

AI Search & SEO for Healthcare in 2026

Frank Olivo
Sagapixel

AHA Events



Frank Olivo

CEO, Sagapixel

SHSMD Society for Health Care Strategy & Market Development℠



Where We Are Right Now

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Outline/Agenda

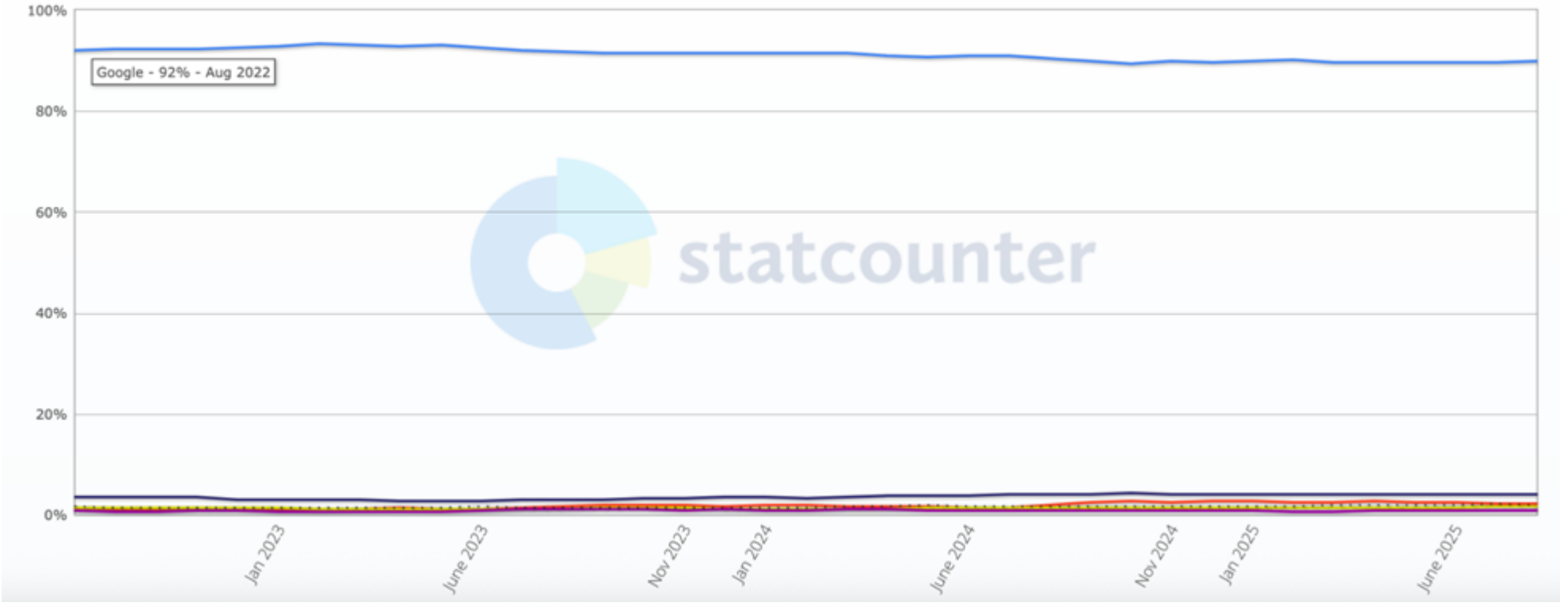
1. Is AI Search Replacing Google?
2. How is Google Responding?
3. Isn’t This Just SEO?
4. Preparing for an AI Search World
5. Doing AIO

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1. Is AI Search *Replacing Google?*

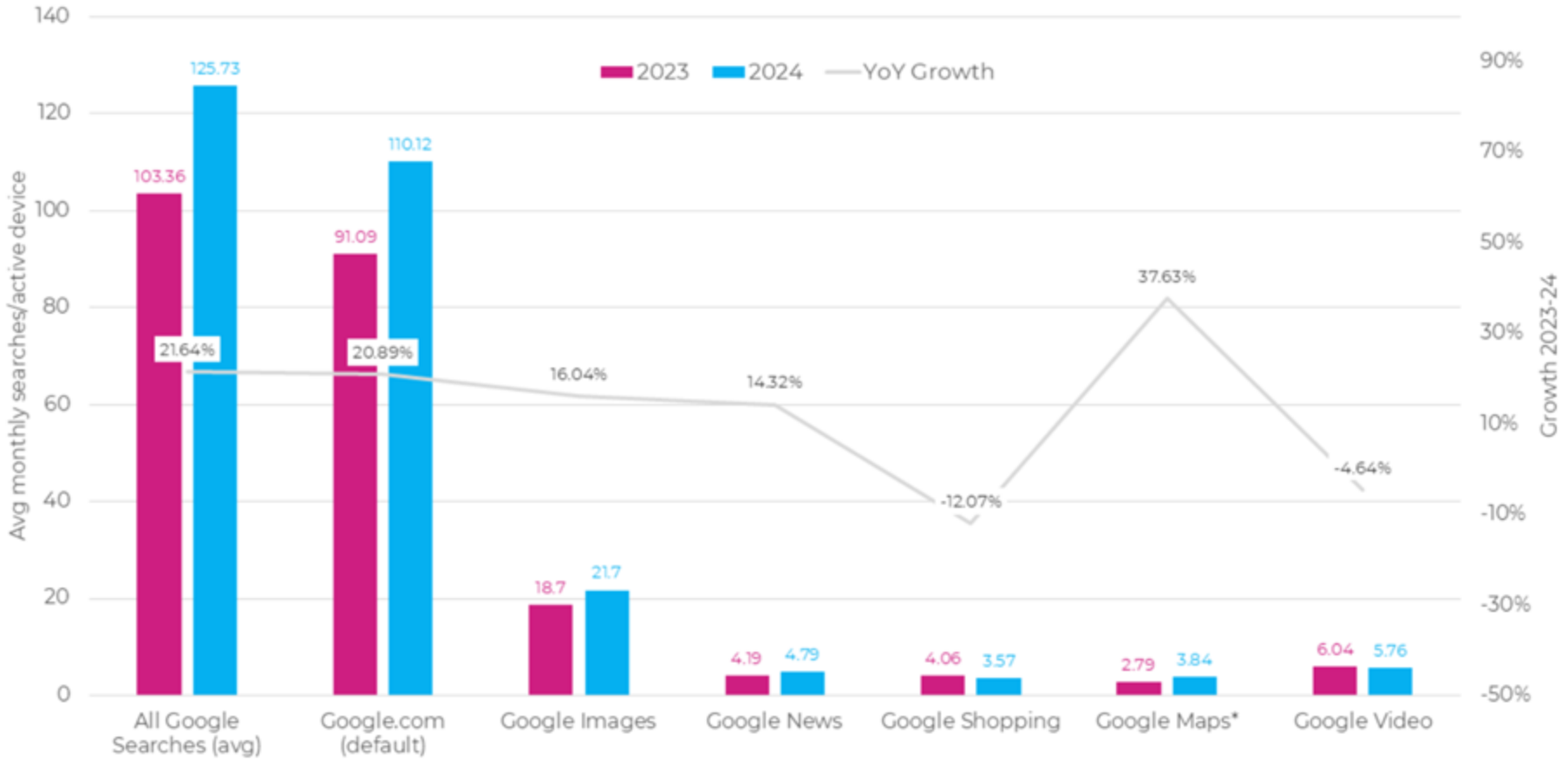
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Google Has Lost 3% of Search Share Since August 2022



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Number of Searches on Google Grew 21.6% in 2024



