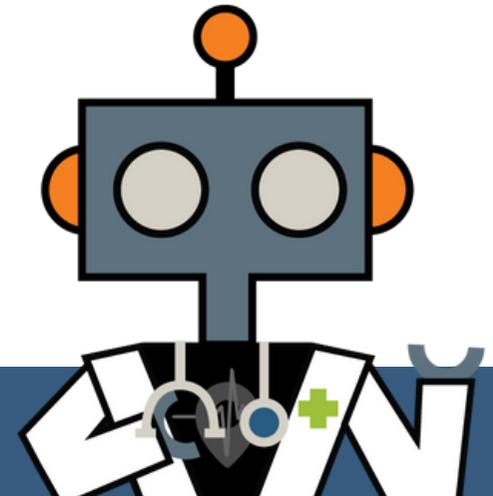




Search & See If Your Clinic Comes Up!

I think I need an x-ray. I am struggling to bend my wrists after falling off a trampoline. Should I get an x-ray and is there an urgent care that can do this?

**can change this to a service your clinic offers!*



DID YOUR CLINIC SHOW UP ON AI SEARCH?

A Yes

B No



Why Urgent Care Is Losing Visibility in AI Search

Why Clinics Are Missing From AI Results

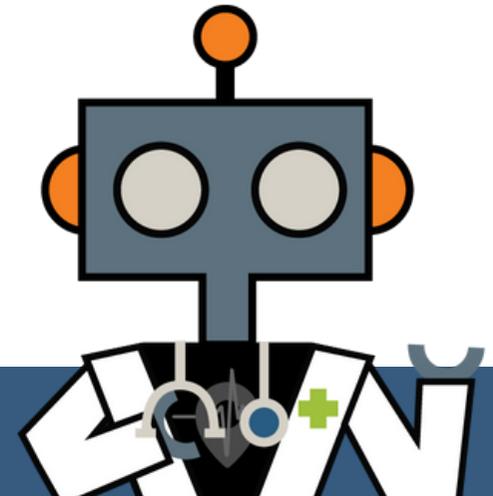


Common issues:

- Websites not written for answer engines
- No structured data for AI to interpret
- Weak or inconsistent local signals
- Thin service and symptom content
- Outdated or incomplete trust indicators



AI can't recommend what it doesn't understand or trust.

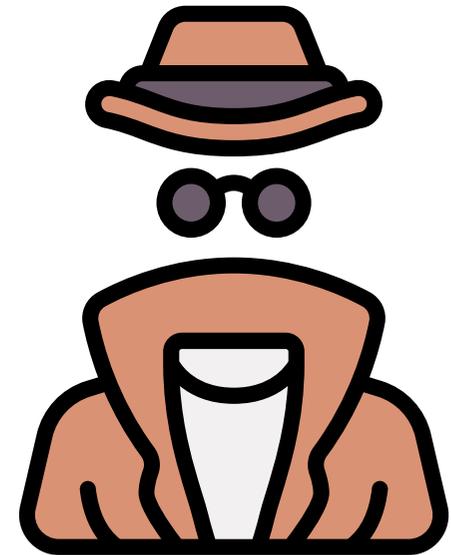


The Cost of AI Invisibility

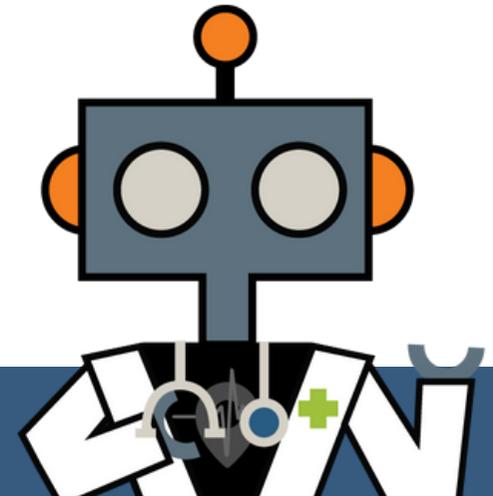


When your clinic isn't surfaced by AI:

- Patients might choose your competitors
- Paid ads work harder to compensate
- Organic demand shrinks over time
- You lose share without realizing it



Invisible is not neutral. It is a competitive disadvantage.



