



Your website at a glance

Fysio Hartveld · physiotherapy and personal training · fysiohartveld.nl
Hoge Zijde 14, Alphen aan den Rijn · measured on 3 September 2026
Measured from the outside, without login details

Example report. Fysio Hartveld is a fictional practice. All figures, competitors and measurement results are example data, not measurements that were actually carried out. The structure and the measurement method are the same as in a real scan.

What we saw

GOOD

Your reviews average 4.9 out of 5, based on 9 ratings.

The highest average of the practices compared, but still few reviews.

Authority pillar

OPPORTUNITY

The practices studied have no dedicated page about dry needling and reimbursement.

Content pillar

ATTENTION

On mobile, the main content appears after 6.4 seconds.

The benchmark is 2.5 seconds.

Technology pillar

3.5

overall score
average of six areas

Area	Score	In short
Visibility in Google	2	No position higher than 47th
AI visibility	2	Mentioned in 2 of the 15 AI answers
Technology and speed	4	6.4 seconds on a phone
Local presence	6	4.9 out of 5 from 9 reviews, no Bing Places
Authority and links	2	5 referring domains
Consistency of your details	5	Name differs on a healthcare portal

Each score is on a scale of 1 to 10. It is our own assessment based on the measurements in this report and not a score from Google. The overall score is the average of the six.

Shall we get to know each other?

In a fifteen-minute video call we talk about what you are looking for. After that you can opt for the free In-depth Visibility Research.

1 Where you stand, area by area

Visibility in Google

2

People are searching, but you are not in the running yet. Neither tool found you for the scan's three fixed keywords. In the market overview of thirteen terms you only appear in positions between 47 and 92.

1,600+ searches per month that include your town name (estimate)

5 of 13 terms in the market overview with a position

0 estimated organic traffic (Ahrefs)

Keyword	Volume per month Ahrefs, estimate	Ahrefs position	Semrush position
fysiotherapie alphen aan den rij fixed keyword	800	not found	not found
fysiotherapie vergoeding fixed keyword	200	not found	not found
hyrox training (national) fixed keyword	3,900	not found	not found
sportfysiotherapie alphen from the market overview	40	61	58
hyrox training alphen from the market overview	20	47	not found

Sources: Ahrefs and Semrush, Netherlands database, 3 September 2026. Not found means no position in the first hundred results of that tool. Example data.

AI visibility

2

AI assistants hardly mention you yet, only for the question about HYROX. Your website was not cited as a source. Being mentioned and serving as a source are two different things.

2 of 15 answers mention you (our own count)

0 of 15 answers refer to your website

62 citations for FysioMaxima according to Ahrefs

Sources: our own test on ChatGPT, Claude, Gemini, Perplexity and Copilot, 3 September 2026, three questions, without logging in. Ahrefs, 3 September 2026. Example data.

Technology and speed

4

Almost excellent on a computer, slow on a phone.

97 Lighthouse desktop

68 Lighthouse mobile

6.4 s until the main content appears, mobile

3.4 MB in 68 requests

Sources: Google PageSpeed Insights (Lighthouse) and GTmetrix, 3 September 2026, homepage, middle result of three measurements. A speed score is a lab measurement. What counts for Google is how real visitors experience the page. A Lighthouse score is not a ranking score; a perfect score does not guarantee a better position.

Local presence

6

Your Business Profile is complete and your average review score is the highest in the group. The number of reviews lags behind and you are missing from Bing Places.

4.9 out of 5 average, from 9 Google reviews

118 reviews for the local leader, averaging 4.7

2 of 3 healthcare portals

Sources: Google Maps, Google Business Profile, Bing Places and the healthcare portals, 3 September 2026, checked by us. Example data.

Authority and links

2

Few sites link to you.

2.1 Domain Rating (Ahrefs), compared with 6 to 14 for the competitors

5 referring domains, compared with 402 to 511

1% spam score (Moz), the lowest in the group

Sources: Ahrefs and Moz, 3 September 2026. These Domain Ratings say something about the link profiles of the practices compared. They do not prove how easily you can be found in this market. Example data.

Consistency of your details

5

Address and phone number match everywhere. Your practice name is different on ZorgkaartNederland and your opening hours and services vary.

Detail	Your website	Google Business Profile	ZorgkaartNederland	Match
Practice name	Fysio Hartveld	Fysio Hartveld	Fysiotherapie Hartveld & Partners	no
Opening hours	Mon to Fri, 8 am to 6 pm	Mon to Fri, 8 am to 8 pm	not listed	no
Services	physiotherapy, personal training, HYROX, dry needling	physiotherapy, personal training	physiotherapy	partly
Address and phone	the same	the same	the same	yes

Source: our own comparison, 3 September 2026. VindFysio was also compared and differs only in the web address. Example data.

2 Your best opportunities

The main opportunities, with the pillar each one improves.

Opportunity	Pillar	Why it is promising
Pages that answer a question	Content	Without a referral (difficulty 0), reimbursement (17) and dry needling (12). The practices studied have no dedicated page on these topics.
Mobile speed	Technology	6.4 seconds against a benchmark of 2.5, with 3.4 MB of page weight.
Growing your reviews	Authority	The highest rating with the fewest reviews. You ask for reviews yourself. We work out the approach together.
Aligning your details	Content and authority	Name, opening hours and services identical on your website and your profiles, so that search engines and AI can connect the sources.
Bing Places and ZorgKiezer	Authority	Copilot and ChatGPT can consult these sources, among others, for local questions. You do not have a profile there yet.

We keep what we research, what we advise and what we carry out separate. We cannot promise reviews or mentions elsewhere; we advise on them.

3 How we measured

Measurements taken on 3 September 2026, from the outside and without login details. Three fixed keywords with three competitors. In addition, an overview of thirteen terms from your market according to Ahrefs and Semrush. Three of our own AI questions on five platforms, so fifteen answers. Speed measured three times with Lighthouse on mobile and desktop and with GTmetrix; the middle result counts. Authority with four tools side by side. Consistency compared in four places. The sources are Ahrefs, Semrush, Majestic, Moz, Google PageSpeed Insights (Lighthouse), GTmetrix, Google Maps and Business Profile, Bing Places, the healthcare portals and our own AI test on five platforms.

In a real project, the full measurement log, with all tables and the verbatim AI answers, is a separate document in your client portal.

This report is a snapshot. Nobody can guarantee a position.

Not measured means that a tool does not measure that area. **Not found** means that a tool found no position or mention in its own dataset; that is not the same as proven invisibility. **Estimate** is shown for search volume, difficulty and organic traffic, because tools estimate those. For a **zero** we state whether it comes from our own count, a tool measurement or an estimate.

Fysio Hartveld is a fictional practice; all figures are example data. Proofread by Gaby Palland for language, tone and clarity.

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