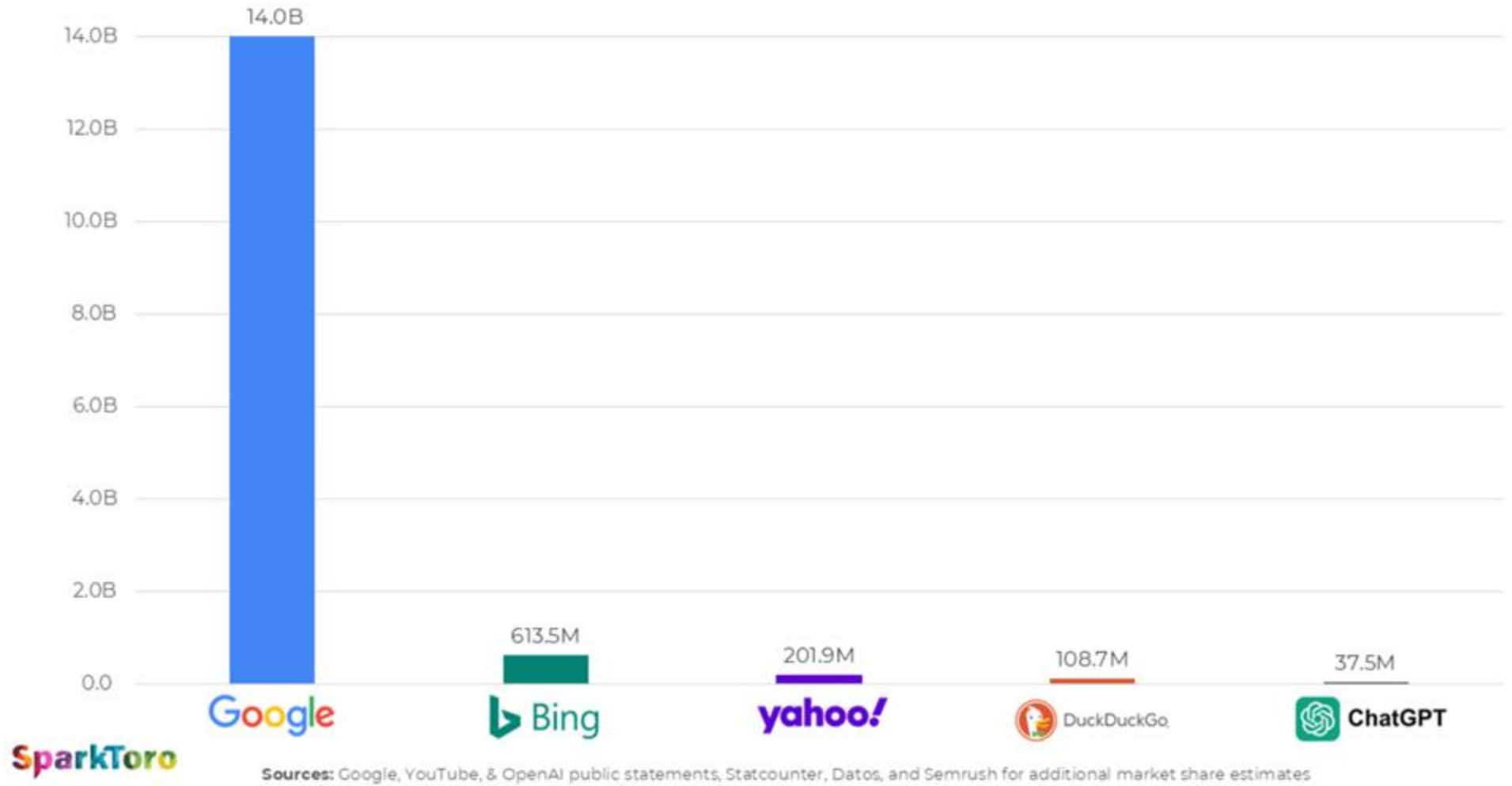
Datos

Source: Analysis of Datos' desktop US panel 2023 and 2024.

SparkToro

for Health Care Strategy & Market Development℠

Number of Searches by Platform



Start on ChatGPT
Verify on Google

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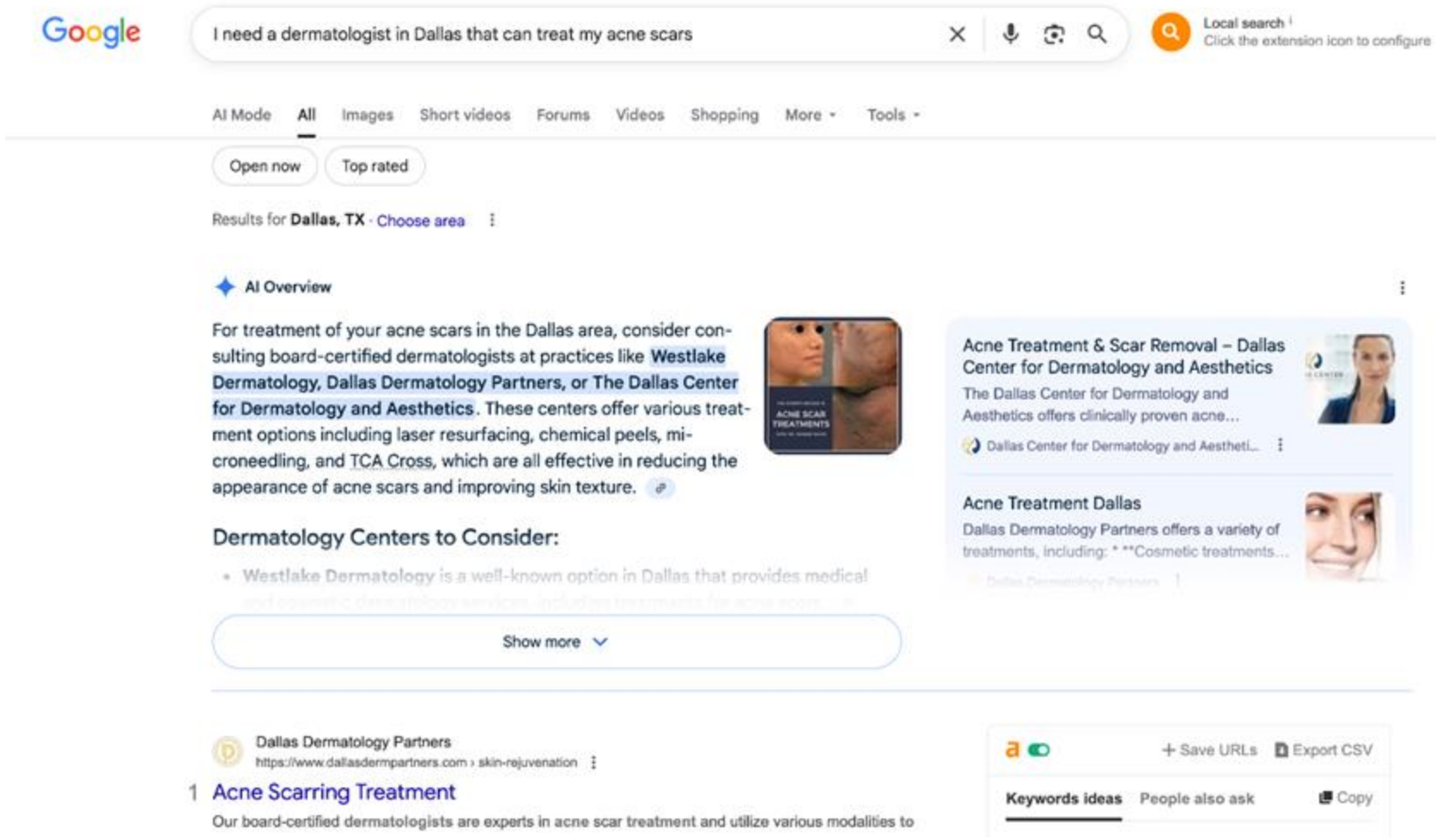
How is Google *Responding?*

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Zero-Click Marketing

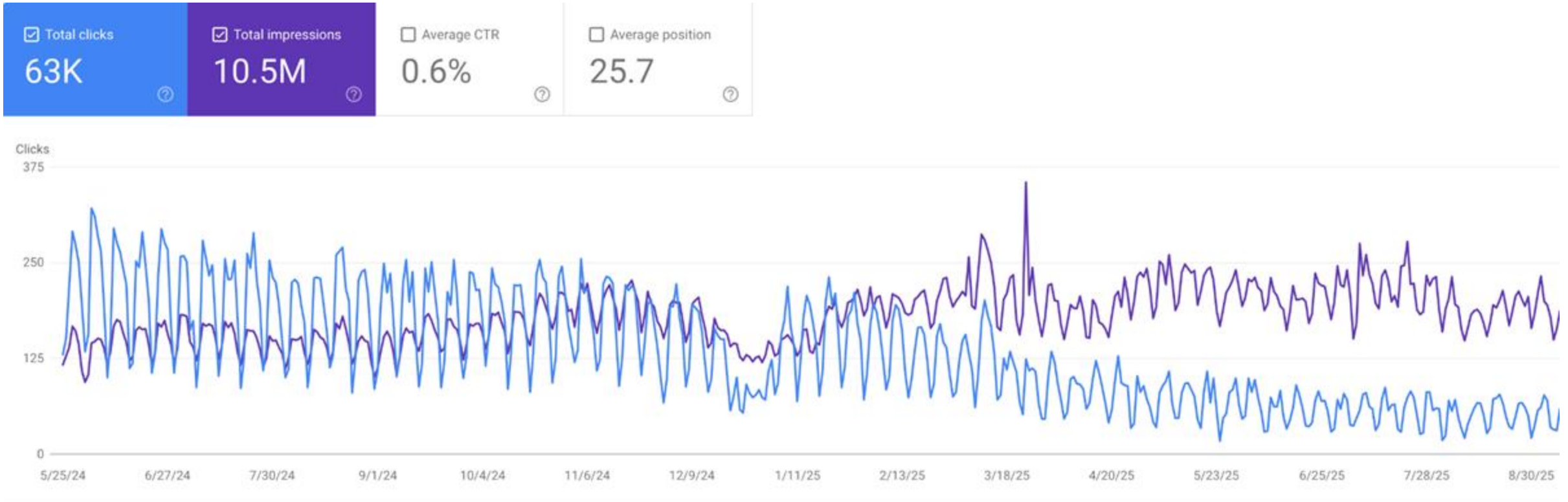
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AI Overviews