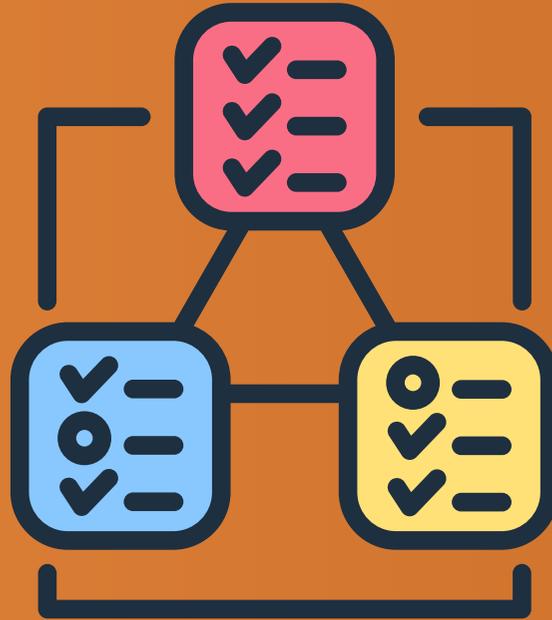
WHICH DO YOU THINK IS YOUR CLINIC'S BIGGEST AI VISIBILITY WEAKNESS TODAY?

A Website Content

B Local SEO/Reviews

C Technical setup (schema, speed, mobile)

D Not sure



AEO & GEO: The New Visibility Framework



What Is AEO (Answer Engine Optimization)?

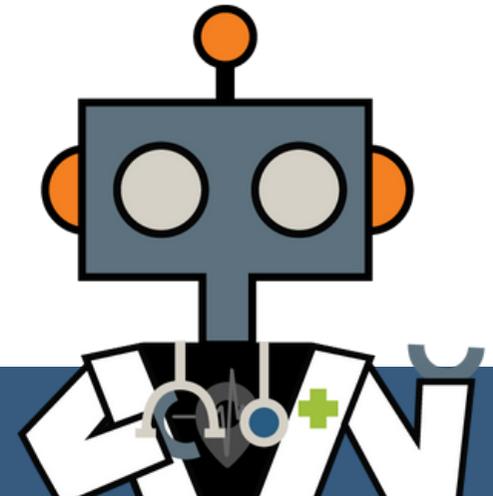
AEO is optimizing content to directly answer patient questions

Designed for:

- AI summaries
- Featured snippets
- Voice search
- Google Q&A



Goal: Make your clinic the best answer, not just a result.



AEO Examples for Urgent Care

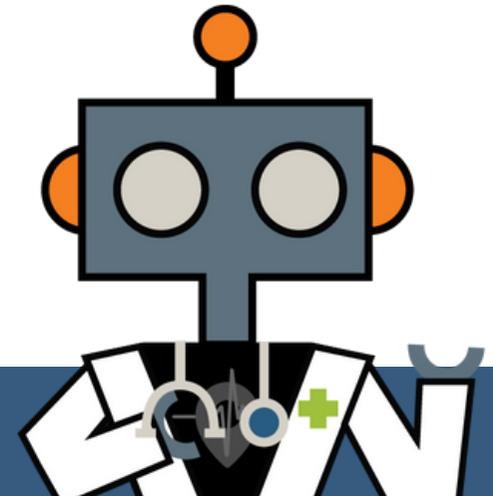


High-performing AEO content includes:

- Symptom-based pages
- “Should I go to urgent care for ___?”
- “What to expect” service pages
- Clear FAQs with direct answers



AI favors clarity over creativity.



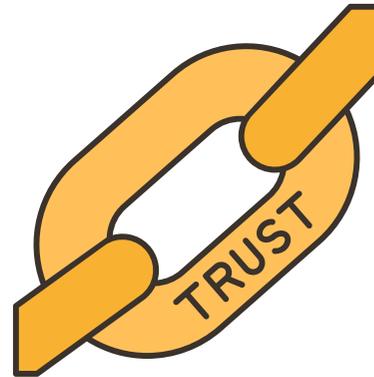


What Is GEO (Generative Engine Optimization)?

