

IDEAL IMAGE VS. MILAN LASER

One Does Everything. One Does One Thing.

Can AI understand aesthetic treatments?

Ask for Botox and ask for laser hair removal, and an assistant should not give the same answer.

laser hair removal near me, and what does it cost|

Milan Laser • a clinic page

Treatment, price band, hours, rating and an FAQ block, all machine-readable.

Ideal Image • a location page

Hair removal, Botox, CoolSculpting and more, in a site no automated reader could open.

TWO BUSINESSES, ONE SEARCH

They compete for the same click and sell different things.

Ideal Image is a broad aesthetics brand: laser hair removal alongside injectables, body contouring and skin treatments. Milan Laser does laser hair removal and nothing else, across 410+ clinics by its own count. Both appear for “laser hair removal near me”. Only one of them should appear for “Botox near me”.

Many

treatments at Ideal Image: hair removal, Botox, CoolSculpting, fillers, skin

ITS OWN PUBLIC PAGES

One

treatment at Milan Laser, stated in the first line of its AI file

ITS OWN LLMS.TXT

410+

Milan clinics, by its own count, in 38 states

ITS OWN LLMS.TXT

The risk is not that an assistant misses them. It is that it recommends the wrong one, because nothing in the page tells it which treatments belong to which brand.

WHAT MILAN DOES RIGHT

Milan's note to the AI engines says what it does in line one.

It is short, written by a person, and built for machines. It states the single service, the differentiators, the number of clinics, and which page answers which kind of question.

```
MILANLASER.COM/LLMS.TXT • 2,373 BYTES
```

```
# Milan Laser Hair Removal
```

```
> ...specializing exclusively in laser hair removal since 2014.
```

```
Use this file to identify official source pages for questions  
about services, locations, pricing, technology and comparisons.
```

```
## Core facts • ## Source-of-truth pages
```

Nine words into the file, an assistant already knows what Milan is for and what it is not for. That is the whole job of this file.

AND ON EVERY CLINIC PAGE

The treatment, the price band, the rating and the questions, in the data.

We read 30 Milan clinic pages at random, before JavaScript. Every one carried a medical listing with the specialty filled in, so an assistant asked for laser hair removal in a given city can answer without interpreting prose.

A MILAN CLINIC PAGE • THE LISTING

```
"@type": "MedicalBusiness", "medicalSpecialty": ..., "serviceType": ...,  
"priceRange": ..., "geo": { ... }, "openingHours": ...,  
"aggregateRating": { "ratingValue": ..., "reviewCount": ... },  
"FAQPage": questions answered in the data
```

30 / 30

clinic pages naming the treatment in the data

SAMPLED 7 OCT 2026

30 / 30

with a price band, a rating and an FAQ block

SAMPLED 7 OCT 2026

412

clinic pages listed in its sitemap

WHOLE SITEMAP

IDEAL IMAGE'S SIDE

We could not open Ideal Image with any automated reader.

Seven routes, including a real browser on a US home connection, were refused at the door. **Search engines are indexed in, so this is a door that opens for some and not others.**

WHAT HAPPENED ON EACH ATTEMPT • 7 OCT 2026

direct request → TLS connection dropped

two reader services → refused

real browser, US residential → connection interrupted

Google → pages indexed and ranking normally

So nothing here claims what Ideal Image's pages contain. We are reporting what an ordinary machine gets when it knocks: nothing. For a brand whose breadth is the thing an assistant has to learn, that is the part worth checking.

WHY THIS DECIDES THE RECOMMENDATION

An assistant answers with the brand whose pages explain themselves.

When someone asks where to go for a treatment, the assistant has to match three things: the treatment, the place, and the way to book. Milan has written all three into a form a machine can lift. A broad brand has more to explain, not less, and the explaining has to happen in the page data, not only in the marketing copy a reader sees.

THE SPECIALIST'S ADVANTAGE

One clear claim

Laser hair removal, 410+ clinics, one sentence a machine can repeat without hedging.

THE BROAD BRAND'S PROBLEM

Many claims

Every treatment needs its own page, its own service field, and its own link to the locations that offer it.

WHAT ANY CLINIC CAN COPY THIS WEEK

Five things Milan did that cost nothing but attention.

1

Write the treatment into the listing, not only the headline

SERVICE FIELD

2

Put a price band on the page so an assistant can answer “what does it cost”

PRICE RANGE

3

Publish the rating where a machine can quote it

AGGREGATE RATING

4

Answer the five questions patients ask, in a marked-up FAQ

FAQ BLOCK

5

List every location in the sitemap, and say in one file what you do

SITEMAP + LLMS.TXT

1 day

is what the whole list takes on a site that already exists

OUR ESTIMATE

None of this is a redesign. It is writing down what you already know about your own clinic, in the place a machine looks.

WHY THIS MATTERS TO A CLINIC

If AI cannot tell what you treat, it recommends someone else.

A patient asking for one treatment and a patient asking for another should not get the same answer. The brand that writes its service into the data wins the first question. Say what you treat, where you treat it, and how to book, in words and in code.

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