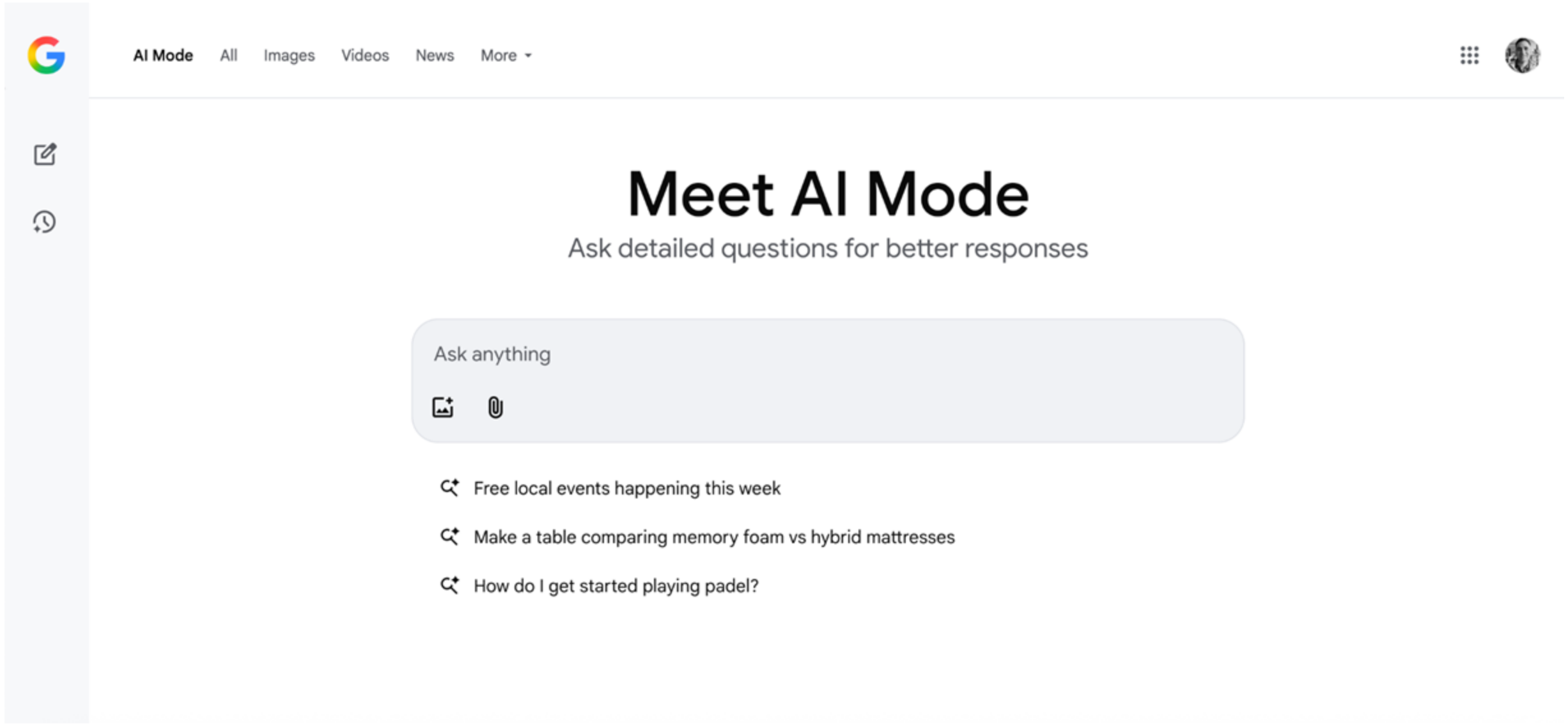


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The Crocodile Effect



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AI Mode
All
Images
Videos
News
More
Meet AI Mode
Ask detailed questions for better responses
Ask anything
Free local events happening this week
Make a table comparing memory foam vs hybrid mattresses
How do I get started playing padel?

AI Mode All Images Videos News More

I need a dermatologist in Dallas that can help me get rid of my acne scars

To treat acne scars in Dallas, consider visiting a dermatologist specializing in cosmetic procedures like laser therapy, microneedling, and chemical peels. Before beginning any scar treatments, a dermatologist will ensure that any active acne breakouts are under control, as new breakouts can lead to more scarring.

Dermatologists in Dallas for acne scars

- **Dallas Center for Dermatology and Aesthetics:** This clinic offers a variety of advanced treatments for acne scarring, including Scarlet RF microneedling, Fraxel, and VI Peels. Patients have noted positive experiences with the staff's professionalism and knowledge.
- **North Dallas Dermatology Associates:** Board-certified dermatologists at this clinic

Ask anything

15 sites

Acne scars: Consultation and treatment

Dec 8, 2023 — When it's time to treat the scars, your treatment plan may...



American Academy of Dermatolo...

Acne scars: What's the best treatment? - Mayo Clinic

What's the best treatment for acne scars? * Home skin care. Using sunscreen can help limit the...

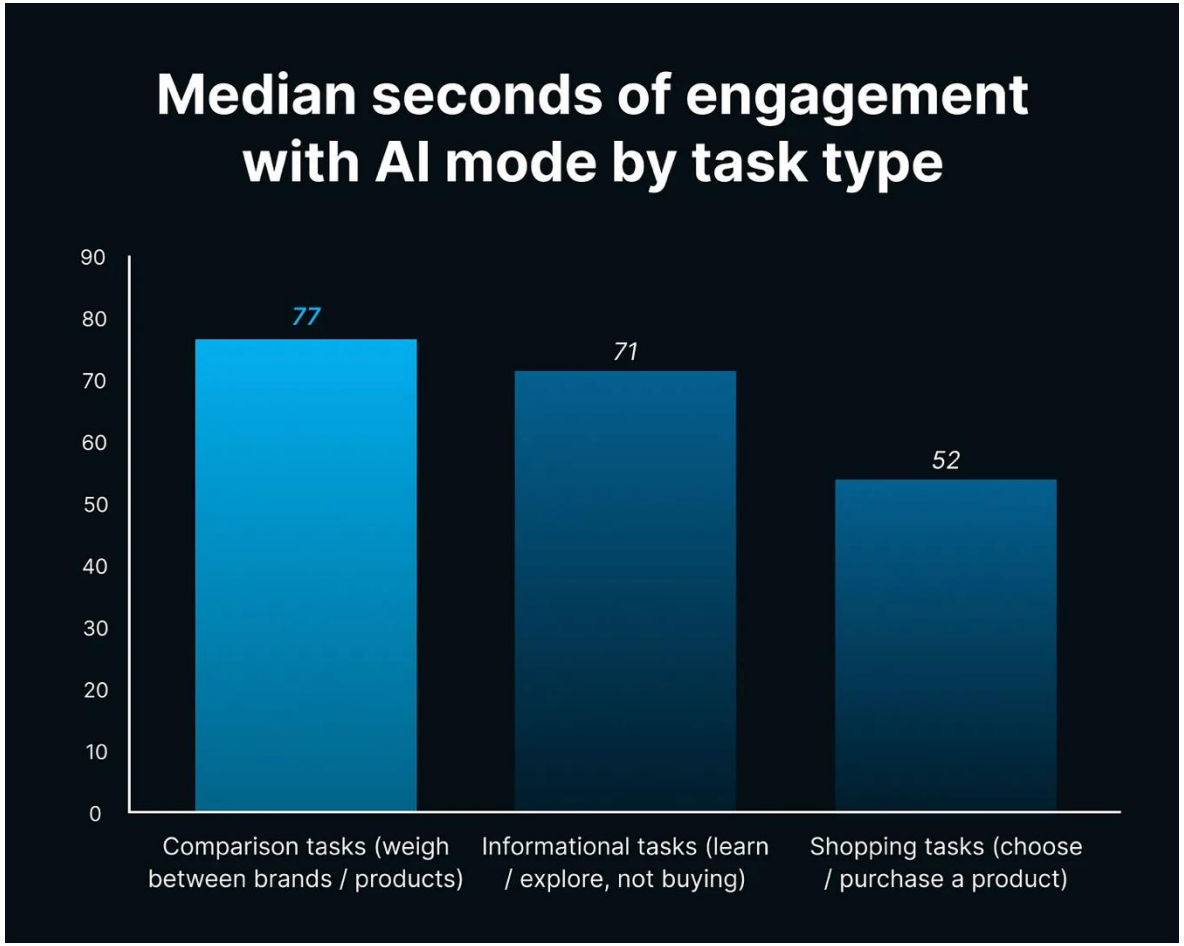
Mayo Clinic

Complications - Acne - NHS

Treatments for acne scarring include: * Dermabrasion. Dermabrasion involves removing th...

nhs.uk

Show all



People Spend Longer in the Search Results

Study by Kevin Indig: https://www.growth-memo.com/p/what-our-ai-mode-user-behavior-study

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76% of Sessions had no external website visit

Study by Kevin Indig: https://www.growth-memo.com/p/what-our-ai-mode-user-behavior-study

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Isn’t This Just SEO by a New Name?