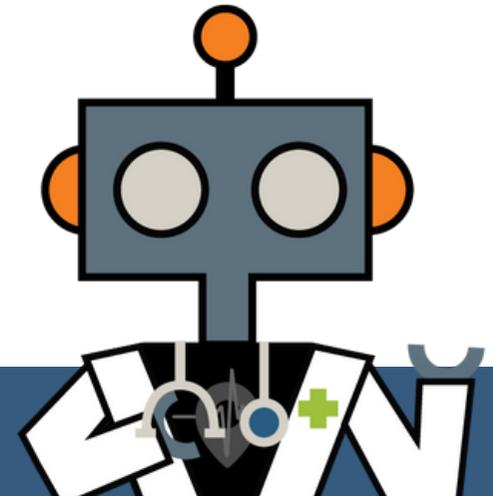
GEO is optimization for AI-powered recommendation engines

Focuses on:

- Structured data
- Local authority signals
- Trust and consistency
- Entity recognition



Goal: Be recommended by name in AI responses.





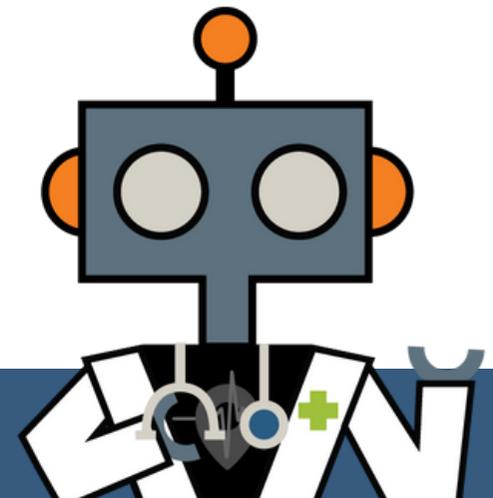
Where GEO Shows Up

GEO determines visibility in:

- ChatGPT answers
- Perplexity citations
- Copilot recommendations
- Google Gemini summaries



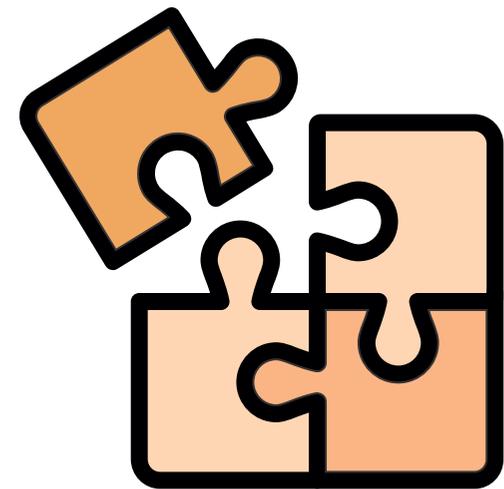
These tools choose which clinics to mention, not all of them.



Why AEO and GEO Must Work Together

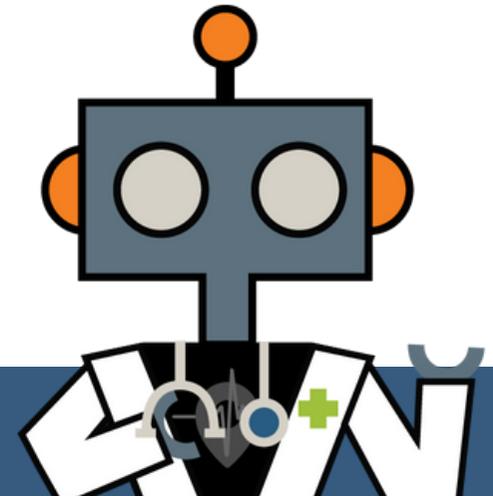


- **AEO** is about **being the answer now**.
- **GEO** is about **earning the right to be the source for future AI answers**.



If you are missing either:

