PAID & FOUND

AEO Visibility Audit Pack

Business audited: **Chicago Aesthetics Club** — medical spa, Magnificent Mile, Chicago, IL

Prepared by Paid & Found **Date** November 2026

Deliverable Prompt test set, visibility findings, competitor analysis, drafted fixes, 30-day plan

> **SAMPLE** — prepared by Paid & Found as a portfolio sample; **Chicago Aesthetics Club is not a client.**

What this is: a public-web sample audit. Every finding below rests on publicly checkable web signals — search presence, third-party “best of” rankings, review profiles and counts, and the business's own website — checked 12–13 November 2026 and cited inline. Paid & Found has not quoted or simulated any AI assistant's answers; where we describe how AI assistants typically build answers, that is an explanation of the mechanism (they synthesise from indexed web sources like the ones cited here), not a transcript.

01 Business snapshot

- **Business:** Chicago Aesthetics Club — a boutique medical spa at **645 N Michigan Avenue, Suite 1005, Chicago, IL 60611** (Magnificent Mile / River North), phone (312) 320-4050. (Source: the business's own site footer, chicagoaestheticsclub.com.)
- **Positioning:** physician-led, concierge-style injectables practice built around one named doctor — “Chicago Botox, Fillers & Kybella by Dr. Sri Sullivan.” (Source: TrustAnalytica business profile, updated 1 October 2026.) Services: Botox/Dysport, dermal fillers (lip, cheek, under-eye), Kybella, and laser treatments.
- **Published pricing signals:** Botox by treatment area — forehead lines, crow's feet and frown lines each listed at **$150–$300**; lip fillers $400–$800; cheek and under-eye fillers $500–$1,000. (Source:

TrustAnalytica profile, October 2026; the business's own Preventative Botox page gives the same $150–$300 per-area range.) No per-unit price is published on its own website.

- **Reputation:** a perfect **5.0-star** rating — but on a small base. TrustAnalytica's November 2026 Chicago Botox rankings (recalculated 7 November 2026) list the Club at **5.0 stars across 82 reviews**; BestChicago's Botox guide lists **5.0 across 122 reviews**. Directory counts disagree, and both are an order of magnitude below the leaders named in Section 4.
- **Hours:** Monday–Friday, 10:30am–5:00pm (source: business listing data for chicagoaestheticsclub.com, checked November 2026) — no evening or weekend availability to surface in “open late / Saturday” answers.

02 The test set — 18 buyer prompts

These are the questions a prospective patient in downtown Chicago actually asks an AI assistant. They are the prompts this audit's findings are organised around.

“BEST” / RECOMMENDATION PROMPTS

1. Best med spa in Chicago
2. Best Botox in Chicago
3. Best Botox near the Magnificent Mile / River North
4. Best lip filler in Chicago
5. Best med spa for natural-looking Botox in Chicago
6. Who is the best Botox injector in Chicago?

PRICE PROMPTS

1. How much does Botox cost in Chicago?
2. How much is Botox per unit in Chicago?
3. How much does lip filler cost in Chicago?
4. Is Botox cheaper by the area or by the unit?

SERVICE-SPECIFIC PROMPTS

1. Where can I get preventative Botox in Chicago?
2. Botox vs Dysport — which lasts longer, and who offers both in Chicago?
3. Where can I get Kybella in downtown Chicago?

4. Best place for laser hair removal near River North Chicago

TRUST / LOGISTICS PROMPTS

1. Which Chicago med spas are doctor-led?
2. Med spa open on Saturday in downtown Chicago
3. What should I ask at a first Botox consultation?
4. Does Botox hurt and how long does it last? (asked with “in Chicago” follow-ups)

03 Visibility findings

Public-web sample audit · November 2026

Finding 1 — Visible for “Botox,” invisible for “med spa”

Chicago Aesthetics Club appears in Botox-specific rankings: TrustAnalytica's *Best Botox Clinics in Chicago* (November 2026 rankings) places it **#4 of 11**, and BestChicago's *16 Best Botox Chicago* includes it with its 5.0 rating. It does **not** appear in BestInHood's *5 Best Med Spa in Chicago* (updated August 2026, data verified July 2026), whose shortlist is SpaDerma, Dvida Spa and Pure Med Spa among others. An AI assistant asked prompt #1 (“best med spa in Chicago”) builds its answer from exactly these roundups — and the Club isn't in them.

Finding 2 — The review-volume gap is the story

AI answers lean on review volume as a trust proxy because it's the most quotable number on the web. The comparison, from the same sources a model would read:

Business	Rating	Reviews	Source
Chicago Cosmetic Surgery & Dermatology	4.8 ★	1,429	BestInHood Botox ranking, July 2026 data
SpaDerma	4.9 ★	734	BestInHood med-spa & Botox rankings, July 2026 data
Pinch Med Spa	5.0 ★	305	BestChicago Botox guide, November 2026
Chicago Aesthetics Club	**5.0 ★**	**82–122**	TrustAnalytica / BestChicago, November 2026

A perfect rating on ~100 reviews loses “best” prompts to a 4.8–4.9 on 700–1,400 reviews almost every time — in human search and in AI answers alike.