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Google's Danny Sullivan: 'Good SEO is good GEO'

Published: September 2, 2025 at 10:59 am | **Read Time:** 4 minutes

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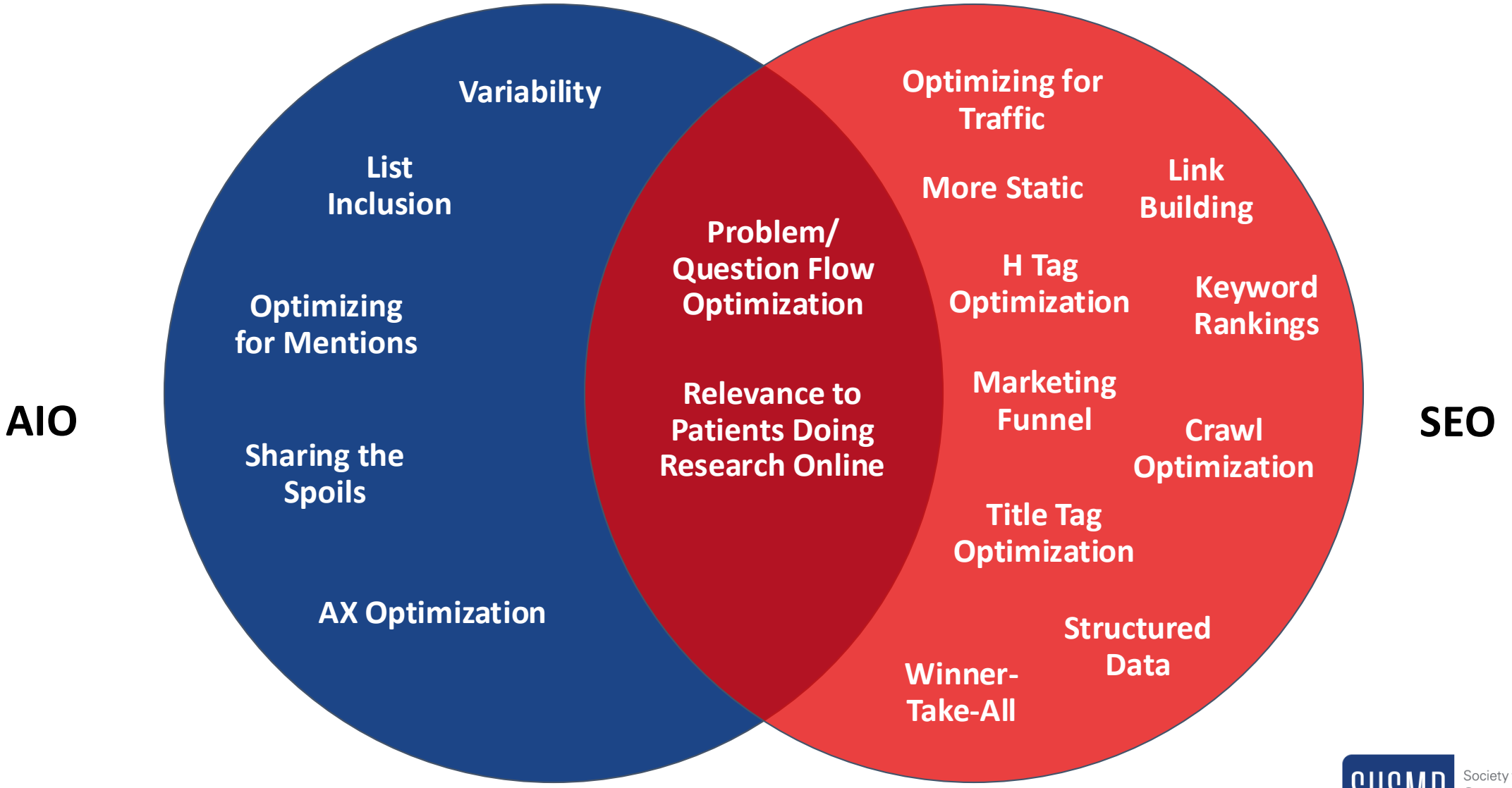


Written by Danny Goodwin

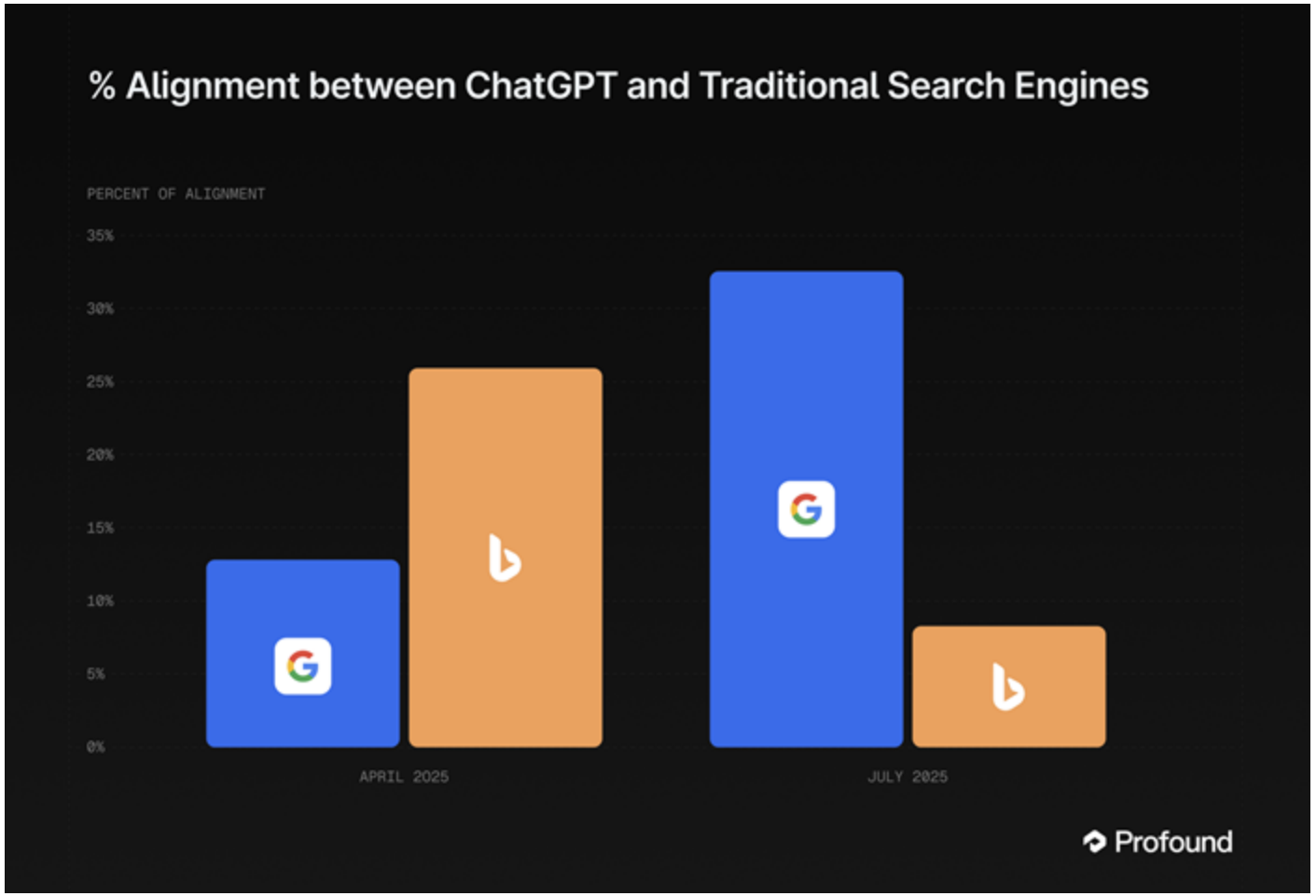
Google's former search liaison says SEO is still about doing good things for people. He also addressed concerns about clicks dropping.

"Good SEO is good GEO." That's according to Google's Danny Sullivan, a director within Google Search, and former search liaison

- Generative engine optimization (or whatever the new acronym is for optimizing for AI search experiences) is the same core work SEOs have always done: creating unique, valuable content for people and providing a great page experience, he said.



