



Get Found by the Clients Who Need You Most

220M

people ask AI their
health questions every week

Source: TechCrunch, Jan 2026

Presented by **James Burgin**

Digital Strategy Consultant & Practice Growth Specialist



James Burgin

What Practitioners Are Saying

From the February 2026 session

"I need to act now, in 2 years it will be too late."

— Sachelle, WA

"You can't help people if you can't get found."

— Jeannette, SA

"My biggest takeaway was getting my Q&A page up and running. It's actually exciting how much we can optimise ourselves!"

— Natalie, QLD

"Being shown a SYSTEM will save time, energy & money and find the gold in practice."

— George, QLD

Recent Practitioner Research Project

February 2026



THE AI VISIBILITY SPRINT

Join the Research. Share the Results.

Who's Answering Your Clients' Questions?

Right now, AI answers come almost entirely from conventional medical sources.

RIGHT NOW

- WebMD
- Mayo Clinic
- Healthline
- Medical journals

Conventional medical answers only

THE OPPORTUNITY

- **YOUR practice**
- **YOUR clinical expertise**
- **YOUR patient results**
- **YOUR evidence-based approach**

AI prefers experts who answer clearly

The practitioners who get their content right in the next 24 months will compound that advantage for years.

Think of Your Website Like a Patient

If you can read a blood panel, you can read your website's health markers.

1

Patient History

Your About / Bio Page

Does it tell the full story of your expertise?

2

Blood Panel Results

Your Content Structure

Are your answers clear enough for AI to read?

3

Vital Signs

Your Trust Signals (E-E-A-T)

Credentials, experience, reviews visible?

4

Treatment Plan

Your Visibility Roadmap

A clear path from invisible to found

The Game Has Changed

Think of it this way:

THE OLD WAITING ROOM

Hoping Google lists your website

Competing for a spot on a page of links

Stuffing pages with keywords

Needing a tech expert to make changes

Declining clicks, rising frustration

THE NEW FRONT DOOR

Being the answer AI recommends

Becoming the trusted source people hear first

Simply answering your clients' real questions

Writing content as easily as a patient handout

Growing visibility, compounding trust

SEO

AEO

Answer Engine Optimisation

*This shift plays directly to your strengths. You already have the expertise.
Now let's make it visible.*

Your Website's Trust Signals

*Google holds health content to the highest standard.
Think of these as the 4 vital signs of a trustworthy website.*

E E A T

E

Experience

Evidence you've worked with real clients.
Your case studies. Your years in clinic.

E

Expertise

Your qualifications, training, and
specialist knowledge displayed clearly.

A

Authority

Recognition from peers, professional
bodies, and your community.

T

Trust

Honest content, transparent credentials,
clear attribution on every page.

**You already have everything you need. The issue is that it's hidden,
incomplete, or not where Google looks.**

Your 5 Content Prescriptions

Just like a treatment protocol, each one builds on the last. Simple formats that AI actively recommends.

Rx 1

Question-Answer Pages

Answer the exact questions your clients ask. Think: patient education handouts for the internet.

Rx 2

Comparison Content

"Naturopathy vs GP for gut health" — the way people actually search and ask AI.

Rx 3

Authority Bio Page

Your credentials, results, and story — structured so both humans and AI recognise your expertise.

Rx 4

How-To Guides

Step-by-step protocols that show your clinical thinking in action.

Rx 5

Refresh & Repurpose

Turn what you already have into new content. No writing from scratch required.

Rx 1: Question-Answer Pages

Think of it as writing a patient education handout — but for the internet.

The Authority Answer Framework

1

Question Headline

Use the exact question your clients ask.

e.g. "What is the best natural approach for perimenopause?"

2

Direct Answer

2-3 sentences. No preamble, no fluff.

AI needs this upfront.

3

Supporting Detail

Your clinical expertise, evidence, credentials.

This is where your authority shines.

You Already Do This

Every consultation, you:

Listen to the question

Give a clear answer

Explain the evidence

Now just write it down in the same way.

The Golden Rule of Content

How Do You Add Value to the Internet?

Your consultation genius is the answer.

Every time you explain something to a patient in your own unique way —

That is information gain.

Google and AI reward content that adds something new.

Your clinical experience, your analogies, your treatment insights —

that is what makes your content irreplaceable.

You can't help people if you can't get found. — Jeannette, SA

HANDS-ON EXERCISE

Find Your Question Goldmine

Identify the exact questions your ideal clients ask — these become your content.

Method 1

Your Client Consultations

What do clients ask you most in the first consultation?
These are gold.

Method 2

Ask AI Directly

"What are the top 10 questions people ask about [your niche]?"
Let AI show you what people ask.

Method 3

Google's People Also Ask

Search your topic and expand the PAA boxes. Free research that reveals real demand.

