ALEX ROSTOVTSEV

alexros.tv

SEO AND AI-SEARCH AUDIT · TECHNICAL REPORT

Ataköy Görüntüleme

Findings, evidence and implementation steps for the website team

25 October 2026
Example audit · prepared before any engagement

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

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1 How to use this report

This is the technical half of the audit. The executive summary states the decision in ten pages; this report holds what the website team needs to carry it out: the findings register, URL-level evidence, implementation steps with acceptance criteria, the AI visibility method and metrics, and the sources.

Finding IDs (F01–F18) match findings-register.csv, and the roadmap matches implementation-roadmap.csv. The prompt set and the AI metrics are in ai-prompt-set.csv and ai-visibility-metrics.csv.

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.

Executive summary →

These workstreams stay separate in the scope and connect through one commercial objective: help a suitable person or referrer find accurate service information and make a request the clinic can handle. Technical SEO supports both conventional and AI search. Measurement and privacy run across every channel.

Layer	Question it answers	Main output
Strategy	Which services and catchment can the clinic serve well?	Confirmed service priorities and capacity gates
Technical SEO	Can important pages be found and interpreted consistently?	URL disposition, crawl and release checks
Organic and local search	Does the right page help someone choose this provider?	Service journeys and local evidence
AI visibility and GEO	Can search systems access, understand and cite reliable information?	Control map and native visibility baseline
Content and conversion	Can the visitor trust the information and complete the intended next step?	Clinical approval and language-consistent enquiry paths
Analytics and privacy	What happened, and was collection intentional and appropriate?	Consent behaviour and event definitions
Paid and referral strategy	Which approved distribution route deserves a test?	Channel hypothesis with stop and success criteria

Priorities describe decisions

P1 means correct or verify before scaling the affected journey. P2 means the next planned improvement after the immediate gates. P3 means routine hygiene or a lower-confidence investigation. There is no invented overall health score: an accessible page with the wrong procedure and a missing description on a legal page should not carry equal weight.

Evidence labels

Observed means a saved public response, rendered page, network request or ad-library record supports the statement. Reported means the imported workbook or earlier research supplies the number. To verify means an account setting, operational

fact or causal interpretation still requires evidence. Recommendations do not imply that an observed defect caused a particular ranking, lost patient or legal breach.

EVIDENCE

The report has a matching CSV register so a developer, editor or clinic owner can take responsibility for individual actions without working through the narrative each time.

START HERE

All findings

Finding		Priority	Owner	Page
F01	Published pages mix unrelated procedures	P1	Clinical lead and editor	7
F02	Equipment descriptions contradict their labels	P1	Clinical lead and operations	8
F03	Service information lacks clear public ownership	P1	Clinic sponsor and medical editor	9
F04	Language selection does not complete the journey	P1	Medical localisation reviewer and developer	11
F05	Working URLs can still lead to the wrong place	P1	Developer and operations	12
F06	Public artifacts need an owner and disposition	P2	Editor developer privacy owner	14
F07	Overlap requires a service and equipment map	P2	SEO lead and developer	15
F08	The same organisation is described inconsistently	P2	Operations and SEO lead	16
F09	Search access and training preferences are different controls	P2	SEO lead and server/property owner	18
F10	Native reporting and inclusion settings need inspection	P2	Authorised search property owner	28
F11	Several collectors are active but receipt is not equally proven	P1	Measurement and privacy owners	30
F12	The appointment link is configured as an Ads conversion	P1	Measurement owner and developer	31
F13	Consent behaviour: see internal annex	P1	Developer measurement and privacy owners	32
F14	Form permissions: see internal annex	P1	Privacy owner and developer	32
F15	Past paid campaigns: see internal annex	P1	Clinic sponsor legal and acquisition owners	32
F16	Repair proven journeys before fragmenting the site	P2	Clinic sponsor and SEO lead	39
F17	Form labels and mobile task completion need a release check	P2	Developer and QA owner	33
F18	The Turkish homepage can send visitors to the English one	P1	Developer and hosting owner	13

START HERE

2

Technical diagnosis and retrieval health

The site can be crawled and read. What needs repair is publishing, routing and measurement, and the medical copy that search engines and AI engines learn from.

Ataköy Görüntüleme has a substantial service catalogue, accessible HTML pages, a physical location and several ways to make contact. The public site also contains procedure mix-ups, conflicting equipment descriptions, incomplete language journeys and measurement that does not reliably distinguish a contact click from a completed request. Those issues come before any effort to bring in more patients.

The fresh crawl reached all 180 sitemap-listed URLs and six additional linked destinations. Every destination ultimately returned HTTP 200. This changes the technical diagnosis: the evidence supports a publishing, routing and measurement repair programme. It does not establish a site-wide indexing failure or a need to replace WordPress. The ranking gap with HSM Radyoloji has different causes, explained in section 10: HSM has a separate page for each examination and about ten times as many sites linking to it, while mixed-up copy on the clinic's pages teaches search engines the wrong topics.

Retrieval health

Checked against Google's guidance for AI features, which asks for nothing beyond normal Search eligibility: crawling allowed, indexable pages, important content in text, structured data that matches the visible text, an up-to-date Business Profile.

Check	What it needs	What the audit found	Status	Findings
Crawl access	Crawling allowed in robots.txt and at the CDN or host	All 186 crawl destinations returned 200 in the end. robots.txt disallows GPTBot, CCBot and Google-Extended, which govern training use; the observed rules don't block AI search crawlers. The Turkish homepage can redirect to the English one from cache.	Mostly fine	F09, F18
Indexable, intended pages	Pages indexed and eligible for a snippet	No conflicting canonicals. A placeholder page and a thank-you page are indexable and in the sitemap, and one page shows a raw shortcode; dental and Arabic mammography variants overlap.	Needs work	F06, F07
Content in text	Important content available in textual form	Pages are ordinary HTML. The problem is the text itself. Ultrasound and CT pages carry MRI copy, and equipment descriptions contradict their headings.	Needs work	F01, F02
Structured data	Structured data matches the visible text	JSON-LD parses without errors. Whether it matches the corrected copy has to be checked after F01–F03 are fixed.	Check after fixes	F01–F03
Business Profile	Business Profile information up to date	Profile hours and the site's hours disagree. AI Mode named the clinic through its profile card.	Needs work	F08
Language versions	Internal links and findable content	hreflang pairs resolve. Several links in the English journey lead to Turkish pages, and some task links lead to the wrong place.	Needs work	F04, F05

Check	What it needs	What the audit found	Status	Findings
Agent-readiness	An agent can read the page and complete the task	The booking form identifies its fields only by placeholder text, which disappears once typing starts: harder for people and for software acting for them.	Needs work	F17
AI files	No special AI files or schema required	No llms.txt. Not scored as a defect: Google says Search ignores it.	No action	F09

Google Search Central, “AI features and your website”: developers.google.com/search/docs/appearance/ai-features. Crawl and checks: E01, E05, E06.

WHAT A SUCCESSFUL FIRST RELEASE LOOKS LIKE

The clinic can point to medically approved service information, a correct contact route in the selected language, intentional consent behaviour and a verified request-success event. Management can then compare qualified enquiries and attended examinations by service without treating every click as a patient.

Independent public-site audit by Alex Rostovtsev, prepared before any engagement. Research dated 13–15 October 2026, with re-checks on 16 October. This report evaluates public communication and acquisition systems; it does not evaluate clinical care. Privacy, security and regulatory observations are in a separate internal annex, not in this report. AI and search answers from eight engines were collected on 17 October 2026.

EVIDENCE

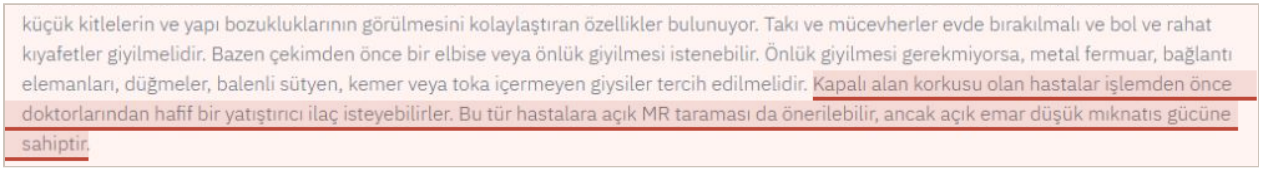
Evidence E01–E11. Exact URL observations and implementation checks appear in the accompanying findings register.

3 CORRECT PROCEDURE AND EQUIPMENT COPY FIRST

F01 Published pages mix unrelated procedures

The Turkish ultrasound page `/ultrasonografi/` includes claustrophobia, sedative and open-MRI guidance in its ultrasound explanation.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed	Clinical lead and editor	`E01 T01; E04 C01 C02; E02 ultrasound render`


küçük kitlelerin ve yapı bozukluklarının görülmesini kolaylaştıran özellikler bulunuyor. Takı ve mücevherler evde bırakılmalı ve bol ve rahat kıyafetler giyilmelidir. Bazen çekimden önce bir elbise veya önlük giyilmesi istenebilir. Önlük giyilmesi gerekmiyorsa, metal fermuar, bağlantı elemanları, düğmeler, balenli sütyen, kemer veya toka içermeyen giysiler tercih edilmelidir. Kapalı alan korkusu olan hastalar işlemden önce doktorlarından hafif bir yatıştırıcı ilaç isteyebilirler. Bu tür hastalara açık MR taraması da önerilebilir, ancak açık emar düşük mıknatıs gücüne sahiptir.

Rendered Turkish ultrasound page, 15 October 2026 (E02). Marked: claustrophobia, sedative and open-MRI guidance inside the ultrasound explanation.

PAGES

`/ultrasonografi/` · `/usg-ultrasonografi/` · `/en/fluoroscopy-2/` · `/bt-cihazi/` · `/ar/bt-cihazi-ar/` · `/enteroklizis/`

The passage was confirmed in a rendered browser view. `/usg-ultrasonografi/` also contains an MRI examination list in its HTML source. The English fluoroscopy page `/en/fluoroscopy-2/` introduces unrelated colonoscopy and MRI material and mistranslates imaging terminology.

The issue also affects `/bt-cihazi/` and its Arabic counterpart `/ar/bt-cihazi-ar/`. Their title, main heading and explanation refer to different procedures; the body discusses abdominal ultrasound, names a different imaging centre (“Sonomed Tıbbi Görüntüleme Merkezi ve Laboratuvarı”) as the provider and includes MRI preparation. This proves inconsistent published information. It does not establish how the copy originated or assess care delivered by the clinic. The same claustrophobia and sedation paragraph also appears on `/enteroklizis/`. This is a ranking problem as well as a trust problem: on 16 October, Ahrefs showed the enteroclysis page ranking for “emar ilacı” (EN: MRI medicine) (position 5) and “mr korkusu için ilaç” (EN: medicine for fear of MRI) (position 8). Search engines are learning the wrong topic for these pages.

WHAT TO DO

The clinical lead and editor should identify the intended purpose of each page, verify service availability, replace unrelated blocks and review adjacent templates for the same reuse. Give patients one coherent explanation of the confirmed procedure.

DONE WHEN

Each retained page describes one approved service consistently; preparation belongs to that service; attribution identifies the correct organisation; the clinical owner signs off the source and each translation. Do not redirect a page until its intended purpose and current search value are understood.

3 CORRECT PROCEDURE AND EQUIPMENT COPY FIRST

F02

Equipment descriptions contradict their labels

`/manyeti-rezonans-1-5-tesla/` has a 1.5T title and heading but describes service with a 3T device. `/emar/` repeats the mismatch in a 1.5T section.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed	Clinical lead and operations	E01 T02; E04 C03

PAGES

`/emar/` · `/manyeti-rezonans-1-5-tesla/` · `/ar/manyetik-rezonans-1-5-tesla-ar/`

The Arabic 1.5T equivalent contains an editorial correction note and raw Markdown styling. An editorial note does not establish AI authorship.

WHAT TO DO

Operations and the medical lead approve an inventory of actual equipment and available protocols. Replace generic comparative and superiority language with accurate, supportable facts; align service pages, equipment pages and language variants.

DONE WHEN

Field strengths, device names and availability agree across the approved inventory and public pages; editorial instructions are removed; any comparison has clinical context and approval. Open-MRI keyword mentions are not accepted as proof of an available open-MRI service.

EVIDENCE

E01 T01–T02; E04 C01–C03; E02 expanded ultrasound rendered evidence. See register F01 and F02 for exact affected URLs.

4

MAKE CLINICAL ACCOUNTABILITY VISIBLE

F03

Service information lacks clear public ownership

Sampled about and service pages use generic specialist claims without clearly identifying who examines, reports or reviews the information.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed public evidence gap	Clinic sponsor and medical editor	E04 C06; E01 schema review

PAGES

/hakkimizda/ · /en/who-are-we/ · /koroner-bt-anjiyografi-kalbinize-acilan-pencere/

English about copy gives a staff-count claim without naming the clinicians in extracted text. The coronary CT article's structured author is an administrator account. This is not evidence that the clinic lacks qualified staff.

