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SEO AND AI-SEARCH AUDIT · EXECUTIVE SUMMARY

Ataköy Görüntüleme

What to decide, why, and the first 90 days

25 October 2026
Example audit · prepared before any engagement

Evidence dated 13–17 October 2026
Independent public-site review

THE ANSWER

Fix the website the clinic already has, then give each priority examination its own page. A rebuild isn’t needed yet.

WHY

Google	HSM Radyoloji, about 90 metres away at Ataköy Towers, appears in far more searches. It has a page for each examination and about ten times as many sites linking to it.
AI answers	AI engines named HSM in 39 of 61 answers to ten patient questions, and the clinic in 17. They named the clinic where its Google profile or a page stated the examination plainly.
The site	Some pages describe the wrong examination, and some contact links go to the wrong place. The tracking counts a click as a conversion, so the clinic can’t yet tell which pages bring patients.

AFTER 90 DAYS

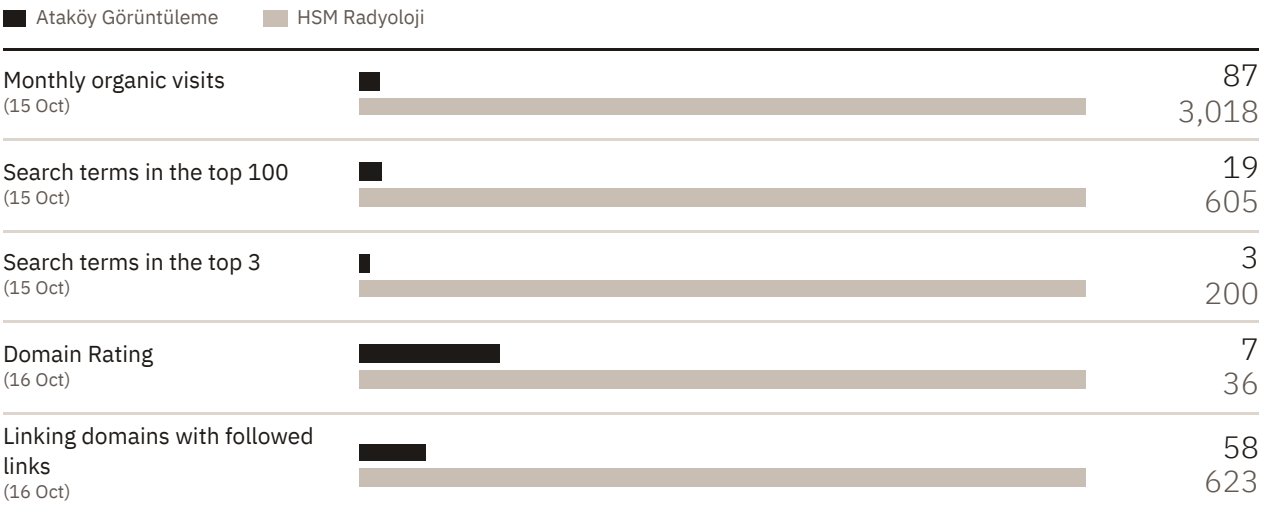
Approved medical copy, contact routes that work in each language, two examinations with pages of their own, and a baseline to measure later changes against.

TO START

Name a clinical owner for the service pages, and give read access to Search Console, Google Analytics and the Business Profile.

GOOGLE

HSM Radyoloji wins in Google because it has a page for each examination and far more links



Ahrefs estimates for Türkiye, 15 and 16 October 2026, same settings for both sites. They model search visibility, not patients. HSM also has a branch in Kadıköy, so its figures cover more than one location.

FOUR REASONS FOR THE GAP

Reason	HSM Radyoloji	Ataköy Görüntüleme	What to do
One page per examination	Separate pages for 3 Tesla MRI, open MRI, contrast MRI, lumbar MRI, breast ultrasound and CT angiography. Each ranks for searches about that examination, such as “açık emar” (EN: open MRI) or “lomber mr” (EN: lumbar MRI).	Mostly general pages per imaging method. Its ranking terms are largely informational, such as “kemik dansitometri nedir” (EN: what is bone densitometry) or “panoramik” (EN: panoramic, as in a dental X-ray).	Give each priority examination its own accurate page, with preparation and booking contacts.
Link authority	Domain Rating 36; 623 linking domains with followed links (Ahrefs, 16 October).	Domain Rating 7; 58 linking domains.	Earn legitimate links from referring doctors, insurers and local organisations. No disavow is needed.
Accurate, specific copy	Exam pages are written around the examination they are named after.	The same MRI-sedation paragraph sits on the ultrasound, CT and enteroclysis pages; Google shows the enteroclysis page for “emar ilacı” (EN: MRI medicine).	Correct the mixed-up copy first, with medical approval.
Maps results	Ataköy Towers profile: 4.4 from 546 reviews; listed as open 24 hours.	4.8 from 406 reviews; weekdays 08:00–20:00, Saturday 08:00–19:00. The stronger profile of the two.	A search for “emar” (EN: MRI) (about 18,000 a month) shows a map pack. Keep the profile’s hours and services matching the site, vary the review replies, and add directions from the E-5 side road.