- You may not appear at all
- Or you may appear without being chosen

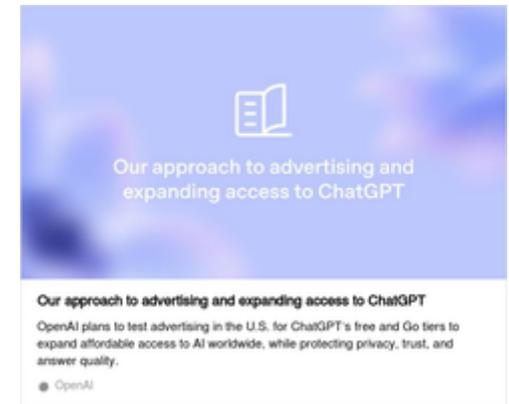


ChatGPT Ads



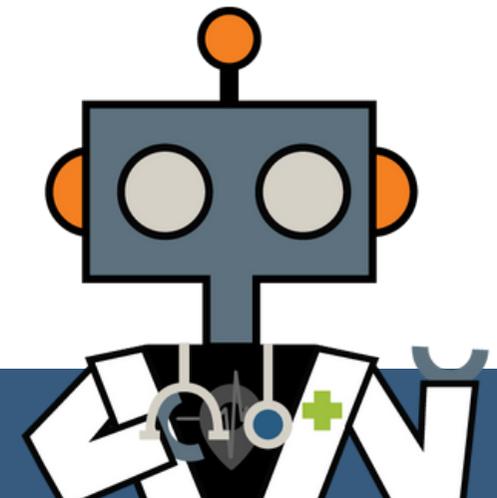
OpenAI Ads and Answer Integrity

- Ads do not influence answers
- Ads are clearly labeled and shown after responses
- User privacy is protected
- No ads near sensitive topics
- Paid plans remain ad-free



What this means for AEO

- You cannot buy AI answer placement.
- Real visibility comes from being cited, not sponsored.



**DO YOU CURRENTLY HAVE
CONTENT THAT DIRECTLY
ANSWERS PATIENT QUESTIONS?**

A Yes, intentionally

B Somewhat, but not structured

C Very little

D No



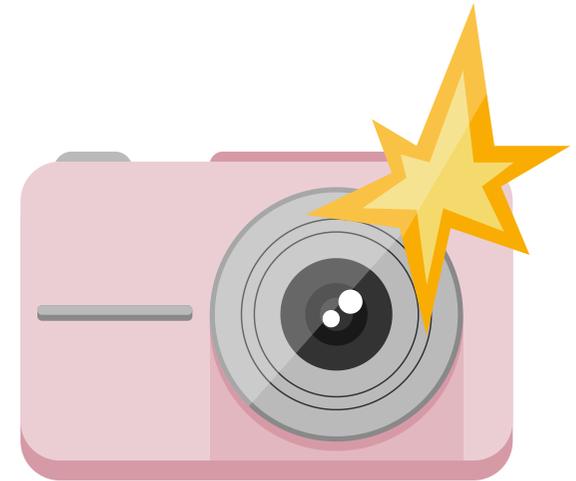
What AI-Ready Visibility Looks Like

AI Visibility Snapshot

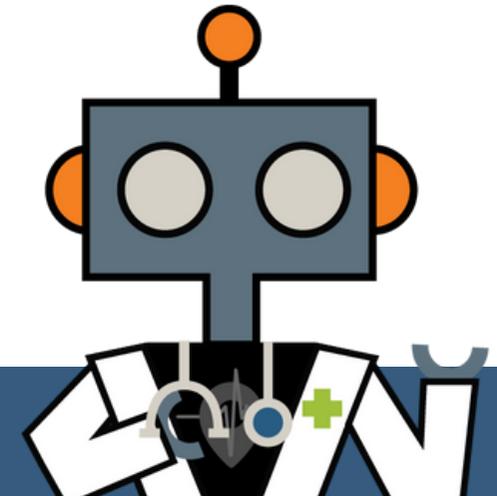


What we see across urgent care:

- Low brand mentions in AI tools
- Poor coverage for symptom-based queries
- Strong SEO, weak AI presence



Most clinics are not prepared for AI search.





The SEO vs AI Visibility Gap

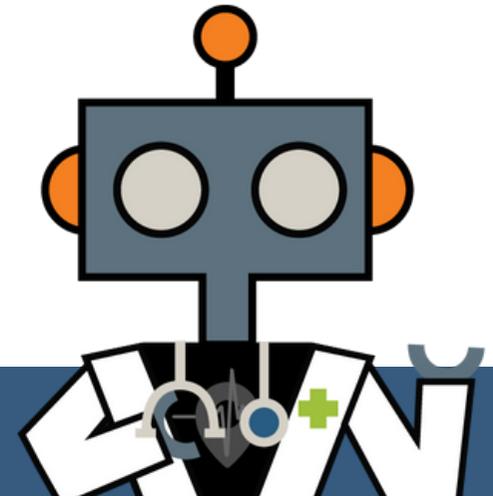
Your clinic can:

- Rank #1 on Google
- Have strong traffic
- Run effective ads

And still:

- Be absent from AI answers
- Lose high-intent patients
- Fall behind competitors quietly

Your strategy must evolve!

