WEB INTELLIGENZ

AI VISIBILITY REPORT

SAMPLE REPORT

Kingsmere Physiotherapy

kingsmerephysio.com.au

REPORT DATE	RESPONSES READ	PREPARED BY
11 August 2026	194 of 200	Web Intelligenz, Melbourne

Asked of ChatGPT, Google AI Overviews, Gemini and Copilot between 4 and 8 August 2026. Ten buying-intent prompts, five runs on each surface. Every business, domain and figure in this sample is invented for illustration. It is not a report about a real clinic and the numbers were not measured.

SECTION ONE

The answer

24%

Named in 47 of the 194 responses we could read.

Roughly one ask in four returns your name. The other three name someone else, most often a clinic within four kilometres of you. Where you are named, it is usually because the person asked for you by name.

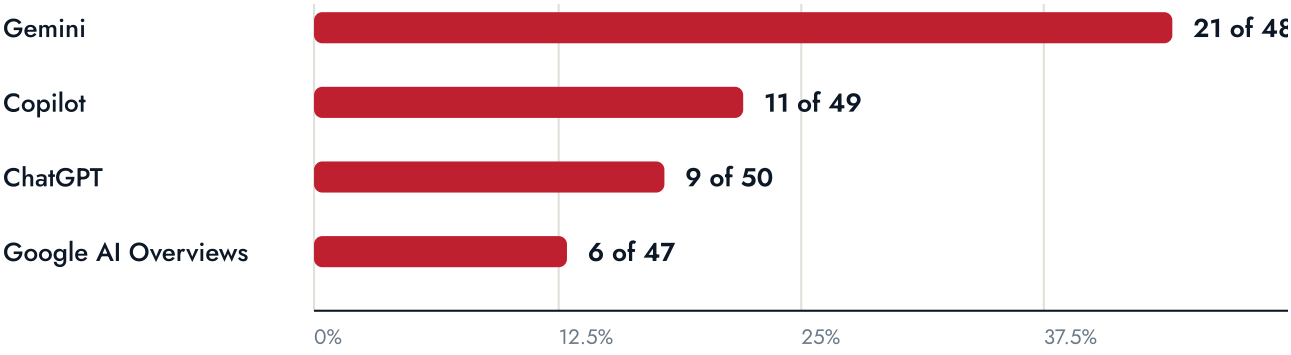
READING THIS REPORT

- Red is always you
- Grey is everyone else

Every figure is printed with the number it was counted out of. Nothing here is projected or modelled.

Where you were named, by surface

Responses naming Kingsmere Physiotherapy, out of the responses read on each surface.



SECTION TWO

How we tested

We wrote ten prompts of the kind a person actually types when they are looking to book, not the kind a marketer would choose. Eight are unbranded, two name you directly. Each was asked five times on each of four surfaces, giving 200 responses in total.

Five runs matter because AI answers vary between asks. The same question put twice can return two different sets of businesses, so a single ask proves nothing either way.

The ten prompts

1. Best physio in Kingsmere
2. Physiotherapist near Kingsmere for lower back pain
3. Who should I see for a running injury in Melbourne's inner north
4. Kingsmere Physiotherapy reviews
5. Best sports physio Melbourne inner north
6. Physio that does dry needling in Marlowe or Kingsmere
7. Is Kingsmere Physiotherapy any good
8. Physio open Saturday Kingsmere
9. NDIS physiotherapy provider inner north Melbourne
10. Best clinic for shoulder rehab Melbourne

Prompts shown in red name your business.

SURFACES

ChatGPT
Google AI Overviews
Gemini
Copilot

DATES

4 to 8 August 2026

COVERAGE

194 of 200 responses returned and were read. Six failed or timed out and are excluded from every figure in this report.

HOW WE REACHED THEM

Each assistant was queried through a commercial data-collection service, not an official API or a signed-in account — public answers, unshaped by any account's history.

SECTION THREE

Prompt by prompt

A filled square means you were named at least once on that surface. A hollow square means you were not named there in any of the five runs.