Finding 3 — Good Q&A content, in the wrong places and at the wrong age

The site genuinely contains useful Q&A content: a Neurotoxins page with an FAQ section (results in 24–48 hours, full effect up to 14 days, lasts 3–4 months), a Botox-vs-Dysport explainer with real FAQs (including that ~2.5 units of Dysport ≈ 1 unit of Botox), and a Preventative Botox page that answers cost ($150–$300 per area), units and upkeep (sources: chicagoaestheticsclub.com pages, checked November 2026). Three problems: (a) the FAQs are buried inside individual service/blog pages — there is no consolidated FAQ page for an AI crawler or a hurried human to lift from; (b) visible page ages are long — the Preventative Botox page's content dates back roughly two and a half years in search-index records, and the Promotions page over a year, which reads as an unmaintained site; (c) no FAQ or LocalBusiness structured data (schema) was evident in the public page content checked — the Q&A is prose, not the machine-readable format answer engines prefer to quote.

Finding 4 — The pricing question is answered by everyone except the Club

Prompts #7–#9 are the highest-intent questions in the set. Third parties publish Chicago Botox price data a model can quote: Medical Spa Locator's October 2026 Chicago price survey reports published per-unit rates of **$10–$16 across Chicago med spas (median $13.50)** — read from spas' own websites; the Club is not among the spas cited, because its own site publishes per-area ranges only ($150–$300) and no per-unit figure. Directories (TrustAnalytica) carry the Club's per-area prices; its own site doesn't surface a simple price answer. When the assistant answers “how much is Botox per unit in Chicago?”, the Club is structurally absent.

Finding 5 — The doctor-led differentiator is real but under-published

“By Dr. Sri Sullivan” is the Club's strongest trust claim (TrustAnalytica's description leads with it) and directly matches prompt #15 (“which Chicago med spas are doctor-led?”). But it lives in directory copy and page footers. Competitor SpaDerma's reviews name individual injectors (Nico, Nadya) across hundreds of reviews (BestInHood, July 2026 data), giving AI answers named humans at scale; the Club has one named doctor and a thin review base mentioning her.

Finding 6 — Logistics prompts are unwinnable today

Weekday-only 10:30–5:00 hours mean prompts like #16 (Saturday, downtown) resolve to competitors by default. This is a fact to design content around (e.g. “free virtual consultation” — which the Club already offers per its Neurotoxins page) rather than a content gap alone.

04 Why competitors win those prompts

SpaDerma — wins on volume + footprint

4.9 stars across 734 Google reviews and **five Chicago locations** (Lincoln Park, West Loop, Lakeview, Wicker Park, North Shore) per BestInHood (data verified July 2026). It tops both the “best med spa” and “best Botox” shortlists an AI would synthesise, its reviewers name injectors (Nico for Botox/filler; Nadya for HydraFacial/peels), and its own site publishes treatment content and a rewards programme. It is the default answer to prompts #1, #2 and #6.

Chicago Cosmetic Surgery & Dermatology — wins on authority

4.8 stars across **1,429 reviews**, the deepest base in BestInHood's Botox ranking, positioned as a board-certified dermatologist-led practice in the Loop. For trust-weighted prompts (#15, #17), “board-certified dermatologists + 1,400 reviews” is the most citable sentence on the Chicago web.

Pinch Med Spa — wins on a quotable difference

5.0 stars across 305 reviews (BestChicago) *and* a one-line differentiator an assistant can repeat: a **mobile med spa that brings treatments to your home**. The Club's “concierge/boutique” positioning aims at the same feeling but is never stated that crisply anywhere an engine can lift it.

The pattern: each winner gives the web (and therefore AI answers) three things — a big review number, a named human or credential, and a one-sentence difference. The Club currently supplies a perfect rating, one doctor's name in directory copy, and no quotable one-liner.

05 Citation / content gaps list

1. No consolidated FAQ page on chicagoaestheticsclub.com; FAQs scattered across service pages and one blog post.
2. No evident FAQPage / LocalBusiness (MedicalClinic) structured data on the public pages checked.
3. No per-unit Botox price published on the Club's own site (per-area $150–$300 only) — the #1 price prompt goes unanswered in its own words.
4. Stale cornerstone content: Preventative Botox and Promotions pages visibly aged (1–2.5 years in index records); no recently dated content for engines to treat as current.
5. Review volume ~82–122 vs 305–1,429 for named competitors; also *inconsistent counts across directories* (82 vs 122), which weakens citability.
6. Absent from “best med spa in Chicago” roundups (appears only in Botox-specific lists).
7. The doctor-led story and Dr. Sullivan's credentials aren't consolidated into one citable bio page summary in the sources checked.
8. No published answer for high-intent comparisons the Club is qualified for (Botox vs Dysport exists as a blog post but isn't structured as a liftable FAQ answer set on the Neurotoxins page).
9. No content targeting River North / Magnificent Mile neighbourhood prompts despite the address being a genuine advantage there.

