

Here's how patients find you online: SEO for podiatrists.



A Podiatrist's Playbook to Search Visibility—Part 2

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Editor's Note: The first part of this article appears in the June/July 2026 issue.

Welcome back to *A Podiatrist's Playbook to Search Visibility*, our two-part series on improving the online visibility of your podiatry practice. In Part 1 (June/July issue) (to access that article, scan the QR code at left), we discussed the importance of optimizing your website for traditional SEO. Now, we'll look at a newer search method that is changing the way patients find podiatrists: artificial intelligence.



How AI Search Works

More and more people are bypassing traditional search engines and turning to ChatGPT, Perplexity, and Gemini to get personalized recommendations. For example, instead of typing "podiatrist Chicago" into

Google, a prospective patient might prompt ChatGPT with:

"I'm experiencing heel pain, and I think it's plantar fasciitis. I need to find a doctor in Chicago who specializes in feet."

In-Depth Website Content

AI models look beyond keywords to read and comprehend context. Instead of a basic list of your services, your website needs detailed content about the types of conditions you

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When ChatGPT receives that query, it combs through all the doctors in that area, decides who best meets the requirements, and provides a short list of recommendations. In other words, it does the research for the prospective patient so that they don't have to go through the extensive search results Google would generate.

So how do you ensure you're one of the podiatrists ChatGPT recommends in its response? Here are a few of our tips on optimizing for AI search.

treat. The more confident AI platforms are about what you do, the more comfortable they feel recommending you.

Digital Consensus

AI engines consider all the available information about your practice, not just what you say. For example, they look at websites that link to your blog posts and other educational resources. These mentions signal to AI platforms that you're trustworthy and credible, like you claim to be.

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PRACTICE MANAGEMENT

Playbook (from previous page)

Patient Reviews

Just like with Google, AI platforms heavily consider the opinions of your patients. They synthesize re-

platforms love Q&A formats. Add a page to your website addressing common questions patients ask during initial appointments to make it easier for platforms to pull your answers for their query responses.

ment. Before you start creating new content for your website, revisit what you currently have to ensure it's up to date.

Final Thoughts

AI platforms are the future of search. As more patients turn to these tools, you may be missing out on appointment bookings if your practice website is only optimized for traditional search engines like Google. PM

AI models favor recent content, especially in the healthcare space where there is constant medical advancement.

views across Google, Yelp, Healthgrades, and other online directories to determine whether to recommend you.

Once again, this is where sending a follow-up email after every appointment can be helpful to encourage patients to leave reviews on these sites.

DIY AIO Tips to Start Today

- *Create a robust FAQ page:* AI

- *Check your NAP consistency:* Ensure your practice's name, address, and phone number (NAP) match across your website and directory profiles. AI relies on this consistency to verify that you're a legitimate practice.

- *Refresh your existing content:* AI models favor recent content, especially in the healthcare space where there is constant medical advance-



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