PROMPT	TYPE	YOU	GPT	AIO	GEM	CPLT
Best physio in Kingsmere	Unbranded	4 of 20	■	□	■	□
Physiotherapist near Kingsmere for lower back pain	Unbranded	6 of 20	■	■	■	□
Who should I see for a running injury in Melbourne's inner north	Unbranded	2 of 20	□	□	■	□
Kingsmere Physiotherapy reviews	Branded	17 of 19	■	■	■	■
Best sports physio Melbourne inner north	Unbranded	1 of 20	□	□	■	□
Physio that does dry needling in Marlowe or Kingsmere	Unbranded	3 of 19	□	□	■	■

PROMPT BY PROMPT, CONTINUED

PROMPT	TYPE	YOU	GPT	AIO	GEM	CPLT
Is Kingsmere Physiotherapy any good	Branded	14 of 20	■	■	■	■
Physio open Saturday Kingsmere	Unbranded	0 of 18	☐	☐	☐	☐
NDIS physiotherapy provider inner north Melbourne	Unbranded	0 of 19	☐	☐	☐	☐
Best clinic for shoulder rehab Melbourne	Unbranded	0 of 19	☐	☐	☐	☐

SECTION FOUR

Share of voice

Of every business named, how many were you

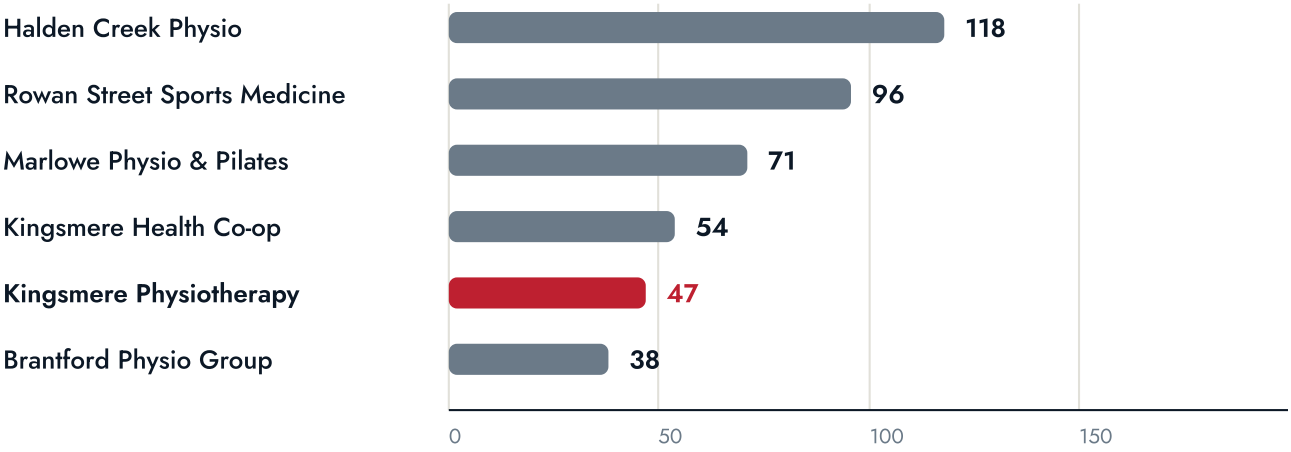
612 business mentions across 194 responses. Each business is counted once per response in which it appears.

8%
You — 47 of 612

92%
Everyone else — 565 of 612

The businesses AI names most

Responses naming each business, out of the 194 read.



A further 23 businesses were named fewer than 30 times each and are not shown. You place fifth of the six most-named clinics.

SECTION FIVE

Who gets named instead

Five clinics appear more often than you do or close behind. For each, the prompts where they were named and you were not.

Halden Creek Physio

Named in every unbranded prompt, and the only clinic named in all five runs of "best physio in Kingsmere" on all four surfaces. Consistently described as the inner north's default recommendation.

118

of 194 responses

Beat you on prompts 1, 3, 5, 6, 8, 9, 10

Rowan Street Sports Medicine

Dominates anything mentioning sport or running. Named in 19 of the 20 responses to "best sports physio Melbourne inner north", where you were named once.

96

of 194 responses

Beat you on prompts 3, 5, 10

Marlowe Physio & Pilates

The only clinic named for Saturday and after-hours appointments, appearing in 14 of the 18 responses to that prompt.