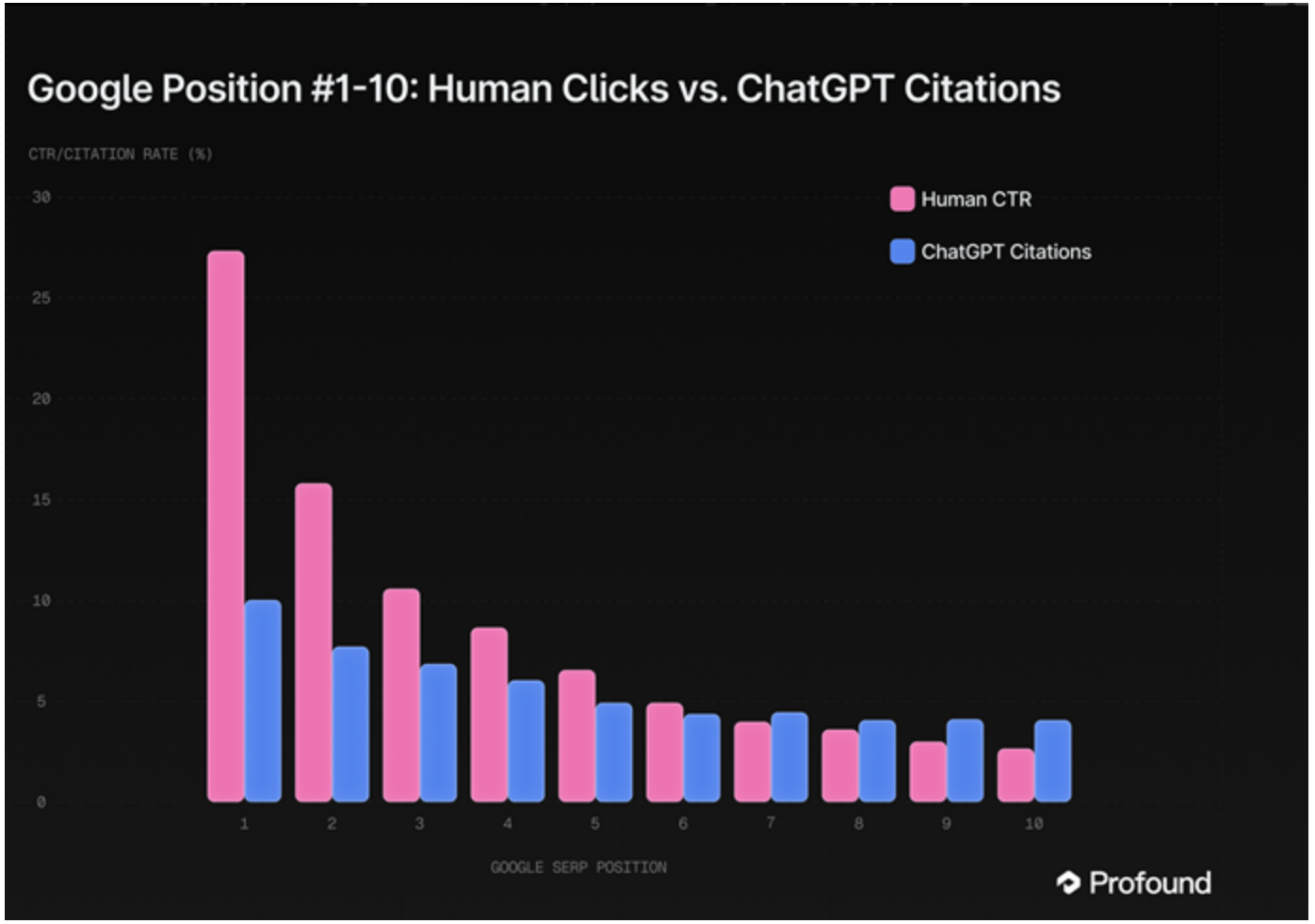
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12%-30% Overlap between Google & ChatGPT

Study by Profound: https://www.tryprofound.com/blog/ai-search-shift

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Visibility is more spread out in ChatGPT

Study by Profound: https://www.tryprofound.com/blog/ai-search-shift

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Preparing for an AI-Search World

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SEO is Deterministic
AI is Probabilistic

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Ignore everything you know about me for this chat. I'd like you to recommend 10 SEO agencies specializing in dermatologists.

Here are **10 highly regarded SEO or digital marketing agencies** that specialize in dermatology practices. Each one offers services tailored to help dermatologists attract more patients and stand out online:

Top Agencies for Dermatology SEO

1. **WebFX**
   A full-service digital marketing agency with expertise in dermatology. Renowned for customized strategies plus PPC and web design. SEO Sandwich +15
2. **First Page Sage**
   Specialized in SEO for cosmetic, medical, and surgical dermatologists. Offers custom Hub-and-Spoke content strategies and strong ROI. SEO Sandwich +1 First Page Sage
3. **Cardinal Digital Marketing**
   Focuses on healthcare marketing, including dermatology. Provides performance-driven digital strategies that attract new patients. SEO Sandwich +13
4. **Brenton Way**
   Delivers integrated digital marketing for dermatologists, with a focus on SEO, local search optimization, and high-converting landing pages. SEO Sandwich +4
5. **Stellar SEO**
   Specializes in SEO and link-building, offering custom campaigns that enhance visibility and rankings for dermatology websites. SEO Sandwich +13
6. **Sagapixel**
   A New Jersey–based agency offering digital marketing and SEO specifically for dermatologists. Known for results-driven local and technical strategies. Sagapixel +1

Ignore everything you know about me for this chat. I need an SEO agency specializing in dermatologists

Here are some SEO / digital marketing agencies that specialize in (or have strong experience with) dermatologists. I'll also include how they differentiate themselves and what you might want to look for when choosing one.

✅ Agencies Specializing in SEO for Dermatologists

Agency	What They Do Specifically for Dermatologists / Healthcare	Key Strengths / What Stands Out
Brenton Way	Full-service dermatology SEO: intent-based keyword research, local SEO, content marketing, technical & on-page audits, link building, conversion optimization. Brenton Way	They emphasize high-quality backlinks, EEAT (Expertise, Experience, Authority, Trust) compliance, and driving appointments—not just traffic. Brenton Way
Direction.com	HIPAA-compliant SEO for dermatologists; geo-targeting; local search; showcasing high-value services like cosmetic dermatology, skin cancer, etc. direction.com +2	Strong on compliance, reputation, and visibility in both the medical + elective (cosmetic) side. They also focus on boosting qualified patient leads. direction.com +1
Sagapixel	Tailored digital marketing and SEO for dermatologists and skin clinics: content, visibility, local SEO, patient-centric approach. growth-hackers.n... +1	Good for smaller to medium clinics; they understand clinic vs hospital dynamics. growth-hackers.n...
Harvee Healthcare	Exclusive skin clinic / dermatology marketing: SEO, paid ads, social media, reputation management. harveehealthcare...	Focused specialist agency; aims to build long-term trust and visibility for a skin clinic. harveehealthcare...
First Page Sage	Large-scale campaigns, content creation, working with multi-location dermatology practices. Focus Digital +1	Strong reputation, able to scale, and likely good for dermatology groups rather than solo practices. Focus Digital

Top SEO Agencies for Dermatologists

WebFX (Harrisburg, PA)

- Full-service digital marketing with over 3.2 million hours of experience and 500+ experts.
- Offers custom strategies, content creation, PPC, and web design tailored for dermatology practices.

SEO Sandwitch +15

First Page Sage (San Francisco, CA)

- Specialized in SEO and content marketing, especially for dermatologists and B2B sectors.
- Custom campaigns, focused audience targeting.

growth-hackers.n... +1

Cardinal Digital Marketing (Atlanta, GA)

- Performance-driven agency for healthcare and multi-location businesses.
- Efficient SEO strategies tailored to dermatology, with transparent roadmaps and metrics.
- Reported results include: 309% increase in patient leads and 159% increase in conversions.

Cardinal Digital M... +12



Brenton Way (Los Angeles, CA)

- Integrated digital marketing for dermatologists with a focus on SEO, content, and EEAT content models.
- Emphasizes full audits, local SEO, and backlink strategies.
- "Over 95,000 hours of specialized dermatology SEO experience."

Brenton Way +8 stratedia.com +5

Sagapixel (Cherry Hill, NJ)

- A dermatology-focused agency offering SEO and WordPress-based web design.
- Started with local NJ practices and now serves national clients with tailored, ROI-driven strategies.

