

Quillfield Physiotherapy EXAMPLE

What AI tells people in Hamilton looking for a physiotherapist

AI describes you well when patients search your name. When they describe their injury instead, it sends them elsewhere, and in a head-to-head it **picks Alder & Pine.**

✓ What's working

Strong on your own name: asked about Quillfield directly, ChatGPT and Perplexity describe the clinic accurately and mention direct billing to insurers.

140 Google reviews, 4.9 average, and many name a specific therapist. AI quotes those lines back when patients ask who is good.

Two clear specialties: your concussion and pelvic health programs each have their own page, and Gemini cites both.

! What's holding you back

Named in 2 of 18 injury questions, such as "physio for a rotator cuff injury in Hamilton." Alder & Pine was named in 11.

Your details disagree across listings: AI gave two different closing times and still mentions a second location you closed.

No prices anywhere: every AI told patients to call for pricing, while Alder & Pine lists its assessment and treatment rates, which AI repeats.

SAME AI, TWO DIFFERENT ANSWERS

ChatGPT

LIVE ANSWER

Who is good for concussion rehab in Hamilton?

...the clinic I'd start with is **Quillfield Physiotherapy**. It runs a dedicated concussion program with vestibular testing, and patients often mention how clearly their therapist explained the return-to-work plan...

Named first

ChatGPT

LIVE ANSWER

Quillfield or Alder & Pine for a shoulder injury? Pick one.

I'd lean toward **Alder & Pine**. They publish their pricing and explain their sports injury approach in detail, and more of their reviews mention shoulder rehab...

Competitor picked. 3 of 4 AI tools agreed.

What to fix

On your website for your web designer

- 01** Put the same hours, address and phone on every page and listing.
AI found two closing times and a location you no longer run.
- 02** Publish your prices: first assessment, follow-ups, direct billing.
AI answers cost questions from pages that state a number.
- 03** Give each condition its own page: shoulder, back, knee, sports injuries.
Patients ask about their injury, not about physiotherapy.
- 04** Open every page with two plain sentences that answer the question.
AI lifts the first lines. Yours start with a slogan.
- 05** Add "How did you find us?" to your booking form.
So you can see which patients came from AI.

Off your website for you

- 06** Ask patients to mention their injury in their review.
AI matches review text to the question it was asked.
- 07** Get listed on the two clinic directories AI cited most.
Alder & Pine is on both. You're on neither.
- 08** Complete your Google profile: hours, services, booking link.
Google's AI builds local answers from Maps listings.
- 09** Partner with a local sports club and get named on its site.
Local mentions tell AI who treats athletes in town.
- 10** Post short exercise videos titled by injury and city.
Google's AI pulls from YouTube. Reuse them on your pages.

Want a hand? You can do all of this in-house. If you'd rather hand it off, our team at Meison does exactly this work, and we've written free technical notes for your web designer.

meison.io/ai-fix