

SCHWEIGER DERMATOLOGY VS. FOREFRONT DERMATOLOGY

One Lets AI In. One Built the Better Map.

Can AI find the right dermatologist?

The answer has to connect the condition, the insurance, the clinic, the specialist and the booking.

dermatologist near me that takes my insurance|

Schweiger · a clinic page

Address, hours and phone a machine can read. The rest is written for people only.

Forefront · a clinic page

Insurance list and care types for a person. A challenge page for every reader we tried.

TWO NETWORKS, ONE SEARCH

Finding a dermatologist is five questions, not one.

Which condition, which insurance, which clinic, which specialist, and when can I book. An assistant can only recommend a provider when the website joins those five answers together in a form it can read.

158

Schweiger location
pages in its sitemap

WHOLE SITEMAP

647

Schweiger provider
profiles in its sitemap

WHOLE SITEMAP

280+

Forefront locations, by
its own count

ITS JAN 2026 RELEASE

Both are big, multi-state groups covering medical, surgical and cosmetic dermatology. Size is not the difference. Whether a machine can follow the chain is.

WHAT SCHWEIGER DOES RIGHT

Every clinic page opens, and every one carries the basics.

We read 30 Schweiger clinic pages at random, before JavaScript. A browser and Googlebot got the same page. Each one carried a business listing with the street, the phone and the opening hours, linked to the clinic's own providers, and offered a booking link.

30 / 30

clinic pages with
address, phone and
hours in the data

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6

provider profiles linked
from a typical clinic
page

MEDIAN OF 30

46

links in its llms.txt,
including insurance,
conditions and
providers

WHOLE FILE

It also wrote a note for the AI engines: a 6 KB llms.txt that points assistants at its insurance list, its locations by state, and its Mohs and allergy specialists.

WHERE SCHWEIGER STOPS

The connections live in the words, not in the data.

A reader sees the providers, the treatments and, on about half the pages, the insurers. The listing a machine reads carries the address and the hours, and stops there.

A SCHWEIGER CLINIC PAGE · EVERYTHING IN THE LISTING

```
"@type": "LocalBusiness", "telephone", "address",  
"openingHoursSpecification": [ ... ]
```

No map pin. No rating. No treatment. No provider. No booking action.

0 / 30

clinic listings with map coordinates or a star rating

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0 / 30

naming a provider or a treatment in the data

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16 / 30

naming insurers in the words a reader sees.
None in the data

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AND ONE THING TO FIX THIS WEEK

Every clinic page tells a machine two different opening times.

Next to each clinic's real hours sits a group-wide entry for the head office: **open seven days, 9 to 5**. An assistant asked "is it open Sunday?" can read either one.

SCHWEIGERDERM.COM/LOCATION/NEW-YORK/BABYLON • BOTH ENTRIES

LocalBusiness, 400 West Main Street → Sat 07:00–14:00, Sunday closed

Organization, 33 East 33rd Street (corporate) →

"Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday 09:00–17:00"

30 / 30

clinic pages carrying both sets of hours

7 days

open, 9 to 5, by the head-office entry on every clinic page

FOREFRONT'S SIDE

We could not open Forefront with any automated reader.

Every route got the same "Just a moment..." challenge page. **Google still lists its clinics**, so the door opens for some machines and not others.

WHAT HAPPENED ON EACH ATTEMPT • 14 OCT 2026

plain request, home page	→ 403 challenge
GPTBot • ClaudeBot • PerplexityBot	→ 403 challenge
headless browser	→ 403 challenge
robots.txt • llms.txt • sitemap	→ 403 challenge
Google search	→ clinic pages indexed

So nothing here claims what Forefront's pages contain in their code. We are reporting what an ordinary machine gets when it knocks: a page asking it to prove it is human.

WHAT A PERSON SEES ON FOREFRONT

The better map, built for people only.

Through Google's index, Forefront's pages show exactly the joins this search needs: a location finder with an insurance dropdown, an insurance list on each clinic page, a team page per clinic you can filter by service, and specialists by type.

Insurance

chosen in the finder,
and listed on each clinic
page

GOOGLE'S INDEX

Care type

medical, cosmetic and
Mohs, with a team filter
by service

GOOGLE'S INDEX

403

for every automated
reader we sent to read
it

14 OCT 2026

THE PATTERN ACROSS THIS SERIES

**Each brand built the half the other skipped.
Schweiger opened the door. Forefront drew the
map.**

WHY THIS MATTERS TO A CLINIC

The easier your site makes the connections, the easier AI recommends you.

Name the conditions you treat, the insurers you take and the providers at each clinic, in the data and not only in the words. Give each clinic one set of hours. And make sure the assistants can get through the door.

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