



SEARCH & AI VISIBILITY AUDIT

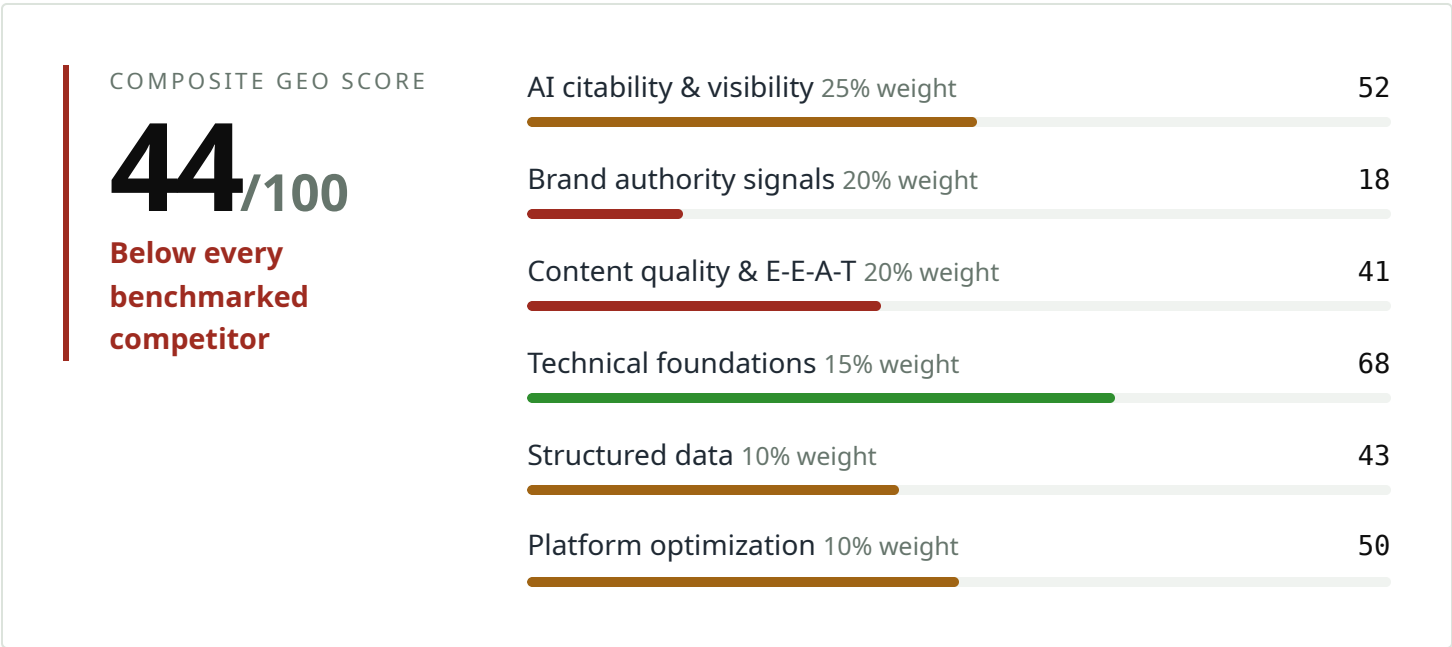
Why competitors outrank us, and what closes the gap

A full GEO and SEO assessment of biogenesiscenter.com measured against every clinic competing for Panama stem cell therapy searches — including the AI engines that now answer patients before they ever reach a website.

PROPERTY	REPORT DATE	PAGES ASSESSED	COMPETITORS BENCHMARKED
biogenesiscenter.com	29 July 2026	36	9
DATA SOURCES			
Semrush, live crawl, AI-engine probes			

SECTION 01

Where we stand today



THE DIAGNOSIS IN ONE LINE

Our website is **technically better built than the market leader's** — faster, fully readable by AI crawlers, cleaner markup. What we do not have is an **entity**: outside our own pages, almost nothing on the internet corroborates that BioGenesis exists. Google and every AI engine rank medical information by who stands behind it, and by that measure we are invisible.

Structure scores roughly 75 out of 100. Authority scores roughly 20. For medical search, authority is the constraint that decides everything else.

SECTION 02

The competitive field, measured

Authority Score is Semrush's 0–100 measure of a domain's ranking strength, driven mainly by how many independent websites reference it. Every clinic

competing for our patients scores higher than we do.