BONUS METHODS

Answer the Public

Answer Socrates

Reddit

Build Your First Authority Answer

- 1 Pick your strongest question from your Goldmine list
- 2 Write a 2-3 sentence direct answer (no preamble!)
- 3 Add your supporting evidence and clinical experience
- 4 Drop in your updated Author Bio

Remember: you do this in every consultation.

Question. Answer. Evidence.

Now just write it down the same way.

The Content Funnel – Simplified

Think of it like your patient journey: Awareness > Trust > Decision

TEACH

Top of Funnel

Answer their big questions.

"What causes hormonal weight gain?"

TOFU

"Is naturopathy right for gut health?"

BUILD TRUST

Middle of Funnel

Show how your approach helps.

Comparison pages, case studies,

your clinical philosophy.

MOFU

INVITE

Bottom of Funnel

Help them take the next step.

Clear booking pages, free calls,

simple next actions.

BOFU

**Remove friction at every stage.
Make the next step obvious – and EASY**

(Study e-commerce sites - where you shop!)

Rx 3: Your Authority Bio Formula

Think of this as the credentials plaque on your clinic wall — but for the internet.

Write from the Point of YOU

Speak directly to your client

Name + Qualification

e.g. Sarah Chen, BHSc (Naturopathy)

Years of Experience

e.g. 15 years in clinical practice

Specialty Focus

e.g. specialising in women's hormonal health

Client Results / Numbers

e.g. supported 500+ women through perimenopause

Professional Memberships

e.g. ANTA, NHAA registered

Geographic Location

e.g. based in Brisbane, available Australia-wide

Time to quote yourself! You ARE the authority. — Ken Burgin

LIVE DEMONSTRATION

Website Health Check & Gold Visibility Roadmap

Watch me analyse a real practitioner website
and build a personalised visibility roadmap — live.

FAQ Pages

Present? Structured?
AI-readable?

Trust Signals

Bio, credentials,
E-E-A-T markers

Content Gaps

Missing answers,
missing comparisons

Booking Flow

Friction points in
the patient journey

The Gold Visibility Roadmap

Here's what a personalised roadmap looks like — built from real website data.

What This Roadmap Delivers

This document is a complete, structured SEO roadmap generated from your website's sitemap data and Google Search Console performance metrics. It translates raw data into a prioritised action plan that any practitioner (or their web team) can follow.

What You Get	Description
Full Page Audit	Every page on your site scored for title tag, meta description, schema, headings, and internal links
Priority Scorecard	Pages ranked by SEO impact potential — highest-value fixes first
Keyword Map	Target keywords assigned to each page to prevent cannibalization (keyword competition)
Schema Package	Ready-to-implement JSON-LD structured data for every priority page
Internal Linking Plan	Content cluster map with specific link-from/link-to instructions
Metadata Package	Optimised title tags and meta descriptions for all key pages
Phased Action Plan	Week-by-week implementation roadmap with quick wins first
Strategic Opportunities	Data-backed growth opportunities specific to your niche and location

Real-World Example: Balanced Health Naturally

Jeannette Scapens is a naturopath and Metabolic Balance coach in Adelaide. Using this exact process, we audited her 91-page website, generated schema for 14 priority pages, created a 126-link internal linking plan, identified a critical broken sitemap, and built a strategic roadmap targeting the high-growth “Ozempic alternative” keyword cluster. All completed within a single AI-supported engagement.

Phase 3: Content & On-Page Optimisation (Week 3–6)

Optimise the content itself for both traditional search engines and AI answer engines.

Action	Priority	Effort	Status
Optimise title tags for CTR (50-60 chars, keyword-led)	HIGH	2 hrs	NOT STARTED
Rewrite meta descriptions with pain point + benefit + CTA	HIGH	2 hrs	NOT STARTED
Rewrite H2 headings as search questions (AEO)	HIGH	1 hr	NOT STARTED
Add primary keyword to first 100 words of each page	MEDIUM	1 hr	NOT STARTED
Strengthen E-E-A-T signals (credentials, experience, citations)	HIGH	2 hrs	NOT STARTED
Optimise image alt text with keywords	MEDIUM	1 hr	NOT STARTED
Add/strengthen CTAs on key conversion pages	HIGH	1 hr	NOT STARTED
Add comparison tables for high-value blog posts	MEDIUM	2 hrs	NOT STARTED
Add medical disclaimers where needed (YMYL)	MEDIUM	15 min	NOT STARTED

BHN Example: For the “Why Women Over 50 Quit Ozempic” article, we identified it as a high-value lead magnet. We recommended specific keyword targets, three title tag options, three meta descriptions, comparison table content, and AEO-optimised H2 headings — all designed to capture the booming “Ozempic alternative” search traffic.