The useful correction is a clinical publishing system: a verified owner for each service, an approved source of operational facts and a review record for public medical content. Publish accurate professional details with the relevant individuals' permission. Avoid implying that an author byline or schema field independently proves expertise.

A release rule the team can maintain

A clinical owner approves procedure scope, preparation, limitations and equipment references.

Operations approves actual availability, booking hours, supported languages and result-delivery commitments.

A medical language reviewer checks Turkish source and complete EN/AR journeys; source approval precedes translation.

The editor records the approval and meaningful review date, checks templates and removes drafts or editorial notes.

The privacy/legal owner reviews claims, notices and marketing elements that require a separate decision.

Dates should mean a real review

The Regulation on Promotion and Information Activities in Health Services (Resmî Gazete, 12 November 2025, No. 33075) requires websites to state the date of the last update and contact details for the site editor (Article 5(1)(ı)). Have the clinic's legal owner confirm the applicable presentation. Do not refresh dates mechanically: the crawl also found legal-document metadata where modification precedes publication, which warrants a CMS explanation rather than an allegation of falsified freshness.

DONE WHEN The first two priority journeys have a named internal clinical approver, verified service facts, an accurate public responsibility/review presentation and a recorded next review. Every material copy change receives the same checks before it reaches all language variants.

EVIDENCE

E01 schema review; E04 C06. Regulation text: `resmigazete.gov.tr`. Certificate validity and staff credentials were not audited.

FINDINGS

5 What priority service pages should answer

The current pages often explain a modality more clearly than they explain a visit to Ataköy Görüntüleme. The first content work should make verified operational information usable. Preserve useful existing URLs while deciding which page owns each service intent.

Candidate journey	Existing starting point	Facts the clinic must supply
Coronary CT and sanal anjiyo (EN: virtual angiography)	`/koroner-bt-anjiyografi-kalbinize-acilan-pencere/`	Current specialist/device workflow, assessment route, total visit time, reporting and return to the referrer
MRI and private MRI	`/emar/` plus 1.5T and 3T variants	Actual scanners and protocols, scheduling, who handles preparation questions, report window
HSG and rahim filmi (EN: uterine X-ray)	`/histerosalpingografi-h-s-g/`	Who performs/reports, referral pathway, clinic-approved preparation and scheduling, delivery
Dental CT	`/dental-tomografi/` and `/dental-tomografi-2/`	External-patient eligibility, referring dentist workflow, scan scope, image/report distinction and safe delivery
Breast ultrasound	`/ultrasonografi/` and related USG pages	Examining/reporting clinician, availability, prior-image pathway and result handoff

A reusable service brief

For each confirmed service, publish the location, actual service scope, named reporting responsibility where appropriate, referral/document requirements, approved preparation route, appointment process, realistic total visit and result windows, supported languages and how questions are handled. Explain how to obtain an accurate individual quote or insurance clarification only within the clinic's legally reviewed publication rules.

Preparation, contrast, sedation, screening and suitability decisions belong to the clinical team. This audit does not supply patient instructions or assume that a scanner specification determines the appropriate examination.

Two comparison pages used for information design

Memorial's coronary CT page demonstrates the usefulness of distinguishing preparation, scan duration, total visit time and report timing. Derya's dental-imaging page distinguishes external patients, images, reports and delivery. These are examples of questions to answer with Ataköy Görüntüleme's own facts, not evidence of those providers' traffic, clinical quality or compliance.

EVIDENCE

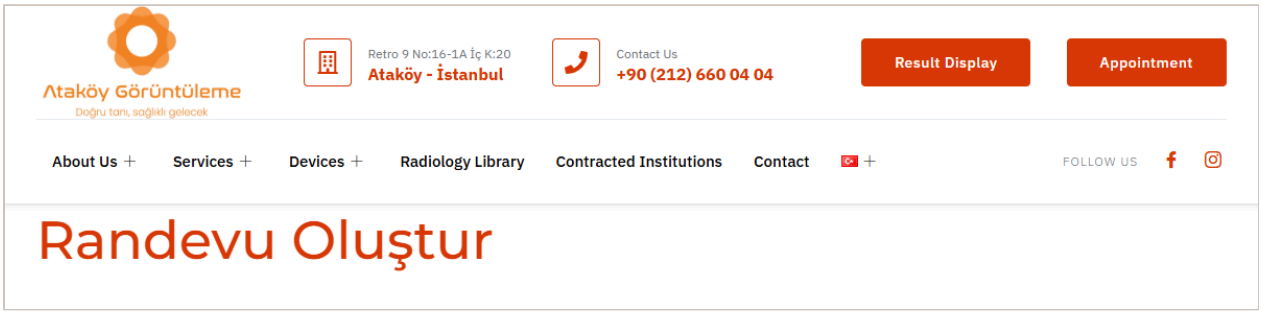
Comparison sources: `memorial.com.tr` and `deryaklinik.com`. E04 retains the retrieval limits; Memorial text was available through web extraction while a separate direct GET returned 403.

6 REPAIR LANGUAGE JOURNEYS AND DESTINATIONS

F04 Language selection does not complete the journey

`/en/dental-tomography/` has English headings and an introduction followed by substantive Turkish explanation. Sampled English booking CTAs route into Turkish forms and notices.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed	Medical localisation reviewer and developer	`E01 T03 T05; E02; E04 C04`



The appointment page from the appointment-link test, 15 October 2026 (E02). The menu is in English; the page heading, “Randevu Oluştur” (EN: Make an appointment), is Turkish.

PAGES

`/en/dental-tomography/` · `/en/3-tesla-mr-2/` · `/ar/ana-sayfa-ar-2/`

Arabic MRI pages have a different form experience. All 51 Arabic HTML records in the crawl have titles without Arabic script, largely retained Turkish titles.

WHAT TO DO

Inventory template and language mappings, then repair the entire selected journey: body copy, navigation, headings, metadata, service selector, field labels, privacy text, validation, confirmation and human response. Give the language owner a medically approved glossary and source version. Verify that language switching reaches the equivalent service rather than a generic homepage.

DONE WHEN

A Turkish, English or Arabic visitor can follow each approved priority service to its intended contact route and understand the relevant notices in that language. Arabic metadata and right-to-left UI are checked by a competent reviewer. The declared hreflang relationships support these real equivalents.

6

REPAIR LANGUAGE JOURNEYS AND DESTINATIONS

F05

Working URLs can still lead to the wrong place

The crawl found shared-template label/destination mismatches on 62 HTML response records. English result-display links lead to Turkish contracted-institutions content; a laboratory navigation item leads to `/en/biopsy/`, whose content describes biopsy; location links can lead to the blog.

PRIORITY	EVIDENCE	OWNER	SOURCES
× **P1** for affected patient tasks	Observed	Developer and operations	`E01 T07; E02 rendered footer`

PAGES

`/en/home-page/` · `/en/biopsy/` · `/ultrasonografi/`

The rendered Turkish ultrasound footer also sends appointment and results labels to contracted institutions.

These links return successful responses, so an HTTP broken-link report alone misses the problem. Correct the shared template from a label-to-purpose matrix and then check each language and device layout. Confirm the approved results route with clinic staff without accessing patient records.

DONE WHEN

Appointment labels reach appointment functionality, laboratory labels reach laboratory information, location links reach practical directions and results links reach the clinic-approved entry point. No link depends on the visitor guessing which route is genuine.

EVIDENCE

E01 T03, T05 and T07; E02 browser snapshots; E04 C04. The 62-record count includes shared-template instances and is not a count of 62 unique bugs.

6 REPAIR LANGUAGE JOURNEYS AND DESTINATIONS

F18

The Turkish homepage can send visitors to the English one

The root URL runs Polylang's browser-language redirect (response header X-Redirect-By: Polylang): a browser that prefers English receives HTTP 302 to `/en/home-page/`.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed on 16 October 2026	Developer and hosting owner	E10; E05

Request		Response
A browser that prefers English	→	HTTP 302 to `/en/home-page/` `X-Redirect-By: Polylang`
A Turkish-language desktop Safari request	→	The cached 302 to the English homepage `X-LiteSpeed-Cache: hit`
Uncached Turkish requests	→	The Turkish page

E10: response headers recorded on 16 October 2026.

PAGES

`/` · `/en/home-page/`

LiteSpeed Cache stores that redirect. A Turkish-language desktop Safari request received the cached 302 to the English homepage (X-LiteSpeed-Cache: hit), while uncached Turkish requests received the Turkish page. Blursor's browser check on 15 October also ended on `/en/home-page/`.

One of the test requests asked for English, so it may have created that cache entry; a real English-speaking visitor has the same effect. Either way, a cached language redirect can send Turkish-speaking patients, and possibly search crawlers, to the English homepage. The Google Business Profile's website link points to this root URL, so visitors from Maps start here too. Whether Googlebot ever receives the redirect cannot be tested from outside; inspect the homepage URL in Search Console.

WHAT TO DO

Turn off Polylang's browser-language detection, or keep the homepage redirect out of the cache (cache only HTTP 200 responses, or vary the cache by the language cookie). Keep the language switcher as the visible choice.

DONE WHEN

Repeated requests to / in Turkish, in English and without a language preference, on desktop and mobile, return the Turkish homepage with HTTP 200 unless the visitor has chosen another language.

EVIDENCE

E10: response headers recorded on 16 October 2026 (curl; desktop Safari, iPhone and Firefox user agents; Turkish and English Accept-Language). E05: Blursor browser ledger, 15 October 2026.

FINDINGS

7

Technical foundations and publishing cleanup

What the crawl supports

All 186 crawl destinations ultimately returned 200. Two old internal aliases redirected once. Parsed JSON-LD had no syntax errors; there were no conflicting canonicals or unresolved reciprocal errors among the declared hreflang sets after resolving aliases. These are useful foundations to retain. They do not prove indexing, complete language coverage or eligibility for a particular search feature.

F06 Public artifacts need an owner and disposition

`/elementor-2653/` is sitemap-listed and indexable by its public signals, with a placeholder title and check-up package content.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	Observed	Editor developer privacy owner	E01 T10 T11; E04 C05

PAGES

`/elementor-2653/` · `/preference_page/` · `/privacy-policy/` · `/panaromik-x-ray/` · `/tesekkur-ederiz/`

`/preference_page/` exposes a raw shortcode. `/privacy-policy/` retains WordPress sample-policy text and is linked from an English privacy/cookies label, although detailed KVKK policies also exist. `/panaromik-x-ray/` has only a short label as main content. `/tesekkur-ederiz/` is indexable and sitemap-listed.

WHAT TO DO

Document the purpose and dependencies of each URL. Confirm whether package content is current and approved. Repair preference management if used. Replace or retire the sample policy through the privacy owner. Improve or consolidate the bare panoramic page. Noindex confirmation pages and remove them from XML discovery while preserving legitimate success measurement. Use 404/410 for genuinely removed content or a direct redirect to a relevant equivalent; avoid sending every retired URL to the homepage.

DONE WHEN

Each URL has an owner and release decision; no public shortcode or placeholder remains; indexable sitemaps list intended canonical destinations; navigation and retained functionality follow the new map. Indexable signals here do not mean Google has indexed the URL.

F07

Overlap requires a service and equipment map

Dental service and device variants are separately self-canonical in three languages; the two English variants share a title.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	Observed overlap	SEO lead and developer	E01 T04

PAGES

/dental-tomografi/ · /dental-tomografi-2/ · /en/dental-tomography/ · /en/dental-tomography-2/ · /3-tesla-mr/ · /manyetik-rezonans-3-tesla/

Arabic mammography variants coexist. Decide whether each helps a different user task. Keep useful equipment detail linked to one primary acquisition journey; consolidate only genuine redundancy after inspecting search performance and backlinks.

DONE WHEN

One documented primary service target per intent/language, distinguishable titles for retained pages and a reviewed redirect/internal-link/canonical/hreflang map. The crawl does not establish ranking cannibalisation or a duplicate-content penalty.

EVIDENCE

E01 T04, T10 and T11. Metadata inventory: 143 of 185 HTML response records lacked a description, 16 lacked H1, three lacked canonical. These counts include utility/legal content and redirected duplicate fetches; fix important journeys before bulk metadata work.

8

ALIGN LOCAL BUSINESS AND REFERRER INFORMATION

F08

The same organisation is described inconsistently

Visible contact pages state weekdays 08:00–20:00 and Saturday 08:00–19:00. Entity JSON-LD states Monday–Saturday 08:00–19:00.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	Observed	Operations and SEO lead	E01 T06 and schema review

ATAKÖY GÖRÜNTÜLEME

4.8

4.8 from 406 reviews; weekdays 08:00–20:00, Saturday 08:00–19:00. The stronger profile of the two.

HSM RADYOLOJI

4.4

Ataköy Towers profile: 4.4 from 546 reviews; listed as open 24 hours.