CLINIC	AUTHORITY	BACKLINKS	REFERRING DOMAINS	KEYWORDS	TRAFFIC / MO
DVC Stem Cayman Islands	38	13,055	1,743	8,333	20,039
Stem Cell Institute Panama — cellmedicine.com	34	10,027	1,082	4,512	12,254
BioXcellerator Colombia	29	3,884	979	4,387	2,620
Auragens Panama	26	1,324	450	1,604	1,382
Stemwell Panama	20	1,641	333	801	600
neilriordan.com personal brand	16	711	190	565	163
Medistem Panama research arm	13	523	190	24	0
Regenerate Panama	12	631	178	327	644
PCT Panama	9	15,439	287	580	11
BioGenesis biogenesiscenter.com	2	529	106	16	0

Semrush, US database, pulled 29 July 2026. Referring domains counts the distinct websites linking to each property.

READ THIS ROW CAREFULLY PCT Panama proves link volume is not the goal

PCT Panama has **more backlinks than the market leader** — 15,439 — from only 287 websites, and earns an Authority Score of 9 with eleven visitors a month. That is what a purchased or spam-heavy link profile buys. The metric that matters is how many *distinct, credible* websites reference us, never the raw link count.

STRUCTURAL INSIGHT

The leader operates three domains that reinforce each other

The Riordan organization runs the clinic site, a personal brand site, and a research site as separate properties that each earn their own references. We also have three domains — but ours serve identical content, so instead of compounding, they divide our signal. Same architecture, opposite result.

REACHABLE

The ladder out is shorter than the leaderboard suggests

Auragens reaches Authority Score 26 with only 450 referring domains, and Stemwell reaches 20 with 333. We do not need DVC Stem's 1,743 websites to compete. The realistic sequence is Regenerate Panama's tier at roughly 178 domains, then Stemwell's 333, then Auragens' 450.

SECTION 03

Earned media: what the internet says without being asked

Independent coverage is what convinces both Google and AI models that a clinic is real. This is a count of third-party content per competitor — press, newswire releases, podcasts, directories, published research, community discussion.

CLINIC	PRESS	NEWSWIRE	PODCASTS	DIRECTORIES	RESEARCH	REDDIT
Stem Cell Institute Panama	~20	2	6	~12	74 papers	200+
BioXcellerator	~8	3	~9	~10	3 papers	~0–5
DVC Stem	~6	0	0	~8	0	dozens

CLINIC	PRESS	NEWSWIRE	PODCASTS	DIRECTORIES	RESEARCH	REDDIT
Auragens	~5	7+	1	4	0	~44
Regenerate Panama	0	0	0	0	0	~17
BioGenesis	0	0	0	0	0	0

Public-web sweep, July 2026: Wikipedia API, newswire archives, podcast indexes, medical-tourism directories, Reddit archives, YouTube.
Gated platforms are recorded as unconfirmed rather than absent.

Our entire third-party footprint is two web addresses — a Linktree page and a Facebook page — both of which we created ourselves. No independent article, directory listing, podcast, or forum thread references BioGenesis anywhere.

PLAYBOOK ONE

DVC Stem earned the highest authority with no press at all

The strongest competitor has zero newswire releases, zero podcast appearances, and zero published papers. Their entire advantage is thoroughly referenced content on their own site — 8,333 ranking keywords — which health and academic publishers then cite back to them. Content is their link strategy.

PLAYBOOK TWO

Auragens bought its position with newswire and award submissions

Seven-plus press releases syndicated into AOL, Yahoo Finance and Morningstar, plus three award submissions each converted into further coverage. It moved them from Regenerate Panama's tier to fourth place. It is inexpensive, fast, and entirely repeatable.

OUR UNFAIR ADVANTAGE

The leaders carry regulatory and scientific liabilities we do not

The market leader's roughly twenty press mentions are **mostly critical**: a retracted research paper, an FDA warning letter, an adverse court verdict, and sustained scrutiny from the field's most cited independent scientist. BioXcellerator holds an FTC warning letter. Most competitor celebrity endorsements are self-published with no independent confirmation. A clinic with a clean record and published outcomes would be genuinely unique in this market.

OPEN NOW

Three uncontested placements are sitting empty

The Stem Cell Council directory currently lists a single clinic, and its own article on Panama's top clinics names none. The Medical Tourism Association's "Stem Cell Clinics in Panama, Verified Reviews 2026" article names no clinic either. And no competitor holds a Trustpilot profile.

ALSO UNUSED

Our own strongest press hook is already on the website and has never been promoted: BioGenesis is the first to offer endovascular cell therapy in the brain. No competitor makes a comparable claim, and specific verifiable firsts are exactly what trade publications cover.

SECTION 04

Credibility issues to correct before promoting anything

Two items on the site actively suppress how AI engines and Google treat the whole domain, and carry regulatory exposure. These should be resolved before we invest in visibility, because visibility amplifies whatever it finds.

