The Future of Visibility:
How Practitioners Can Thrive in AI-Driven Search

James Burgin

Thriving Practitioners | Brandwithin

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thrivingpractitioners.com | brandwithin.com

Why AI Visibility Matters Now

Your future clients are already using AI to find practitioners like you.

The landscape of healthcare discovery has fundamentally shifted. ChatGPT, Perplexity, Google's AI Overviews, and Claude are revolutionizing how people search for health solutions. Instead of clicking through pages of search results, they're asking AI assistants direct questions and receiving curated recommendations.

The New Currency

Traditional SEO still matters, but AI citations are becoming the new measure of authority. Being mentioned by AI is like getting a trusted referral.

Early Adopter Advantage

Practitioners who establish AI visibility now are gaining significant advantages. They're being recommended while competitors remain invisible to AI.

Adaptation Wins

History shows that those who embrace new technology early typically come out on top. The same pattern is emerging with AI search.

Our Journey Today

01
The Visibility Challenge: Why skilled practitioners stay invisible

02
Real Data from 8 Practices: 50,000+ search impressions analysed

03
3 Key Strategies: Simple actions that drive 300-500% growth

04
Website Reviews: See the problems and solutions in action

05
Your Action Plan: What to do this week

You're Already an Expert at Diagnosis

As a practitioner, you're skilled at:

- Reading pathology reports
- Interpreting symptoms
- Identifying patterns
- Creating treatment plans

Apply this to your website

Google Search Console

Free diagnostic tool from Google - like a comprehensive FX panel for your digital presence.

James:
Don't ask me to interpret
an FX med report! 😬

Lisa:
I'd much rather interpret
pathology haha!

Your Clients Are Finding Practitioners Through AI

Every day, potential clients ask ChatGPT and Perplexity:

- 'Who should I see for PCOS in Melbourne?'

- 'What's the difference between a naturopath and nutritionist?'

- 'Best natural treatment for IBS?'

If you're not visible in these AI responses, you don't exist to them – even if you're the perfect fit.

Kylie: "Last week I had my first client referral from ChatGPT 🥳"

Kylie Sartori
September 24 · 😊

#celebrateanyday Last week I had my first client referral from ChatGPT 🥳

A lady booked in and I saw it on her form and thought it was a typo! So I asked her about it and she said that she was doing some research about the types of gut testing she should use to get to the root cause of her gut symptoms and it gave her a list of practitioners who are highly rated and work in gut health and use these tests (within a certain kms radius).

The thing I love about it the most was that she wasn't trying to fix herself, she was using it to find the best way to access the help she needed.

I am so excited, I typically do not take well to new things in the world but have loved hearing very well respected praccies like Tammy Guest and James Burgin who have helped me embrace this new technology with all the training and info they have put together.

I haven't even touched the surface with it yet to be honest so its pretty exciting!

😊❤️😮 You, Mariangela Parrodi and 108 others   10 comments

❤️ Love   💬 Comment   ◁ Send

The Invisible Problem: Real Data

We analysed 50,000+ search impressions across 8 naturopathic practices

73-83% Brand Traffic Dependency

→ Only people who already know you can find you

10,000+ Monthly Impressions Wasted

→ People see your listing but don't click (0-2 clicks from 1,000+ views)

300-500% Traffic Growth Achievable

→ Proven results within 6-12 months

Why No Clicks?
The High-Impression Opportunity

Real examples of wasted visibility:

'upset stomach' → 1,025 impressions, 0 clicks

Sonya Thorn Naturopath

'stewed apples' recipe → 876 impressions, 1 click (0.11%)

