



GSA AI DISCOVERABILITY REPORT

Park Slope Eye

Visible in AI search.
Not consistently understood.

We tested how four major AI/search systems represent the practice across real patient questions. Park Slope Eye was frequently found - but the audit also documented material factual errors, inconsistent answers and stale source use.

TESTED 25 SEP 2026 • 20 FRESH OBSERVATIONS

REAL QUESTIONS
REAL ANSWERS
GREATER OPPORTUNITY

9 / 12

Recommended for relevant patient-intent searches

non-branded prompts

4

Decision-critical errors documented

wrong entity, service or action

3 / 4

Platforms inconsistent on repeated branded tests

ChatGPT was the only consistent pair

15 / 20

Responses visibly used a verified current first-party source

source visibility, not hidden retrieval

WHAT PATIENTS ACTUALLY SAW

Evidence from the live audit

These are not hypothetical risks. Each finding below occurred in a fresh consumer-facing response during the controlled pilot.

Google AI Mode

CRITICAL

WRONG ENTITY / LOCATION

"ophthalmologist • 24 Prospect Park W"

CURRENT PRACTICE TRUTH

Park Slope Eye is an optometry practice at 682 Union Street.

Gemini

CRITICAL

FALSE SERVICE AVAILABILITY

"Vision Therapy"

CURRENT PRACTICE TRUTH

Vision Therapy is not offered by Park Slope Eye.

Perplexity

CRITICAL

STALE FIRST-PARTY SOURCE

"at least one day's notice"

CURRENT PRACTICE TRUTH

Current policy is 48 hours; late cancellation/no-show may incur \$100.

ChatGPT

MATERIAL

RETRIEVAL GAP

"PSE absent from the initial shortlist"

CURRENT PRACTICE TRUTH

PSE is in-network with VSP and was retrievable once named.

THE REAL QUESTION

It is not simply whether AI can find the practice. It is whether what a patient is told is accurate enough to act on.

WHAT GSA DOES NEXT

Finding the problem is only the first step.

A correct website gives the practice an authoritative foundation. But stale pages, conflicting entity signals, outside listings and AI retrieval behavior can persist after launch. GSA traces each material finding through the information environment, corrects what can be controlled, verifies propagation and then reruns the same AI behavior.

WHAT WE WOULD DO ABOUT THESE FINDINGS

01

Google AI Mode

CRITICAL

WRONG ENTITY / LOCATION

WHAT THIS SUGGESTS

Conflicting or ambiguous business/location signals may be contributing to the wrong practice identity.

WHAT GSA WOULD DO

Audit entity and location signals; reinforce Park Slope Eye at 682 Union Street as the canonical optometry practice; correct verified controllable conflicts.

HOW WE PROVE IT

Verify the identity is live and observable -> allow propagation -> rerun the same Google AI Mode question twice -> repeat later.

02

Gemini

CRITICAL

FALSE VISION THERAPY AVAILABILITY

WHAT THIS SUGGESTS

Gemini synthesized a service claim that conflicts with current Practice Truth; stale/conflicting service representations are plausible targets.

WHAT GSA WOULD DO

Trace service sources; correct, retire or redirect controllable conflicts; reinforce the current truth that Vision Therapy is not offered.

HOW WE PROVE IT

Confirm the service truth is retrievable -> verify source/index visibility -> rerun Gemini twice under the same rules -> repeat later.

03

Perplexity

CRITICAL

STALE CANCELLATION POLICY

WHAT THIS SUGGESTS

An older first-party representation remained available strongly enough to influence the tested answer.

WHAT GSA WOULD DO

Locate the stale policy source; update, retire or redirect it; strengthen the current 48-hour / \$100 policy as the authoritative public representation.

HOW WE PROVE IT

Check old URL behavior and current policy visibility -> verify propagation -> rerun Perplexity twice with sources preserved -> repeat later.

04

ChatGPT Search

MATERIAL

VSP RETRIEVAL / SURFACING GAP

WHAT THIS SUGGESTS

The correct VSP facts were retrievable once PSE was named, but did not surface in the original non-branded recommendation.

WHAT GSA WOULD DO

Strengthen the relationship among the practice, Park Slope location, optometry intent, VSP participation and booking across authoritative sources.

HOW WE PROVE IT

Verify indexing/source availability -> rerun the exact same non-branded ChatGPT prompt -> compare candidate retrieval -> repeat later.

THE PROOF LOOP

01

CORRECT

What GSA controls

02

VERIFY

Change is live

03

PROPAGATE

Correction is visible

04

RETEST

Same prompt / surface

05

WATCH

Repeat for durability

THE GSA STANDARD

GSA does not claim to "fix the AI." We improve the information environment, then measure what the AI actually does.

A correction, propagation check and matched retest prove different layers. None alone proves permanence, appointments, revenue or ROI.

WHY STEWARDSHIP MATTERS

These findings were observed after GSA's new Park Slope Eye website was already live.

The website is the authoritative foundation. Launch does not instantly erase stale sources, reconcile every external signal or determine what an AI system retrieves.

THE REPORT DIAGNOSES. GSA STEWARDSHIP DOES THE WORK.

COMPLIMENTARY REPORT

Shows the problem and the bounded remediation-and-proof path.

MANAGED GSA ENGAGEMENT

Corrects sources, verifies propagation, retests and monitors.

Discuss Your Practice