71

of 194 responses

Beat you on prompts 6, 8

Kingsmere Health Co-op

Named in 17 of the 19 responses about NDIS and funded care, a prompt where you were not named at all.

54

of 194 responses

Beat you on prompt 9

Brantford Physio Group

Named less often than you overall, but reaches surfaces you do not. Appears in Google AI Overviews at nearly three times your rate there.

38

of 194 responses

Beat you on prompt 10

SECTION SIX

Where AI is getting its answers

When an assistant answers a question about local businesses, it usually reads a handful of web pages first and lists them underneath. Those are citations. The pages that get cited are, in effect, the sources AI trusts to know your industry, and being named on one of them is often how a business ends up in the answer.

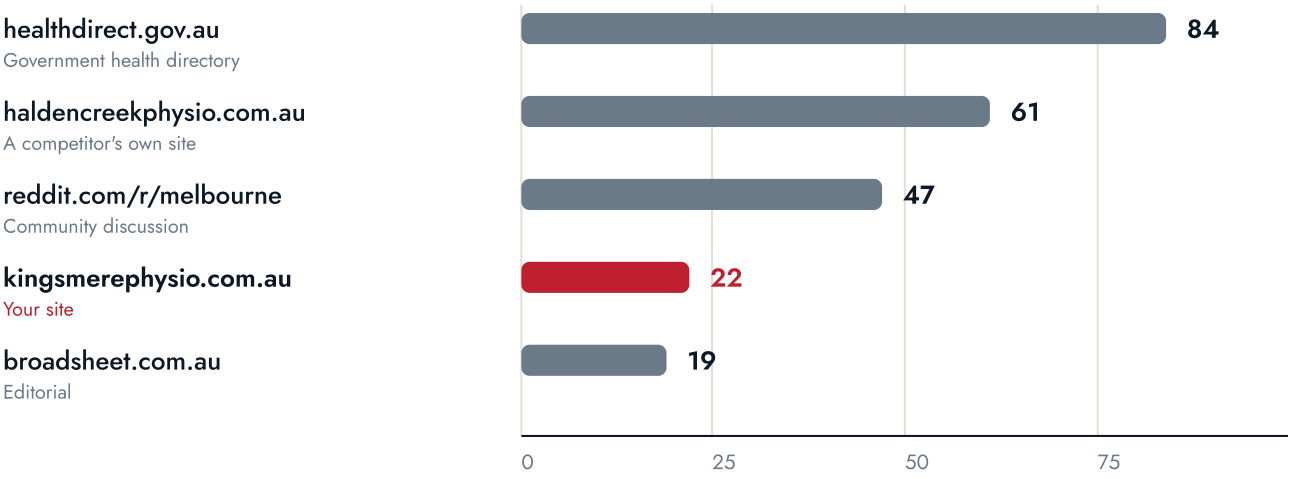
YOUR CITATION SHARE

5%

kingsmerephysio.com.au was cited 22 times out of 486 citations across all responses.

The five most-cited domains

Citations across all 194 responses. Red marks a domain you own.



Two of the top three are pages you do not control but could appear on. Your own site is cited, which means AI can read it; it is simply reached for less often than the directories and discussions around you.

SECTION SEVEN

Three things to do next

Three distinct plays, not a ranked list. Each follows from a specific gap in the data above, and each names the prompts it would move.

AVAILABILITY

Get your Saturday hours somewhere AI can read them

Eighteen responses answered "physio open Saturday Kingsmere". You were named in none of them. Marlowe Physio & Pilates was named in fourteen, and in eleven of those the assistant cited a directory listing that stated their weekend hours explicitly.

Opening hours are one of the few facts an assistant will repeat verbatim when it can find them stated plainly. Where it cannot, it omits the business rather than guess. That is the likely mechanism here.

The work is to make your hours unambiguous and consistent on the third-party listings AI is already reading, starting with the health directory that carries the most citations in this data set.

PROMPTS IT WOULD MOVE

8 — Physio open Saturday Kingsmere
6 — Dry needling Marlowe or Kingsmere

CURRENTLY

0 of 18

responses to prompt 8

SUPPORTING SOURCES

healthdirect.gov.au, cited 84 times
Eleven citations naming a competitor's weekend hours

We measured what AI said, not what your website says. Confirm your Saturday hours before changing any listing.