Innerform Health

'naturopath Melbourne' → 986 impressions, 0 clicks

Cheryl Penna

The opportunity: Optimise these pages and capture this traffic

Let's Look at a Real Practitioner Website
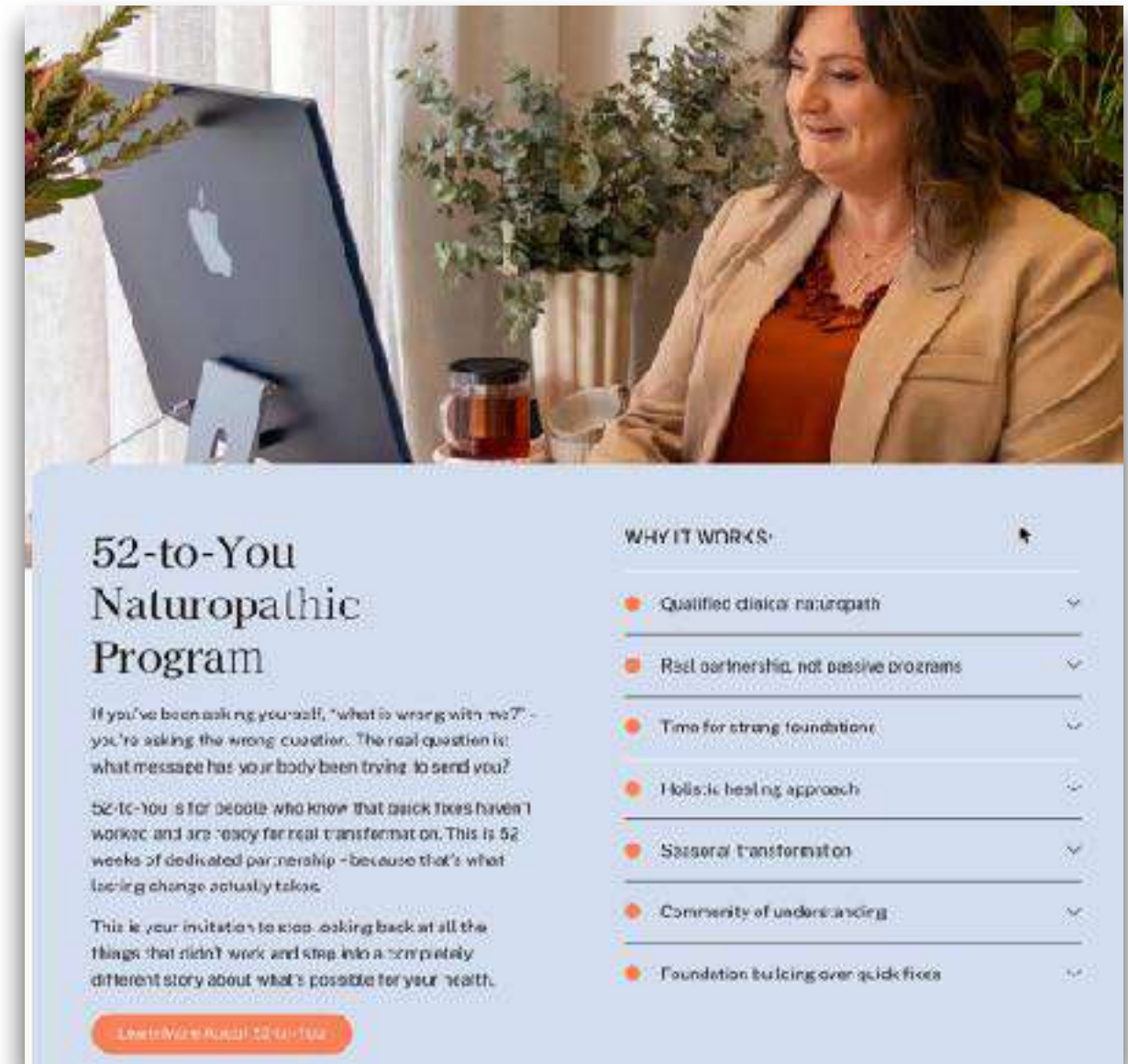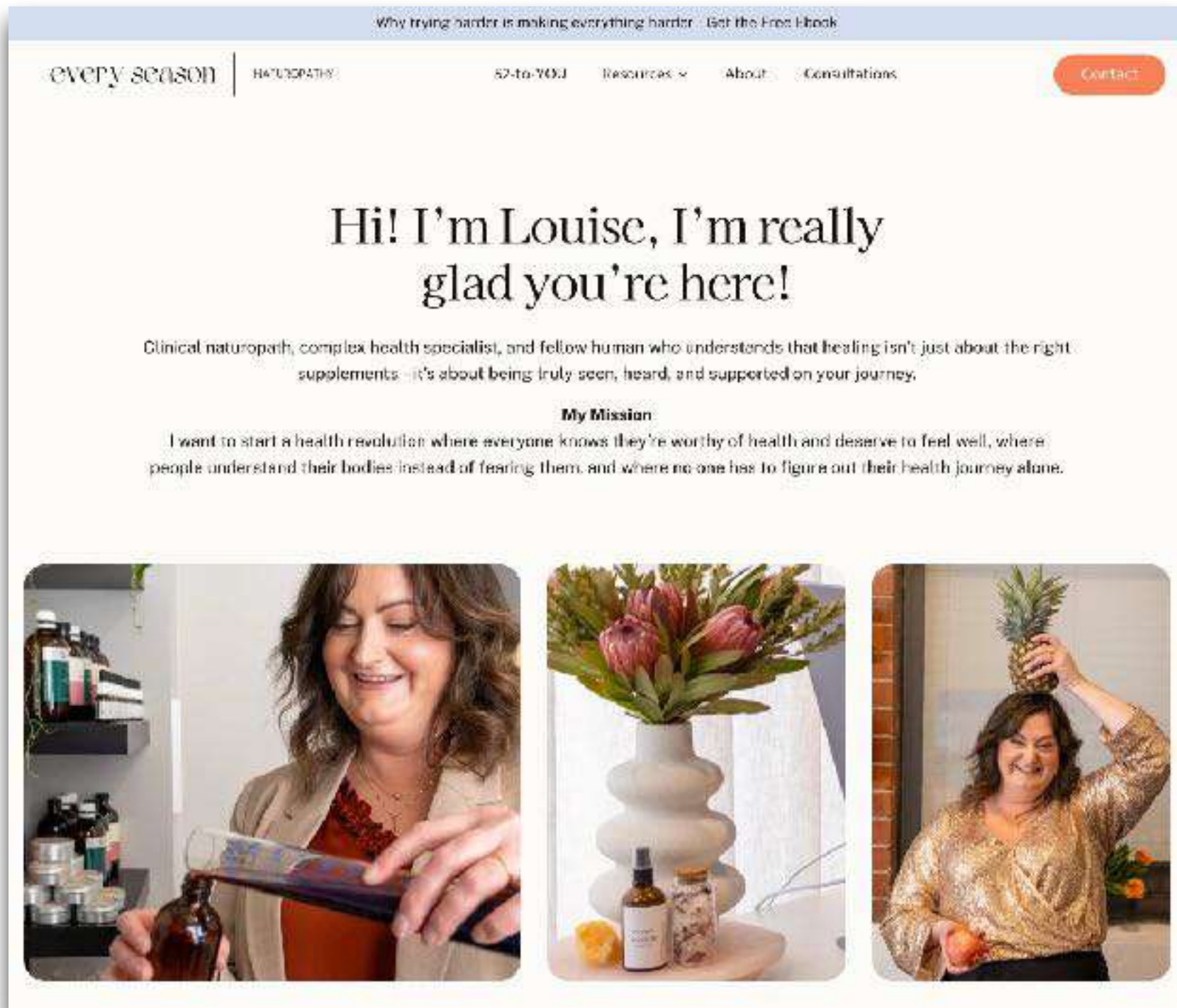
Louise Cork   everyseasonnaturopathy.com.au

⚡ Top Priority Actions to Grow Your Practice

1. Optimise for "Naturopath Ballarat"

This is your most important non-brand keyword. Create a dedicated landing page that is highly optimised for this term. It should clearly state that you are a naturopath in Ballarat, detail your services, and include client testimonials. Your home page and about page currently rank for this, which is not ideal. A dedicated page will perform much better.