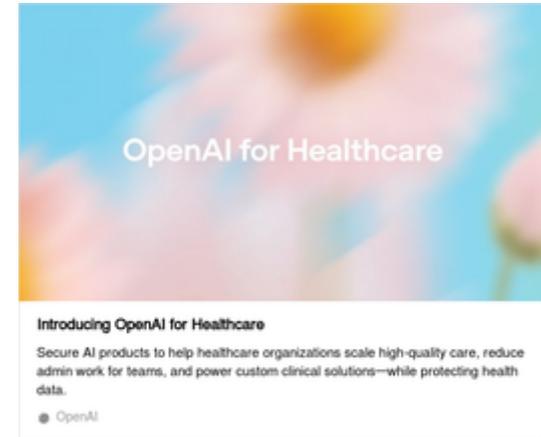


ChatGPT Healthcare



HIPAA-aligned AI used by leading health systems.

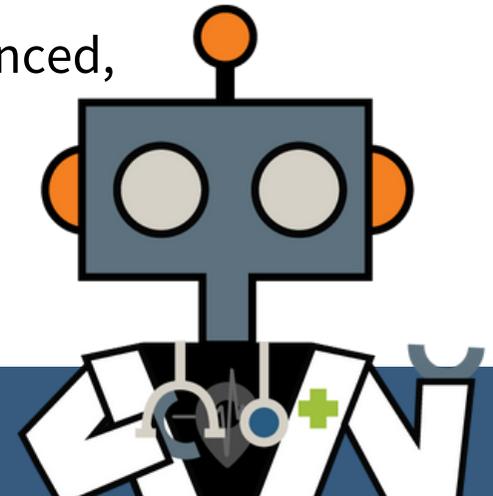
- Clinically validated by 260+ physicians
- Evidence-based answers with citations
- Aligned to internal care standards
- Enterprise-grade security and governance



Why it matters: Healthcare is moving from searching to verified answers.

Implication: AI systems now decide which sources get referenced, not which pages rank.

Visibility = answer eligibility, not just traffic.



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Building an AEO/GEO Strategy for 2026



Step 1: Identify Patient Questions

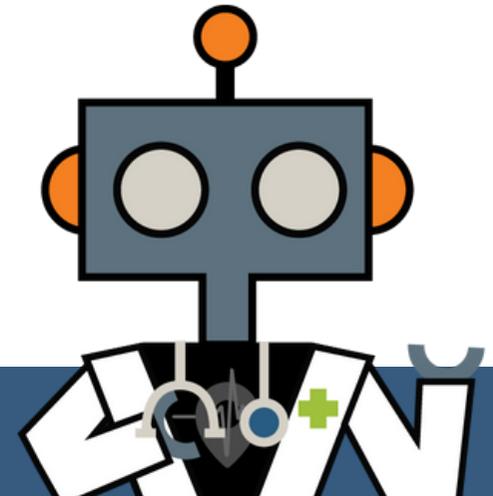
Stop optimizing for keywords only

Instead identify:

- Symptom questions
- “Urgent care vs ER” decisions
- “Open now” and availability queries



Use AI prompts, intake data, and call trends.





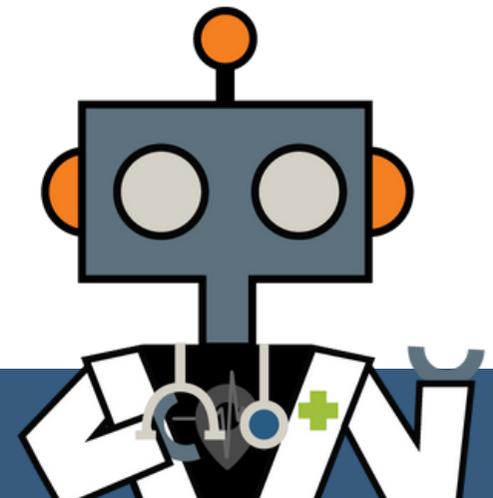
Step 2: Structure Content for Answers

AI prefers:

- Clear headings
- Direct answers
- Location-specific relevance

Key assets:

- Symptom-driven pages
- Condition-based services
- Local FAQs
- Schema-enhanced pages