FUNDED CARE

Say plainly whether you take NDIS participants

Nineteen responses answered "NDIS physiotherapy provider inner north Melbourne". You were named in none. Kingsmere Health Co-op was named in seventeen.

This is a high-intent question. A person asking it has funding in place and is choosing a provider, which makes the enquiry qualified before it reaches you. It is also the one prompt in this set where the assistants were most cautious, several declining to list any clinic they could not confirm as a registered provider.

If you do take NDIS participants, the fact needs to be stated where the provider directories and the assistants can find it. If you do not, this prompt is not worth pursuing and the effort belongs elsewhere.

PROMPTS IT WOULD MOVE

9 — NDIS physiotherapy provider inner north Melbourne

CURRENTLY

0 of 19

responses to prompt 9

SUPPORTING SOURCES

healthdirect.gov.au, cited 84 times
Provider directories cited in 12 of the 19 responses

We did not verify your registration status. This play assumes you are a registered provider; if you are not, disregard it.

SOURCES

Appear on the pages AI already reaches for

Your site was cited 22 times out of 486. The health directory was cited 84 times and the Melbourne community forum 47. Between them they carry more than a quarter of every citation in this data set, and neither requires anyone to visit your website first.

This is the slowest of the three plays and the one with the longest tail. A directory listing corrected once keeps working. An editorial mention keeps being cited long after it is published.

It is also the play that moves the unbranded prompts as a group rather than one at a time, because these sources are read across the whole prompt set rather than for any single question.

PROMPTS IT WOULD MOVE

1, 2, 3, 5, 10 — the five unbranded prompts where you were named four times or fewer

CURRENTLY

22 of 486

citations point to your site

SUPPORTING SOURCES

healthdirect.gov.au — 84 citations
reddit.com/r/melbourne — 47 citations
broadsheet.com.au — 19 citations

SECTION EIGHT

Method and limits

What was measured

Ten prompts, asked five times each on four surfaces between 4 August 2026 and 8 August 2026, from an Australian IP address with no signed-in account or prior conversation history. Every response was read and every business name in it recorded. A business is counted once per response in which it appears.

What was not measured

We did not look at your website, your Google Business Profile, your reviews or your rankings in conventional search. Nothing in this report is a judgement about your site or your marketing. Where a recommendation touches something on your side, it says so and asks you to confirm it.

AI answers are not fixed

These systems are non-deterministic. The same prompt asked twice can return different businesses, and the models themselves are updated without notice. Asking these ten prompts again next week would produce different numbers even if nothing about your business or anyone else's had changed. That is why each prompt was run five times rather than once, and why every figure here carries the number it was counted out of.

This is a snapshot, not a monitor

It describes one week in August 2026. It does not track change, it will not alert you if something shifts, and it should not be read as a trend. If you want to know whether the picture is moving, the same set of prompts has to be re-run on a schedule and compared.

Rounding

Percentages are rounded to the nearest whole number. Prompt-level results are printed as counts rather than percentages, because five runs per surface means a single response moves a prompt-level figure by 20 points and a percentage would imply a precision the method does not have.

SURFACES AND ACCESS

ChatGPT, Google AI Overviews, Gemini and Copilot, each with web search enabled.

HOW WE REACHED THEM

Each assistant was queried through a commercial data-collection service, not an official API or a signed-in account — public answers, unshaped by any account's history.

COVERAGE

194 of 200 responses returned and were read. Six failed or timed out and are excluded from every figure in this report.

COMPETITOR SELECTION

Not chosen by us in advance: every business named in any response was recorded, and the most-named are the ones reported.

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WHAT NEXT

This report describes one week. Knowing whether it is moving takes more than one week.

Ongoing monitoring re-runs these same ten prompts every month on the same four surfaces, and sends you what changed. Same method, same counting rule, so the numbers are comparable month to month rather than a fresh snapshot each time.

It is the only way to tell whether the three plays in this report worked.

TALK TO US ABOUT MONTHLY MONITORING

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