2. Address High Impression, Zero Click Pages

The page `/eczema-ease-naturally` has over 300 impressions but no clicks. This is a major missed opportunity. The title and meta description need to be rewritten to be more compelling and directly address the user's search query. Ensure the page content delivers on the promise of the title.

3. Create Content for High-Impression Queries

You are getting impressions for terms like "primal iron" and "holistic concussion treatment" but have no clicks. This indicates user interest. Consider creating blog posts or service pages targeting these specific keywords to capture this interested audience.

4. Improve Titles and Meta Descriptions Across the Site

Many pages have low CTR despite good rankings. A systematic review and rewrite of page titles and meta descriptions to make them more engaging and keyword-rich will likely lead to a significant increase in clicks.

5. Resolve Keyword Cannibalisation

Your website has multiple pages competing for the same keywords, such as "naturopath Ballarat". This confuses search engines and dilutes your authority. Consolidate content where appropriate and ensure each page has a unique primary keyword target.

Content and SEO Strategy

1. Develop Local Landing Pages

Beyond a general "Naturopath Ballarat" page, consider creating pages for specific suburbs or nearby towns if you serve a wider area. This will help capture more specific local searches.

2. Create a Content Hub for Key Conditions

For topics like Eczema, create a pillar page that provides a comprehensive overview, and then link out to more detailed blog posts on specific aspects of treatment. This establishes your authority on the topic. The current `/eczema-ease-naturally` page should be the start of this.

3. Blog Consistently on Relevant Topics

Address the high-impression, zero-click queries like "primal iron" and "holistic concussion treatment" with dedicated blog posts. This demonstrates your expertise and captures long-tail search traffic.

Top Tip:
Optimise for Local Search
+ Google Business Profile

Louise Cork   everyseasonnaturopathy.com.au

Why You May Be Invisible: 4 Critical Issues

1 **Your website doesn't answer real questions**

→ When patients ask AI 'Should I see a naturopath for PCOS?' – your site is vague

2 **Generic service pages that AI can't cite**

→ 'I offer holistic health consultations' tells AI nothing specific

3 **No comparison content**

→ Clients are comparing options – if you don't create it, competitors will

4 **Your homepage confuses first-time visitors**

→ They scan for 5 seconds and leave without knowing if you can help

3 Key Strategies for AI Visibility
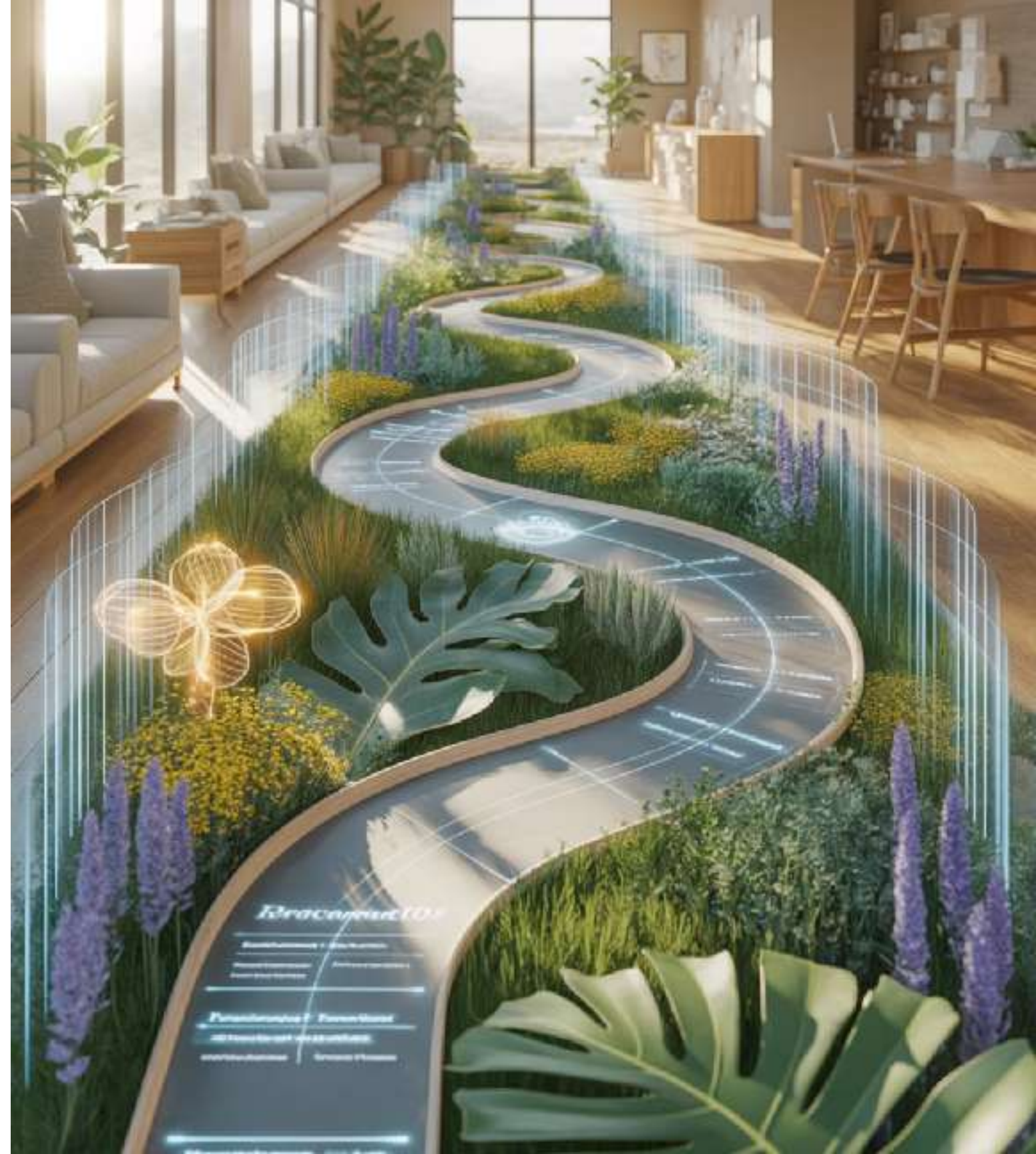
3 Key Strategies for AI Visibility

**Strategy 1:
Create a Homepage That
Connects**

→ Problem + Solution +
Location formula

**Strategy 2:
Build Service Pages that
AI Can Cite**

→ Answer specific
questions with clear
structure

**Strategy 3:
Add Comparison Content**

→ Help patients make
informed decisions

Strategy 1:
Homepage That Connects

Most practitioner homepages are forgettable:

❌ **'Welcome to Natural Health'**

❌ **'I'm passionate about holistic wellness'**

❌ **'Helping people achieve optimal health'**

These could apply to anyone – they don't speak to YOUR ideal client

The Hero Section Formula That Converts

[Specific Problem]	[Your Solution]	[Location/Credibility]

Example for IBS Specialist:

'IBS Keeping You From Living Your Life?'

+ **'Evidence-Based Gut Health Solutions That Actually Work'**

+ **'Melbourne | ATMS Certified'**

This formula:

- ✓ Connects with ideal clients immediately
- ✓ Shows you understand their struggle
- ✓ Makes you visible in AI search

Before & After: Homepage Transformation

❌ BEFORE:

> 🗨 'Welcome to Natural Health Qualified Naturopath'
>
> → Generic, forgettable, invisible in AI search

✓ AFTER:

> 🗨 **'IBS Keeping You From Living Your Life? | Evidence-Based Gut Health Solutions | Melbourne'**
>
> → Specific, compelling, AI-citable

This single change can double your conversion rate

Let's Look at a Real Practitioner Website

Chloe Louise
CLINICAL NUTRITIONIST

⚠ High Impression, Low CTR URLs
Critical optimisation opportunities

These URLs are visible to a large audience but fail to attract clicks. This is typically due to a low ranking position, a non-compelling title tag/meta description, or a mismatch between the content and the search query. **The /shop/p/gut-health-test-and-review-package page is the top priority** with over 1,300 impressions and a CTR of only 0.37%.

/shop/p/gut-health-test-and-review-package	0.37%
6 clicks 1357 impressions Pos: 38.82	
0 clicks 444 impressions Pos: 72.08	

| /nervous-system-rewire | 0.53% |
| 2 clicks   376 impressions   Pos: 26.26 | |

| /blog-posts/gut-brain-connection-and-mental-health | 0.00% |
| 0 clicks   363 impressions   Pos: 79.62 | |

| /blog-posts/gut-health-and-immunity | 0.00% |
| 0 clicks   318 impressions   Pos: 81.1 | |

https://innerformhealth.com/

Strategy 2:
Service Pages AI Can Cite

The Problem:

Most practitioners have one 'Services' page listing everything

→ Can't rank for specific conditions

→ Too thin content for each service

→ AI can't cite specific expertise

The Solution:

One dedicated page per service with comprehensive content

→ **yoursite.com.au/services/ibs-treatment-melbourne**

→ **yoursite.com.au/services/pcos-management-program**

→ **yoursite.com.au/services/perimenopause-management-program**

The Problem-Agitate-Solution (PAS) Structure

Problem: Identify their specific struggle

'You've tried elimination diets and probiotics – but symptoms persist'

Agitate: Show you understand the impact

'You're afraid to eat out. You plan your day around bathroom access'

Solution: Present your specific approach

'My Test, Don't Guess approach uses comprehensive testing to find the exact root cause – so we create a targeted treatment plan'

This structure is AI-friendly and converts visitors into clients

Writing Tip:
Ask AI to write using the PAS format

Sonya Thorn - The Gut Detective

The Gut Detective 4x4 Program

New Brand Position: 'The Gut Detective'

→ Clear, memorable, specific expertise

New Landing Page: Gut Detective 4x4 Program

→ 4 tests, 4 consultations, 4 months

→ Simple, clear value proposition

Result: Clear positioning that AI can confidently cite

Next Steps:
Build Topical Authority for
ALL related gut health topics

The Content System That Works for AI Visibility

1

Problem-Based Content

Answers specific patient questions

Examples:

- "What helps with IBS naturally?"
- "How to balance hormones without birth control"
- "Natural remedies for upset stomach"

Attracts new patients searching for solutions

2

Comparison Content

Helps clients make informed decisions

Examples:

- "Naturopath vs Nutritionist"
- "SIBO treatment vs Low FODMAP diet"
- "Functional vs Standard blood tests"

Positions you as the trusted guide

3

Authority Content

Establishes your expertise and credibility

Examples:

- Comprehensive service pages
- Detailed treatment protocols
- Patient outcomes & case studies

Converts visitors into clients

These three content types work together to create a complete ecosystem that attracts, educates, and converts—for both AI visibility and traditional SEO

Comparison Content

Patients aren't just searching for you – they're comparing options:

- 'Gut healing protocol vs elimination diet'
- 'Naturopathic consultation vs GP visit for fatigue'
- 'Chinese herbs vs Western herbal medicine'

Why AI Loves Comparison Content:

✓ Directly answers questions

✓ Educational and objective

✓ Easy to cite and recommend

If you don't create it, someone else will – and they'll get the visibility

OR

Winning Strategy (Fun Tool)
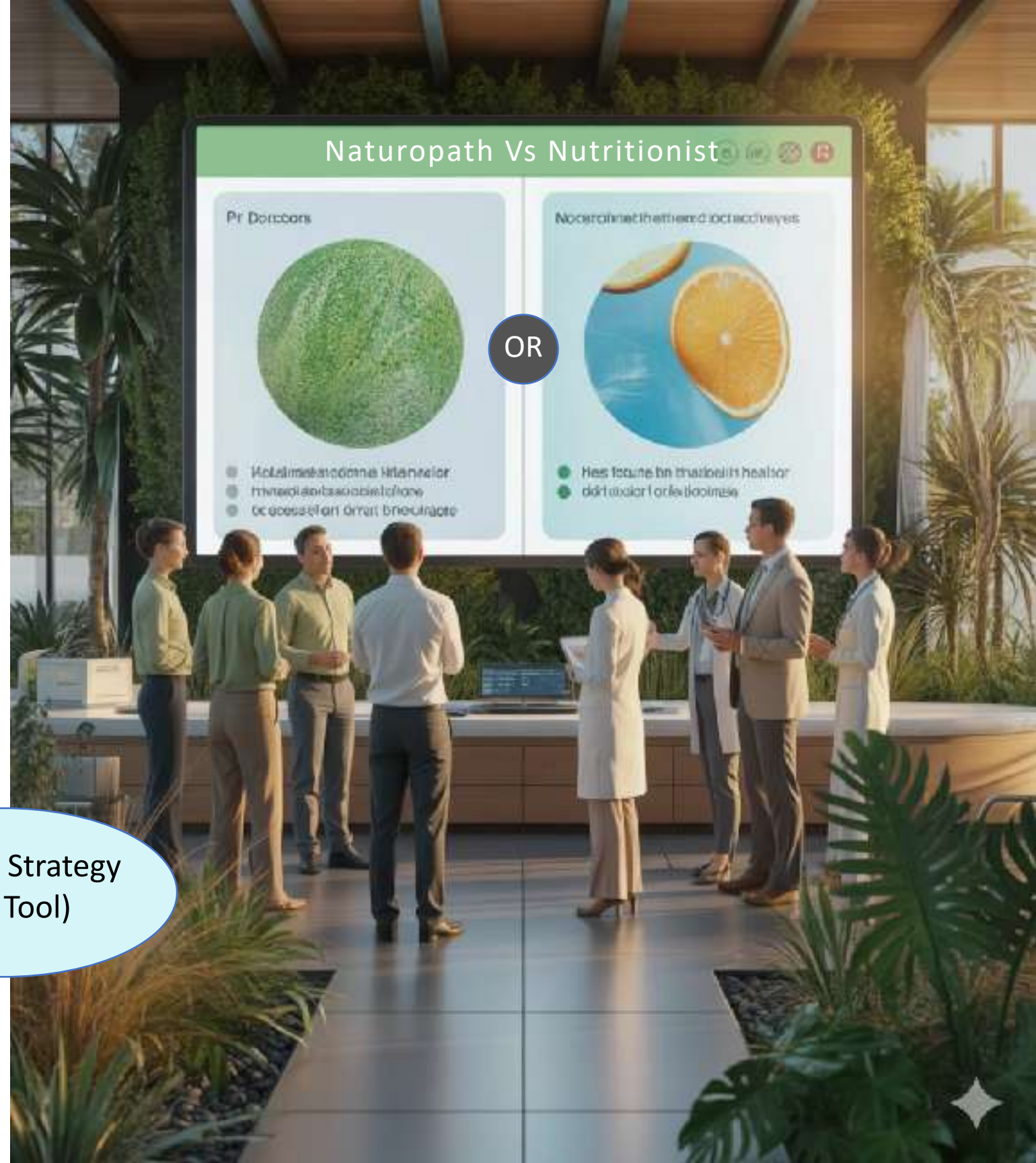
https://www.dentalfresh.com.au/compare-denture-specialists-in-bondi-junction-and-eastern-suburbs/

Real Results from Real Practitioners

Create Real Growth Within 6-12 Months

Happy Healthy Caro:
568% Growth Potential

44

Current

clicks monthly

294

Potential

clicks monthly

568%

Growth

increase

Strategy:

- Capture high-impression, zero-click keywords
- Reduce brand dependency from 78% to under 50%
- Create service pages for top conditions

