



Spearleaf Separates Visibility From Clicks in Chiropractor SEO

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A study covered by Search Engine Land found that users clicked a source cited directly inside an AI Overview during only about one percent of visits in which an AI Overview appeared, and that searches containing an AI Overview were associated with fewer clicks overall and a greater likelihood that the session ended at the results page. Spearleaf is putting that finding in front of chiropractic practice owners because it undermines the measurement most practices still run on.

The assumption being broken is a reasonable one that held for two decades. If a page ranked well it got traffic, so traffic was a usable proxy for visibility, and a monthly report built on sessions described roughly what was happening. When an answer is assembled and displayed above the results, a practice can be the source of that answer and receive nothing measurable for it in analytics.

That does not mean the appearance is worthless. A patient who reads that a particular clinic treats a particular condition, accepts a particular insurance, and is open on Saturday has received the practice's

message. What they do next may be a phone call placed from the map result, a drive to the clinic, or a search for the practice by name a week later. None of those register as an organic session attributable to the page that supplied the answer.

The reporting problem is that this looks identical to failure. A practice whose sessions declined 20 percent while its citations and phone calls rose will read a session-based report as a decline. Reports built on the wrong denominator do not just mislead; they prompt practices to abandon work that is functioning. Spearleaf's service approach is described at spearleaf.com/seo-services.

"The question I ask a practice owner now is how many new patients they booked, not how many sessions the site got," said Joshua Albanese, owner of Spearleaf. "Those two numbers used to move together. They do not anymore, and if the report is built on the one that stopped predicting revenue, the practice will make bad decisions with a straight face. Count calls. Count booked appointments. Those still mean what they always meant."

Google's own tooling reflects the split rather than resolving it. The generative AI performance reports the company introduced in Search Console in June 2026 report impressions inside AI features without click data in their current form, which means the official measurement confirms the gap exists and does not close it.

The agency's recommended instrumentation for a practice is deliberately unsophisticated. Call tracking that distinguishes a call originating from the profile from one originating from the website. Booking-form submissions counted as the primary conversion. Direction requests treated as intent rather than as a vanity metric. Branded search volume watched over time, since a rise in people searching the practice by name is often the visible residue of an AI answer that was read and remembered. None of that requires new software for most practices.

There is also a content implication. Being the source an answer is assembled from rewards pages that state verifiable specifics plainly: conditions treated, techniques offered, insurance accepted, credentials held, hours and locations. Positioning language that reads well to a human offers a summarising system nothing to extract. Spearleaf covers the broader shift at <https://spearleaf.com/industries/chiropractor/seo/>.

The agency's summary position is that the underlying work has changed less than the scoreboard has. Accurate information, a maintained profile, genuine reviews, and pages that answer real questions remain what earns visibility. What changed is that the number practices used to watch stopped describing whether

any of it worked.

Chiropractic practices and other local businesses can review the agency's measurement approach at 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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