

LENSCRAFTERS VS. MYEYEDR.

986 Store Pages. 56 Characters Each.

Can AI find the right eye doctor?

Both chains file the paperwork. Only one of them writes anything down.

eye doctor near me that takes my vision
plan|

LensCrafters · West Melbourne, FL

Hours, address, and the plans it accepts, named in the listing.

MyEyeDr. · Danbury, CT

47 characters on the page. No plan named anywhere.

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. LensCrafters answers four, MyEyeDr. answers two.

LensCrafters

LOCAL.LENSCRAFTERS.COM

4/₅

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it take my vision plan?
- ✓ Is there anything to read?
- ✗ Can a map place it?

MyEyeDr.

LOCATIONS.MYEYEDR.COM

2/₅

- ✓ Where is it?
- ✓ Is it open now?
- ✗ Does it take my vision plan?
- ✗ Is there anything to read?
- ✓ Can a map place it?

Scored on the raw page, before JavaScript runs. 40 store pages sampled at random from each chain. Both chains keep their stores on a locations subdomain, and both answer a browser and Googlebot the same way.

CREDIT TO BOTH

The paperwork is done on both sides.

Every store page we sampled, on both chains, carries a proper listing for machines: the street, the opening hours and the phone number. Both keep a dated sitemap, give every store its own title, and return a real error for a store that does not exist. This is better than most of the networks in this series.

BOTH CHAINS · 40 OF 40 STORE PAGES SAMPLED

```
"address": { "streetAddress": ..., "addressLocality": ... },  
"openingHours": ["Mo,Tu,We,Th,Fr 09:00-19:00", "Sa 09:00-18:00"],  
"telephone": ...
```

80 / 80

store pages across both chains
carrying address, hours and phone

1,911

store pages between them, every
one in a sitemap dated this year

WHERE THEY PART

LensCrafters names the vision plans it takes. On every store.

The question a patient actually asks is whether their plan works here. LensCrafters answers it inside the listing itself, in a description a machine can lift and quote.

INSIDE A LENS CRAFTERS STORE LISTING

```
"description": "...We accept most vision insurance plans  
including: EyeMed, Aetna, Humana, United Healthcare,  
Davis Vision ..."
```

40 / 40

LensCrafters listings naming the carriers, in a 695-character description

0 / 40

MyEyeDr. listings naming a plan. Its description field is empty

MYEYEDR.'S SIDE

A MyEyeDr. store page is one line long.

Strip the code and this is the entire readable page. **Everything else waits for JavaScript.**

MyEyeDr. | Eye Doctor near Danbury, CT North St

THE WHOLE PAGE • 47 CHARACTERS

A person sees a full store page, because their browser builds it. A crawler, and an assistant reading the page, gets the line above.

56

characters on a typical MyEyeDr. store page. 38 of 40 came in under 100

1,439

characters on a typical LensCrafters store page

AND AROUND THE EDGES

One wrote a letter to the AI engines. The other left the file blank.

LensCrafters publishes a 15 KB `11ms.txt`, the note that tells assistants what a company is and which pages matter. MyEyeDr. has none, and the robots file on the domain that holds all of its stores is an empty document.

LOCATIONS.MYEYEDR.COM/ROBOTS.TXT

0 bytes

It answers, and says nothing. No rules, no pointer to the sitemap.

WHAT MYEYEDR. DOES BETTER

Coordinates

Its listings carry map coordinates on all 40 pages. LensCrafters gives none.

THE PATTERN ACROSS THIS SERIES

**Each chain built the half the other skipped.
Neither shipped both.**

NINE CHECKS, SAME METHOD, BOTH CHAINS

Eight to five, and four they both pass.

CHECK	LENSCRAFTERS	MYEYEDR.
A store listing in the page data Address, hours and phone a machine reads	✓	✓
A unique title per store How the result reads in search	✓	✓
Store sitemap dated this year So a crawler knows what changed	✓	✓
Dead store URLs return an error Not "200 OK" for a store that isn't there	✓	✓
Vision plans named in the listing EyeMed, Aetna, Humana and the rest	✓	✗
Words on the page without JavaScript Something to read, and to quote	✓	✗
A note written for AI engines An llms.txt on the domain	✓	✗
robots.txt serves real rules Not an empty file	✓	✗
Map coordinates in the listing So an assistant can place the store	✗	✓

WHY THIS MATTERS TO A CLINIC

An assistant can only recommend what a page actually says.

MyEyeDr. has 986 store pages and gives a reader one line each. LensCrafters spends a paragraph naming the plans it takes, and wins the question patients ask most. That is not a budget decision, it is whether the facts are written down.

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