

LABCORP VS. QUEST DIAGNOSTICS

2,302 Lab Pages. Every One Named "Detail".

Can AI find the right lab?

One network wrote a note for the AI engines. The other tells Google its labs are all the same page.

blood test lab near me open saturday|

Labcorp · Novato 94945

Its own title, its own address, hours a machine can read.

Quest Diagnostics · Detail

Same title, same description, same canonical URL as 2,301 others.

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Labcorp answers four, Quest answers two.

Labcorp

LOCATIONS.LABCORP.COM

4/**5**

- ✓ Where is it?
- ✗ Are the hours in plain text?
- ✓ Can a machine read it as a lab?
- ✓ Does it have its own name?
- ✓ Does it point to itself?

Quest

QUESTDIAGNOSTICS.COM

2/**5**

- ✓ Where is it?
- ✓ Are the hours in plain text?
- ✗ Can a machine read it as a lab?
- ✗ Does it have its own name?
- ✗ Does it point to itself?

Scored on the raw page, before JavaScript runs. 40 location pages sampled at random from each network.

WHAT LABCORP GETS RIGHT

Labcorp gives every lab a name and a listing of its own.

Each lab page carries a business listing a machine can read: what it is, where it stands, when it opens. The title names the town and the ZIP, so the search result reads like a place instead of a database row.

A LABCORP LAB PAGE • TITLE AND PAGE DATA

```
<title>Laboratory Testing in Novato 94945 | Labcorp</title>
"@type": "MedicalBusiness",
"openingHoursSpecification": [ ... ], "geo": { ... }
```

40 / 40

Labcorp pages sampled with a business listing, hours and coordinates

0 / 40

Quest pages with any of it

AND IT WENT FURTHER

Labcorp wrote a file addressed to the AI engines.

Almost no healthcare brand publishes one. Labcorp's `llms.txt` says what the company is and points assistants at the pages that matter, including the one that finds a lab.

`LABCORP.COM/LLMS.TXT • 69 LINES``# Labcorp (Laboratory Corporation of America)``This file provides a structured index of official Labcorp endpoints for use by Large Language Models, AI search agents...``## Patients & Individuals``- [Labs & Appointments](...): locate patient service centers`

QUEST'S EQUIVALENT FILE

404

No `llms.txt` on `questdiagnostics.com`. Its `robots.txt` is three lines long.

LABCORP'S LAB SITEMAP

3,802

Pages, every one carrying the date it last changed.

QUEST'S SIDE

Every Quest lab page is called "Detail".

The title, the description and the heading are the same word on all of them.

In a search result, 2,302 labs look like one page repeated.

Detail	Detail	Detail	Detail
Detail	Detail	Detail	Detail
Detail	Detail	Detail	Detail
Detail	Detail	Detail	Detail
Detail	Detail	Detail	...2,302

1

unique title across all 40 pages we sampled, in four states

40

different titles across the 40 Labcorp pages we sampled

AND THEN

Each Quest lab page tells Google it is a copy of one other page.

A canonical tag is how a page says “this is the original”. Every Quest location page points at the same URL instead of at itself, which asks search engines to treat 2,302 labs as duplicates of a single page.

THE CANONICAL TAG ON EVERY QUEST LAB PAGE WE CHECKED

/locations/detail.html/COH/02025/75/1 →

```
<link rel="canonical" href="/locations/detail">
```

/locations/detail.html/JV/32210/75/1 →

```
<link rel="canonical" href="/locations/detail">
```

WHAT THAT COSTS

The address, the hours and the phone number are all on the page in plain words. The page then asks not to be counted as its own.

NINE CHECKS, SAME METHOD, BOTH NETWORKS

Seven to four, and one failure they share.

CHECK	LABCORP	QUEST
A note written for AI engines An llms.txt on the domain	✓	✗
A business listing in the page data What a machine reads to place a lab	✓	✗
Hours a machine can parse Not only printed for a reader	✓	✗
Hours printed for a reader Visible words, not only code	✗	✓
Its own title, one per lab How the result reads in search	✓	✗
Points to itself as the original The canonical tag every page needs	✓	✗
Location pages in a sitemap So a crawler knows they exist	✓	✓
robots.txt serves real rules Not an error, not a blank	✓	✓
Dead location URLs return an error Not "200 OK" for a lab that isn't there	✗	✗

WHY THIS MATTERS TO A CLINIC

A page that won't say its own name can't be recommended.

Quest has the facts a patient needs on every page, and spends them on a title that says nothing and a tag that points search engines elsewhere. Labcorp wrote the same facts in a form a machine can lift. The gap is not budget: a title, a canonical tag and a listing block is one page of work.

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