



Conscious Health
Connections

AI Search Readiness Proposal

Making Your Practice Visible to the AI Search Revolution



PREPARED BY

Jeff Igoe, Founder | Conscious Health Connections
20+ Years in Healthcare Marketing | 300+ Clinics
\$275M+ Revenue Generated

March 2026 | Confidential | Valid for 30 Days
jeff.igoe@healthconnections.com

The Numbers Don't Lie

These aren't projections or guesses. This is what's happening right now in how patients find healthcare providers:

58.5%

of all Google searches now end without a single click to any website

Source: Rand Fishkin / SparkToro, 2025

48%

of Google searches trigger AI Overviews

2B+

queries processed by ChatGPT every day

77%

of Americans have used ChatGPT as a search engine

34.5%

fewer clicks to websites when AI Overviews appear

2B+

queries processed by ChatGPT every day

Your ideal patients — health-conscious, research-driven people seeking functional medicine — are the exact demographic most likely to use AI search. If AI can't find you, it recommends your competitor.

Remember Y2K? This Is Bigger.



In 1999, the world panicked. Every business scrambled to update their computer systems before the clock struck midnight on January 1, 2000. The ones who prepared survived. The ones who didn't? They paid the price.

In 2026, the same thing is happening with AI search — except most practice owners don't even know it yet.

Y2K (2000)	AI SEARCH (2026)
<ul style="list-style-type: none">• Computers couldn't read dates	<ul style="list-style-type: none">• AI can't read your website
<ul style="list-style-type: none">• Systems looked fine on surface	<ul style="list-style-type: none">• Your site looks fine to humans
<ul style="list-style-type: none">• The fix was technical, not visible	<ul style="list-style-type: none">• The fix is technical, not visible
<ul style="list-style-type: none">• Businesses that waited got hurt	<ul style="list-style-type: none">• Practices that wait will lose patients
<ul style="list-style-type: none">• Early movers gained advantage	<ul style="list-style-type: none">• Early movers will dominate AI search

The Check Engine Light Is On



Your website probably looks great. Modern design, professional photos, clear messaging. But that's what patients see.

What AI sees is something completely different — and right now, it's probably not good.

Think of it like your car's check engine light. Everything looks fine. The car still drives. But under the hood, something is broken — and if you ignore it long enough, it's going to cost you.

What Patients See — LOOKS GREAT

- ✓ Beautiful, modern design
- ✓ Professional photography
- ✓ Clear service descriptions
- ✓ Easy navigation
- ✓ Mobile-friendly layout

What AI Sees — BROKEN

- ✗ No schema markup — AI can't identify you
- ✗ No author credentials — AI doesn't trust you
- ✗ No structured answers — AI can't cite you
- ✗ Robots.txt blocks AI crawlers
- ✗ Stale content — AI skips you

AI Readiness Scorecard

How does your practice stack up? Most healthcare websites fail the majority of these checks. Every red X is costing you patients right now.

Requirement	Most Sites	After CHC
GEO OPTIMIZATION		
Pages lead with clear AI-citable answers	✗	✓
Proper H1/H2/H3 hierarchy	✗	✓
AI citation format optimized	✗	✓
E-E-A-T COMPLIANCE		
Author bios with credentials	✗	✓
Citations to research	✗	✓
Transparent practice info	✗	✓
SCHEMA MARKUP		
MedicalClinic/Physician schema	✗	✓
FAQ schema	✗	✓
Review schema	✗	✓
AI CRAWLER ACCESS		
robots.txt allows AI bots	✗	✓
Server-side rendering	✗	✓
Fast mobile load	✗	✓

Most Healthcare Websites:
2-4 out of 18 passing

After Our Build-Out:
18 out of 18 passing

The Six Pillars of AI Search Readiness

Without all six in place, AI cannot reliably find you, trust you, or recommend you.

1 Generative Engine Optimization (GEO)

Get cited and recommended by AI when patients ask for the best doctor near them.

2 E-E-A-T Compliance

Verify a real doctor wrote or reviewed your content. Required for healthcare.

3 Schema Markup & Structured Data

Tell AI exactly who you are, what you treat, and your credentials.

4 AI Crawler Access

Ensure AI bots can actually read your site. Many are blocked by default.

5 Content Structure

Format content so AI can extract and cite specific answers.

6 Citation Framework

Link to peer-reviewed research that AI trusts and validates.

Introducing the Igoe Scan

igoescan.com

The #1 Free AI Readiness Scanner for Medical Practices



KEY FEATURES

- ✓ Scan Your Website in 15 Seconds
- ✓ Get Your Full AI Readiness Report Card

REPORT CARD CATEGORIES



Schema Markup Analysis



E-E-A-T Compliance Check



AI Crawler Accessibility



Content Structure Review



GEO Optimization Score



Citation Framework Audit

Try It Free at igoescan.com

Your AI Readiness Report Card

Instant Insights. Actionable Results.