Achievable within 6-12 months

with systematic implementation
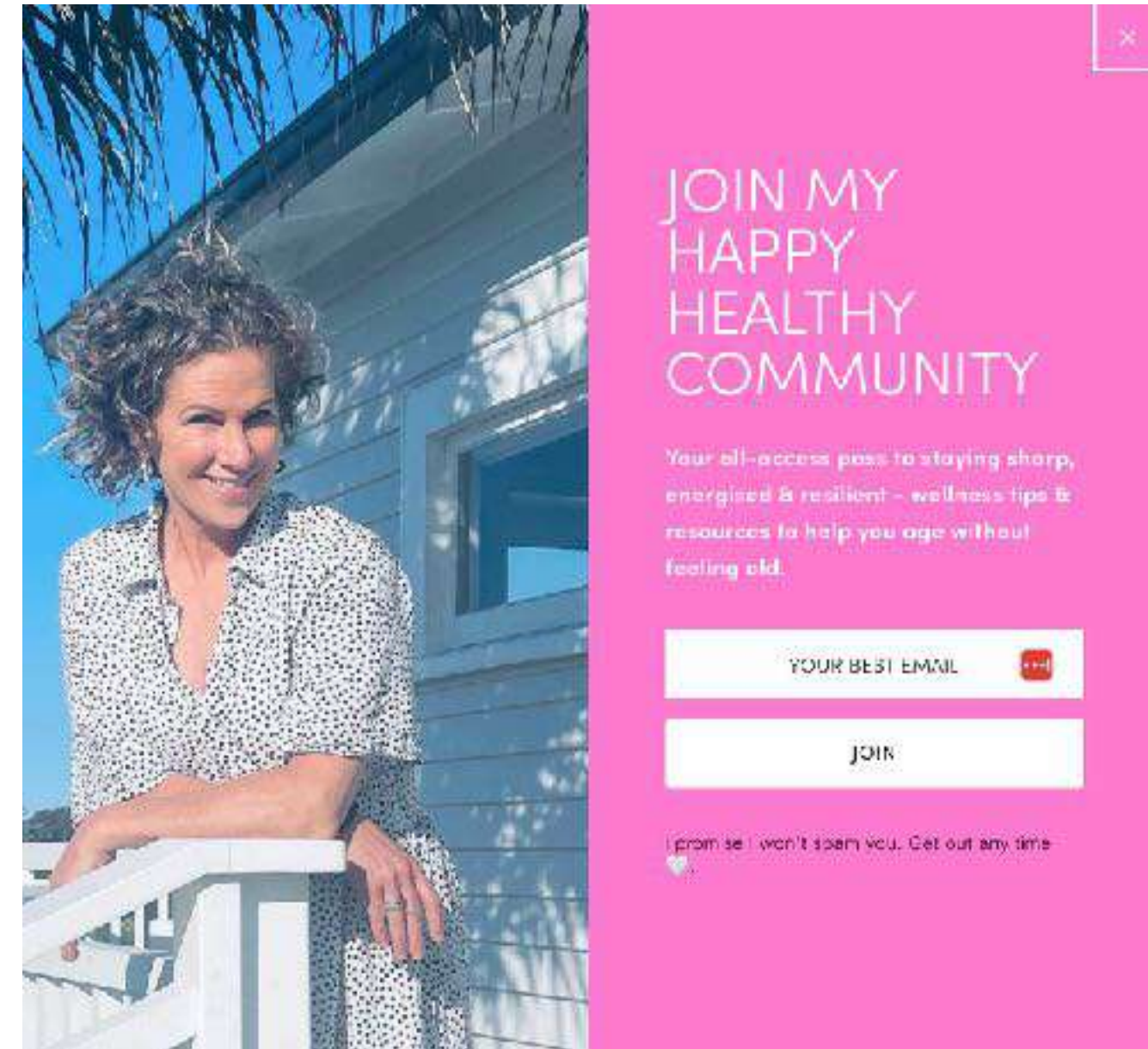
Cheryl Penna:
350-620% Growth Potential

237

Current

clicks monthly

828

Potential (Low)

clicks monthly

1708

Potential (High)

clicks monthly

The Problem: 47 keyword cannibalisation issues

→ Multiple pages competing for the same keywords

The Solution:
• Consolidate competing pages into authority pages
• Optimise title tags for better click-through rate
• Add structured content AI can cite