The Gold Visibility Roadmap

Here's what a personalised roadmap looks like — built from real website data.

Sample: Page-Level Audit

The priority pages are individually scored across key SEO elements. Here's what a typical audit table looks like for the top-priority pages:

Page	Title	Meta	Schema	H1	Links	Score
Homepage	COMPLETE	COMPLETE	COMPLETE	COMPLETE	3 of 5	8/10
Metabolic Balance	COMPLETE	COMPLETE	COMPLETE	COMPLETE	2 of 5	9/10
Thyroid Health	COMPLETE	COMPLETE	COMPLETE	COMPLETE	1 of 5	7/10
Quit Ozempic (Blog)	HIGH	CRITICAL	None	COMPLETE	0 of 5	4/10
About / Bio	HIGH	COMPLETE	COMPLETE	COMPLETE	2 of 5	6/10
Clarity Call (Booking)	HIGH	COMPLETE	None	COMPLETE	1 of 5	5/10

Quick Wins (Immediate Impact, Minimal Effort)

These are fixes that take under 15 minutes each and have an outsized impact on search visibility:

Quick Win	Time	Impact	SEO Element
Fix wrong/mismatched meta descriptions	5 min each	CRITICAL	CTR
Shorten title tags that exceed 60 characters	5 min each	HIGH	CTR
Remove empty heading tags	2 min each	MEDIUM	Structure
Submit sitemap to Google Search Console	5 min	CRITICAL	Indexing
Add FAQ schema to posts with existing FAQ sections	10 min each	HIGH	Rich results
Add 'Last Updated' date to health articles	2 min each	MEDIUM	E-E-A-T
Add medical disclaimer to YMYL content	5 min	MEDIUM	E-E-A-T
Request re-indexing of updated pages in GSC	2 min each	HIGH	Indexing

Your Website Health Check Checklist

FAQ / Q&A Pages

Do you have at least 10 structured FAQs?

Service Pages

Does each page answer a specific client need?

Authority Bio

Are your credentials, results, and story visible?

Comparison Content

Do you have "X vs Y" pages for your niche?

Google Business Profile

Is your profile complete and aligned?

Booking Flow

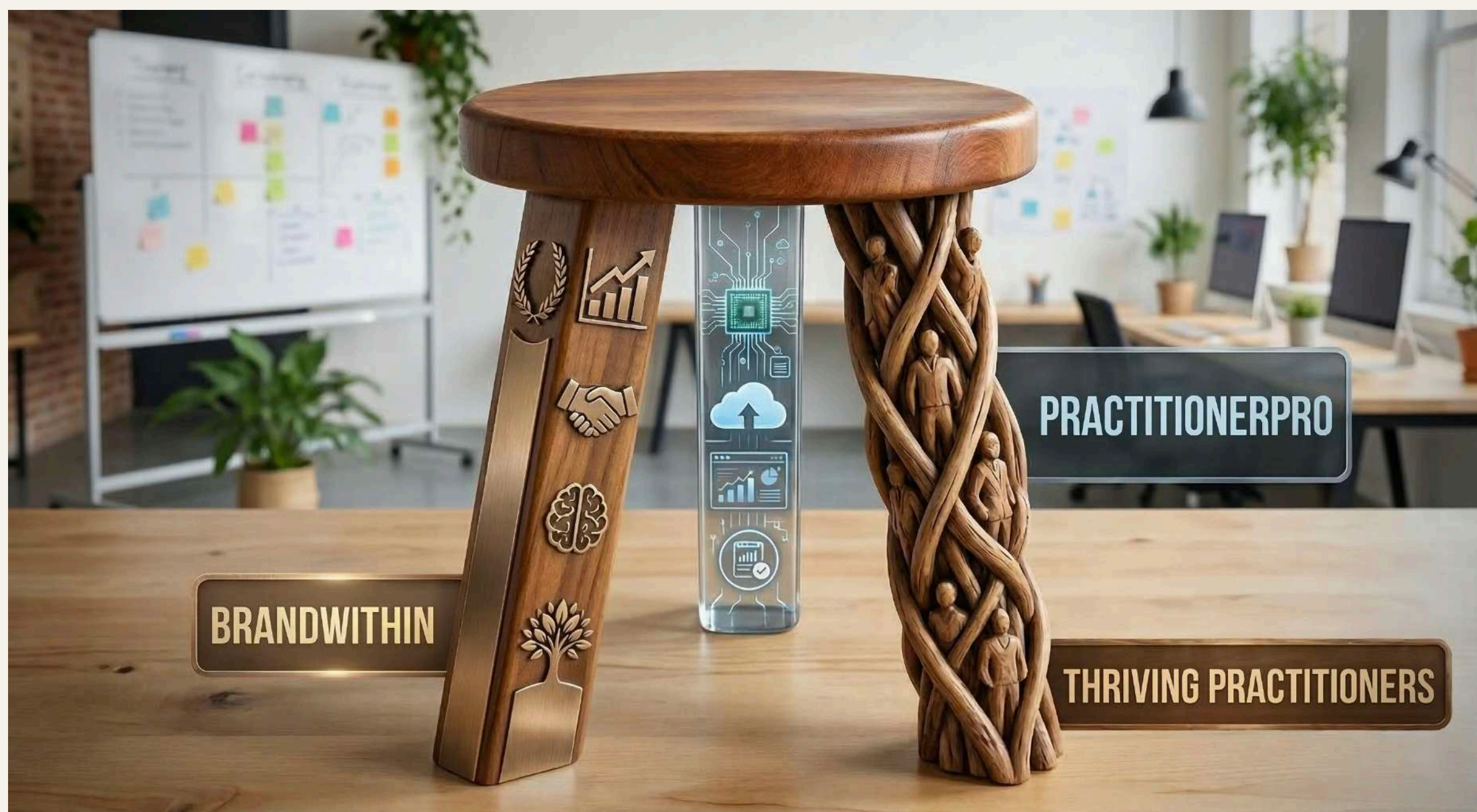
Can someone book in 2 clicks from any page?