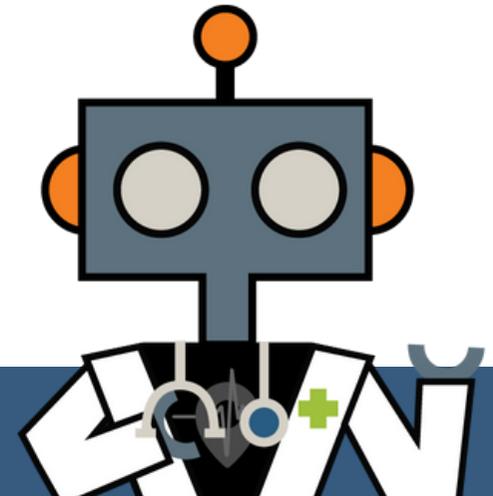
Step 3: Optimize Trust and Local Signals

AI evaluates credibility

Critical factors:

- Accurate, consistent listings
- Strong review volume and recency
- Provider bios and credentials
- Clear insurance and service details

Trust drives recommendation!



Step 4: Monitor AI Visibility



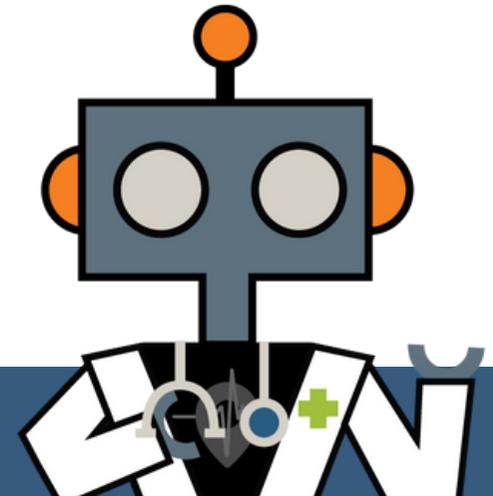
Traditional rankings are not enough

Track:

- Presence in ChatGPT
- Citations in Perplexity
- Mentions in Copilot
- Visibility trends over time



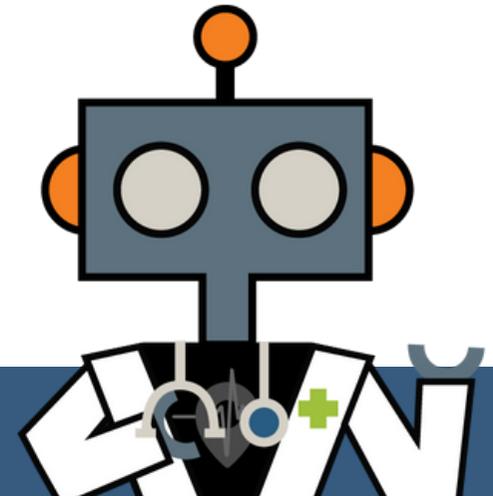
What you track is what you improve!





Signs Your Strategy Is Working

- Your clinic is mentioned by name in AI tools
- You appear in symptom-based answers
- You are recommended for local care decisions
- Visibility improves month over month



WHAT WOULD HELP YOU MOST RIGHT NOW?

A Knowing what patients are asking AI

B Fixing my website/content

C Improving local visibility and reviews

D Measuring AI visibility



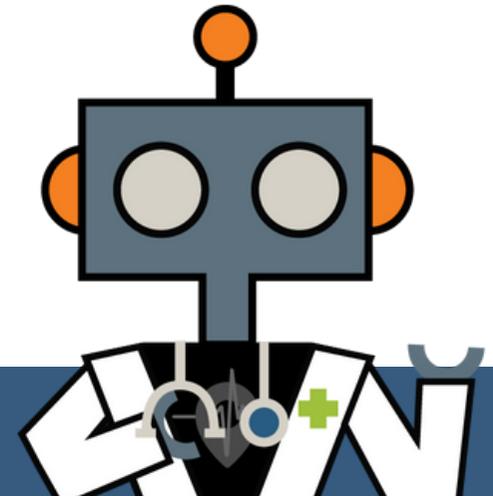
**From Invisible to
Indispensable**



Common Mistakes to Avoid

- Relying on SEO alone
- Publishing generic service pages
- Ignoring structured data
- Treating AI as “future tech”