Google Business Profiles, 16 October 2026 (E11).

PAGES

/iletisim/ · /en/iletisim-en/ · /ar/iletisim-ar/

The site uses the public brand Ataköy Görüntüleme while legal notices identify Solaris. The crawl also surfaces postal-code and entity-description questions. A brand and a legal entity can legitimately differ; they need a clear verified relationship. On 16 October the Business Profile showed the same hours as the visible pages (weekdays 08:00–20:00, Saturday 08:00–19:00, closed Sunday), so the JSON-LD is the record to correct.

WHAT TO DO

Operations confirms the factual source of truth for name, legal operator, address, map pin, telephone, general opening hours, procedure-specific availability and supported languages. Align visible pages, structured data and authorised Business Profile records. Use an entity type that matches the actual authorised organisation; schema presence alone does not validate a Hospital label.

DONE WHEN

Every representation agrees with clinic-approved facts; any special appointment hours are distinguished from reception hours; legal operator and patient-facing brand are understandable. Review profiles through an authorised owner rather than creating competing duplicate listings.

Maps decides much of local demand

A search for “emar” (EN: MRI) (about 18,000 searches a month in Türkiye, Ahrefs) shows a map pack, so a single-site imaging centre competes there before it competes in ordinary results. On 16 October the two public profiles compared as follows (E11). Ataköy Görüntüleme: 4.8 from 406 reviews; primary category “Tıbbi Tanı Amaçlı Görüntüleme Merkezi” (EN: Medical diagnostic imaging centre); Monday to Friday 08:00–20:00, Saturday 08:00–19:00, closed Sunday; website link to the root URL. HSM Radyoloji at Ataköy Towers, about 90 metres away on the same E-5 side road: 4.4 from 546 reviews; the same primary category; listed as open 24 hours. The clinic’s profile is its strongest public asset: a higher rating, and recent reviews get replies, although the three most recent replies repeat the same one-line template. One review explains that the entrance is reached from the E-5 side road rather than from Ataköy itself; that belongs in the contact page’s directions. Secondary categories, listed

services and profile performance need owner access, and Maps rankings were not measured. Local district pages should contain distinct, useful access information and real relevance, not near-identical doorway text.

Make the clinic easy for a referrer to use

Dental practices, gynecologists and relevant specialists may need a dependable scan/report pathway more than another generic article. The clinic should confirm whether it accepts externally referred patients, what a referrer must supply, who reports, when results are returned and which secure channel is approved. This is a service-design hypothesis; the current audit does not prove incremental referral demand.

EVIDENCE

E01 T06 and schema-review.json. Google local relevance: `support.google.com`. The site's existing contact location is an asset; current opening-hour truth requires owner confirmation.

9 INTERPRET THE AI READINESS CHECK CORRECTLY

F09

Search access and training preferences are different controls

robots.txt disallows GPTBot, CCBot and Google-Extended. The observed rules do not demonstrate a blanket AI-search block.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2 verification	Observed controls	SEO lead and server/property owner	E05 E06

PAGES `/robots.txt · /`

OAI-SearchBot supports ChatGPT search while GPTBot concerns potential training; Anthropic also distinguishes search, training and user-directed agents. Google-Extended is separate from Google Search inclusion and ranking.

Keep intentional training preferences unless the owner makes a different informed decision. Check search-specific robots rules, actual server/CDN responses and the Search Console generative AI inclusion setting separately. Ordinary HTTP access or a diagnostic request with a bot-like user agent does not verify a vendor crawler's real access.

Blursor result on 15 October 2026

The requested homepage audit completed at 02:17 UTC. It returned 11 passing checks, one failing check and four informational checks, with one finding to review: the three crawler-role restrictions. The direct diagnostic received HTTP 200 and readable HTML. Browser rendering finished on the English homepage instead of the submitted root, so the tool withheld five dependent rendered-comparison checks. The saved ledger records that limitation. The redirect to the English homepage is itself a finding: see F18 in section 6. A re-run on 16 October 2026 (12:23 UTC) gave the same result: the same robots rules, the full page for every crawler-style request, and a browser check that again ended on `/en/home-page/`.

The raw text count was 34,451 characters. That includes repeated menus and form-option content; it is not a measure of useful clinical explanation. Some retained responses reached a capture cap, so a different-response grouping is not proof of cloaking. The tool's headline should not be republished as a conclusion that all AI systems are blocked.

Blursor is a diagnostic tool built by the author, and publicly linked to the author. Its request ledger serves as additional evidence, not as independent certification. The result link can rerun the check and is not an immutable report; the dated saved result is the audit record.

What the clinic should do

Confirm the desired access policy, verify priority URLs through authorised search tools and server logs, and fix the content integrity problems that any reader or retrieval system can encounter. Missing llms.txt and llms-full.txt files are not assigned a defect score. Google's current guide says Search ignores those files and requires no special AI schema.

EVIDENCE E05 saved Blursor result; E06 official crawler guidance. Public tool: `blursor.ai`. Google guide: `developers.google.com`. OpenAI: `developers.openai.com`. Anthropic: `support.claude.com`.

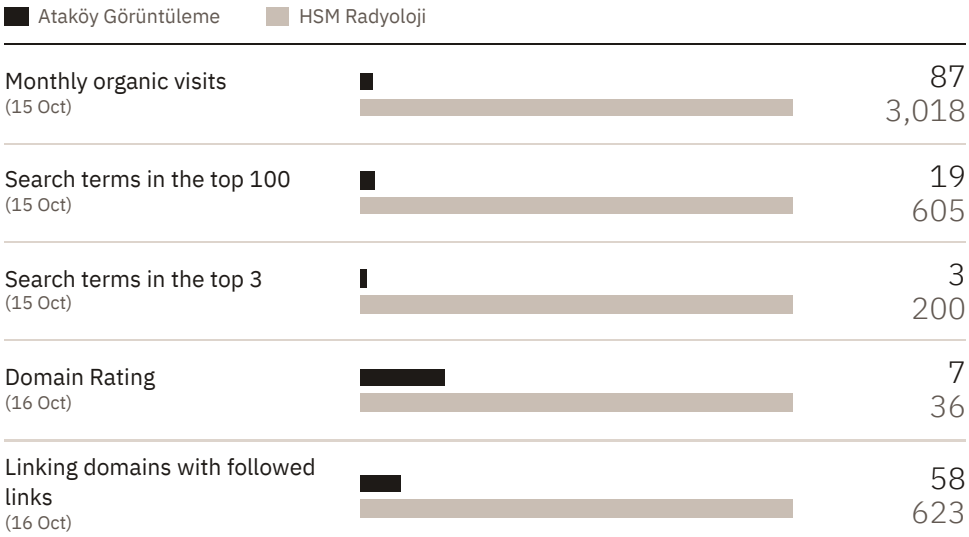
SEARCH AND AI VISIBILITY

10

Why HSM Radyoloji ranks and Ataköy Görüntüleme doesn’t

HSM is a relevant benchmark: it lists a branch at Ataköy Towers and overlapping imaging services. Ahrefs data and the live pages point to four reasons for the gap. Copy HSM’s structure, not its text or claims.

Ahrefs estimate, Türkiye



Added on 15 October and updated on 16 October 2026. These are Ahrefs model estimates for Türkiye, not actual visits, local market share or patient counts. HSM also lists a branch in Kadıköy, so its domain figures cover a wider footprint.

Where the traffic comes from

Page	Search term it ranks for	Position
HSM · **hsmradyoloji.com/3-tesla-mr/**	mr cihazı EN: MRI machine	1
HSM · **hsmradyoloji.com/acik-emar/**	açık emar EN: open MRI	1
HSM · **hsmradyoloji.com/meme-ultrasonu/**	meme usg nedir EN: what is a breast ultrasound	2
HSM · **hsmradyoloji.com/bt-anjiyografi/**	bt koroner anjiyografi fiyat EN: CT coronary angiography price	4
HSM · **hsmradyoloji.com/lomber-bel-mr/**	lomber mr EN: lumbar MRI	9
Ataköy Görüntüleme · `/kemik-dansitometresi-2/`	kemik dansitometri nedir EN: what is bone densitometry	8
Ataköy Görüntüleme · `/panaromik-rontgen/`	panoramik EN: panoramic, as in a dental X-ray	1
Ataköy Görüntüleme · `/enteroklizis/`	emar ilacı EN: MRI medicine	5

Ahrefs top-pages and organic-keywords reports, Türkiye, 16 October 2026. Positions change daily; the pattern matters more than any single position. The price-related terms HSM ranks for are not a recommendation to publish prices (section 22).

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.

What to do

Correct the mixed-up copy first, because it currently teaches search engines the wrong topics. Then give each priority examination its own accurate page, keep the Business Profile consistent with the site, and earn legitimate links from referrers, insurers and local organisations. Copy HSM’s structure, not its text or claims.

Focused website and search observations only. HSM’s credentials, equipment, clinical accuracy and promotional compliance were not audited, and ranking factors beyond those shown were not measured.

EVIDENCE

E07: Ahrefs Batch Analysis, 15 October 2026 (country tr; monthly volume; subdomains; both protocols); Domain Rating and referring domains from the 16 October re-check. Earlier 59/34 visit estimates are separate snapshots, not a trend.

HSM location and services: `hsmradyoloji.com`

SEARCH AND AI VISIBILITY

11

AI visibility: the baseline, its metrics and the prompt set

The full metric set from the 17 October collection, engine by engine, with how each figure is computed and what it is divided by.

Engine by engine

Engine	Clinic named	HSM named	Clinic SoV	HSM SoV	Clinic's site cited	HSM's site cited	Clinic first
AI Mode	5 / 10	4 / 10	17%	13%	1	1	2
ChatGPT	5 / 10	7 / 10	13%	18%	1	3	1
Claude	3 / 10	7 / 10	8%	18%	3	4	0
Grok	3 / 10	8 / 10	8%	20%	3	8	0
Perplexity	1 / 10	7 / 10	4%	25%	0	7	0
Gemini	0 / 10	6 / 10	0%	12%	0	2	0
AI Overview	0 / 1	0 / 1	0%	0%	0	0	0
All AI answers	**17 / 61**	**39 / 61**	**7%**	**17%**	**8**	**25**	**3**

Metric definitions

Metric	How it is computed	Denominator
Visibility	Answers that name Ataköy Görüntüleme or cite atakoygoruntuleme.com.tr, per engine	Answers the engine returned (10 per engine; Google AI Overview appeared for 1 question)
Share of voice	Mentions of the clinic ÷ mentions of all tracked centres, per engine and over all answers. A centre counts once per answer	Mentions of the 21 centres named in the answers (228 in all)
Citations	Answers whose cited sources include a page on the domain	AI answers (61)
Citation share	Citations of the domain ÷ all citations	All cited sources across the AI answers (1208)
Named first	Answers that list the clinic before any other centre	Answers that name the clinic (17)
Tone	Hand-coded from the sentences that describe the clinic: positive (praise), neutral (facts), negative (criticism or a warning)	Answers that name the clinic (17)

Definitions follow the conventions of AI-visibility tools such as Peec AI and Profound, with the denominator stated because tools differ on it. "Ataköy" alone, a district name, never counts.

Which sites the answers cite

Site	Answers citing it	Citation share
hsmradyoloji.com	25 / 61	5.0%
doktortakvimi.com	24 / 61	5.8%
doktorsitesi.com	22 / 61	5.1%
google.com	15 / 61	3.3%
radyoemar.net	15 / 61	2.9%
emarpark.com	10 / 61	0.8%
instagram.com	10 / 61	1.9%
facebook.com	10 / 61	1.6%
atakoygoruntuleme.com.tr	**8 / 61**	**1.2%**

The clinic's own site is cited less often than HSM's site and the two doctor directories. The clinic can correct its own directory listings.

Tone and accuracy where the clinic is named

Question	Engine	Tone	What the answer says (Turkish, then EN)	Note
P01	AI Mode	neutral	Ataköy Görüntüleme Merkezi (Selenium Retro) 4.8 (406) · Tıbbi Tanı Amaçlı Görüntüleme Merkezi EN: Ataköy Görüntüleme Merkezi (Selenium Retro) 4.8 (406) · Medical diagnostic imaging centre	Business Profile card
P01	Perplexity	neutral	telefonla teyit edilmesi gereken diğer özel merkezler: Ataköy Görüntüleme EN: other private centres to confirm by phone: Ataköy Görüntüleme	
P01	Claude	neutral	Web sitesinde koroner BT anjiyografi hizmeti tanıtılıyor. EN: Its website presents a coronary CT angiography service.	
P03	AI Mode	positive	hasta memnuniyeti ve modern cihaz altyapısıyla bölgede sıkça tercih edilen, yüksek puanlı özel radyoloji merkezlerinden biridir EN: one of the frequently chosen, highly rated private radiology centres in the area, with patient satisfaction and modern equipment	Named first
P03	ChatGPT	neutral	1,5 Tesla ve 3 Tesla MR seçenekleriyle farklı bölgelerin görüntülenmesi için bir alternatif. EN: an alternative for imaging different body areas, with 1.5 Tesla and 3 Tesla MRI options.	
P04	AI Mode	neutral	Ataköy Görüntüleme Merkezi 4.8 (406) · Tıbbi Tanı Amaçlı Görüntüleme Merkezi EN: Ataköy Görüntüleme Merkezi 4.8 (406) · Medical diagnostic imaging centre	Named first; Business Profile card
P04	ChatGPT	neutral	Merkezin 3 Tesla ve 1,5 Tesla MR seçenekleri bulunduğuna ilişkin bilgi mevcut. Randevuda özellikle 3T cihaz talep edilmeli. EN: There is information that the centre has 3 Tesla and 1.5 Tesla MRI options. Ask specifically for the 3T machine when booking.	
P04	Claude	neutral	3 Tesla MR cihazı var. EN: It has a 3 Tesla MRI machine.	