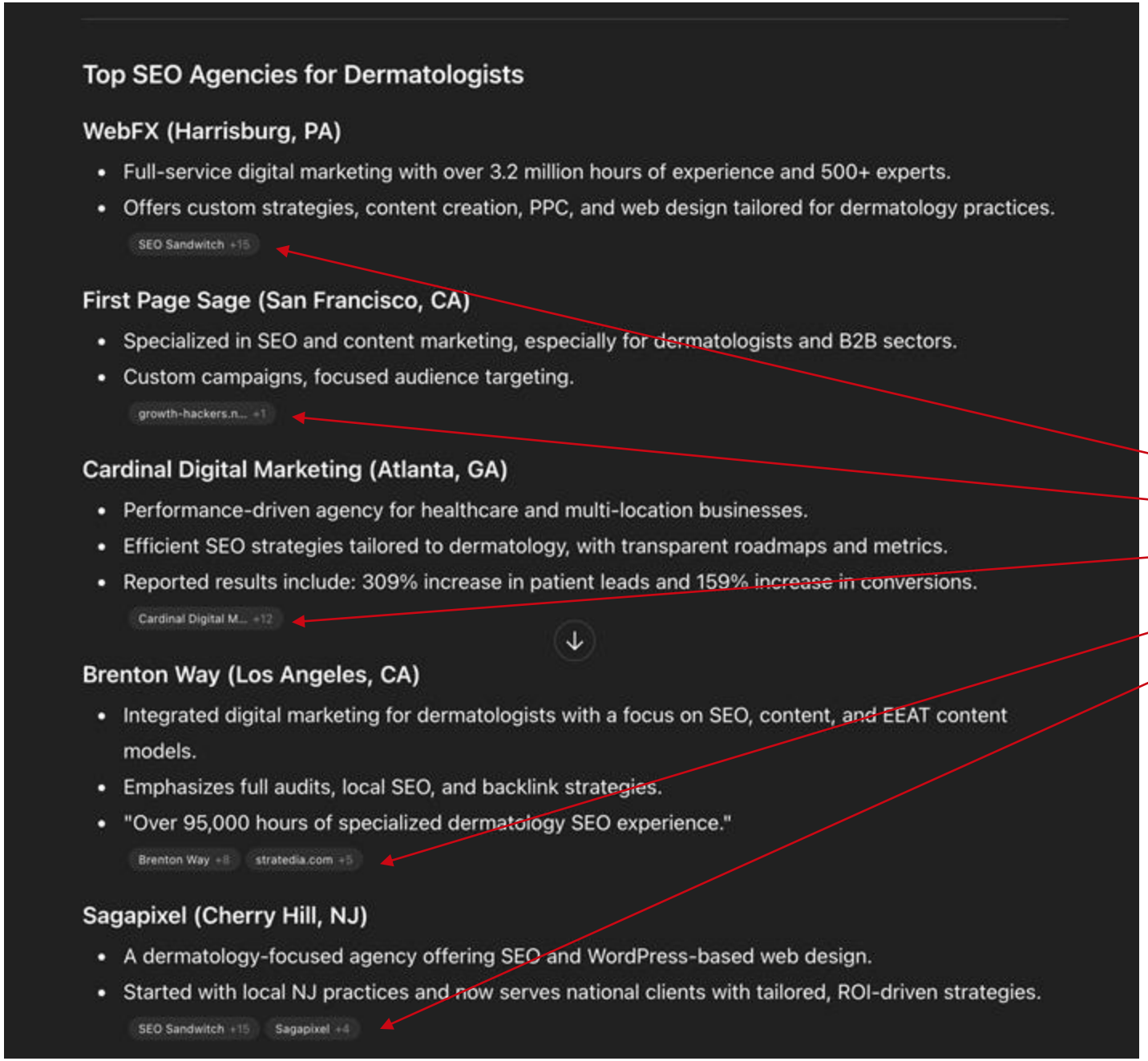
SEO Sandwitch +15 Sagapixel +4

Training Data or Web Search?

Of course! Here are some SEO agencies that have a strong track record with dermatology practices:

1. **Advice Media**: They're known for working specifically with medical and dermatology practices and have a strong SEO focus.
2. **MyAdvice**: Another agency that specializes in healthcare marketing, including dermatology, and offers comprehensive SEO services.
3. **Intrepy Healthcare Marketing**: They focus specifically on medical and healthcare clients, including dermatologists, and have a strong reputation in SEO.
4. **Cardinal Digital Marketing**: They have a healthcare division and have worked with dermatology practices on SEO and digital marketing.
5. **Firm Media**: They have a niche in medical and dental SEO, including dermatology, and have been around for quite a while.
6. **MedShark Digital**: They focus on medical specialties and have experience tailoring SEO strategies for dermatologists.
7. **Rosemont Media**: This agency works specifically with elective healthcare practices, including dermatology, and provides SEO as a core service.
8. **Incredible Marketing**: They have a healthcare and medical focus and have worked with a range of specialists, including dermatologists.
9. **SEOversite**: They provide SEO services for medical practices, including dermatology, and focus on improving patient acquisition.
10. **Etna Interactive**: They specialize in medical and aesthetic practices and have a solid dermatology portfolio.

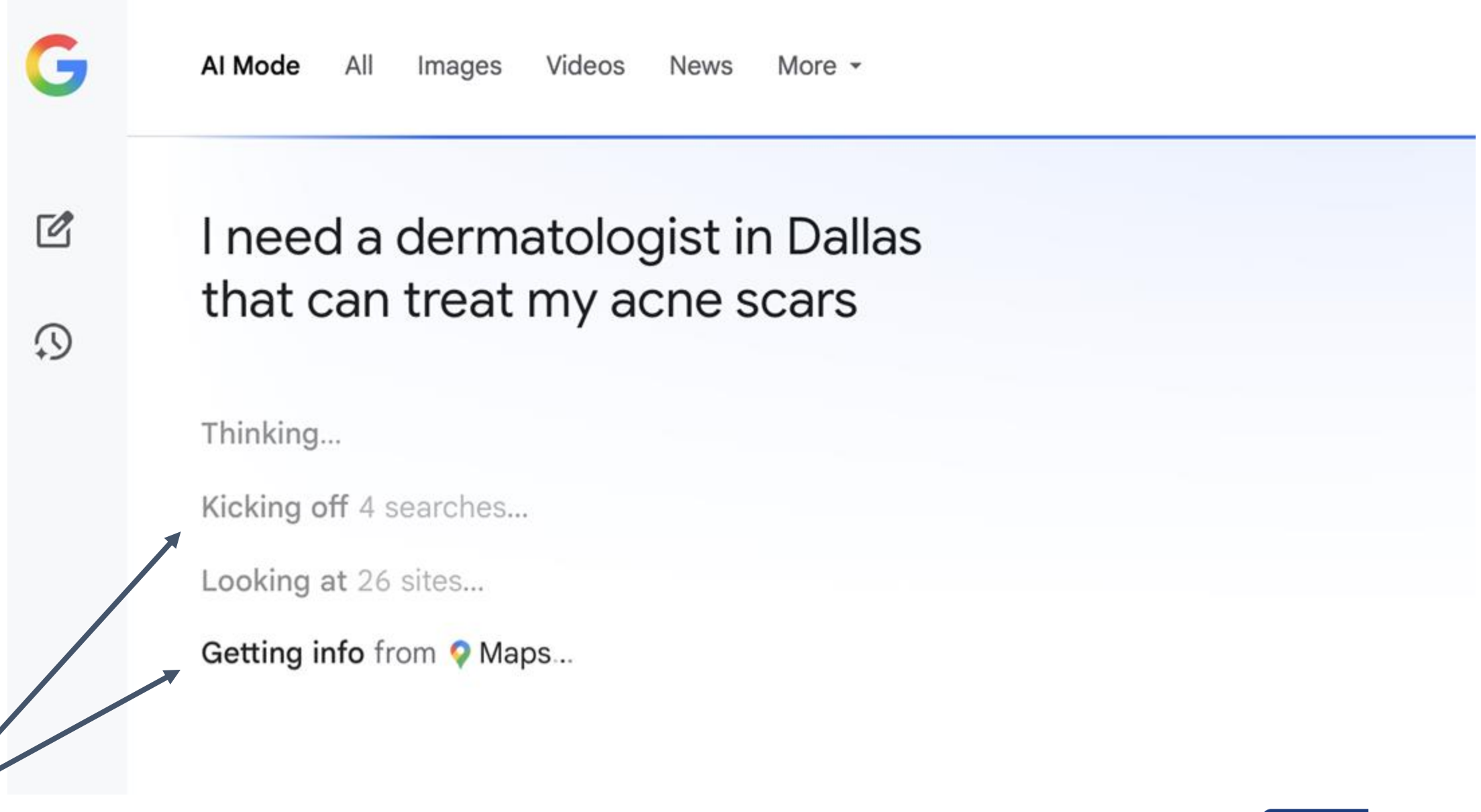
No citations?
Training Data



Citing Websites?

Performed a **Web Search**

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Query Fan-Out

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AI Mode All Images Videos News More

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Mayo Clinic

Complications - Acne - NHS

Treatments for acne scarring include: * Dermabrasion. Dermabrasion involves removing th...

nhs.uk

Show all

Sometimes, It's *Not So Sophisticated*

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Top-Rated Personal Injury Lawyers in Philadelphia

Brod Injury Law Firm

- Serving Philadelphia for over 30 years with a reputation for securing million-dollar verdicts and settlements. Lead attorney Gary Brod is a lifetime member of the Million Dollar Advocates Forum. Expertise +15

Reiff Law Firm

- In practice for more than 40 years and has won over **$250 million** for clients. Skilled in wrongful death, premises liability, product liability, car and motorcycle accidents, and construction injuries. Expertise