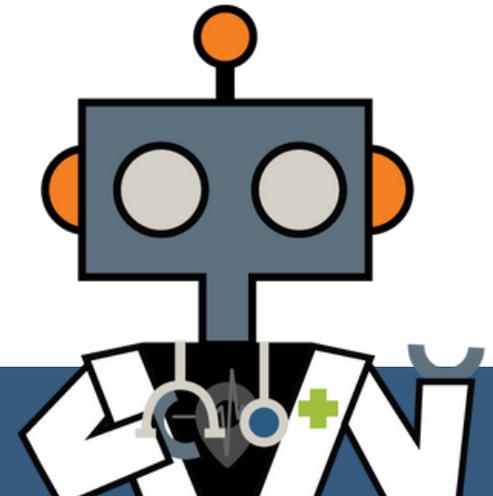
AI search is already here.





Key Takeaways

- Patient search has shifted from browsing links to asking AI for answers.
- Strong Google rankings do not guarantee visibility in AI tools.
- AI engines recommend only a few trusted clinics.
- AEO helps AI understand your content. GEO helps AI recommend your clinic.
- Urgent care visibility in AI search is still wide open for early movers.
- Clinics that adapt now will win demand. Clinics that wait will pay more to compete.

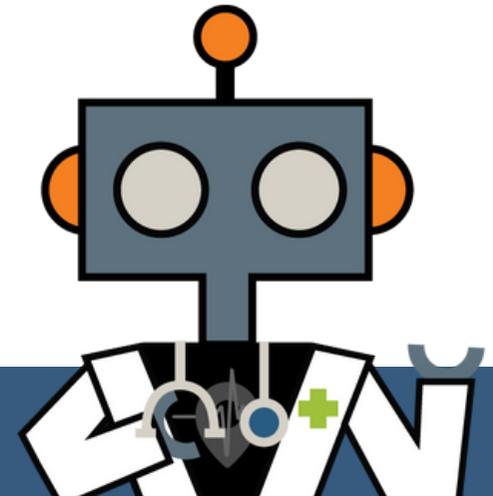




Need Help?

Schedule your **FREE** audit from PCMP!

- ✓ We'll review your existing campaigns, website, and funnel
- ✓ Identify where leads are being lost (and how to fix it)
- ✓ Check if your spend is aligned with actual performance
- ✓ Highlight quick wins to increase booked patients





How to Execute

DIY
??? + Ad Spend

- ✓ **Pros:**
Lowest cost, full control, builds hands-on skills
- ✗ **Cons:**
Inconsistent results, time-heavy, risk of burnout

TEAM MEMBER
\$6,000/mo + Ad Spend

- ✓ **Pros:**
Dedicated support, daily alignment, consistent output
- ✗ **Cons:**
High cost, limited skills, still need your direction

AGENCY
\$1,995/mo + Ad Spend

- ✓ **Pros:**
Expert team, proven systems, saves time
- ✗ **Cons:**
Costly, needs trust, not all know healthcare

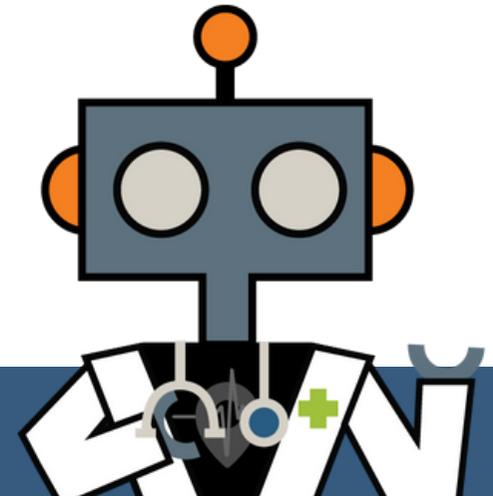
Join the Waitlist!



 March 23rd-24th, 2026
 Birmingham, Alabama

2026 Intensive: Build Together

The event for urgent care leaders ready to scale smarter... together.