Question	Engine	Tone	What the answer says (Turkish, then EN)	Note
P04	Grok	neutral	Ataköy Görüntüleme | Bakırköy – Ataköy | 3 Tesla MR EN: Ataköy Görüntüleme | Bakırköy – Ataköy | 3 Tesla MRI	Table row
P05	AI Mode	positive	Kadın radyolog ve teknisyen eşliğinde, hastaların kaygısını azaltmaya yönelik yaklaşımıyla bilinir. EN: Known for an approach aimed at easing patients' anxiety, with a female radiologist and technician.	
P06	ChatGPT	neutral	HSG (ilaçlı rahim filmi) hizmeti listeleniyor. EN: An HSG (contrast uterine X-ray) service is listed.	Named first
P06	Claude	neutral	Ataköy Görüntüleme (Bakırköy): Adres: Retro 9 No:16-1A, Ataköy. EN: Ataköy Görüntüleme (Bakırköy): Address: Retro 9 No:16-1A, Ataköy.	
P07	ChatGPT	neutral	Dental tomografi ve panoramik röntgen hizmetleri sunduğunu belirtiyor. EN: It says it offers dental CT and panoramic X-ray services.	
P08	AI Mode	positive	Ataköy Görüntüleme ve HSM Radyoloji, volumetrik dental tomografi çekimi yapabilen donanımlı merkezlerdendir. EN: Ataköy Görüntüleme and HSM Radyoloji are among the well-equipped centres that can take volumetric dental CT scans.	Accuracy: the card merges the two centres as "Ataköy Görüntüleme / HSM Radyoloji"
P08	ChatGPT	neutral	Dental tomografi ve panoramik görüntüleme hizmetleri sunan tıbbi görüntüleme merkezi. EN: A medical imaging centre offering dental CT and panoramic imaging services.	
P08	Grok	neutral	Dental tomografi cihazı bulunuyor. EN: It has a dental CT machine.	
P09	Grok	neutral	Meme USG dahil ultrasonografi hizmeti veriyor. EN: It provides ultrasound services, including breast ultrasound.	

Coding rule: positive = praise of quality, satisfaction, equipment or approach; neutral = facts such as address, phone, services or equipment; negative = criticism or a warning. Coded by hand from the full answers.

The prompt set

ID	Question (Turkish, then EN)	Service	Intent
P01	Bakırköy'de sanal anjiyo yapan özel görüntüleme merkezleri hangileri? EN: Which private imaging centres in Bakırköy do virtual (CT) angiography?	Coronary CT	Find a provider, district
P02	İstanbul'da koroner BT anjiyografi için hangi merkezleri önerirsin? EN: Which centres in Istanbul would you recommend for a coronary CT angiogram?	Coronary CT	Ask for a recommendation, city
P03	Bakırköy'de MR çektirmek için hangi özel merkeze gidebilirim? EN: Which private centre can I go to for an MRI in Bakırköy?	MRI	Find a provider, district
P04	İstanbul Avrupa Yakası'nda 3 Tesla MR olan görüntüleme merkezleri hangileri? EN: Which imaging centres on Istanbul's European side have a 3 Tesla MRI?	MRI	Find by equipment, side of the city
P05	Bakırköy'de rahim filmi (HSG) çektirebileceğim yerler hangileri? EN: Where in Bakırköy can I get an HSG (uterine X-ray)?	HSG	Find a provider, district
P06	İstanbul'da HSG çeken özel görüntüleme merkezleri hangileri? EN: Which private imaging centres in Istanbul do HSG?	HSG	Find a provider, city
P07	Diş tomografisi çektirmem lazım, Bakırköy civarında nereye gidebilirim? EN: I need a dental CT scan. Where can I go near Bakırköy?	Dental CT	Find a provider, district
P08	İstanbul Avrupa Yakası'nda dental tomografi çeken merkezler hangileri? EN: Which centres on Istanbul's European side do dental CT?	Dental CT	Find a provider, side of the city
P09	Bakırköy'de meme ultrasonu yaptırabileceğim özel merkezler hangileri? EN: Which private centres in Bakırköy can do a breast ultrasound?	Breast ultrasound	Find a provider, district
P10	İstanbul'da mamografi ve meme ultrasonu için iyi bir görüntüleme merkezi önerir misin? EN: Can you recommend a good imaging centre in Istanbul for a mammogram and breast ultrasound?	Breast ultrasound	Ask for a recommendation, city

Where the questions came from

The ten questions cover five services the clinic offers and patients search for: coronary CT angiography, MRI and 3 Tesla MRI, HSG, dental CT and breast imaging. The services were picked from the search-demand research (section 21) and the clinic's own service pages.

Each service is asked twice: once close to the clinic (Bakırköy) and once wider (the European side or Istanbul), in the everyday Turkish a patient types, with lay terms such as "sanal anjiyo" (EN: virtual angiography) (EN: virtual angiography) and "rahim filmi" (EN: uterine X-ray) (EN: uterine X-ray).

Limit: the set was built from search demand and the public site, not from patient interviews, call recordings or reviews. With the clinic's help, the next version would add the questions its booking line hears most, and the ones referring doctors ask.

Which page should answer each question

Questions	Service	Clinic page today	HSM's page	Named by	What the page must cover
P01 P02	Coronary CT angiography	/koroner-bt-anjiyografi-kalbinize-acilan-pencere/ (an article)	hsmradyoloji.com/bt-anjiyografi/	3 of 13 answers	A service page, not an article: what the examination is, the equipment, the place in the title and first paragraph, how to book
P03 P04	MRI and 3 Tesla MRI	/emar/ plus 1.5 T and 3 T variants	hsmradyoloji.com/3-tesla-mr/, /acik-emar/, /lomber-bel-mr/	6 of 12 answers	One primary MRI page and one 3 Tesla page that say which scanners the clinic actually runs and where
P05 P06	HSG (uterine X-ray)	/histerosalpingografi-h-s-g/	—	3 of 12 answers	The lay term "rahim filmi" (EN: uterine X-ray) (EN: uterine X-ray) (EN: uterine X-ray) in the title, who performs and reports it, and how to book
P07 P08	Dental CT	/dental-tomografi/ and /dental-tomografi-2/ (overlapping, F07)	—	4 of 12 answers	One page, with whether outside patients and referring dentists can book directly
P09 P10	Breast ultrasound and mammography	/ultrasonografi/ and related USG pages (mixed with MRI copy, F01)	hsmradyoloji.com/meme-ultrasonu/	1 of 12 answers	A breast-imaging page of its own, with who examines and reports, and what the clinic does and doesn't offer

SEARCH AND AI VISIBILITY

12

AI and search visibility: eight engines, ten patient questions

E12 · On 17 October 2026 the ten wider questions (P01–P10) were put to eight AI and search engines in one run, one answer per question and engine, in Turkish, from a Türkiye context. Each engine is counted on its own; the counts are never added into one score. An answer counts for the clinic only when it names Ataköy Görüntüleme or cites atakoygoruntuleme.com.tr.

Named per engine

Google organic top 20 DataForSEO SERP API, Google organic, depth 20 · 17 Oct 2026	● ○ ○ ○ ● ○ ● ○ ○ ○	3 of 10
Google AI Overview Same DataForSEO Google result, AI Overview loading requested · 17 Oct 2026	◌ ○ ◌ ◌ ◌ ◌ ◌ ◌ ◌ ◌	0 of 1
Google AI Mode (via DataForSEO) DataForSEO SERP API, Google AI Mode · 17 Oct 2026	● ○ ● ● ● ○ ○ ● ○ ○	5 of 10
ChatGPT (via DataForSEO) DataForSEO ChatGPT scraper, web search requested; model reported: gpt-6 · 17 Oct 2026	○ ○ ● ● ○ ● ● ● ○ ○	5 of 10
Gemini (via DataForSEO) DataForSEO Gemini scraper; model reported: 3.5 Flash-Lite · 17 Oct 2026	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	0 of 10
Perplexity (API, web search) Perplexity API via DataForSEO, model sonar-pro · 17 Oct 2026	● ○ ○ ○ ○ ○ ○ ○ ○ ○	1 of 10
Claude (Anthropic API, web search) Anthropic API, model claude-opus-5-5, standard web search tool (up to 10 searches) · 17 Oct 2026	● ○ ○ ● ○ ● ○ ○ ○ ○	3 of 10
Grok (xAI API, search) xAI API, model grok-4.7, web search · 17 Oct 2026	○ ○ ○ ● ○ ○ ○ ● ● ○	3 of 10

● Named ○ Not named ◌ No AI Overview shown

Every answer is quoted in full, with its sources, in the AI answers document that comes with this audit (HTML and PDF).

Per engine, out of ten answers: Google AI Mode 5, ChatGPT 5, Claude 3, Grok 3, Perplexity 1, Gemini 0. Google showed an AI Overview for only one question (coronary CT angiography in Istanbul), and it did not name the clinic. In ordinary Google results the clinic's website was in the top 20 for 3 questions (positions 2, 5 and 10), and its Maps listing appeared in the map results for 2.

The clinic was named for coronary CT angiography in Bakırköy, MRI and 3 Tesla MRI, HSG and dental CT. No engine named it for the Istanbul-wide questions on coronary CT angiography (P02) or on mammography with breast ultrasound (P10), and for breast ultrasound in Bakırköy (P09) only Grok did.

Google AI Mode named the clinic through its Google Business Profile card (4.8 from 406 reviews), twice as the first centre. ChatGPT listed it in ranked lists, first once (HSG in Istanbul). The clinic's own website was cited in 8 of the 61 AI answers.

HSM Radyoloji was named in 39 of the 61 AI answers, on six engines, and its own pages were cited in 25. The doctor directories doktortakvimi.com and doktorsitesi.com were cited in 24 and 22 answers, more often than any clinic's site except HSM's.

Question by engine

Question	Google	AI Overview	AI Mode	ChatGPT	Gemini	Perplexity	Claude	Grok
P01 Coronary CT	✓ position 2	–	✓	×	×	✓	✓	×
P02 Coronary CT	×	×	×	×	×	×	×	×
P03 MRI	×	–	✓ first	✓	×	×	×	×
P04 MRI	×	–	✓ first	✓	×	×	✓	✓
P05 HSG	✓ position 5	–	✓	×	×	×	×	×
P06 HSG	×	–	×	✓ first	×	×	✓	×
P07 Dental CT	✓ position 10	–	×	✓	×	×	×	×
P08 Dental CT	×	–	✓	✓	×	×	×	✓
P09 Breast ultrasound	×	–	×	×	×	×	×	✓
P10 Breast ultrasound	×	–	×	×	×	×	×	×

✓ Named · × Not named · – No AI Overview shown

The separate Ataköy question set (Beamtrace, 15 October)

A separate set of ten questions about Ataköy itself, generated by Beamtrace from the clinic's website and run on 15 October 2026 (ChatGPT only), named Ataköy Görüntüleme in nine answers, eight times first, mostly quoting its Google rating from the directory zavis.ai. Two of those questions use the clinic's own name, so that set measures reputation rather than discovery. It is reported separately and is not added to the counts above. Beamtrace is an AI-visibility tracker the author works on.

What to do

The engines that named the clinic took its facts from places where they are explicit: the Google Business Profile, and pages that state the examination. Put the place and the equipment into each priority service page (title, first paragraph, address and nearby districts), starting with breast imaging and coronary CT angiography, where no engine named the clinic for the Istanbul-wide questions. Keep the Business Profile and directory listings such as doktortakvimi.com and doktorsitesi.com accurate. Then re-run the same ten questions on the same eight engines and compare each engine separately.

13

BUILD AN AI VISIBILITY BASELINE THAT CAN BE CHECKED

F10

Native reporting and inclusion settings need inspection

Google's dedicated Search generative AI performance report and separate inclusion control had rolled out worldwide by 31 August 2026. The old blanket statement that Search Console cannot show separate Google AI visibility is no longer current.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	To verify	Authorised search property owner	E06

PAGES /

In authorised Search Console, inspect Settings then Search generative AI, including parent-property inheritance. Confirm priority pages are indexed and snippet-eligible as well as included through this control. Public robots.txt cannot reveal the property's inclusion state.

