

VISIBILITY AUDIT BY AGENCY OS

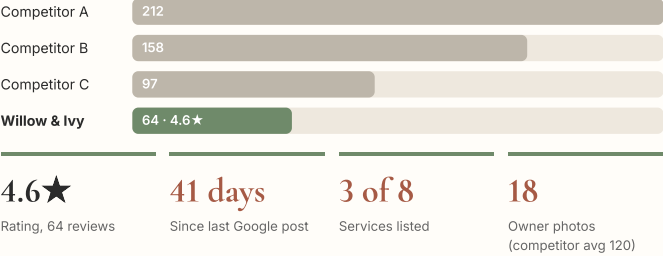
Willow & Ivy Aesthetics

Austin, TX · Google, Instagram, AI search & reviews vs. 3 nearby competitors

Prepared October 2026

3 quick wins found

Google Business Profile



Instagram



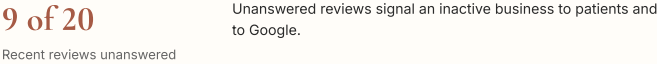
AI search

Prompt: "best Botox in Austin"

ChatGPT
Named Competitors A, B, C
Willow & Ivy: not mentioned

Gemini
Named Competitors A, B, C
Willow & Ivy: not mentioned

Reviews



Top 3 fixes

FIX 1
Weekly Google posts + full services list
List all 8 services and post every week to show Google and patients you're active.

FIX 2
Answer every review within 24h
Clear the 9 unanswered reviews, then reply to each new one within a day, with the owner approving.

FIX 3
Review request after every visit
An automatic, polite ask after each appointment to close the gap with Competitor C, then B.

Ready-to-post samples

What is Botox?

TREATMENT EXPLAINER
Botox, explained in 60 seconds
How it works, how long it lasts and what to expect at your consult.

TEAM SPOTLIGHT
Meet our injector team
Credentials, philosophy and a favorite treatment from the people behind the needle.

Fall Glow Week

SEASONAL OFFER
Fall Glow Week
A seasonal facial package for post-summer skin. Book a consult to see if it's right for you.