10. Hours limitation (weekday-only) unaddressed in content — no “virtual consultation” bridge content prominent enough to catch after-hours searchers.

06 Drafted fixes — ready to publish

Drafted by Paid & Found for Chicago Aesthetics Club, from the business's own published facts (address, phone, per-area pricing, treatment timelines as stated on its site). The Club should verify clinical statements before publishing.

Fix 1 — Consolidated FAQ page, with FAQPage schema

New page: ***/faq/*** — seed it with Fixes 2–5 below plus the existing Neurotoxins FAQs, marked up as structured data so answer engines can quote it verbatim.

Fix 2 — FAQ: “How much does Botox cost at Chicago Aesthetics Club?”

> “Botox at Chicago Aesthetics Club is priced by treatment area: forehead lines, crow's feet and frown lines are each $150–$300, depending on the dose your consultation recommends. Your exact price is confirmed at your free virtual consultation before any treatment — call (312) 320-4050. New patients receive 10% off their first Botox or Dysport treatment.”

Fix 3 — FAQ: “Who performs injections at Chicago Aesthetics Club?”

> “All injectable treatments at Chicago Aesthetics Club are led by Dr. Sri Sullivan, MD. The practice is a boutique, physician-led med spa at 645 N Michigan Avenue on the Magnificent Mile — every treatment plan is customised to your anatomy and goals rather than sold by the unit.”

Fix 4 — FAQ: “How long does Botox last, and when will I see results?”

> “Most patients see results beginning within 24–48 hours, with the full effect at up to 14 days. Results typically last 3–4 months; maintenance appointments are usually scheduled quarterly. (From the practice's Neurotoxins page.)”

Fix 5 — FAQ: “Botox or Dysport — which should I choose?”

> “Both are FDA-approved and typically last around 3 months. Dysport units aren't equivalent to Botox units — roughly 2.5 units of Dysport achieve the effect of 1 unit of Botox — so per-unit prices can't be compared directly. At Chicago Aesthetics Club, per-area pricing for Botox and Dysport is similar, and Dr. Sullivan will recommend based on the area treated and your history.”

Fix 6 — Neighbourhood page: “Botox & Fillers in River North / Magnificent Mile”

A single page targeting prompts #3 and #13: address and suite, nearest landmarks, the service list with per-area prices, the free virtual consultation, and three patient-review excerpts — giving engines a page that literally answers “best Botox near the Magnificent Mile” with the Club's facts.

Fix 7 — Refresh the two stale cornerstone pages

Update the Preventative Botox page (keep the good bones: it already answers cost, units and upkeep) with a 2026 date, the current first-treatment offer, and internal links to the new FAQ; refresh the Promotions page or retire expired offers. Dated, maintained pages are a freshness signal engines use.

Fix 8 — Review-volume programme

A perfect 5.0 on ~100 reviews is the audit's central problem. Add a post-appointment review request (front-desk card + follow-up text linking directly to the Google profile), with a realistic first target: **200 reviews** — still below Pinch's 305, but enough to stop losing “best” prompts on volume alone. Ask every patient; never incentivise ratings.

Fix 9 — One quotable sentence, everywhere

Adopt one line and repeat it identically on the site, Google profile and directories: *“Physician-led Botox and fillers on the Magnificent Mile — every treatment by Dr. Sri Sullivan.”* Consistency across sources is what lets an engine state it confidently.

Fix 10 — Directory hygiene pass

Reconcile the Club's profiles so name, address, phone, hours and review links match everywhere (the 82 vs 122 review-count spread across directories suggests profiles are being counted inconsistently); claim and complete any unclaimed listings.

07 30-day action order

Days 1–3	Verify and approve the drafted FAQ copy (Fixes 2–5) — clinical sign-off by the practice; adopt the one-line positioning (Fix 9).
Days 4–7	Publish the consolidated FAQ page with FAQPage schema; add LocalBusiness/ MedicalClinic schema (name, address, phone, hours, price range) site-wide (Fix 1).
Week 2	Publish the River North / Magnificent Mile page (Fix 6); refresh Preventative Botox and Promotions pages (Fix 7); start the directory hygiene pass (Fix 10).
Week 3	Launch the review-request programme at the front desk and in follow-up messages (Fix 8). Pitch inclusion in two “best med spa in Chicago” roundups that currently omit the Club, leading with the physician-led, Magnificent Mile angle (Finding 1).
Week 4	Re-run this prompt set against public sources: check roundup inclusion, directory counts, and whether the FAQ page is indexed and being cited. Set the next target (200 reviews; one “best med spa” list inclusion) for days 31–60.

A note on measurement: AEO results show up first as *citations* — the business's own pages and numbers being quoted — before they show up as bookings. The re-check in week 4 is built around that order.

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AEO Visibility Audit Pack — Sample · Sources checked 12–13 November 2026: TrustAnalytica (rankings recalculated 7 Nov 2026; Club profile updated 1 Oct 2026); BestInHood (data verified July 2026); BestChicago; Medical Spa Locator (prices read 23 Oct 2026); chicagoaestheticsclub.com. Chicago Aesthetics Club is not a client of Paid & Found.