The dedicated performance report documents AI Overviews and AI Mode impressions by page, country, device and date. A missing report can reflect insufficient impressions. Treat it as visibility evidence; do not promise query-level coverage, an AI-only lead count or revenue attribution from the report.

Use more than one measurement surface

Surface	Useful baseline	Interpretation limit
Google Search Console	Search performance plus dedicated AI impressions for priority pages	An impression is not an enquiry; report dimensions are bounded
Bing Webmaster Tools	AI Performance citations and cited pages on supported surfaces	Not a census of every answer engine or prompt
Permitted site analytics	Referral sessions and correctly defined contact/request events	Referrers may be missing; consent and attribution affect coverage
Repeatable prompt sample	Dated questions, language, location, product, source URLs and mentions	A research sample, not population market share
Clinic operations	Qualified requests, booked and attended examinations	Aggregate validation required before acquisition claims

Bing introduced its AI Performance preview in February 2026, expanded topic and comparison views in June and announced Topics Portfolio beta on 13 October. Availability depends on sufficient data. These reports can help identify cited pages and themes; they do not demonstrate acquired patients.

A useful prompt sample

Two fixed sets of ten Turkish questions are recorded. The Ataköy set was run in Beamtrace (ChatGPT) on 15 October 2026. The wider set asks where to get five of the clinic's services in Bakırköy, on the European side or in Istanbul, the way patients ask (for example "Bakırköy'de sanal anjiyo yapan özel görüntüleme merkezleri

hangileri?”). It was run on eight AI and search engines on 17 October; the results are in section 12, and every answer is quoted in full, with its sources, in the AI answers document. Count a result only when the answer names Ataköy Görüntüleme or cites its website: “Ataköy” is also a district, so a district mention must not count as a clinic mention. Keep the date, the engine and model, the full question, the full answer and the cited URLs, and re-run the same sets on the same engines after release. Report each engine separately; do not add engines into one score. Do not manufacture citations or rewrite every page for a guessed prompt variant. Add English or Arabic questions only where the clinic supports the journey.

EVIDENCE

Google reporting: `support.google.com`. Inclusion control: `support.google.com`. Bing sources are listed in the source ledger, E06.

SEARCH AND AI VISIBILITY

14 How these answers were collected

Collected on 17 October 2026, one answer per question and engine, in one run. Context: Türkiye, Turkish, desktop where the route supports it, with no city location; the questions themselves name Bakırköy, the European side or Istanbul. The answers came through APIs and data providers, not through signed-in apps: Google organic results, AI Overview, AI Mode, ChatGPT and Gemini through DataForSEO; Perplexity through DataForSEO’s Perplexity API route (model sonar-pro); Claude through the Anthropic API with its standard web search tool (model claude-opus-5-5); Grok through the xAI API with search (model grok-4.7). A person using these products while signed in can see different answers: products personalise, change from day to day, and may use other models or settings. A result counts for the clinic only when the answer names Ataköy Görüntüleme or cites atakoygoruntuleme.com.tr; the district name “Ataköy” alone does not count. Raw API responses are kept for 30 days and then deleted; the answers themselves are quoted in full, with their sources, in the AI answers document, which stays part of the audit.

One answer per question and engine is a snapshot, not a share of patients or searches. Answers were not checked for medical accuracy, and some mixed up nearby centres that share an address. Claude was collected twice on 17 October: the first pass used a newer search mode that returned no citation links and, in one answer, could not search; this report uses the second pass, made with the standard web search tool. Both passes are kept with the evidence. An earlier ChatGPT run of the same ten questions, made through Beamtrace on 16 October, named the clinic in none; the model and search setting of that run are not known, so this report uses the 17 October run, where both are recorded.

EVIDENCE

Beamtrace score definitions: `community.beamtrace.com`

Beamtrace prompt guide: `community.beamtrace.com`

15

INVENTORY MEASUREMENT BY WHAT WAS ACTUALLY OBSERVED

F11

Several collectors are active but receipt is not equally proven

The public site deploys GTM, GA4, Google Ads, Yandex Metrica, Microsoft Clarity, Meta and LinkedIn code. A tag in the page is different from a request, and a successful network response is different from a record in an account.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1 review	Observed	Measurement and privacy owners	E02

PAGES / · /randevu-al/ · /fiyat-al/

System	Direct evidence	What remains unproven
GA4	Page-view collection requests; 204 responses captured	Property processing, reporting accuracy and true lead events
Google Ads	Configuration/remarketing requests; appointment click emitted a conversion request	Recorded account conversion, primary status, bidding use or attribution
Yandex Metrica	Watch requests returned 200; click-map collection observed	Account settings, retention and report quality
Microsoft Clarity	Collection requests returned 204	Payload contents, masking configuration and authorised purpose
Meta	Pixel init/PageView code, script/config downloads and cookie creation	No event-delivery endpoint captured in the sample
LinkedIn	Partner identifier and Insight script downloaded	No pixel event endpoint captured in the sample

The saved evidence identifies GTM-PS5ZH8D and GA4 G-VEP2W4GEHM. A Google verification meta token is present, which supports a verification attempt; it does not establish active Search Console ownership. Legacy Universal Analytics configuration also remains in the public container. Review it during tag cleanup without claiming it created duplicate GA4 sessions.

Form and page context

Page titles and URLs were present in collection context, including medical-service paths. No patient values were entered and this audit does not prove disclosure of form contents or a medical record. Sensitive page context still deserves a deliberate minimisation and vendor-purpose review; session-replay masking should be verified rather than assumed.

DONE WHEN The clinic has a vendor/tag inventory with an owner, purpose, data categories, trigger, consent rule and retention decision. Remove stale tags through an approved container release. Verify permitted data in the destination accounts and keep raw patient details out of advertising and general analytics payloads.

EVIDENCE

E02 tracking-evidence.json, supplementary-evidence.json, public GTM resource and request-summary.csv. Observation does not establish current agency ownership or justify attributing the configuration to a particular person.

16

DEFINE A CONVERSION BEFORE USING IT FOR DECISIONS

F12 The appointment link is configured as an Ads conversion

After rejecting cookies, an ordinary header appointment-link click navigated to `/randevu-al/` and emitted a Google Ads conversion request.

PRIORITY	EVIDENCE	OWNER	SOURCES
× P1	Observed	Measurement owner and developer	`E02 GTM and appointment-link test`

A CLICK IS ONLY THE START

01	02	03	04	05
Contact click	Request accepted	Suitable enquiry	Appointment agreed	Examination attended

The audit observed a conversion request at the first step. The later steps require the clinic's own confirmation; no patient totals are inferred.

PAGES `/randevu-al/` · `/tesekkur-ederiz/`

No appointment form was completed. This establishes a request generated by the click; account receipt, attribution and bidding use were not verified.

The public container also configures phone and WhatsApp clicks as conversions. Those actions were not exercised. A thank-you-path tag is attached to a link-click trigger while the page path contains `/tesekkur-ederiz/`; it is not an observed form-success event. Another information tag combines a page-load event with a clicked-element URL condition and needs review. Configuration quirks are not proof of observed firing.

Use a sequence the business can understand

Stage	Proposed event or record	Meaning
Contact intent	contact_click with channel and approved service group	Visitor chose a contact route
Request accepted	request_success after confirmed successful processing	The system accepted a request once
Qualified enquiry	Aggregate clinic qualification record	Service, location and contactability fit
Appointment booked	Aggregate booking status	A time was actually agreed
Examination attended	Aggregate attended status	The examination occurred

A WhatsApp click is not a message, a telephone click is not a connected call, a request is not a booking and a booking is not attendance. Keep useful micro-conversions for diagnosis, clearly named and separate from the business outcome. Before relying on any Ads conversion, confirm with legal counsel whether paid campaigns are permitted at all under the 2025 regulation (section 22).

Acceptance checks

In an authorised staging or controlled test context, a booking-link click produces only its intended intent event. A successful request produces one success event after confirmed processing; failed validation and repeated confirmation visits do not create success duplicates. Test direct thank-you visits and repeat clicks. Validate the permitted events in the relevant accounts, with patient values excluded.

Use an internal request reference for deduplication only under a privacy-approved design. Do not send procedure-specific health information, free-text requests or identifiers to ad platforms merely to improve attribution.

EVIDENCE

E02 appointment-link test and public GTM trigger map. Exact diagnostic labels remain in the implementation evidence; no platform conversion count or campaign optimisation state was accessible.

MEASUREMENT

17 Consent, privacy notices and form permissions

What needs review

Consent behaviour, the permissions requested on the appointment and contact forms, and the patient-results entry point need a joint technical, privacy and legal review. The specific observations (F13, F14 and the results entry point) are in a separate internal annex for the clinic's management and its legal, privacy and IT owners. They are not reproduced here because they concern privacy, security and regulatory questions that should be handled internally.

How to test consent

Align the consent-management platform, delayed-script loader, GTM and individually embedded tags. Make intentional decisions for each category, including any necessary exempt processing, and document them. Test before choice, reject, accept, partial choice, revoke, reload and ordinary interaction across supported languages: a page-load-only tag test is insufficient when scripts wait for user interaction.

DONE WHEN The network behaviour matches the owner-approved category rules in every state; rejection persists across reload and interaction; revocation changes subsequent collection appropriately; no patient data or free text enters general analytics or advertising payloads.

Form permissions and notices

DONE WHEN An appointment request can proceed without optional marketing permission; notice acknowledgement and any distinct consent purposes are separate and clear; optional choices are not preselected or bundled into access to care. Verify client and server behaviour in an authorised test environment. Replace the default WordPress sample policy at `/privacy-policy/` and align notice links with the approved KVKK documents (see F06).

EVIDENCE

E02 consent-state network captures and form-validation inspection. Specific observations are in the internal annex.

18

MAKE THE ENQUIRY EXPERIENCE DEPENDABLE

F17

Form labels and mobile task completion need a release check

At the mobile booking viewport, name, phone and email fields rely on placeholder text. The inspected inputs have no associated label element, aria-label or aria-labelledby.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	Observed sample	Developer and QA owner	`E02 expanded mobile form inspection`



Mobile booking view, 15 October 2026 (E02). Name, phone and email are identified only by placeholder text, which disappears as soon as someone types.

PAGES

`/randevu-al/`

Placeholder text may provide some accessible-name fallback, but it disappears during entry and is a weak substitute for a persistent explicit label.

WHAT TO DO

Add visible programmatic labels, clear required/optional information and meaningful validation/status feedback. Check keyboard navigation, focus, date/selector interaction, zoom and small-screen errors. Keep clinical triage and preparation questions with qualified staff instead of making an enormous selector the only way to ask for help.

The page fitted the sampled document width without horizontal overflow. The sticky contact bar and consent control occupy persistent screen space; test the submit button, validation and keyboard-open state in the actual supported devices before release. This is a targeted observation, not a complete accessibility conformance result.

Performance should be measured with the right denominator

No Core Web Vitals pass/fail verdict is assigned here. Use Search Console field groups and PageSpeed Insights/CrUX where available, then repeated mobile lab tests for representative service, article and form templates. A small clinic may lack enough page-level field data; absent data is not a pass or failure.

Inspect images, page-builder assets, delayed scripts and third-party loading only after recording reproducible metrics. Performance work must preserve consent and functional timing. Moving all tags behind a scroll listener can make an initial test look quiet without making the experience or measurement correct.

Acceptance

A user can understand and complete the approved request route on keyboard and mobile without losing labels, focus or feedback. The team records actual field and lab baselines, fixes demonstrated bottlenecks and retests the same templates. Do not promise a ranking or enquiry uplift from an unmeasured speed score.

EVIDENCE

E02 expanded mobile booking screenshot and DOM field inspection. Public performance assessment remains an implementation baseline task; no private analytics access was available.

MEASUREMENT

19

Measurement plan: leading indicators, outcomes and self-reported source

AI and search visibility are leading indicators; suitable enquiries and attended examinations are the outcome. The plan measures both and keeps them apart.

From visibility to attended examinations

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

Input metrics the team controls

Report these monthly beside the outcomes, so a change in visibility can be traced to the work behind it:

- Pages corrected and approved by the clinical lead
- Examination pages published
- Business Profile and directory facts aligned
- Links earned from referrers, insurers and local organisations

Self-reported source. Add one optional question to the booking form, “How did you hear about us?”, with AI assistants (ChatGPT, Gemini and others), Google search, Google Maps, a doctor’s referral and other. AI answers often lead to a branded search or a phone call, which click tracking files as direct or organic.