40+
Diagnostic Checks



4 Critical
Categories



SEO • GEO • E-E-A-T
• AI Crawlers



Prioritized
Recommendations

Try It Free at [igoescan.com](https://www.igoescan.com)

Your Complete AI-Ready Website Program

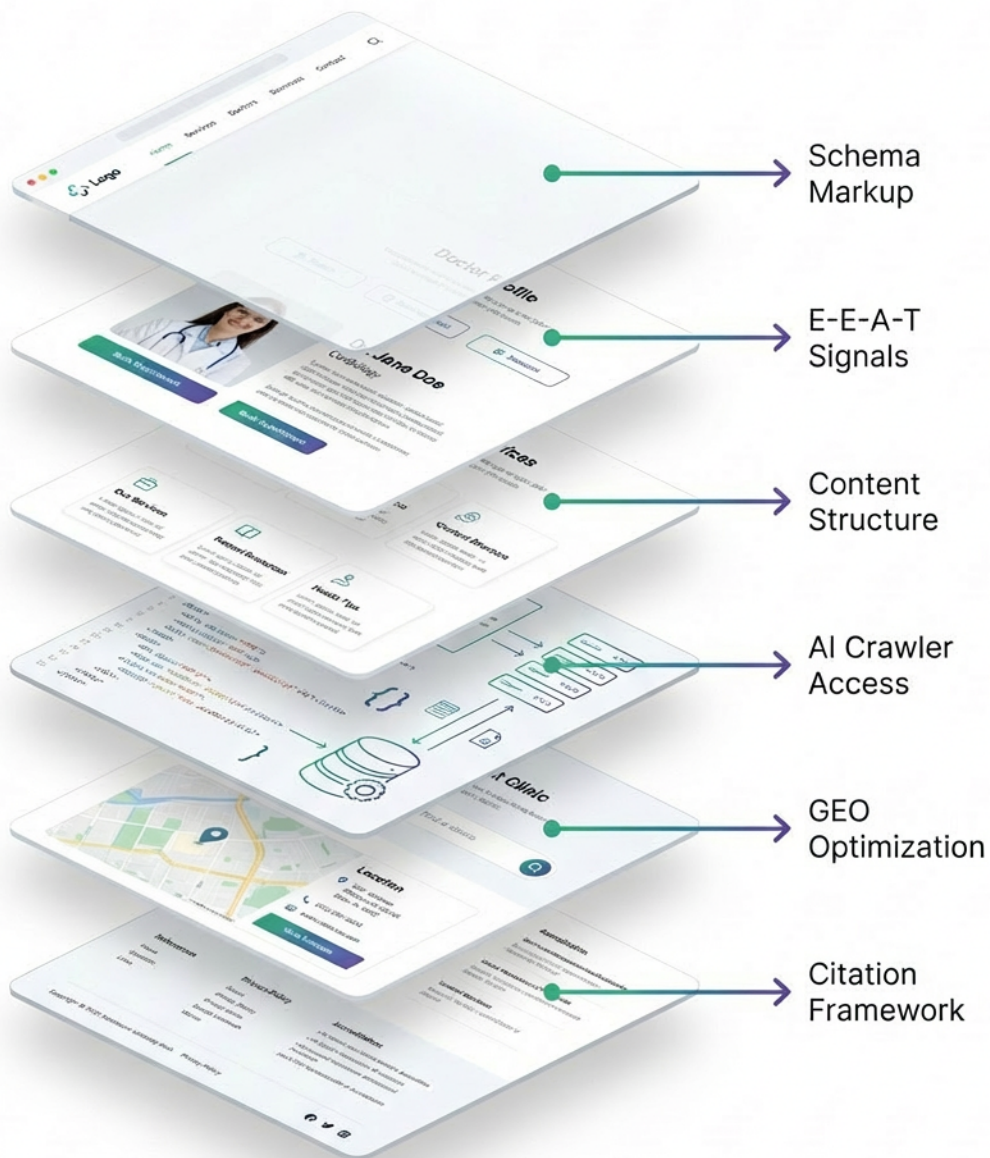
\$750/month

No setup fee • No upfront costs • 12-month commitment required

- ✓ **Complete custom website rebuild** — designed from scratch, mobile-first, patient-converting
- ✓ **AI schema markup** — MedicalClinic, Physician, FAQ & Review schemas
- ✓ **GEO optimization** — get cited by ChatGPT, Gemini & Perplexity
- ✓ **E-E-A-T compliance** — trust signals Google and AI engines reward
- ✓ **AI crawler configuration** — robots.txt & sitemap optimized for AI indexing
- ✓ **Igoe Scan verification** — post-launch AI readiness audit included
- ✓ **Monthly AI visibility monitoring & reporting**
- ✓ **2 AI-optimized blog posts published every month**
- ✓ **Monthly performance report**
- ✓ **Quarterly strategy call with Jeff**

Phase 1: Initial Build-Out

2-4 Weeks



Next Steps

Getting started is simple. Here's exactly what happens from here:

1

Discovery Call

We walk through your current website, discuss your goals, and identify the specific gaps in your AI search visibility. This takes about 30 minutes and gives you immediate clarity on where you stand.

2

AI Visibility Audit

We run a comprehensive audit of your site — schema, crawler access, content structure, E-E-A-T compliance, and GEO readiness. You receive a detailed report showing exactly what needs to change and why.

3

Build-Out Kickoff

Once approved, we begin the full implementation. Most build-outs are completed within 2–4 weeks, with minimal disruption to your existing website.

4

Launch & Monitor

We go live, run a post-launch verification audit to ensure everything works correctly, and transition into the ongoing monthly optimization program.

Ready to Become Visible to AI?

Let's start with a conversation. No pressure, no obligation — just clarity.

jeff.igoe@healthconnections.com

[Schedule a Strategy Call](#)

This proposal is valid for 30 days from the date above.