Detail: technical report, section 10 →

AI ANSWERS

AI engines name HSM more often than the clinic; only Google AI Mode names the clinic more

On 17 October 2026 ten questions patients ask, in Turkish, went to seven AI engines and to Google. Each engine is counted on its own; nothing is added into a single score.

Engine	Clinic named	HSM named	Clinic's share of voice	Clinic's site cited
Google AI Mode (via DataForSEO)	**5 of 10**	4 of 10	**17%**	**1**
ChatGPT (via DataForSEO)	5 of 10	7 of 10	13%	1
Claude (Anthropic API, web search)	3 of 10	7 of 10	8%	3
Grok (xAI API, search)	3 of 10	8 of 10	8%	3
Perplexity (API, web search)	1 of 10	7 of 10	4%	0
Gemini (via DataForSEO)	0 of 10	6 of 10	0%	0
Google AI Overview	0 of 1	0 of 1	0%	0

SHARE OF VOICE

7%

of all mentions of the 21 centres the answers named. HSM: 17%.

OWN SITE CITED

8 of 61

answers cite the clinic's website. HSM's site: 25. The two doctor directories: 24 and 22.

NAMED FIRST

3 of 17

answers that name the clinic put it first.

TONE

3 positive

and 14 neutral where the clinic is named; none negative. One answer merges the clinic with HSM.

This is the starting point to measure against. The engines took the clinic's facts from its Business Profile and from pages that state the examination plainly. Google AI Overviews appeared for one question only.

Detail: technical report, section 11 →

WHERE THE CLINIC IS MISSING

No engine named the clinic for coronary CT or mammography across Istanbul

The ten questions, in English (Turkish original underneath), against the engines that answered them. Google shows the clinic's position in the ordinary results.

Question	Google	AI Mode	ChatGPT	Claude	Grok	Perplexity	Gemini
P01 Which private imaging centres in Bakırköy do virtual (CT) angiography? TR · Bakırköy'de sanal anjiyo yapan özel görüntüleme merkezleri hangileri?	✓ position 2	✓	×	✓	×	✓	×
P02 Which centres in Istanbul would you recommend for a coronary CT angiogram? TR · İstanbul'da koroner BT anjiyografi için hangi merkezleri önerirsin?	×	×	×	×	×	×	×
P03 Which private centre can I go to for an MRI in Bakırköy? TR · Bakırköy'de MR çektirmek için hangi özel merkeze gidebilirim?	×	✓ first	✓	×	×	×	×
P04 Which imaging centres on Istanbul's European side have a 3 Tesla MRI? TR · İstanbul Avrupa Yakası'nda 3 Tesla MR olan görüntüleme merkezleri hangileri?	×	✓ first	✓	✓	✓	×	×
P05 Where in Bakırköy can I get an HSG (uterine X-ray)? TR · Bakırköy'de rahim filmi (HSG) çektirebileceğim yerler hangileri?	✓ position 5	✓	×	×	×	×	×
P06 Which private imaging centres in Istanbul do HSG? TR · İstanbul'da HSG çeken özel görüntüleme merkezleri hangileri?	×	×	✓ first	✓	×	×	×
P07 I need a dental CT scan. Where can I go near Bakırköy? TR · Diş tomografisi çektirmem lazım, Bakırköy civarında nereye gidebilirim?	✓ position 10	×	✓	×	×	×	×
P08 Which centres on Istanbul's European side do dental CT? TR · İstanbul Avrupa Yakası'nda dental tomografi çeken merkezler hangileri?	×	✓	✓	×	✓	×	×
P09 Which private centres in Bakırköy can do a breast ultrasound? TR · Bakırköy'de meme ultrasonu yaptırabileceğim özel merkezler hangileri?	×	×	×	×	✓	×	×
P10 Can you recommend a good imaging centre in Istanbul for a mammogram and breast ultrasound? TR · İstanbul'da mamografi ve meme ultrasonu için iyi bir görüntüleme merkezi önerir misin?	×	×	×	×	×	×	×

✓ Named · × Not named · – Not collected / no answer

Where the answers took their facts: Google AI Mode named the clinic from its Business Profile card (4.8 from 406 reviews). The doctor directories doktortakvimi.com and doktorsitesi.com were cited in 24 and 22 answers, more than any clinic's own site except HSM's.

