



Spearleaf Ties Chiropractor SEO to New AI Search Reporting

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Google announced Search Generative AI performance reports in Search Console on June 3, 2026, giving site owners a dedicated view of how often their pages appear inside generative features on Search, including AI Overviews and AI Mode, as well as generative features in Discover. Spearleaf is examining what the new reporting means for chiropractic practices, which sit in a category of local search where AI answers are common.

The reporting has clear limits that shape how it should be read. Data begins on May 18, 2026 with no historical backfill, so no practice has a year-over-year comparison available. The initial rollout went to a subset of sites, with wider access planned. Most importantly, the current version reports impressions without click data, which means it shows how often a page surfaced inside an AI feature and not how often anyone acted on it.

That limitation is itself the finding. For most of search history, appearing and being clicked moved together

closely enough that ranking served as a reasonable proxy for traffic. Inside a generative answer they come apart. A page can be summarised, cited, and read without the reader ever arriving on the site, and the new report measures the first half of that transaction while remaining silent on the second.

Independent research has established that generative answers are common in local categories. A study by Whitespark, completed in May 2025 across 540 manual queries in three cities, found AI Overviews appearing in an average of 68 percent of local business queries, with a range of roughly 57 to 80 percent by industry and city. The six categories tested were plumbers, personal injury lawyers, dentists, optometrists, medical clinics, and real estate agents. Chiropractic was not among the categories measured, but the three healthcare categories that were tested returned figures near the study average. Spearleaf discusses the shift at spearleaf.com/ai-search-optimization.

"For twenty years the honest scoreboard for a local practice was rankings and sessions, and that worked because the two tracked each other," said Joshua Albanese, owner of Spearleaf. "They do not anymore. A practice can be the answer a patient reads and never show up as a visit in analytics. What Google shipped in June measures the appearing. The measuring of the acting is still on the practice, and for a chiropractor that means phone calls and booked appointments, not sessions."

The practical recommendation Spearleaf makes to practice owners is to change what gets reported before changing what gets built. A monthly report built on sessions and average position will show a practice declining in a market where generative answers are common, even when the practice is being surfaced more often than before. A report built on calls, direction requests, form submissions, and booked appointments describes the same period accurately.

The second recommendation concerns the content itself. Generative systems assemble answers from pages that state facts plainly and unambiguously, which favours specifics a practice can verify: conditions treated, techniques used, insurance accepted, hours, locations, and clinician credentials. Vague positioning language that reads acceptably to a human is difficult for a summarising system to extract anything from. Spearleaf covers that groundwork at <https://spearleaf.com/industries/chiropractor/seo/>.

Access to the new report is worth checking for any practice that has not looked, since the rollout is progressive rather than universal. Where it is available, the agency suggests establishing a baseline now, given that the data does not reach back before May 18 and any period not captured is unavailable later.

Chiropractic practices and other local businesses can review the agency's approach to search and AI visibility at [spearleaf.com](https://www.spearleaf.com).

About Spearleaf Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL, founded by Joshua Albanese. The agency helps local service businesses rank in the Google Map Pack and earn citations from AI assistants including ChatGPT, Perplexity, Gemini, and Claude, through organic content, Google Business Profile optimization, reputation management, web design, and customer reactivation campaigns. Engagements run month to month after an initial term.

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Spearleaf

Spearleaf is a local SEO and AI search optimization agency in Fort Myers, FL. We help local businesses rank in Google Maps, earn AI citations, and grow organically through content, schema, and technical SEO.

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