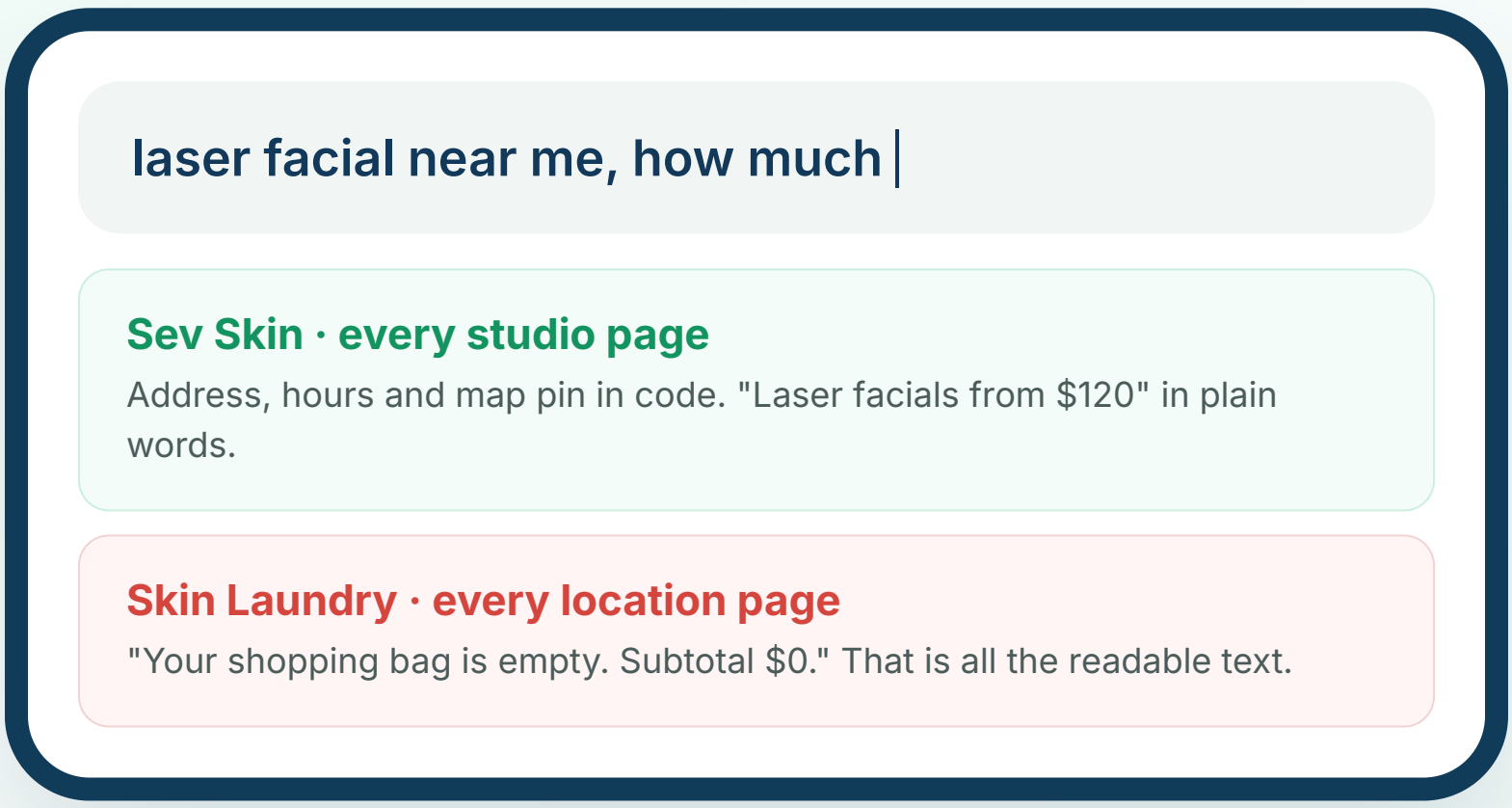
SEV SKIN VS. SKIN LAUNDRY

Two Laser Chains. One Is Blank Without JavaScript.

Every location page of both brands: 77 Sev Skin studios and 48 Skin Laundry US locations.

One hands a machine the address, hours and prices. The other hands it an empty shopping bag.



WHAT A PATIENT IS ACTUALLY ASKING

Five questions. Sev Skin answers five. Skin Laundry, none.

Sev Skin

SEVSKIN.COM/LOCATIONS

5/5

- ✓ Where is it?
- ✓ Is it open now?
- ✓ What does it cost?
- ✓ How do I call them?
- ✓ Can a machine read it as a business?

Skin Laundry

SKINLAUNDRY.COM/LOCATIONS

0/5

- × Where is it?
- × Is it open now?
- × What does it cost?
- × How do I call them?
- × Can a machine read it as a business?

Scored on the raw page each server sends, before JavaScript runs. That is what most AI crawlers read. We checked every location page of both brands on November 12, 2026. We also tried LaserAway, Milan Laser and Ideal Image: LaserAway showed our browser a bot check, Milan's site returned "Site not found", and Ideal Image's domain now loads an unrelated website after its headquarters closed in June.