Every answer: the AI answers document →

PRIORITIES

Fix what patients read and click first, then build what search engines rank

	Priority	Who owns it	Done when
01	**Correct the medical copy** Some ultrasound and CT pages describe MRI, and equipment descriptions contradict their headings. Confirm which services are available before promoting them.	Clinical lead, with an editor	Each priority page describes one examination, approved by the clinical lead, in Turkish, English and Arabic
02	**Make every contact route go where it says** Some appointment and results links open a list of partner institutions. The English route switches to Turkish, and the Turkish homepage can send visitors to the English one.	Developer, with operations	Each route from a service page to a request works in the visitor's language
03	**Count requests, not clicks** An appointment-link click sent an advertising conversion before any form was sent.	Measurement owner and developer	A confirmed request is the conversion; clicks are reported separately
04	**Give each priority examination its own page** Start with two services the clinic can take on now. Put the examination, the equipment and the place in the title and the first paragraph.	SEO lead, with the clinical lead	Two examination pages are live, with approved facts and a working booking route
05	**Keep the clinic's details the same everywhere, and earn links** Match hours and services on the site, the Business Profile and the doctor directories. Earn links from referring doctors, insurers and local organisations.	Operations and SEO lead	The site, the profile and the main directories agree, and new links come from real relationships

Detail: technical report, section 1 →

THE FIRST 90 DAYS

Ninety days that start with corrections and end with two new service routes

Start with reliable information and measurement, then build the pages and authority that move rankings.

DAYS 1–14

Correct the foundations

Approve service and device facts, starting with the mixed-up pages. Repair misleading links and conversion definitions, and start the consent review.

SUCCESS LOOKS LIKE

The right information and the right events are approved.

DAYS 15–30

Establish the baseline

Check search and analytics accounts, align the Google Business Profile with the site, and record organic and AI visibility.

SUCCESS LOOKS LIKE

The team knows what is measured, and the clinic's details match everywhere.

DAYS 31–60

Build two service routes

Give two available services exam-level pages and a clear enquiry route in each supported language. Start earning legitimate links from referrers and insurers.

SUCCESS LOOKS LIKE

People can understand the service and complete the approved request process.