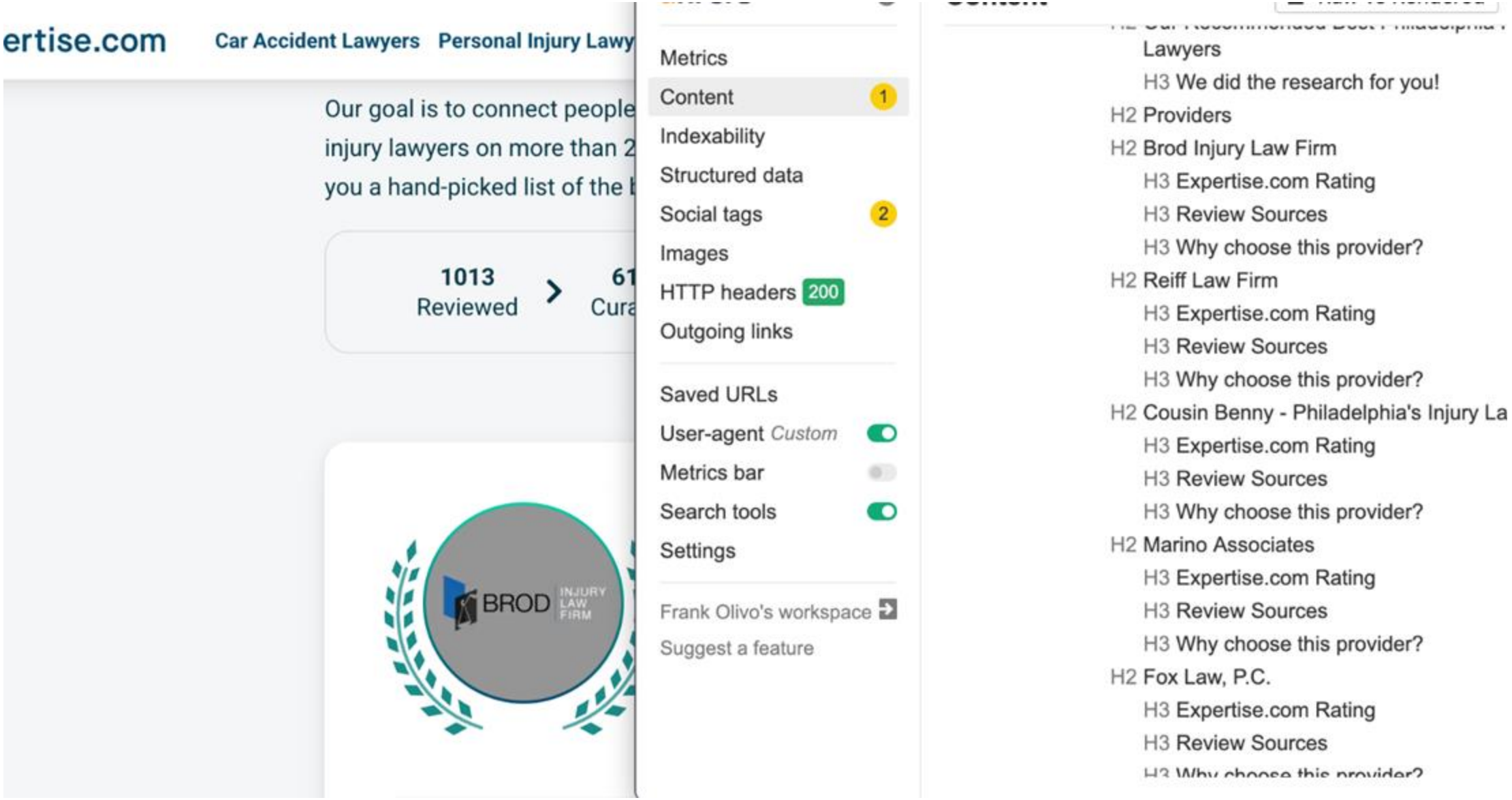
Cousin Benny – Philadelphia's Injury Lawyers

- Known for handling catastrophic cases including motor vehicle accidents, slips and falls, and medical malpractice. Anthony Lopresti has litigated thousands of cases in PA and NJ courts. Expertise +15

Marino Associates

- Founded by Steven Marino, a former Philadelphia County ADA. Noted for securing one of the top 100 verdicts in Pennsylvania. Handles motor vehicle, pedestrian, and truck accidents. Expertise

Fox Law, P.C.


ertise.com
Car Accident Lawyers
Personal Injury Lawy
Our goal is to connect people
injury lawyers on more than 2
you a hand-picked list of the b
1013
Reviewed
61
Cura
BROD
INJURY
LAW
FIRM
Metrics
Content 1
Indexability
Structured data
Social tags 2
Images
HTTP headers 200
Outgoing links
Saved URLs
User-agent Custom
Metrics bar
Search tools
Settings
Frank Olivo's workspace
Suggest a feature
Lawyers
H3 We did the research for you!
H2 Providers
H2 Brod Injury Law Firm
H3 Expertise.com Rating
H3 Review Sources
H3 Why choose this provider?
H2 Reiff Law Firm
H3 Expertise.com Rating
H3 Review Sources
H3 Why choose this provider?
H2 Cousin Benny - Philadelphia's Injury La
H3 Expertise.com Rating
H3 Review Sources
H3 Why choose this provider?
H2 Marino Associates
H3 Expertise.com Rating
H3 Review Sources
H3 Why choose this provider?
H2 Fox Law, P.C.
H3 Expertise.com Rating
H3 Review Sources

Make a Strategic Decision on *Content*

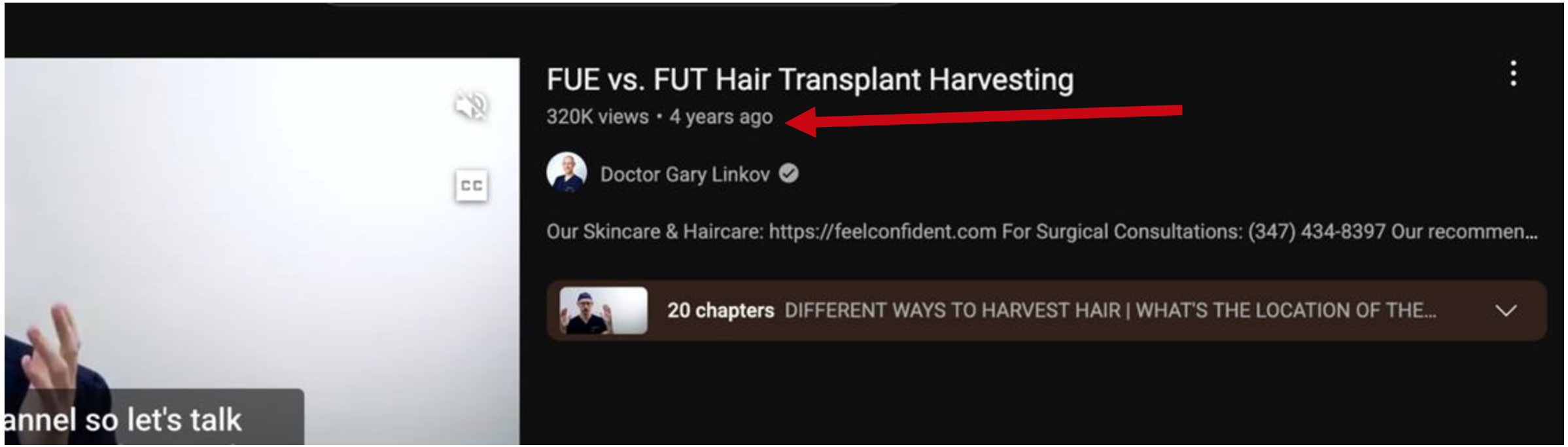
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Take Video on YouTube & Social Seriously

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Embrace YouTube

It’s evergreen

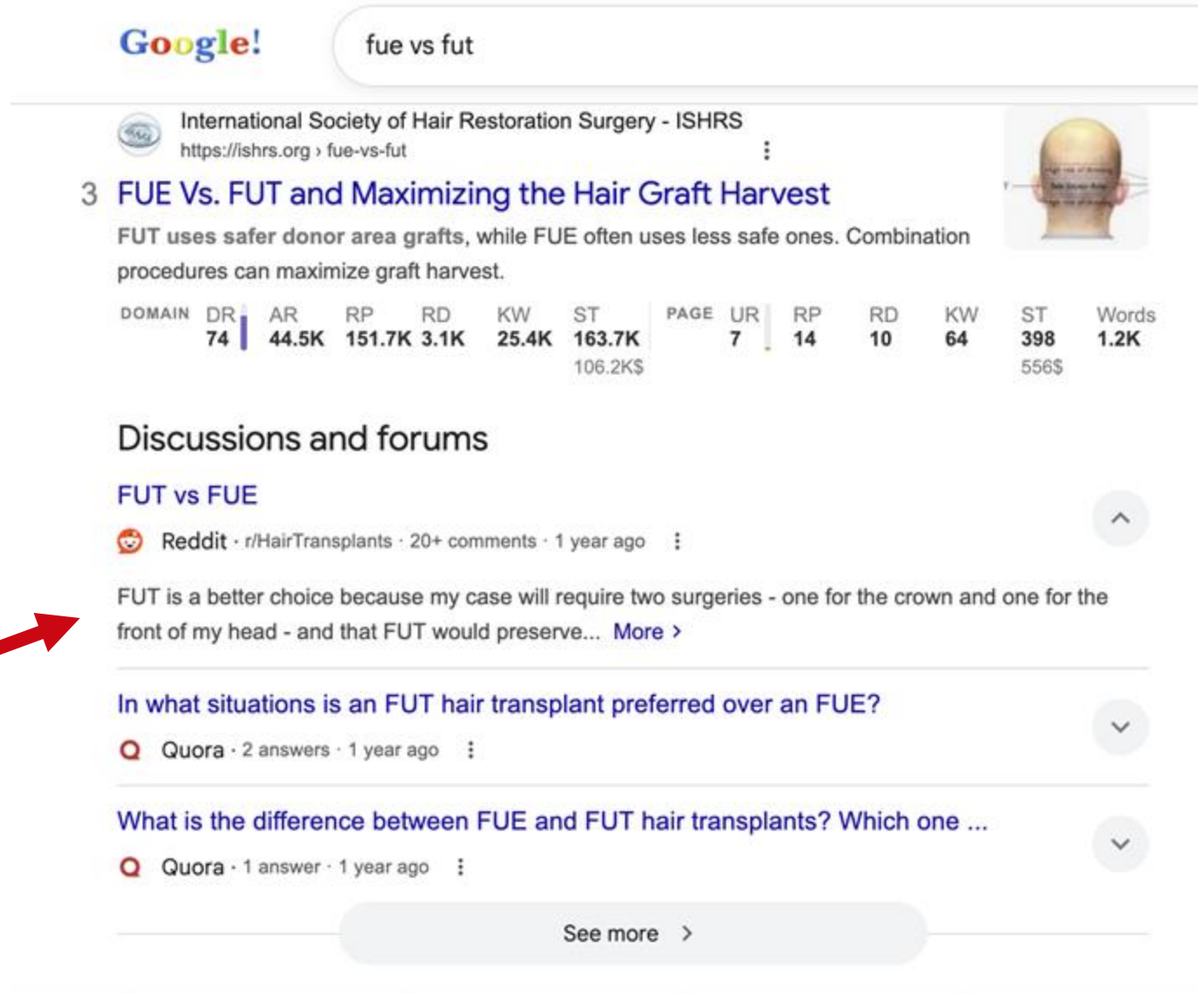


Embrace Reddit

Source	Percentage of Total Citations
Wikipedia	7.8%
Reddit	1.8%
Forbes	1.1%
G2	1.1%
TechRadar	0.9%
NerdWallet	0.8%
BusinessInsider	0.8%
NYPost	0.7%
Toxigon	0.7%
Reuters	0.6%