CRITICAL A homepage testimonial contradicts our own eligibility criteria

The homepage features a patient who came to Panama after a cancer diagnosis, while the treatment and candidacy pages both list active cancer as a condition we do not treat. A reviewer reading both pages sees a clinic advertising the outcome it says it excludes. This is the specific pattern cited in FDA warning letters to stem cell clinics, and it carries advertising-substantiation exposure.

RECOMMENDED

Remove or re-caption the testimonial so it aligns with the published criteria.

CRITICAL**The "myths" article argues against regulatory caution**

Our education section frames waiting for FDA approval as a myth, states that there is no association with tumour formation without a supporting citation, and claims zero ethical concerns. Every major AI model is trained to be careful with unapproved regenerative medicine, so a page structured to rebut regulatory caution reduces the likelihood of any page on our domain being cited.

RECOMMENDED

Reframe as an explanation of how Panama's MINSA framework differs from FDA approval — factual, non-adversarial, and it still answers the question patients are actually asking.

HIGH**Our physicians are effectively anonymous**

The about page gives three physicians a combined 220 words with no medical schools, board certifications, or licence numbers, and one is listed without a surname. All clinical and educational content is credited to "BioGenesis Medical Team" rather than a named doctor. For medical search this single gap caps how much expertise the site can demonstrate.

RECOMMENDED

Full physician profile pages with credentials and licence numbers, then a named medical reviewer line and review date on all twenty-plus clinical pages.

HIGH**Clinical claims carry no citations where it matters**

Treatment and condition pages state that clinical studies suggest meaningful benefit, with no references on the page. The education section already cites good peer-reviewed sources — they are simply absent from the commercial pages. Uncited efficacy claims in medicine are the pattern AI models are tuned to distrust.

HIGH**Our own pages disagree about how long we have been operating**

The site states the clinic has over sixteen years of experience, while the medical director's biography on the same page states over eight years. Directory editors and journalists check exactly this kind of detail before publishing, and independent fact-checkers in this field lead with internal contradictions. It needs to be reconciled before we pitch anyone.

COUNTERINTUITIVE**Disclosing risks will increase our citations, not reduce them**

No treatment or condition page discloses risks or side effects. AI models preferentially cite medical sources that acknowledge limitations, so adding honest risk sections is one of the largest citability gains available to us — and it differentiates us from every competing Panama clinic.

ENTITY RISK

Our name collides with an unrelated doping scandal

The highest-authority "BioGenesis clinic" entity on the internet is a Florida anti-aging clinic from a Major League Baseball doping scandal, which has its own encyclopedia entry. Because we publish almost no disambiguating signals, AI models can hedge, decline to answer, or blend that framing into responses about us.

RECOMMENDED

Always use the full name "BioGenesis Regenerative Center, Panama City, Panama"; create a Wikidata entry; complete the Google Business Profile; add a company LinkedIn page; and expand the website's machine-readable identity links from two to six or more.

SECTION 05

How the AI engines see us

Patients increasingly ask ChatGPT, Perplexity or Google's AI summaries which clinic to use, and receive an answer without visiting any website. We tested readiness for each of the five engines that matter.

ENGINE	READINESS	LIMITING FACTOR
ChatGPT web search	58	No encyclopedia or Wikidata entry; site not verified with Bing, which ChatGPT relies on
Google AI Overviews	56	No named authors or citations on clinical pages
Bing Copilot	48	No Bing Webmaster verification, no company LinkedIn page
Google Gemini	47	Inconsistent business listings across our three domains; videos not connected to the site
Perplexity	42	No community discussion or independent reviews anywhere

Readiness scores weight content structure, entity recognition, crawler access and platform-specific citation behaviour. One genuine strength: all AI crawlers can read our site completely, scoring a perfect 100.

SECTION 06

Where we can realistically win

Not every search is worth pursuing. The clinical head terms belong to major hospital systems and will not be taken. Our opportunity is in cost, logistics, legality and specialisation — questions the incumbents answer poorly or not at all.

Winnable now

- Stem cell therapy cost, Panama versus the United States
- Is stem cell therapy legal in Panama
- Wharton's Jelly and umbilical cord MSC therapy in Panama
- What to expect, treatment duration, am I a candidate
- Stem cell clinic at the JW Marriott, Panama City

We hold the only structured cost comparison table among Panama clinics. The legality question is currently answered by a Colombian competitor's blog post — a dedicated page citing actual Panamanian law would take it.

Winnable with work

- Best stem cell clinics in Panama
- Stem cell tourism safety
- Back pain and spinal stenosis stem cell therapy
- Reviews and "is BioGenesis legitimate"

The clinic-comparison questions are decided by third-party directories rather than our own pages, so the route in is being listed. Back pain is the largest low-difficulty content gap we have — roughly 1,600 monthly searches for stem cell therapy for back pain, and we have no page for it among our eleven conditions.