MEASUREMENT

20 Measure outcomes by service

A compact service scorecard

Metric	Source and denominator	Decision it supports
Eligible priority pages	Approved URLs with indexing/snippet checks and intended AI inclusion	Whether discovery foundations work
Organic demand captured	GSC non-brand clicks/impressions by approved service page, country and device	Which journeys attract relevant searches
AI visibility	Google AI impressions and supported Bing citations by page/time	Whether source visibility changes
Contact intent	Permitted contact clicks by channel and service grouping	Where visitors try to make contact
Accepted requests	Verified deduplicated request-success records	Whether the system accepted requests
Qualified requests	Clinic-qualified requests divided by accepted requests	Whether demand fits the service
Booked and attended	Bookings and attendance divided by qualified requests	Response, scheduling and capacity fit
Response time	Median and slow-tail time during staffed hours	Whether operations loses viable enquiries

Use at least an initial four-week baseline and then a comparable post-release window, extending when counts are small. Record seasonality, campaign changes, capacity, changed consent coverage and tracking repairs. A tracking correction creates a measurement break; annotate it rather than presenting it as patient growth or decline.

Economics require the clinic's own inputs

If counsel confirms that a paid exception applies, cost per qualified enquiry equals spend divided by qualified enquiries. Expected contribution per qualified enquiry depends on the booking rate, attendance rate and contribution per attended examination. Those inputs are unknown here. Revenue is not contribution, and a model is not a forecast.

Only invest against an owner-approved allowable acquisition cost after those inputs are credible. Small samples can move sharply; report counts beside rates. No ROI figure, expected patient count or value per keyword is assigned in this audit.

Report what changed and what remains uncertain

The review should state which releases were completed, whether their acceptance checks passed, what the service-level data shows and what decision follows. Report each surface in its own units. Citations, sessions, contact clicks, accepted requests and attended examinations should remain visibly distinct.

EVIDENCE

Proposed measurement design. No first-party outcome dataset was available for this audit; the scorecard is the implementation specification, not a statement of current results.

GROWTH AND DELIVERY

21 Demand and commercial priorities

The imported Ahrefs work reports 19 total ranking keywords in the Türkiye top-100 report, with no verified non-brand split. Site Explorer estimated 59 organic visits per month; a separate Batch Analysis view estimated 34. These third-party snapshots do not measure actual traffic, local discovery, referrals or patient volume. They support investigating missed provider-selection demand without quantifying the clinic's total marketing performance. A matched 15 October snapshot and the reasons behind the gap with HSM are in section 10.

The corrected workbook tested 406 exact action and geographic combinations. It labels 70 as positive volume, 52 as explicit zero and 284 as no matching Ahrefs row. A blank numerical cell must not erase the difference between zero and unavailable data. The local tab substantially reuses the probe; its 272 rows cannot be added to the 406.

Example exact query	Reported TR monthly volume	How to use it
sanal anjiyo yapan hastaneler EN: hospitals that do virtual angiography	150	Provider choice; confirm the coronary-CT pathway
3 tesla mr hangi hastanelerde var istanbul EN: which hospitals have 3 Tesla MRI, Istanbul	60	Capability and place; verify actual equipment
rahim filmi çeken yerler EN: places that do a uterine X-ray (HSG)	150	HSG provider choice and referral process
istanbul rahim filmi çeken hastaneler EN: Istanbul hospitals that do a uterine X-ray	30	Local wording on the same useful HSG journey
diş tomografisi çeken yerler EN: places that do a dental CT scan	60	Dental imaging and external-referrer pathway
meme ultrasonu çeken yerler EN: places that do a breast ultrasound	80	Confirm breast-imaging responsibility and access

Reported Ahrefs estimates from 14 October 2026. These are Türkiye-wide exact-query estimates, including queries containing İstanbul. Variants overlap. Do not total them or convert them into local searches, clicks or patients.

Intent needs a second check

Fresh search samples mixed providers, directories, explainers and discussions. A phrase containing a booking verb can still include public-hospital or informational intent. The workbook's price query sanal anjiyo fiyatı (EN: virtual angiography price) has a reported 1,900 searches, but interest in prices is not authorization to publish healthcare price promotions.

Choose the first two journeys with the clinic

Confirm examination availability, spare capacity, reporting staff, referral prerequisites, contribution after variable costs and the team's ability to answer requests. Prioritize the intersection of service fit, credible demand and operational readiness. Keep open MRI and detailed obstetric claims out of targeting until verified. Add varicose-vein or broader laboratory campaigns only after the actual service owner and workflow are established.

EVIDENCE

E03 high-intent shortlist and probe; E04 six search samples. The first workbook remains useful as a broad catalogue, with the later intent correction preserved.

GROWTH AND DELIVERY

22 What the 2025 promotion rules mean for acquisition

Paid search and sponsored social are largely closed

The 2025 regulation lets health facilities appear on search engines and social platforms only where the listing is not paid, sponsored or aimed at prominence (Art. 5(1)(i)). Sponsored promotion is allowed in the first month after opening and for Ministry-approved new medical technologies (Art. 5(1)(j)) and, under conditions, for health-tourism promotion aimed at audiences abroad with domestic targeting disabled (Art. 8). Read literally, domestic Google Ads and sponsored social campaigns are not an available growth channel. That makes organic search and the Business Profile the main digital channels, and it is why the ranking gap matters. Legal counsel should confirm how this applies to any existing campaigns and tags.

The same article bars promotion that suggests a device or service is superior to others (5(1)(h)), price, discount and campaign information (5(1)(m)) and promotional use of patient thanks or satisfaction (5(1)(e)), and requires websites to show a last-update date and editor contact (5(1)(ı)). These rules apply to organic content too: they shape what service pages may say, not only what ads may say.

What this means for the plan

Put the digital budget into the channels the regulation leaves open: accurate exam-level service pages, the Google Business Profile, referrer and insurer relationships, and measurement that shows which of these produce suitable enquiries. If the clinic wants to use an exception (the first month after a new opening, a Ministry-approved new technology, or health-tourism promotion aimed abroad), counsel should confirm eligibility first, and a campaign should start with one confirmed service, one corrected journey, permitted tracking, an authorised budget and stop criteria. No forecast or spend commitment is supplied here.

A review of the clinic's past paid campaigns against these rules is in the internal annex. This report makes no finding that Ataköy Görüntüleme committed a particular legal breach.

EVIDENCE

Regulation text: `resmigazete.gov.tr` (Articles 5 and 8). This is a textual reading, not legal advice; no exhaustive consolidated amendment audit was performed.

23

SERVICE PRIORITIES AND SITE ARCHITECTURE

F16

Repair proven journeys before fragmenting the site

Retain the existing domain and WordPress as the starting point. Correct content, shared templates, task routes and measurement before funding a new platform or service microsites.

PRIORITY	EVIDENCE	OWNER	SOURCES
! P2	Recommendation	Clinic sponsor and SEO lead	E01 E03 E04

PAGES /

A redesign of templates within WordPress is a separate decision from replacing the CMS. Neither guarantees more patients.

E09 Technology evidence and implementation implications

Reported or observed technology	What the implementation team should check
WordPress; Elementor; ElementsKit; Polylang; Yoast SEO	Map shared layouts, translated content, URL relationships and publishing responsibilities before changing templates.
Contact Form 7 in the export; Forminator in live homepage HTML	The homepage includes form ID forminator-module-664. Both plugins may coexist. Identify each live form and its owner before consolidating or removing dependencies.
GTM; Google Analytics; Meta; LinkedIn; Yandex; Clarity; CookieYes	Check tag ownership, consent enforcement and event definitions. Detection does not establish successful collection by every vendor or correct attribution.
LiteSpeed Cache; social/review widgets; JavaScript libraries	Measure loading and interaction costs on representative pages. The single homepage response showed X-LiteSpeed-Cache: miss; that does not establish broken caching.
LiteSpeed and Google Web Server labels; PHP/MySQL in the export	The live response showed Server: gws. Public labels do not establish the origin/proxy topology, hosting provider, installed versions or support state.

E09: user-supplied Wappalyzer export received/reviewed 15 October 2026, plus a public homepage GET returning HTTP 200. The CSV has no scan timestamp, versions or confidence values. Public Elementor markup and plugin references corroborate parts of the stack; they are not an authenticated inventory. No vulnerability or speed finding follows from product names.

Use a pilot to choose repair, template redesign or migration

01 Inventory active themes/plugins, versions, licences and custom code with authorised access. Repair one representative Turkish service page and its language equivalents in staging; check clinical facts, routes, form validation, consent, translations and measured performance.

02 Continue targeted repairs if the pilot meets the agreed checks at acceptable maintenance cost. Redesign shared templates within WordPress if layout or editing constraints justify it. Compare documented effort, ownership and release risk rather than choosing from a technology list.

03 Consider replacing the CMS only if verified support, dependency, workflow or performance constraints cannot be resolved economically. Map every retained service URL, language equivalent, internal link, canonical and redirect before any migration; preserve useful search equity and measure the release.

Keep service priorities and authority in the decision

Choose two journeys using verified service availability, capacity and qualified demand. Give each priority examination its own accurate page, following the pattern behind HSM's rankings (section 10): one page per examination, written around what patients search for and connected to device facts, reporting responsibility, preparation contacts, location and booking. Medically reviewed articles should support those pages. Avoid near-identical pages for synonyms, districts or guessed AI prompts. Review qualified requests and the response process before expanding investment.

Authority is part of the gap. On 16 October, Ahrefs showed DR 7 and 58 linking domains with followed links for Ataköy Görüntüleme, against DR 36 and 623 for HSM. That is not evidence of a penalty and does not justify a disavow: inspect Search Console and a representative link sample first. The useful response is links the clinic can earn legitimately, from referring physicians and dental practices, contracted insurers and institutions, local organisations and reputable directories of imaging providers. Unverified domain age or availability should not determine migration.

EVIDENCE

E01 current crawl; E03 architecture/backlink research; E09 supplied stack export and independent 15 October homepage check. Homepage: `atakoygoruntuleme.com.tr` Ahrefs re-check, 16 October 2026 (E07).

Technology-detection method: `wappalyzer.com`

GROWTH AND DELIVERY

24 A staged implementation roadmap

The timing below is a planning sequence from an agreed kickoff, not a promised delivery date or approved implementation budget. Clinical, operational and legal decisions are dependencies, not tasks to conceal inside a developer ticket.

Stage	Owner and work	Release gate
Days 1–14 Stabilise	Clinic lead and editor correct F01–F03; developer/measurement owner investigate F12–F14; operations fixes task routes F05.	Approved service facts; corrected wrong-procedure copy; verified consent/event design; no misleading task destinations.
Days 15–30 Baseline and repair	SEO/developer map URLs and utility pages F06–F08; operations aligns the Google Business Profile with the approved facts; privacy owner fixes policy routes; authorised owners inspect search and analytics properties F09–F11.	URL disposition approved; Business Profile matches the site; search/AI/analytics baseline saved; template links and language mappings tested.
Days 31–60 Improve two journeys	Clinical/localisation/operations team completes two approved service paths with exam-level pages; SEO lead starts legitimate referrer, insurer and local link work; developer improves labelled forms and measured bottlenecks F17.	Human-reviewed exam pages in supported languages; genuine success measurement; staff response process working.

Stage	Owner and work	Release gate
Days 61–90 Evaluate and extend	Owner reviews qualified enquiries and capacity; extends the pattern to further examinations; considers paid campaigns only where counsel confirms an exception F15–F16.	Service-level outcome review with denominators and attribution limits; continue, revise or stop decision.

Who needs to own what

The clinic sponsor chooses services and signs off capacity and commercial priorities. The clinical lead owns medical information. Operations owns availability and response. The editor/localisation reviewer owns publishing quality. The developer owns templates and release behaviour. The measurement owner owns event definitions and account validation. The privacy/legal owner approves purposes, notices and promotional decisions.