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Embrace Reddit

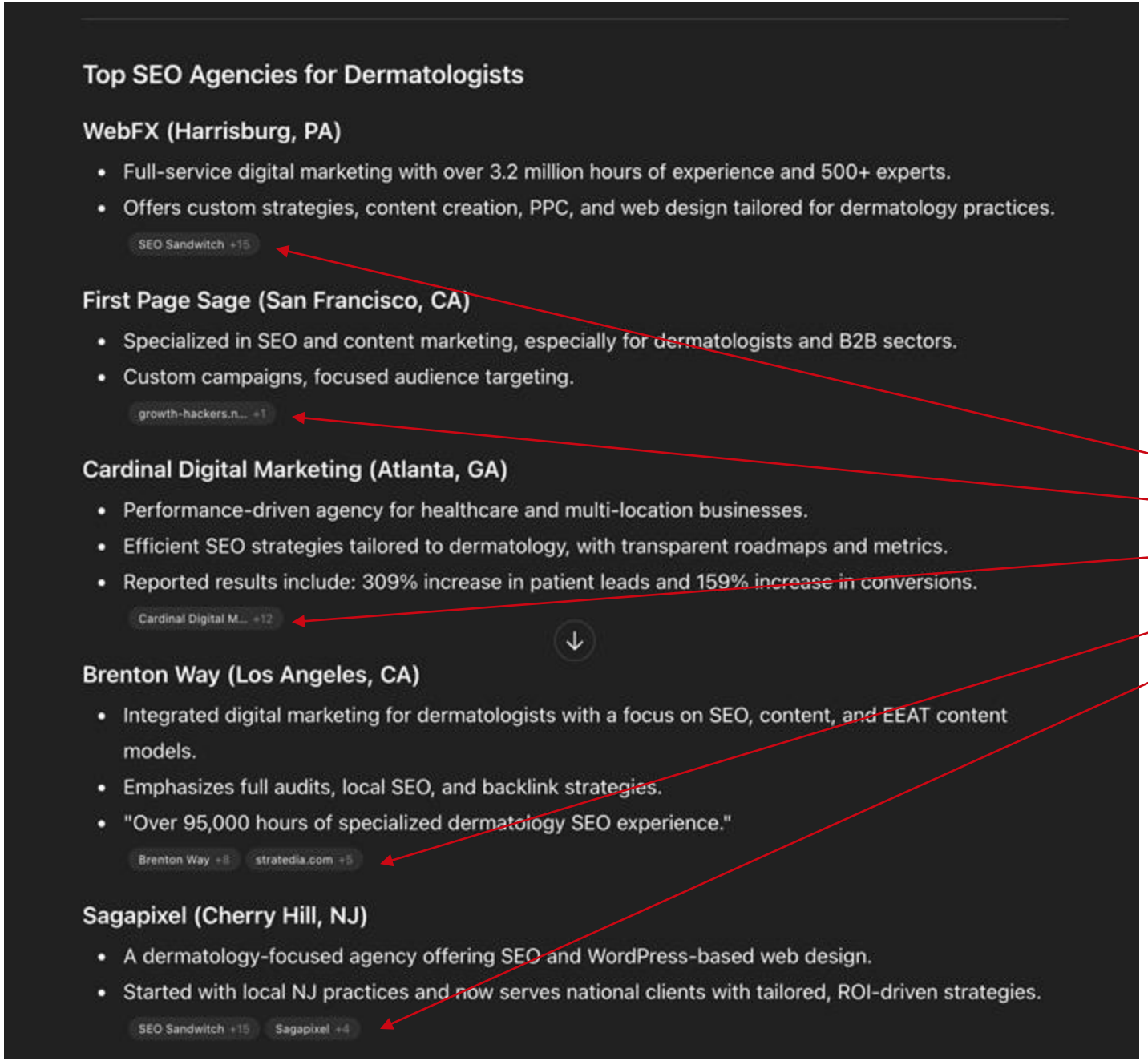


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As Of Now, What Does *AIO Look Like?*

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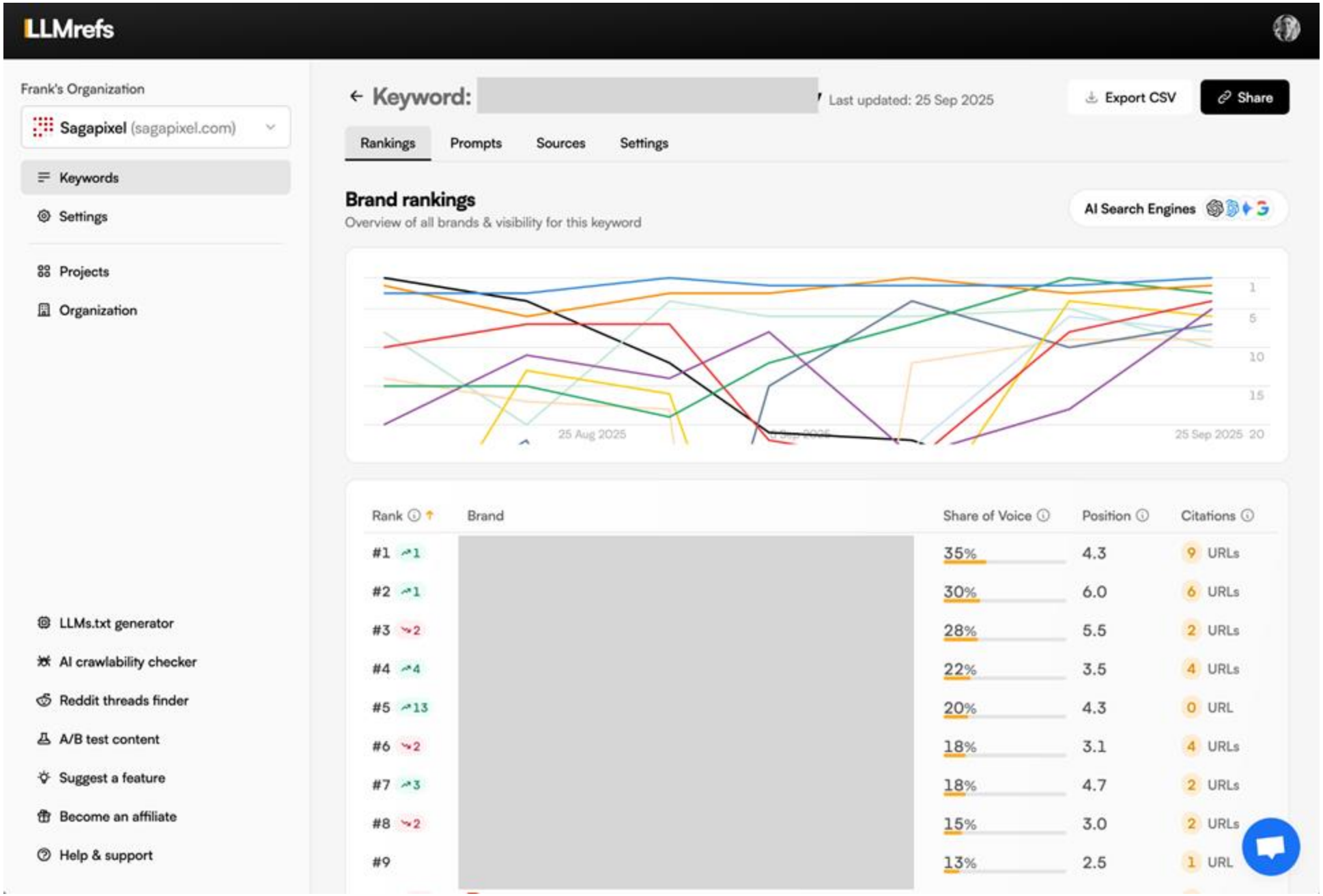
1. Citation Monitoring
    1. What types of sources do LLMs default to get information for your subject?
2. Citation Outreach
3. Relevance Optimization
    1. Optimize for subject entry points, not keywords.
    2. Be the source of information for your category
4. “Digestibility” of Content



Citing Websites?

Performed a **Web Search**

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Search KPIs *Need to Change*

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1. Δ in Share of Voice
2. Traffic from ChatGPT
3. Conversions from ChatGPT
4. Assists from ChatGPT

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Search Visibility *Must Expand*

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1. Google Search
2. YouTube Search
3. Reddit
4. ChatGPT

Let’s Connect



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Questions?

Please be sure to complete the session evaluation on the mobile app!

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