Not worth pursuing

- Stem cell therapy for arthritis, MS or Alzheimer's
- Is stem cell therapy safe
- Stem cell therapy near me

These resolve to Mayo Clinic, Cleveland Clinic and the NIH. Our eleven condition pages should serve patients who already found us and are evaluating treatment, not chase these terms.

SECTION 07

The plan, in dependency order

These waves are sequential because each depends on the one before it. Promoting a site whose authority is split three ways, or whose trust signals contradict each other, wastes the promotion.

PRIORITY ZERO

Consolidate to one domain

- Page-to-page permanent redirects from both retired domains, plus Change of Address filings.
- Point every canonical tag, sitemap entry and social tag at one single address.
- Restore the retired landing page that returns an error, and remove the placeholder test page from our sitemap.

Our brand signal is currently divided across three addresses. Until it points to one, every gain from the waves below is split rather than compounded.

WAVE ONE

Fix trust and identity

- Resolve the two credibility items in Section 04.
- Publish physician profiles with real credentials; add named medical reviewer lines and dates across all clinical pages.
- Add citations and honest risk disclosure to every treatment and condition page.
- Create the Wikidata entry, company LinkedIn page and completed Google Business Profile; expand the site's machine-readable identity links.
- Publish the AI-guidance file and correct the structured-data issues, including physician records for each doctor.

This is the wave that moves authority, because it addresses the exact signals both Google and the AI engines weigh for medical information.

WAVE TWO

Own the questions we can win

- Rebuild the Panama landing page as the definitive guide: legality with named legal instruments, a dated cost table, cell counts and sourcing, how to evaluate a clinic.
- Publish a pricing page with real ranges, inclusions and financing.
- Add the missing back-pain and spine condition page.
- Publish the two figures no competitor discloses: price bands and cells per infusion.

Cost and legality questions are where the incumbents are weakest, and published numbers are what AI engines quote. The leader's twenty-year history does not protect them if they will not publish a price.

WAVE THREE

Build the entity

- Claim the empty directory placements: Stem Cell Council, Medical Tourism Association, BioInformant, PlacidWay, Trustpilot.
- Grow Google reviews well past the current 67 — they syndicate automatically to several rating platforms.
- Start a newswire programme on genuine hooks, beginning with the endovascular brain therapy and any accreditation milestone.
- Submit for regional business and healthcare awards; each win becomes further coverage.
- Launch a YouTube channel with a facility tour and physician explainers — we are the only clinic of the six without one.
- Publish an outcomes report, and register a study on ClinicalTrials.gov or submit one paper — **not one of the five competitors holds a registration**, making it both an uncontested lane and a permanent government-domain citation.

An outcomes report or a single indexed paper would make us the most citable clinic in Panama on the one axis where the market leader is damaged rather than merely absent.

WAVE FOUR

Expand the surface

- Launch the Spanish version with correct language targeting — the Latin American market has almost no competition from the US-facing clinics.
- Differentiate the eleven condition pages, which currently share one template.
- Interlink conditions, education articles and physician profiles.

Worth doing once the foundation holds, and the Spanish-language opportunity is genuinely uncontested.

SECTION 08

How we will know it is working

Four measures, reviewed on a regular cycle. The second is the one most audits omit and the one that increasingly decides whether patients find us.

MEASURE Position for the Panama stem cell cluster

Tracked in Search Console on the current domain, across the full cluster of cost, legality and location searches. Success is entering the first two pages and climbing.

MEASURE**Whether AI engines name us**

Ask ChatGPT, Perplexity and Gemini directly, on a schedule, which clinic they recommend for stem cell therapy in Panama, and record whether BioGenesis appears and how it is described.

MEASURE**Brand searches resolving to us**

Searches for our name should return our clinic, not the doping-scandal entity and not our own retired domains.

MEASURE**Referring domains and citations**

Distinct credible websites referencing us, against the milestone ladder of 178, then 333, then 450 — and appearances as a cited source in AI answers about cost and legality.

Method. Composite score weights six categories, assessed across 36 pages via live crawl, five specialist analysis passes, AI-crawler response testing, and Semrush data pulled 29 July 2026 (US database). Competitor earned media was counted through a public-web sweep of encyclopedia records, newswire archives, podcast indexes, medical-tourism directories, community archives and video platforms. Where a platform blocks automated access, absence is recorded as unconfirmed rather than proven.

Supporting files. A prioritised technical task list for the development team, a 1,187-row spreadsheet of websites linking to competitors but not to us, and a ready-to-deploy AI-guidance file accompany this report.

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