

HANGER CLINIC VS. THE GOOD FEET STORE

2,054 Clinicians. None Marked as People.

Can AI understand orthopedic care?

The arch support shop explains itself better than the clinical provider.

where do i get custom orthotics near me|

Hanger Clinic · a clinic page

Address, phone and map pin in the code. The opening hours never appear in words.

The Good Feet Store · a store page

12,473 characters explaining the product, hours in plain text. No map pin.

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Each side answers two, and three go unanswered by both.

Hanger Clinic

HANGERCLINIC.COM

2/**5**

- ✓ Where is it?
- ✗ Is it open now?
- ✓ Can a map place it?
- ✗ Who will treat me?
- ✗ Will insurance cover it?

Good Feet

GOODFEET.COM

2/**5**

- ✓ Where is it?
- ✓ Is it open now?
- ✗ Can a map place it?
- ✗ Who will treat me?
- ✗ Will insurance cover it?

Scored on the raw page, before JavaScript runs, on 2 October 2026: 60 clinic pages, 60 store pages and 40 clinician profiles, sampled at random and fetched one at a time. Both sites answered a browser and Googlebot the same way.

WHAT HANGER HAS

Hanger publishes 2,054 certified clinicians. Nobody else in this series has that.

Every clinic page carries a medical listing: the street, the phone, the coordinates. Each one links out to about three of the practitioners who work there, and behind them sit 2,054 profile pages, most carrying the certification in the title.

Hunter Amundson

LCPO

Chuck Jakab

CPO

Anna Zeek

MPO, CPO

Alicia Payne

CPO

David Mumma

BOCO

Mark Wilson

CP

60 / 60

clinic pages with a listing,
address, phone and
coordinates

SAMPLED 2 OCT 2026

2,054

clinician profiles, against
1,551 clinic pages

WHOLE SITEMAP

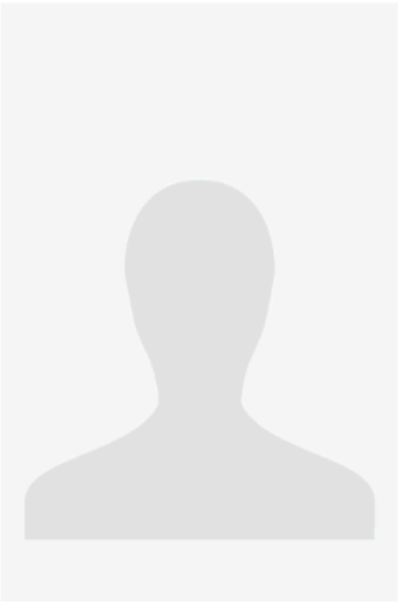
9

conditions named on a
typical clinic page

MEDIAN OF 60

AND THEN

To a machine, a certified prosthetist is just another web page.



Anna Zeek, MPO, CPO
CLINICIAN

SHARE   

Clinic Locations

CAMP HILL
207 House Ave,
Suite 101
Camp Hill, PA 17011
Phone: (717) 731-8181
Fax: (717) 737-0357

HANGERCLINIC.COM/FIND-A-CLINICIAN/ANNA-ZEEK-MPO-CPO • 2 OCT 2026

A person reads the credentials, the role and the clinic. The page data behind it names no person at all: no name field, no qualification, no job title.

EVERY TYPE IN THAT PAGE'S DATA

"WebPage" • "WebSite" • "Organization" • "BreadcrumbList" • "ImageObject"

No Person. No credential. No job title. 0 of 40 profiles.

AND ON BOTH SIDES

Both ask you to book. Neither gives an assistant a reason to pick them.

Every page we opened, on both brands, carries a booking button. Not one carries the two things an assistant repeats when it recommends a place: a star rating it can quote, and answers to the questions patients ask.

0

of 160 pages with a star
rating in the data

BOTH BRANDS

0

of 160 pages with a
marked-up FAQ

BOTH BRANDS

160

of 160 pages with a “book
an appointment” button

BOTH BRANDS

WHAT THAT COSTS

**An assistant asked for a good orthotics provider
has a phone number for both, and evidence for
neither.**

THE OTHER SIDE

The arch support shop wrote its AI file by hand.

Good Feet's llms.txt is organised the way a patient thinks: the fitting process, the three-step system, pain, a section called Medical Expertise.

Hanger's was generated by its SEO plugin.

THE TWO LLMS.TXT FILES, SIDE BY SIDE

```
goodfeet.com  Our Fitting Process · Three-Step System ·  
              Pain Management · Medical Expertise
```

```
hangerclinic.com  "Generated by Yoast SEO v28.4"
```

```
opens on Terms of Use · lists 5 of its 2,054 clinicians
```

42

links in Good Feet's file, grouped under 12 headings a patient would recognise

76

links in Hanger's, 30 of them blog posts, 10 clinics, 5 clinicians

WHAT IS ACTUALLY ON THE PAGE

The shop writes three times as much, and says when it opens.

Strip the code from both and weigh what is left for a reader, or for an assistant quoting a page. The store pages carry the product, the process and the opening hours in words. The clinic pages keep their hours in the code only.

12,473

characters on a typical
Good Feet store page

MEDIAN OF 60

4,349

characters on a typical
Hanger clinic page

MEDIAN OF 60

59 / 60

Good Feet pages printing
the hours, against 0 of 60
at Hanger

SAMPLED 2 OCT 2026

ON EVERY GOOD FEET STORE PAGE

60 / 60

Carry a video object in the page
data. Hanger has none on any
page we opened.

THE COST OF THAT

540 KB

of HTML per Good Feet store
page, against 121 KB at Hanger.
Rich, and heavy on a phone.

TO BE FAIR

The shop sells inserts. It cannot answer the clinical half.

Good Feet names no practitioner, no credential and no insurance, because it is a retailer and not a care provider. That is the honest division. The gap worth noting is smaller and entirely fixable: not one of its store listings carries map coordinates.

GOOD FEET LISTINGS WITH COORDINATES

0 / 60

Hanger puts them on all 60. An assistant placing a store on a map has to geocode the address itself.

WHERE GOOD FEET WINS

Plain words

Hours, process and product written out, so an assistant can quote the page rather than parse it.

Worth saying plainly: these two are not the same business. One fits prosthetic limbs and braces under medical supervision, the other sells arch supports off a shelf. The comparison is of how each explains itself, not of the care they give.

ELEVEN CHECKS, SAME METHOD, BOTH BRANDS

Five each, and four that neither one passes.

CHECK	HANGER	GOOD FEET
A note written for AI engines An llms.txt on the domain		
That note written by hand Not auto-generated by a plugin		
A business listing on every page Address and phone a machine reads		
Map coordinates in the listing So an assistant can place it		
Hours a person can read Printed, not only in the code		
Named practitioners with credentials The people who do the work		
Those practitioners marked as people So a machine knows they are clinicians		
Insurance carriers named Which plans actually pay		
A star rating a machine can quote The proof an assistant repeats		
Answers to common questions, marked up The FAQ block assistants lift from		
Dead URLs return an error Not "200 OK" for a page that isn't there		

WHY THIS MATTERS TO A CLINIC

Credentials only count when a machine can read them.

Hanger employs the specialists and publishes a page for every one of them, and still hands an assistant less than a shop selling inserts. If you have certified clinicians, say so in a form a machine understands: the name, the letters, the role, and the plans you accept, written on the page.

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.

getclinads.com/consult

Free AI visibility audit

team@getclinads.com