DAYS 61–90

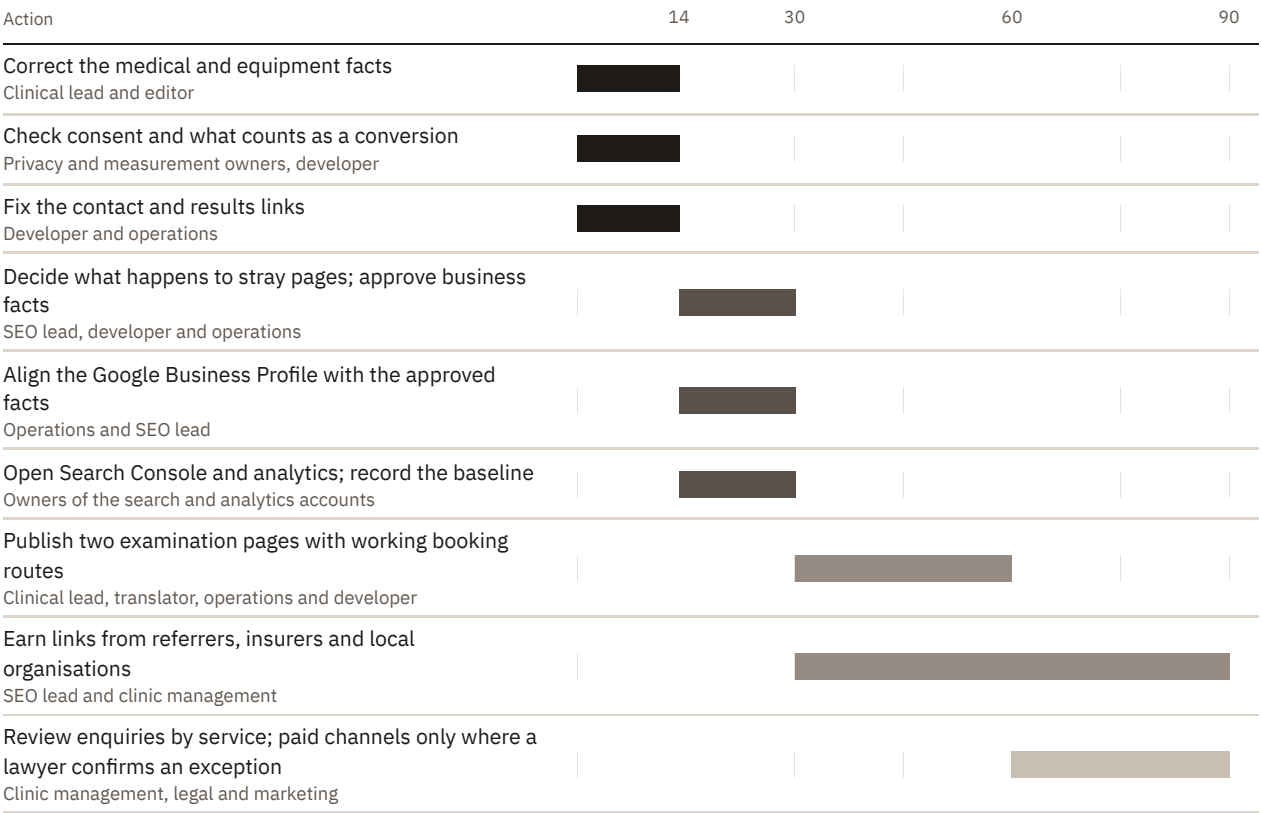
Review useful outcomes

Compare suitable enquiries, response times, bookings and attendance. Extend what works to further examinations; consider paid campaigns only where counsel confirms an exception.

SUCCESS LOOKS LIKE

The next investment follows service results and available capacity.

IMPLEMENTATION ROADMAP



Proposed sequence from an agreed kickoff, not a delivery or patient-growth promise. Service availability, staff capacity and legal approval are dependencies.

Detail: technical report, section 24 →

MEASUREMENT

Measure visibility first, then enquiries and attended examinations

Visibility changes first, so it shows early whether the work is having an effect. Enquiries and attended examinations are what the clinic is paying for. Today only the first can be measured.

Indicator		What it tells the clinic	Today	To set up
AI visibility and share of voice	LEADING	Whether AI engines name and cite the clinic for the ten patient questions	Yes: the 17 October baseline in this report	Re-run the same questions on the same engines each month; report each engine on its own
Google rankings and Maps	LEADING	Whether the exam pages and the profile are found	Partly: Ahrefs estimates only	Search Console and Business Profile access; rankings per examination page
Suitable enquiries by service	OUTCOME	Whether visitors ask for an examination the clinic offers	No: a link click is counted as a conversion	A confirmed-request event, and a “How did you hear about us?” question on the booking form with AI assistants as an option
Attended examinations by service	GOAL	Whether the work brings patients	No: not available to this audit	Booking records matched to the enquiry’s source

Many people read an AI answer and then search for the clinic’s name or phone it, so clicks from AI answers undercount their effect. A question on the booking form catches what tracking misses.

The 2025 promotion rules largely rule out paid search and sponsored social campaigns aimed at patients in Türkiye, so organic search and the Business Profile are the main channels to invest in.

Detail: technical report, section 19 →

SCOPE

What this audit covers, and where to find the detail

THE DETAIL

Technical report →

Every finding with its URLs, the steps to fix it and how to check it; the AI method and metrics; the sources. About 51 pages.

AI answers →

All 61 AI answers quoted in full, with their sources and English translations.

Data →

The findings register, the roadmap, the prompt set and the AI metrics as CSV files.

SOURCES, SCOPE AND DISCLOSURES

Independent public-site review, prepared before any engagement, with evidence dated 13–17 October 2026. No patient forms were submitted and no private results system was accessed. Observations describe the published website, not the quality of care. Privacy, security and regulatory observations were shared with the clinic separately and are not published.

Blursor, used for the technical access check, is the author's own tool. Beamtrace, which collected the 15–16 October AI answers, is an AI-visibility tracker the author works on. The 17 October answers came through DataForSEO and the engines' own APIs.

English translations of the Turkish questions, search terms and quoted answers are by Alex Rostovtsev. They are marked EN and follow the Turkish original. They are faithful renderings, not medical advice.

EXAMPLE AUDIT

Want an audit like this for your website?

Send me the website and the main problem you want the audit to solve.

Free mini-audit

A short version of the full audit: the three findings that matter most for your site, with evidence, within two working days. For businesses that get their enquiries from search.

What happens next

01 I reply personally within one working day.

02 If it's a fit, you get the free mini-audit within two working days.

03 A 20-minute walkthrough, then a fixed quote if you want the full audit.

Get a free mini-audit → alexros.tv/seo-geo-audit

TOOLS BEHIND THE AUDIT

Ahrefs
Search demand, rankings and links, for the site and the competitor that outranks it

Beamtrace
What AI assistants answer about the business, and the sources they cite. The author works on Beamtrace

BLURSOR
Whether AI crawlers can reach and read the site's pages. The author's own tool

With your access: Google Search Console, Google Analytics and Bing Webmaster Tools.

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