

ATI PHYSICAL THERAPY VS. ATHLETICO

Same Size. Opposite Blind Spots.

Two chains, 839 and 879 clinic pages.

Each one answers exactly what the other leaves out.

physical therapy near me that takes my plan
|

ATI • every clinic page

Hours, phone and a map pin a machine can read. Not one insurer named.

Athletico • every clinic page

Aetna, Cigna and Medicare named in plain words. No machine-readable data at all.

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Both chains answer four. A different four.

ATI

LOCATIONS.ATIPT.COM

4/₅

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it treat my problem?
- ✗ Does it take my insurance?
- ✓ Can a machine read it as a clinic?

Athletico

ATHLETICO.COM/LOCATIONS

4/₅

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it treat my problem?
- ✓ Does it take my insurance?
- ✗ Can a machine read it as a clinic?

Scored on the raw page, before JavaScript. Both chains are about the same size and both were checked the same way: 60 clinic pages sampled at random from each, as a browser and as Googlebot.

WHAT ATI GETS RIGHT

ATI hands a machine the address, the hours and the map pin.

Every ATI clinic page we sampled carries a business listing written for machines: what the place is, where it stands, and when it opens, in a form an assistant can quote without reading a word of the page.

ATI MADISON HEIGHTS, MI • PAGE DATA

```
"@type": "LocalBusiness",  
"name": "Madison Heights - E 12 Mile Rd",  
"telephone": "(248) 543-4886",  
"openingHoursSpecification": { "opens": "07:00", "closes": "19:00" },  
"geo": { "latitude": ..., "longitude": ... }
```

60 / 60

ATI clinic pages sampled that carry the listing, hours and coordinates

0 / 60

Athletico clinic pages with any of it

AND THEN

Ask an ATI clinic page which insurance it takes. It doesn't say.

The answer exists once, on a single page for the whole company. A patient asking about one clinic, and an assistant answering for one clinic, never reach it.

INSURER NAMED ON THE CLINIC PAGE

0 / 60

No plan, no carrier, no "we accept". The page sends you to a phone number instead.

DATES IN THE LOCATION SITEMAP

0 / 2,202

Not one URL carries a date, so a crawler cannot tell what changed or when.

AND ON EVERY CLINIC PAGE

No link preview tags. Paste an ATI clinic in a chat or a post and it arrives as a bare URL.

WHAT ATHLETICO GETS RIGHT

Athletico prints the plans it takes, clinic by clinic.

Not a generic list. The Iowa clinic names Iowa plans, the Illinois clinic names Illinois ones. **59 of the 60 pages we sampled name a carrier.**

Aetna

Aetna Medicare Advantage

Ambetter

BCBS Wellmark

ChampVA

Cigna / Midlands Choice

Devoted Health

Health Alliance

Iowa Total Care

Medicaid

Medicare

Molina Healthcare

Mutual of Omaha

Surest (UnitedHealthcare)

879

clinic pages in its sitemap, every one dated, the newest yesterday

0

dates on ATI's 2,202 location URLs

AND THEN

Athletico says it all in words, and none of it in code.

A machine looking for a clinic on an Athletico page finds a web page, a menu and a search box. It does not find a clinic: no address block, no coordinates, no opening hours it can parse.

ATHLETICO ANKENY SOUTH, IA • PAGE DATA, EVERY TYPE FOUND

```
"@type": "WebPage",  
"@type": "BreadcrumbList",  
"@type": "WebSite", "SearchAction"
```

No LocalBusiness. No address. No geo. No openingHours.

WHAT THAT COSTS

The hours are on the page for a reader. An assistant asked “is it open now?” has to parse prose to answer, on all 879 clinics.

NINE CHECKS, SAME METHOD, BOTH CHAINS

Four checks each. One they both pass, two neither does.

CHECK	ATI	ATHLETICO
Clinic pages carry a business listing The LocalBusiness block a machine reads		
Opening hours a machine can parse Not just printed on the page		
Map coordinates in the page data So an assistant can place the clinic		
Insurance named on the clinic page The plans that clinic actually takes		
Location sitemap carries dates So crawlers know what changed		
Link previews for social and chat The og: tags that build a card		
Every page in the sitemap is alive We requested all 5,374 of them		
A note written for AI engines An llms.txt on the domain		
The finder lists clinics to a crawler Without running JavaScript		

WHY THIS MATTERS TO A CLINIC

Neither half is hard. Doing both is what gets a clinic named.

Two chains with about 1,700 clinics between them, and each one solved the half the other missed. The work is the same either way: say it in plain words a patient can read, and put the same facts in the code an assistant reads. A single clinic can do both in an afternoon.

WHAT WE CHECK, FREE

Your city. Your competitors.

We search for your clinic the way a patient would, on Google and on the AI assistants, and send back the gaps in plain sentences.

TAKES

1

 day

No commitment, no cost. You get one list you can hand to whoever runs your website.

team@getclinads.com

Free AI visibility audit