https://www.urbansensewellnessclinic.com.au/
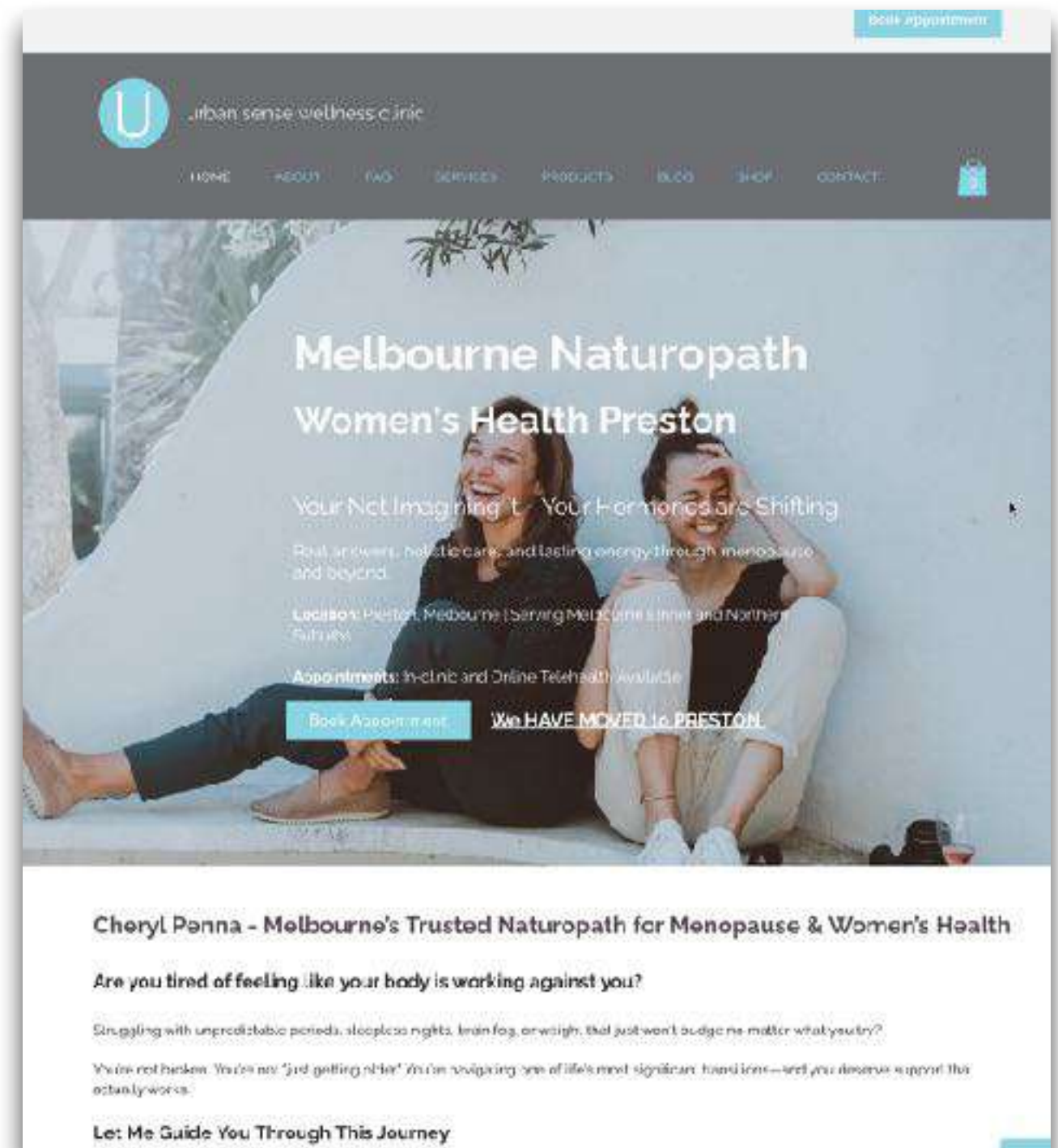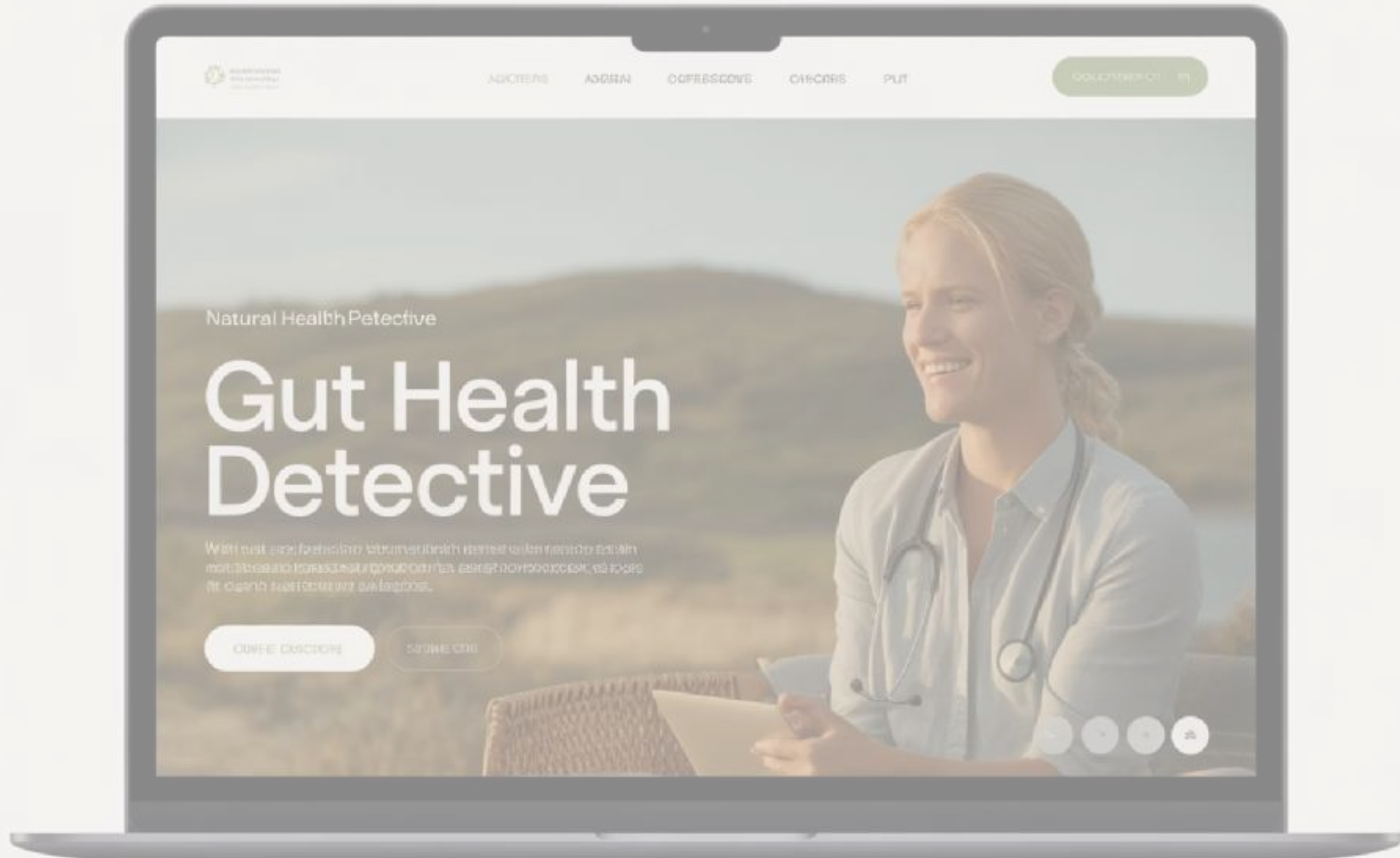
The Gut Detective Landing Page Live Review

Content Creation

Using ChatGPT, Claude Perplexity & Gemini

Your Action Plan:

What to Do This Week

The AI Visibility Audit Framework (20 Minutes)

A simple 6-step audit to identify your biggest opportunities:

01

Check Google Search Console (3 min)

→ Review last 3 months: impressions, clicks, CTR

02

Find high-impression, zero-click keywords (4 min)

→ Filter queries with 100+ impressions, 0-2 clicks

03

Identify competing pages (4 min)

→ Same keyword ranking for multiple pages

04

Review your homepage hero (2 min)

→ Does it connect with your ideal client's problem?

05

Assess service pages (4 min)

→ Specific and AI-citable? Or generic?

06

Check for comparison content (3 min)

→ Do you have any 'X vs Y' pages?

Quick Wins You Can Implement This Week

1 **Update Homepage Hero (30-60 min)**

→ Use Problem + Solution + Location formula

→ Immediate improvement in engagement

2 **Optimise Title Tags (1-2 hours)**

→ Update your top 5 pages

→ 20-40% improvement in click-through rate

3 **Create One Comparison Page (2-3 hours)**

→ Answer a common question patients ask

→ Positions you as trusted authority

Total: 5-8 hours for measurable improvement

Every Season Naturopathy
https://everyseasonnaturopathy.com.au › about

Hi! I'm Louise, I'm really glad you're here!

