

MIRACLE-EAR VS. HEARINGLIFE

1,601 Clinics. No Service in the Data.

Can AI find the right hearing clinic?

Miracle-Ear tells a machine where it is. HearingLife tells it what happens there.

where can i get a hearing test near me|

Miracle-Ear • a clinic page

Address, hours, rating and staff. The words “hearing test” never reach the data.

HearingLife • a clinic page

Hearing test, 60 minutes, new patients, and a booking link, all machine-readable.

WHAT A PATIENT IS ACTUALLY ASKING

Five questions. HearingLife answers four, Miracle-Ear answers two.

Miracle-Ear

MIRACLE-EAR.COM

2_{/5}

- ✓ Where is it?
- ✓ Is it open now?
- ✗ Does it do a hearing test?
- ✗ Can I book an appointment?
- ✗ Does it take my insurance?

HearingLife

HEARINGLIFE.COM

4_{/5}

- ✓ Where is it?
- ✓ Is it open now?
- ✓ Does it do a hearing test?
- ✓ Can I book an appointment?
- ✗ Does it take my insurance?

Scored on the raw page, before JavaScript runs, on 9 October 2026: 30 clinic pages sampled at random from each brand. Both sites answer a browser and Googlebot the same way.

CREDIT TO BOTH

Both get the clinic itself right, and both name their specialists.

Every page we sampled on either brand carries the address, the opening hours, the phone number, the map coordinates and a star rating a machine can quote. Both also publish the people who do the work, with their job titles attached.

60 / 60

clinic pages across
both brands with a
listing, hours, phone
and coordinates

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60 / 60

carrying a star rating in
the data

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Named

specialists on both, with
titles like Hearing
Instrument Specialist

15 PAGES EACH

HearingLife goes further on credentials: its titles include "Au.D., Doctor of Audiology", "M.A., CCC-A, Audiologist" and state licence numbers.

WHERE THEY SEPARATE

HearingLife puts the test, the length and the booking link in the data.

This is the join your patient needs: the service, the clinic that performs it, and the way to book it, written so a machine can follow the chain without reading a sentence.

A HEARINGLIFE CLINIC PAGE • THE LISTING

```
"@type": "MedicalClinic", "availableService": [
  { "@type": "MedicalProcedure", "name": "Hearing Test - For New Patients",
    "description": "Hearing Test (60 min) - For New Patients" } ]
"@type": "ReserveAction" → "urlTemplate":
".../book-appointment/online-booking?centerid=1757&appointmenttype=Test"
```

30 / 30

HearingLife pages
naming the service in
the data

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30 / 30

with a booking action
pointing at that clinic's
own slot

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0 / 30

Miracle-Ear pages with
either one

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MIRACLE-EAR'S SIDE

The page says “hearing test” everywhere. The data never does.

All 30 pages talk about hearing tests, hearing aids and booking, in words a reader sees. **The listing underneath carries the address and stops.**

A MIRACLE-EAR CLINIC PAGE • EVERYTHING IN THE LISTING

```
"@type": "LocalBusiness", "name": "Miracle-Ear Hearing Aid Center...",  
"address", "geo", "openingHoursSpecification", "telephone",  
"aggregateRating", "Person": staff with job titles
```

No service. No booking action. 0 of 30 pages.

30 / 30

pages that say “hearing test” in the
words a reader sees

0 / 30

that say it anywhere a machine
reads

AND THE QUESTION NEITHER ANSWERS

“Does this clinic work with my insurance?” Both say the word and name no plan.

Every page on both brands uses the word insurance. Not one names a carrier, a plan or a benefit programme in the page a machine reads, so an assistant asked the question has to send the patient to a phone call.

0 / 60

pages naming an insurance carrier, on either brand

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0 / 60

pages with a marked-up FAQ, on either brand

SAMPLED 9 OCT 2026

60 / 60

pages asking you to book, on either brand

SAMPLED 9 OCT 2026

WHAT THAT COSTS

Both chains invite the call. Neither lets an assistant answer the question that decides whether the patient makes it.

AND AROUND THE BACK

Miracle-Ear wins the plumbing it does not use.

Miracle-Ear points crawlers at five sitemaps, and every one of its 1,601 clinic pages carries the date it last changed. HearingLife, which fills its pages with better data, publishes a sitemap its own robots file never mentions, and not one of its URLs carries a date.

1,601

Miracle-Ear clinic pages, every one dated this year

WHOLE SITEMAP

641

HearingLife clinic pages, none carrying a date

WHOLE SITEMAP

0

sitemap lines in HearingLife's robots.txt. Miracle-Ear lists five

BOTH ROBOTS FILES

Neither failure is fatal on its own. Together they are the pattern across this whole series: each brand builds the half the other skipped.

ONE MORE THING HEARINGLIFE DID

It wrote down the questions it expects to be asked.

Its `llms.txt` runs to 14 KB and ends with a section titled **"Questions HearingLife Content Can Help Answer"**. Miracle-Ear has no such file at all.

```
HEARINGLIFE.COM/LLMS.TXT · 14,198 BYTES · SECTION HEADINGS
```

```
## Topics Covered · ## Core Pages · ## Hearing Loss
```

```
## Hearing Aid Guides · ## Pricing & Financing · ## Clinic Directory
```

```
## Questions HearingLife Content Can Help Answer
```

```
miracle-ear.com/llms.txt → 404
```

A file like this is a half-day of writing. It is the cheapest thing on this list and the one almost nobody does.

ELEVEN CHECKS, SAME METHOD, BOTH BRANDS

Seven to five, and two that neither one passes.

CHECK	MIRACLE-EAR	HEARINGLIFE
A clinic listing a machine reads Address, hours and phone		
A star rating a machine can quote The proof an assistant repeats		
Specialists named with a job title Not just a name on a page		
The service named in the data "Hearing test", in a field, not a heading		
A booking action in the data So an assistant can hand over the link		
A note written for AI engines An llms.txt on the domain		
Hours printed for a reader Visible words, not only code		
Insurance carriers named Which plans actually pay		
Answers to common questions, marked up The FAQ block assistants lift from		
Sitemap carries dates So a crawler knows what changed		
robots.txt names the sitemap The first file a crawler opens		

WHY THIS MATTERS TO A CLINIC

Listing the information is not the same as connecting it.

Both of these brands publish everything a patient needs. Only one of them joins the test to the clinic to the appointment in a form a machine can follow. That join is the whole job: name the service, attach it to the location, and give the assistant a link it can hand over. Then say which plans you take, because neither of these two does.

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