WHAT SEV SKIN GETS RIGHT

Sev Skin hands a machine the address, the hours and the prices.

Every studio page carries a business listing written for machines, and the prices are in plain sentences a crawler can quote.

SEV SKIN BELLEVUE, WA · PAGE DATA


```
"@type": "HealthAndBeautyBusiness",
"streetAddress": "10445 NE Fourth Street", "postalCode": "98004",
"geo": { "latitude": "47.613643", "longitude": "-122.200818" },
"telephone": "(425) 400-8860", "openingHours": [ … ]
```


AND IN THE WORDS ON THE SAME PAGE

"Laser hair removal from $44 per session or from $25 per month with membership. Laser facials from $120..."

77 / 77

studio pages with address, map pin, hours and prices a crawler can read

0 / 48

Skin Laundry location pages with any of it

AND THEN

Sev Skin wrote a guide for AI. 17 of its links lead nowhere.

Sev Skin has an llms.txt, a plain-text summary written for AI engines, with 177 prices in it. It lists 76 studios. But the site has since renamed some studio pages, and the guide was never updated.

STUDIO LINKS IN THE AI GUIDE

17 / 76 return 404

The guide says /locations/atlanta. The live page is /locations/atlanta-buckhead.

LIVE STUDIO PAGES THE GUIDE MISSES

18 / 77

They're in the sitemap and linked from the finder, but not in the file written for AI.

TWO SMALLER GAPS ON THE STUDIO PAGES

41 of 77 share the same generic store photo as their preview image. And any two studio pages share about 84% of their wording.

WHAT SKIN LAUNDRY GETS RIGHT

In a browser, Skin Laundry's pages are full and clear.

Once JavaScript runs, each location page shows the address, phone, opening hours and treatment prices. Every page has its own title and description, and nothing blocks crawlers. **Google renders JavaScript, so Google can likely see it.**

SKIN LAUNDRY ARDMORE, PA · AFTER JAVASCRIPT RUNS

115 Coulter Ave, Suite 700, Ardmore, PA 19003

Phone, opening hours and treatment prices on the page

Title: "Skin Laundry Ardmore | Laser Facials & Resurfacing"

13,724

characters a visitor sees on the Ardmore page once it loads

48 / 48

location pages with their own title and meta description

AND THEN

Before JavaScript, every location page says the same 123 characters.

On all 48 pages, the raw text is the site's empty shopping cart. The address sits inside a block of script. Most AI crawlers, including OpenAI's and Anthropic's, don't run JavaScript, so this is all they get.

SKIN LAUNDRY ARDMORE · THE READABLE TEXT A CRAWLER RECEIVES, IN FULL

```
Your Shopping Bag · Your shopping bag is empty · Subtotal $0 · Shipping, taxes, and discounts will be calculated at checkout. · Checkout
```

PAGE DATA AND PREVIEWS

0 / 48

pages with business schema, link-preview tags, a canonical tag or an H1.

OF EACH PAGE IS SCRIPT

96.5%

About 345 KB of HTML to deliver 123 characters of text.

AND THE MAP FOR CRAWLERS IS MISSING

/sitemap.xml returns a web page marked "noindex", not a sitemap. robots.txt also points to a staging site. The finder page links to 0 locations before JavaScript.

TEN CHECKS, SAME METHOD, BOTH BRANDS

Eight checks to one. Neither passes the last two.

CHECK	SEV SKIN	SKIN LAUNDRY
Address and phone in readable text On the raw page, before JavaScript	✓	✗
Opening hours in readable text Not only after the page loads	✓	✗
Prices a crawler can quote Plain sentences with dollar amounts	✓	✗
Business listing with map pin and hours Schema data a machine reads	✓	✗
Link previews on location pages The og: tags behind a shared link	✓	✗
A working XML sitemap So crawlers can find every location	✓	✗
Finder links every location in plain HTML No JavaScript needed to reach them	✓	✗
Every location page is live We requested all 125 of them	✓	✓
An AI guide whose links all work An llms.txt with no broken links	✗	✗
A real photo for each location Not one generic store image	✗	✗

WHY THIS MATTERS TO A CLINIC

The same page can be full for people and empty for AI.

Skin Laundry's pages look great in a browser. Sev Skin's look similar. The difference is invisible until you read the raw page, and that raw page is what most AI assistants use when a patient asks them where to book. Sev Skin's fix is an afternoon: update one text file and swap 41 photos. Skin Laundry's fix is a rendering change for its web team. For a single clinic, checking takes ten minutes.

WHAT WE CHECK, FREE

Your pages, as AI reads them.

We read your site the way an AI crawler does, compare it to the clinics near you, and send back the gaps in plain sentences.

TAKES

1 day

No commitment, no cost. One list you can hand to whoever runs your website.

team@getclinads.com — **Free AI visibility audit**

Method: every location page in each brand's sitemap or finder, fetched in Chrome on Nov 12, 2026 and read before JavaScript. AI crawler behaviour: Vercel, "The rise of the AI crawler" (Dec 2024). Ideal Image closure: Simplicity Laser (June 2026).