I'm Louise, I'm really glad you're here! Clinical naturopath, complex health specialist, and fellow human who understands that healing isn't just about the ...

Your AI Visibility Toolkit

✓ **AI Visibility Audit Template**

→ Step-by-step checklist with timing

✓ **Service Page CustomGPT**

→ Complete PAS structure with examples

Your AI Visibility Toolkit

- **✓ AI Visibility Audit Template**

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[Download Here...](#)

The Implementation Challenge

You now have the framework...

But implementing this while running a busy practice?

- · Which changes should you prioritise first?
- · How do you write AI-friendly content?

- · What if you get stuck on technical issues?
- · How do you track if it's actually working?

This is where most practitioners get overwhelmed and give up

Thriving Practitioners Growth Hub

Your ongoing support system for practice growth:

- ✓ Monthly Training: New strategies and updates

- ✓ Implementation Support: Step-by-step guidance

- ✓ Community: Connect with other practitioners

- ✓ Templates & Tools: Ready-to-use resources

- ✓ Q&A Sessions: Get your questions answered

- ✓ Website Reviews: Personalised feedback

Think of it as your practice growth team—without the overhead

Special Masterclass Offer: [Details on next slide]

Designs for Health Practitioner Exclusive Offer

🎁 **First Month FREE Membership**

🎁 **AI Visibility Audit + Personalised Report**

🎁 **Bonus: Custom AI Prompt Library**

After first month: [Regular pricing]

📝 **Fast action bonus limited to first 20 practitioners who join, can have a 1:1 strategy session with James**

Join here: [Link to be provided]

If you would like support to grow your visibility...

Thriving Practitoners Growth Hub *Membership*

Growth Hub Benefits

Build Authority While You Sleep
Create content systems that establish your expertise and attract clients 24/7.

Grow Without Overwhelm
Clear, actionable strategies designed for busy practitioners who want growth without sacrificing patient care.

From Invisible to Unmissable in Your Local Area
Position yourself as the go-to authority AI search engines recommend when potential clients ask about your specialty.

Master AI Tools That Actually Work
Practitioner-tested AI systems that save 10+ hours per week on content creation.

Done-With-You Implementation
Skip the theory-to-practice gap with step-by-step guidance, ready-to-use templates, and hands-on support every step of the way.

What's Included Every Month

- Monthly Member Q&A with replays
- Practice Growth Features with special guests
- Hands on Implementation sessions with James
- Monthly review sessions for practice visibility
- Courses, CustomGPTs, templates, practical guides
- Supportive practitioner private Facebook Group

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Growth Hub Starter plan

$49 /mo

with your **1st month free**

✓ Full access to the Growth Hub platform

✓ Monthly masterclasses and live Q&As

✓ Downloadable templates and practice tools

✓ Peer support and accountability community

✓ Cancel anytime, no lock in contract

Join Growth Hub Monthly Membership

Growth Hub Special Offer

$235

$49 x 6 months upfront with **20% saving** + **Full Training Workshop value $299** + Five CustomGPTs for Content Visibility

Total Value $850+

✓ Everything in the Monthly Membership

✓ Save 20% on your plan

✓ Bonus access to the **Pathway to Practice Growth Workshop 4** (valued at **$299** AUD)

✓ Early access to new resources and training

✓ Ideal for practitioners ready to grow with consistency

Join Growth Hub Super Bundle

thrivingpractitioners.com/growth-hub/

Key Takeaways

1 **AI Visibility Is Now, Not Later**
→ Early adopters will dominate their niches

2 **Clear, Specific Content Wins**
→ Answer real questions
using client language

3 **Simple Changes Drive Big Results**
→ 300-500% growth is achievable
within 6-12 months

4 **You Don't Have to Do This Alone**
→ Join the Growth Hub for ongoing support

The window to establish
AI visibility is now

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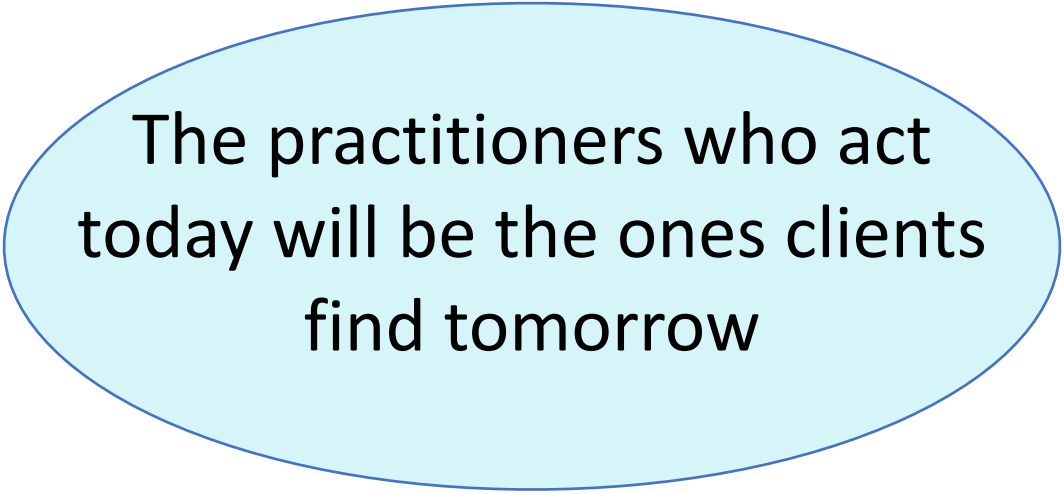
Your Next Steps

Today:

1. Download the AI Visibility Audit Template

2. Complete your 20-minute audit

The practitioners who act today will be the ones clients find tomorrow

This Week:

1. Implement one quick win (homepage hero section)

2. Join the Growth Hub for ongoing support

Next 30 Days:

1. Follow the systematic implementation roadmap

2. Track your metrics monthly

Questions & Answers

Let's transform your practice visibility together

James Burgin

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Thank You

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