

## MINUTECLINIC VS. CITYMD

# Ask AI for Urgent Care. Neither Chain Has the Full Answer.

We checked MinuteClinic vs. CityMD the way an AI reads a website.  
**Each one leaves out what the other gets right.**

urgent care near me that takes my  
insurance|

**MinuteClinic · Insurance check**

3,122 bytes of app code. Not one word a crawler can read.

**CityMD · Astoria urgent care**

No star rating, no structured data. Sitemap last dated 2022.

## WHAT A PATIENT IS ACTUALLY ASKING

# Five questions. CityMD's pages answer four. MinuteClinic's answer three.

## MinuteClinic

CVS.COM/MINUTECLINIC

**3**<sub>/5</sub>

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Is it any good?
- ✗ Does it treat my problem?
- ✗ Does it take my insurance?

## CityMD

CITYMD.COM

**4**<sub>/5</sub>

- ✓ Where is it?
- ✓ Is it open now?
- ✗ Is it any good?
- ✓ Does it treat my problem?
- ✓ Does it take my insurance?

Scored on what a crawler receives: the raw page, before JavaScript. A question counts only if the answer is in that page. MinuteClinic: 4 clinic pages sampled across 4 states. CityMD: all 153.

CREDIT WHERE IT'S DUE

# MinuteClinic's clinic pages hand AI a rating, hours and a map pin.

Hidden in each page we checked is a block written only for machines. It names the clinic type, the street, the coordinates, the opening hours and the review score.

MINUTECLINIC ASTORIA, NY · STRUCTURED DATA

```
"@type": "MedicalClinic",  
"streetAddress": "31-01 DITMARS BLVD.",  
"geo": { "latitude": "40.77612", "longitude": "-73.91035" },  
"openingHours": "Mo 08:30 - 16:00 Tu 08:30 - 16:00 ...",  
"ratingValue": "4.4", "reviewCount": "81",  
"telephone": ""
```

**15,776**

URLs in the clinic sitemap, every one dated 13 Sep 2026

**0**

of 153 CityMD clinic pages with any structured data

AND THEN

# Ask what it treats or which insurance it takes. The page says nothing.

Both sections load after the page opens. Before that, a crawler reads this on every clinic page we checked:

RAW PAGE TEXT, EXCERPT · 4 OF 4 CLINIC PAGES

Visit information

No services available.

Top questions about insurance and pricing

No questions available.

INSURANCE CHECK PAGE

**0** words

An empty app shell: one  
<app-root> tag and five scripts.

EXPIRED, STILL ON THE PAGE

**Feb** 2026

A “primary care” announcement  
that ships on all 4 pages we  
checked.

THE WAY TO EVERY CLINIC

# MinuteClinic's "Browse All" button leads to a page that is down.

We tried it four times over 12 minutes while other CVS pages loaded fine. The real directory sits one folder deeper, and tells a crawler **it has no clinics**.

GET REQUESTS • CVS.COM • US CONNECTION

`/minuteclinic/clinic-locator → 200 OK``button: "Browse All CVS Walk-In Clinic Locations"``/clinic-directory → 503 "site unavailable" @ 2018``/minuteclinic/.../clinic-directory → "No clinic locations found."``/tx/houston/2072.html (no such clinic) → 200 OK`

## 4 / 4

tries on the "Browse All" link that came back 503

## 2 / 2

made-up URLs that answered "200 OK" instead of an error

## CITYMD'S SIDE

# CityMD's pages read fine to a person. To a machine, they stopped in 2022.

Address, phone, hours and services are in plain text on all 153 clinic pages. That part works. Everything a machine uses to find and trust those pages does not.

## CITYMD.COM • WHAT A CRAWLER FINDS

```
/sitemap.xml → 243 URLs, every one dated 2022
/robots.txt → stock Drupal template, no sitemap line
/lms.txt → 404
/urgent-care-locations → 0 clinics in the page
star rating → <div class="ds-summary"></div>
```

## A BUG ON ALL 153 CLINIC PAGES

**The “Plan a ride with Uber” link still says `client_id=<CLIENT_ID>`. It breaks the page code, and raw link code spills into the text.**

EIGHT CHECKS, SAME METHOD, BOTH CHAINS

# Three wins each. Two checks neither one passes.

| CHECK                                                                                                  | MINUTECLINIC | CITYMD       |
|--------------------------------------------------------------------------------------------------------|--------------|--------------|
| <div>A note written for AI engines</div> <div>An llms.txt on the domain</div>                          | <div>✓</div> | <div>✗</div> |
| <div>A sitemap dated this year</div> <div>So crawlers know what changed</div>                          | <div>✓</div> | <div>✗</div> |
| <div>Clinic pages carry structured data</div> <div>Address, hours and rating a machine can parse</div> | <div>✓</div> | <div>✗</div> |
| <div>Services readable without JavaScript</div> <div>What the clinic actually treats</div>             | <div>✗</div> | <div>✓</div> |
| <div>Insurance readable without JavaScript</div> <div>Which plans it accepts</div>                     | <div>✗</div> | <div>✓</div> |
| <div>Fake pages return an error</div> <div>Not "200 OK" for a URL that isn't there</div>               | <div>✗</div> | <div>✓</div> |
| <div>The AI note points to real clinics</div> <div>Not just to a search box</div>                      | <div>✗</div> | <div>✗</div> |
| <div>"Browse all clinics" lists clinics</div> <div>To a crawler, without a search</div>                | <div>✗</div> | <div>✗</div> |

## WHY THIS MATTERS TO A CLINIC

# AI answers with whatever a page actually says. Neither chain says it all.

One of these companies runs about 800 clinic pages and the other runs 153, and both leave a patient's basic questions unanswered for machines. A local clinic that puts all five answers in plain words on one page is giving AI something these two don't.

## 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](mailto:team@getclinads.com)

Free AI visibility audit