THE FUTURE OF URGENT CARE VISIBILITY

February 2026 Webinar



Urgent Care Start-Ups & Expansion:

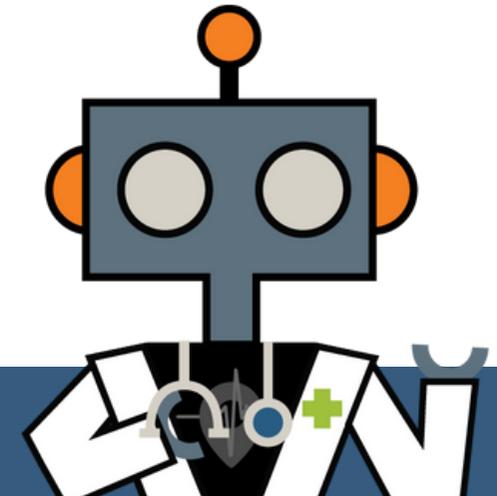
What It Really Takes to Launch and Scale Successfully in 2026



with Alan Ayers

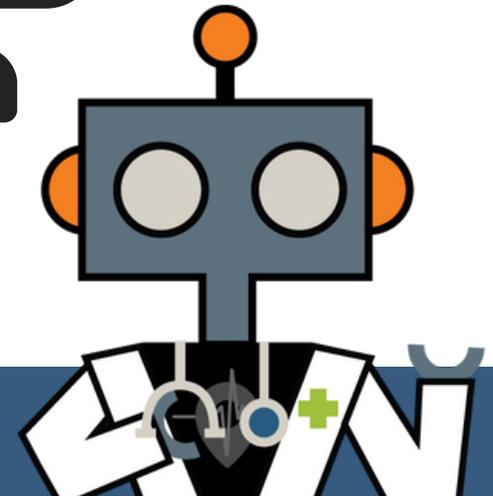
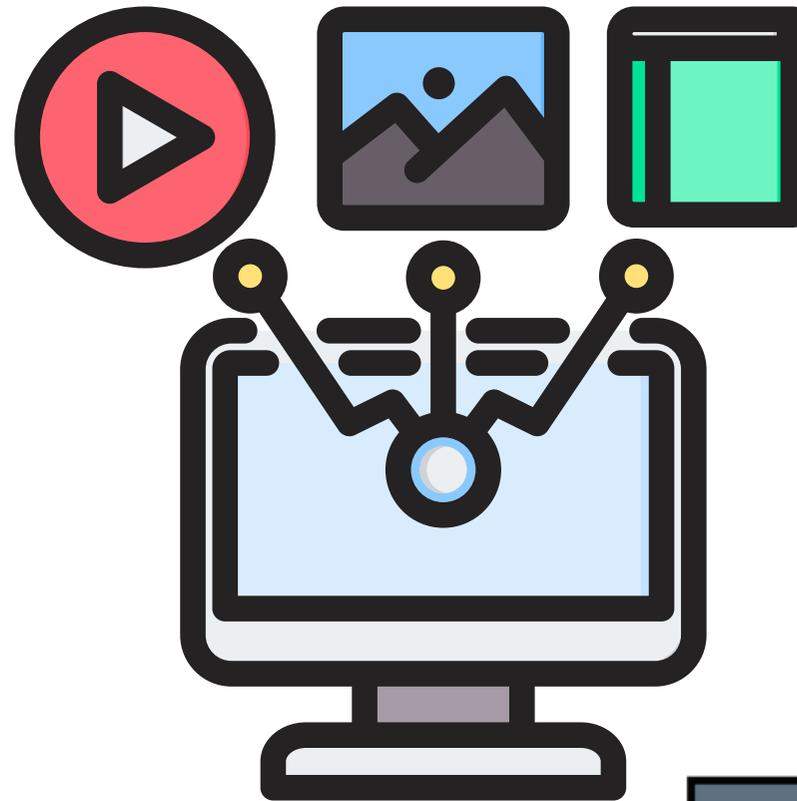
Urgent Care
Consultants

Stay tuned to our newsletters or social media for more information!



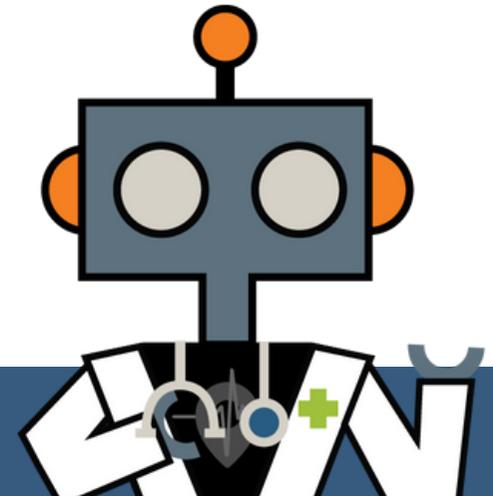
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Resources





Q&A



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