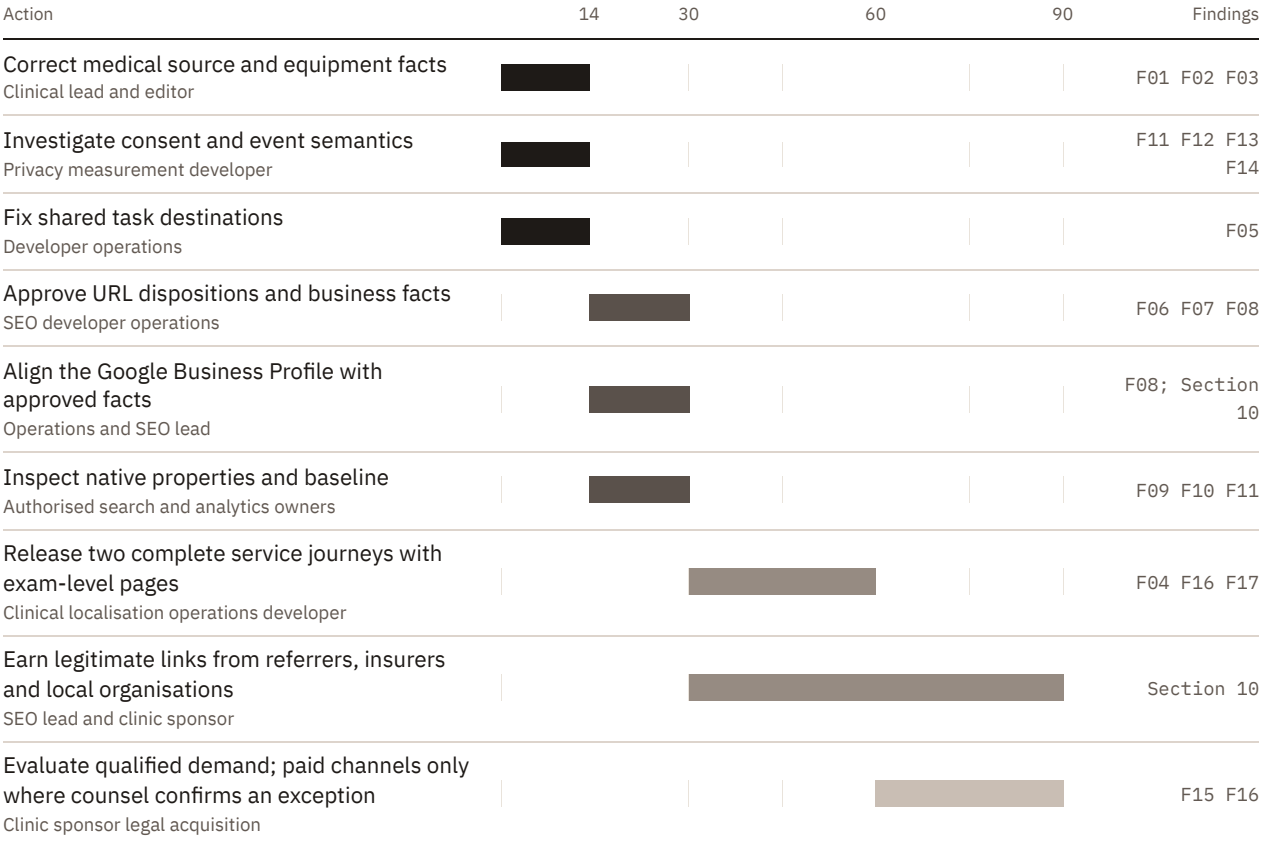
What can run in parallel

Clinical source correction, tag inventory and property-access preparation can proceed together. Translation follows source approval. Paid launch follows legal review, corrected journeys and measurement validation. URL consolidation follows performance/backlink review; do not treat a cosmetic URL preference as the migration decision.

EVIDENCE

All register findings have owners and acceptance checks. The proposed sequence should be adjusted to verified capacity and access at kickoff.

IMPLEMENTATION ROADMAP



GROWTH AND DELIVERY

25 Release acceptance and owner questions

Before a corrected journey goes live

- ☐ Clinical source, equipment, preparation and reporting responsibility have recorded approval; translated pages match approved meaning.
- ☐ The intended URL returns the appropriate response, canonical and snippet controls; navigation and hreflang point to real equivalents.
- ☐ Service, booking, result-entry, laboratory, location and privacy labels reach their intended destinations in each supported language.
- ☐ Visible labels, required/optional states, keyboard focus, mobile layout, validation and confirmation are usable.
- ☐ Consent choices and delayed scripts follow approved rules before choice, after reject/accept/revoke, reload and ordinary interaction.
- ☐ A contact click is distinct from a successful request; failed validation, duplicate processing and direct confirmation visits do not count as success.
- ☐ No personal values or free text appear in general analytics/advertising payloads; vendor purposes and session-replay masking have owner approval.
- ☐ A post-release crawl and authorised account checks confirm the intended state; the baseline and release date are recorded.

Questions the clinic must answer

01 Which examinations are actually available now, with which devices, clinicians, languages and spare capacity?

02 Which two services are the immediate business priorities, and what makes an enquiry qualified?

03 Who receives each contact route, how quickly can they respond and where are booking/attendance totals recorded?

04 Which legal entity operates the service, what are the approved hours/address and what is the approved secure results entry?

05 Who owns the search, analytics, ads, tag-manager and business-profile properties, and which historical definitions can be trusted?

06 What current legal authorisations and promotional restrictions apply to the proposed audiences, claims, channels and consent purposes?

These questions do not reduce the value of the observed findings. They prevent the implementation team from filling operational gaps with attractive copy or treating an estimated search market as booked demand.

EVIDENCE

Use the accompanying findings register as the working handoff. Mark each item open, verified, released and retested with evidence rather than replacing this dated audit with an undated status claim.

METHOD AND SOURCES

26 Research scope and limits

What was inspected

Public HTTP crawl: 180 sitemap URLs plus six eligible linked destinations; 196 sequential requests including robots, seven sitemap files and redirects. The 186 records contain 185 HTML responses and one KML response; 183 distinct final HTML pages.

Rendered browser and network checks: Turkish, English and Arabic homepages; sampled MRI, booking and price-request pages; cookie states before choice, after rejection and after acceptance; one ordinary appointment-link click. Additional mobile booking inspection used a narrow-screen view; the saved DOM records a 375px document width with no horizontal overflow.

Content and intent: fresh service/about/contact samples; all crawl source pages for titles, headings, canonical, language, structured data and internal links; six generic Turkish search samples across five priority families; two limited provider-page comparisons.

AI readiness: a completed Blursor homepage check, with its request ledger and rendering limitation retained. Current official Google, Bing, OpenAI and Anthropic guidance was checked.

Historical demand: both supplied workbooks and the reconstructed prior conversation. The corrected high-intent v2 workbook takes precedence over the initial broad-volume recommendations.

Paid evidence: public ad-library records, reviewed in the internal annex; no private performance accounts.

Re-checks on 16 October 2026: Ahrefs organic and link metrics for both domains, HSM's top pages, Ataköy Görüntüleme's ranking keywords and selected live pages.

What the evidence cannot establish

There was no authenticated Search Console, GA4, Google Ads, Business Profile, Bing Webmaster Tools, CRM, server-log or financial access. No patient data was entered, no patient form was submitted, no result portal was opened and no ad account was created. Actual indexing, verified crawler behaviour, current campaign status, cost per qualified enquiry and clinical capacity remain account or owner checks.

The search samples were generic web searches, not a location-configured Google rank tracker or Maps grid. No site-wide Core Web Vitals field dataset, repeated Lighthouse benchmark, complete accessibility assessment or security audit was performed. The mobile observations support specific form improvements, not a universal device or WCAG verdict.

Reproducibility

The evidence archive retains source URLs, timestamps, crawl CSV/JSON, selected HTML, scripts, request summaries and screenshots. Diagnostic requests identify the test infrastructure; successful requests using a crawler-like user agent do not

authenticate a vendor crawler. Retest the important journeys after changes and before using this dated report as a current status statement.

EVIDENCE

E01 public crawl; E02 browser/network evidence; E03 imported demand research; E04 content/search samples; E05 Blursor; E06 official documentation.

METHOD AND SOURCES

27

Evidence and source ledger

The dated local evidence archive is the record for live-site observations. Public URLs can change. The links below identify the sources used for interpretation; they do not confer endorsement of this audit.

ID	Evidence	Date and boundary
E01	Public technical crawl, findings, link sources, schema review, robots and sitemaps	15 Oct 2026; unauthenticated source, 183 distinct final HTML pages
E02	Rendered browser/network captures, public GTM, consent states, appointment-click and mobile-form inspection	15 Oct 2026; no patient values or submissions; account receipt not verified
E03	Both supplied Ataköy Görüntüleme workbooks and reconstructed historical conversation	13–14 Oct 2026; reported Ahrefs data and earlier reasoning, with later corrections retained
E04	Editorial service review, six search samples, two provider-page comparisons	15 Oct 2026; generic web results, no local ranking or medical-quality claim
E05	Blursor homepage result and request ledger	15 Oct 2026 02:17 UTC; author-owned tool, rendering mismatch and response caps disclosed; re-run 16 Oct 2026, 12:23 UTC, same result
E06	Official AI-search and Turkish legal-source validation digest	15 Oct 2026; property settings and individual legal application remain unverified
E07	Ahrefs batch analysis and re-check: organic metrics, link metrics, top pages and ranking keywords for both domains	15 Oct 2026 matched snapshot; 16 Oct 2026 re-check; third-party model estimates
E08	Beamtrace AI answers: ten Ataköy questions and ten wider service questions, with full answers, mentions and cited sources	15 Oct 2026 (Ataköy set) and 16 Oct 2026 (wider set); one answer per question; the author works on Beamtrace
E09	User-supplied Wappalyzer technology export and a public homepage check	15 Oct 2026; detection only
E10	Homepage response headers by language preference and device	16 Oct 2026; curl requests from Istanbul; cache state varies between requests
E11	Public Google Maps profiles of Ataköy Görüntüleme and HSM Radyoloji (Ataköy Towers)	16 Oct 2026; public view only, no owner access; review texts not reproduced

ID	Evidence	Date and boundary
E12	AI and search answers to the ten wider questions from eight engines: Google organic top 20, Google AI Overview, Google AI Mode, ChatGPT, Gemini, Perplexity (API, web search), Claude (Anthropic API, web search) and Grok (xAI API, search), with full answers, model IDs and cited sources	17 Oct 2026; one answer per question and engine; collected through DataForSEO, the Anthropic API and the xAI API; raw responses kept for 30 days; the answers are quoted in full in the AI answers document

Search and crawler documentation

Google AI optimisation guide: `developers.google.com`

Google generative AI reporting: `support.google.com`

Google generative AI inclusion control: `support.google.com`

Google reporting announcement 3 June 2026: `developers.google.com`

Google crawler controls: `developers.google.com`

Google local ranking guidance: `support.google.com`

OpenAI bot roles: `developers.openai.com`

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Bing AI Performance launch 10 February 2026: `blogs.bing.com`

Bing expanded reporting 16 June 2026: `blogs.bing.com`

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Legal sources

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Provider decision-information comparisons are linked in section 5, What priority service pages should answer. Public observations should be rechecked before a later implementation or publication decision.

APPENDIX

A Who was named instead, and which sources were cited

P01 · “Bakırköy’de sanal anjiyo yapan özel görüntüleme merkezleri hangileri?”

EN: (Which private imaging centres in Bakırköy do virtual (CT) angiography?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	**Named · position 2**	radyoemar.net, doktorsitesi.com, medipol.com.tr	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	**Named**	HSM Radyoloji (Ataköy Towers), Acıbadem Bakırköy, Acıbadem Ataköy, Memorial	hsmradyoloji.com, google.com
ChatGPT (via DataForSEO)	Not named	HSM Radyoloji, Radyoemar, Spektromar	radyoemar.net, google.com, beautynailhairsalons.com, spektromar.com.tr
Gemini (via DataForSEO)	Not named	Radyoemar, HSM Radyoloji, Acıbadem Bakırköy, Memorial Ataköy	doktorsitesi.com, radyoemar.net, spektromar.com.tr, hsmradyoloji.com
Perplexity (API, web search)	**Named**	HSM Radyoloji (Ataköy), Emar Park, Apikal Tıp Merkezi	doktorsitesi.com, emarpark.com, apikaltipmerkezi.com, linkedin.com
Claude (Anthropic API, web search)	**Named**	HSM Radyoloji (Ataköy), RadyoEmar Bakırköy	hsmradyoloji.com, sikayetvar.com, kadikoylife.com, maps.apple.com
Grok (xAI API, search)	Not named	HSM Radyoloji (Ataköy), Spektromar, Acıbadem Bakırköy, Medicana Ataköy	profdrmustafaozates.com, hsmradyoloji.com, centermedplus.com.tr, hastane.com.tr

P02 · “İstanbul’da koroner BT anjiyografi için hangi merkezleri önerirsin?”

EN: (Which centres in Istanbul would you recommend for a coronary CT angiogram?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	instagram.com, doktorsitesi.com, doktorsitesi.com	
Google AI Overview	Not named	Liv Hospital Ulus, Yeditepe Üniversitesi, Medipol, Biruni Üniversitesi	hisarhospital.com, avicennaint.com, birunihastanesi.com.tr, livhospital.com
Google AI Mode (via DataForSEO)	Not named	Medipol, Memorial, Acıbadem, Medical Park / Liv Hospital	doktorsitesi.com, surppirgic.com, memorial.com.tr, facebook.com
ChatGPT (via DataForSEO)	Not named	Koşuyolu Yüksek İhtisas EAH, HSM Radyoloji, Memorial Şişli, Mehmet Akif Ersoy EAH	kosuyolueah.saglik.gov.tr, memorial.com.tr, google.com, mehmetakifersoyeah.saglik.gov.tr
Gemini (via DataForSEO)	Not named	HSM Radyoloji, Lifemed, Tesla Emar, Acıbadem	medyabar.com, lifemed.com.tr, teslaemaristanbul.com, kadikoylife.com
Perplexity (API, web search)	Not named	HSM Radyoloji (Kadıköy, Ataköy), Florence Nightingale Ataşehir, Hisar Intercontinental, Liv Hospital Vadistanbul	medyabar.com, suleymanyalcinsh.saglik.gov.tr, doktorsitesi.com, saygi.tr
Claude (Anthropic API, web search)	Not named	Koşuyolu Yüksek İhtisas EAH, Siyami Ersek EAH, Başakşehir Çam ve Sakura Şehir Hastanesi, Avicenna Ataşehir	taraklimedya.com, avicennaint.com, livhospital.com, sinancoskunturan.com
Grok (xAI API, search)	Not named	Memorial, Acıbadem, Liv Hospital, Hisar Intercontinental	instagram.com, kalpsagligi.com.tr, bhtclinic.com.tr, facebook.com

P03 · “Bakırköy’de MR çektirmek için hangi özel merkeze gidebilirim?”