Score yourself: How many can you tick off right now?

Expanding Practitioner Resources



Expanding Practitioner Resources



Introducing PractitionerPro

The Intelligent Growth System

All-in-One Platform for Health Practitioners

One all-in-one platform — website, CRM, booking, email, funnels, courses, and automations — built specifically for health practitioners, with a **personalised Practice Visibility Roadmap** that tells you exactly what to do with it.

[Become a Founding Member →](#)

[See What's Included](#)

Join the Waitlist: PractitionerPro.com

Your 30-Day Treatment Plan

30-60 minutes per week. That's your dose.

WEEK 1

Foundation

Question Goldmine
Author Bio updated
First Authority Answer

WEEK 2

Build

2 more Answer Pages
First Comparison Page
Content audit started

WEEK 3

Expand

Refresh 2 existing pages
Another Comparison
Google Business check

WEEK 4

Optimise

Full Visibility Audit
Remaining Answers
Plan your next 30 days

You Can Absolutely Do This

Everything I've shared today is yours to keep and implement.

But what if you could accelerate? Or get support for every step?

What if you had advanced templates, weekly guidance,
and a team that builds your visibility roadmap for you?

That's exactly what I've built for practitioners
who are ready to move with clarity and confidence.

*"I have a wonderful updated website that's now converting to
bookings"*

— Jeannette, SA | After working with Thriving Practitioners

INTRODUCING

Pathway to Practice Visibility

A 4-Week Practical Collaboration

Complete Template Library

All 5 content structures with
fill-in-the-blank templates

Live Sessions

4 weeks of hands-on guidance
with James

Your Personal Roadmap

Gold Visibility Roadmap built
for YOUR website and practice

AI-Powered Tools

Prompts, workflows, and systems
to create content fast

Your 4-Week Journey

WEEK 1

Foundations & Quick Wins

Question Goldmine deep-dive
First 3 Authority Answers
Author Bio optimised
Visibility Audit completed

WEEK 2

Content Engine

Comparison content mastery
Content refresh strategies
AI prompt workflows
Google Business alignment

WEEK 3

Scale & Systems

How-To Guide templates
Content batching system
30-60 min weekly routine
Progress review with James

WEEK 4

Roadmap & Launch

Gold Visibility Roadmap delivery
90-day content calendar
Ongoing measurement plan
Next steps for growth

Your Investment

PATHWAY TO PRACTICE VISIBILITY

4-Week Practical Collaboration

\$399

BONUS INCLUDED

Personalised Gold Visibility Roadmap — valued at \$500

or 3 payments of \$137

thrivingpractitioners.com/pathway-to-practice-visibility/

**Your Ideal Clients Are
Searching For Someone
Exactly Like You.**

AI Just Can't Find You Yet.

Pathway to Practice Visibility is a 4-week practical collaboration that transforms your practice into the trusted, recommended expert AI refers to – with James Burgin guiding every step.

Discover simple, powerful techniques to integrate AI into your marketing workflow with ease.

- 📅 Four Weeks of Guided Implementation
- 📅 Three Live Group Sessions via Zoom
 - March 18th, April 1st & April 8th, 2026
- 🕒 7:00 - 8:30 PM (Sydney time)

[Yes, I'm Ready to Become Visible »](#)



Q & A

Let's answer your questions

James Burgin

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Pathway to Practice Visibility — \$399

Thank You

James Burgin

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