EN: (Which private centre can I go to for an MRI in Bakırköy?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	instagram.com, instagram.com, yandex.com.tr	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	**Named first**	Spektromar, Acıbadem Bakırköy	google.com
ChatGPT (via DataForSEO)	**Named**	HSM Radyoloji, Emar Park, Spektromar	hsmradyoloji.com, google.com, spektromar.com.tr
Gemini (via DataForSEO)	Not named	Emar Park, HSM Radyoloji / Emar Plaza, Radyotom Radyomar, Acıbadem Bakırköy	bulurum.com, emarpark.com, yandex.com.tr, doktortakvimi.com
Perplexity (API, web search)	Not named	Emar Park, HSM Radyoloji, Acıbadem Bakırköy	bakirkoyruhsinireah.saglik.gov.tr, emarpark.com, habereguven.com, doktortakvimi.com
Claude (Anthropic API, web search)	Not named	Emar Park, Spektromar, HSM Radyoloji, Radyo Emar	emarpark.com, yandex.com.tr, spektromar.com.tr, hsmradyoloji.com
Grok (xAI API, search)	Not named	Radyoemar, Emarpark, Radyotom & Radyomar, Acıbadem Bakırköy	hastane.com.tr, haritamap.com, acibademinternational.com, drbilgehan.com

P04 · “İstanbul Avrupa Yakası’nda 3 Tesla MR olan görüntüleme merkezleri hangileri?”

EN: (Which imaging centres on Istanbul’s European side have a 3 Tesla MRI?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	yandex.com.tr, bagdatmagazin.com, instagram.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	**Named first**	Betemar, Medipol, Bezmialem Vakıf Üniversitesi, Acıbadem / Memorial	instagram.com, betemar.com.tr, medipol.com.tr, atakoygoruntuleme.com.tr
ChatGPT (via DataForSEO)	**Named**	İyitem, HSM Radyoloji, Startest, Centermed Akademi	iyitem.com, google.com, hsmradyoloji.com, atakoygoruntuleme.com
Gemini (via DataForSEO)	Not named	Neolife, Fulya Görüntüleme, Medipol Mega, Bezmialem Vakıf Üniversitesi	acibadem.com.tr, neolife.com.tr, fulyagoruntuleme.com, memorial.com.tr
Perplexity (API, web search)	Not named	İyitem, BHT Clinic Tema, Istanbul Scanning, Memorial Bahçelievler	istanbulscanning.com, istanbulgoruntuleme.com.tr, bbglobalhealth.com, emarplaza.com
Claude (Anthropic API, web search)	**Named**	Fulya Görüntüleme, HSM Radyoloji, İyitem, Memorial Şişli	fulyagoruntuleme.com, hsmradyoloji.com, atakoygoruntuleme.com.tr, iyitem.com
Grok (xAI API, search)	**Named**	HSM Radyoloji (Ataköy), İyitem, Sonomed Fulya, Startest	bhtclinic.com.tr, npistanbul.com, sonomed.com.tr, istanbulgoruntuleme.com.tr

P05 · “Bakırköy’de rahim filmi (HSG) çektirebileceğim yerler hangileri?”

EN: (Where in Bakırköy can I get an HSG (uterine X-ray)?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	**Named · position 5**	radyoemar.net, sezgindursun.com, doktorsitesi.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	**Named**	HSM Radyoloji, Ataköy Biyorad, Emarpark, Spektromar	google.com
ChatGPT (via DataForSEO)	Not named	HSM Radyoloji, Radyoemar, Emarpark, Bakırköy Dr. Sadi Konuk EAH	hsmradyoloji.com, radyoemar.net, doktorsitesi.com, bakirkoysadikonuksh.saglik.gov.tr
Gemini (via DataForSEO)	Not named	Radyoemar, HSM Radyoloji, Emar Park	radyoemar.net, hsmradyoloji.com, emarpark.com, doktortakvimi.com
Perplexity (API, web search)	Not named	HSM Radyoloji (Ataköy), Özel Çamlık Hastanesi, Emar Park	emarpark.com, doktortakvimi.com, hsmradyoloji.com, bakirkoy.bel.tr
Claude (Anthropic API, web search)	Not named	Bakırköy Dr. Sadi Konuk EAH, HSM Radyoloji (Ataköy), Ultramed, Radyotom Radyomar	doktortakvimi.com, doktorsitesi.com, sikayetvar.com, erandevu.gen.tr
Grok (xAI API, search)	Not named	Emar Park, HSM Radyoloji, Özel Çamlık Hastanesi, Bakırköy Dr. Sadi Konuk EAH	istanbulsaglik.gov.tr, hsmradyoloji.com, hastanelerim.com, hekimara.com

P06 · “İstanbul’da HSG çeken özel görüntüleme merkezleri hangileri?”

EN: (Which private imaging centres in Istanbul do HSG?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	doktorsitesi.com, hekimoglugoruntuleme.com, instagram.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	Not named	İstanbul Görüntüleme Merkezi, Ultra Emar	istanbulgoruntuleme.com.tr, instagram.com, ultraemar.com.tr
ChatGPT (via DataForSEO)	**Named first**	HSM Radyoloji, Hekimoğlu, İyitem, Ultra Emar	rahimfilmihsg.info
Gemini (via DataForSEO)	Not named	Echomar, Sonomed, HSM Radyoloji / Radyoemar, Colormed	colormed.com.tr, echomar.com, sonomed.com.tr, haberler.com
Perplexity (API, web search)	Not named	İyitem, Galen, Echomar, Sonomed	iyitem.com, galengoruntuleme.com, menu-tr.com, cevatbayrak.com
Claude (Anthropic API, web search)	**Named**	Echomar, Hekimoğlu, Colormed, Ultra Emar	echomar.com, hekimoglugoruntuleme.com, facebook.com, colormed.com.tr
Grok (xAI API, search)	Not named	HSM Radyoloji, Sonomed, Echomar, Hekimoğlu	hssgm.gov.tr, doktortakvimi.com, teslaemaristanbul.com, tr.wikipedia.org

P07 · “Diş tomografisi çektirmem lazım, Bakırköy civarında nereye gidebilirim?”

EN: (I need a dental CT scan. Where can I go near Bakırköy?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	**Named · position 10**	radyoemar.net, 360bakirkoy.com, avrupadis.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	Not named	Denttom	google.com, doktortakvimi.com
ChatGPT (via DataForSEO)	**Named**	Denttom, Altınbaş Üniversitesi Diş Hastanesi	denttom.com, atakoygoruntuleme.com.tr, google.com, altinbas.edu.tr
Gemini (via DataForSEO)	Not named	Denttom, Radyoemar, 360 Dental Clinic, AvrupaDİŞ	yandex.com.tr, 360bakirkoy.com, avrupadis.com, bakirkoysadikonukeah.saglik.gov.tr
Perplexity (API, web search)	Not named	Dentadent, HSM Radyoloji (Avrupa Yakası), DentMax, Hospitadent Bakırköy	menu-tr.com, dentmax.com.tr, hsmradyoloji.com, dent360.com.tr
Claude (Anthropic API, web search)	Not named	Denttom, Radyoemar, Dentadent	denttom.com, radyoemar.net, ortonorm.com, dentalplus.com.tr
Grok (xAI API, search)	Not named	HSM Radyoloji (Ataköy), Denttom, Dentadent, Hospitadent Bakırköy	drserkanyildiz.com, randevual.com, bakirkoy.bel.tr, facebook.com

P08 · “İstanbul Avrupa Yakası’nda dental tomografi çeken merkezler hangileri?”

EN: (Which centres on Istanbul’s European side do dental CT?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	strdent.com, yandex.com.tr, whatclinic.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	**Named**	Radyotom, HSM Radyoloji, Ultra Emar, Galen	google.com
ChatGPT (via DataForSEO)	**Named**	DigiDENTA, DMAR, Denttom, İyitem	google.com, hisaravrupadis.com
Gemini (via DataForSEO)	Not named	Betatom Emar, Radyoemar, Medipol, DentMax	doktortakvimi.com, betatom.com.tr, radyoemar.net, dentmax.com.tr
Perplexity (API, web search)	Not named	HSM Radyoloji (Avrupa Yakası), İyitem, Dent Health Istanbul, AvrupaDİŞ	hsmradyoloji.com, avrupadis.com, health-tourism.com, dentarf.com
Claude (Anthropic API, web search)	Not named	DigiDENTA, Denttom, Hekimoğlu, Radyoemar	digidenta.net, denttom.com, hekimoglugoruntuleme.com, radyoemar.net
Grok (xAI API, search)	**Named**	HSM Radyoloji (Ataköy), Echomar, Denttom, Citydent	dentbeaute.com, citydentistanbul.com, hsmradyoloji.com, doktorsitesi.com

P09 · “Bakırköy’de meme ultrasonu yaptırabileceğim özel merkezler hangileri?”

EN: (Which private centres in Bakırköy can do a breast ultrasound?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	doktorsitesi.com, doktorsitesi.com, facebook.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	Not named	HSM Radyoloji, Acıbadem Bakırköy, Memorial İncirli, Uzmanlar Tıp Merkezi	google.com
ChatGPT (via DataForSEO)	Not named	Bakırköy Renkli Ultrason, Spektromar, HSM Radyoloji, Radyoemar	bakirkoyrenkliultrason.com, drahsenbakan.com, spektromar.com.tr, radyoemar.net
Gemini (via DataForSEO)	Not named	HSM Radyoloji, Emar Park, Bakırköy Renkli Ultrason, Spektromar / Sonomed	drahsenbakan.com, doktortakvimi.com, emarpark.com, bulurum.com
Perplexity (API, web search)	Not named	Bakırköy İleri Ultrason (Dr. Ahsen Bakan), HSM Radyoloji, Acıbadem Bakırköy, Özel Elit İstanbul	doktorsitesi.com, bakirkoy.bel.tr, drahsenbakan.com, zenasaglik.com.tr
Claude (Anthropic API, web search)	Not named	Bakırköy Renkli Ultrason, HSM Radyoloji / Radyoemar, Özel Elit İstanbul	bakirkoyrenkliultrason.com, bakirkoygoruntulememerkezi.com, drahsenbakan.com, hsmradyoloji.com
Grok (xAI API, search)	Named	Bakırköy Renkli Ultrason, HSM Radyoloji, Radyotom & Radyomar, Medicana Ataköy	tiktok.com, bakirkoyrenkliultrason.com, hastane.com.tr, haber7.com

P10 · “İstanbul’da mamografi ve meme ultrasonu için iyi bir görüntüleme merkezi önerir misin?”

EN: (Can you recommend a good imaging centre in Istanbul for a mammogram and breast ultrasound?)

Engine	Ataköy Görüntüleme	Named instead	Sources cited
Google organic top 20	Not in the top 20	halkalikenthastanesi.com.tr, medicalpark.com.tr, doktorsitesi.com	
Google AI Overview	No AI Overview shown		
Google AI Mode (via DataForSEO)	Not named	Amerikan Hastanesi / Koç Üniversitesi, Acıbadem Altunizade / Maslak, Memorial Şişli	doktorsitesi.com
ChatGPT (via DataForSEO)	Not named	Radiologica, Neoson, Haydarpaşa Numune EAH	radiologica.com.tr, drhikmetkaragullu.com, neoson.com.tr, haydarpasanumuneah.saglik.gov.tr
Gemini (via DataForSEO)	Not named	Neolife, Sonomed, CityMed, Radiologica	haberler.com, neolife.com.tr
Perplexity (API, web search)	Not named	Radiologica, Florence Nightingale Şişli, Okan Üniversitesi, Sonomed	bhtclinic.com.tr, radiologica.com.tr, florence.com.tr, istanbulgoruntuleme.com
Claude (Anthropic API, web search)	Not named	Neoson, Fulya Görüntüleme, Radiologica, Euromed	neoson.com.tr, fulyagoruntuleme.com, radiologica.com.tr, euromed.com.tr
Grok (xAI API, search)	Not named	Acıbadem, Florence Nightingale, Radiologica	acibadem.com.tr, sondakika.com, acibademinternational.com, doktorsitesi.com

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

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.