

How WellTeenMD Became the Answer AI Recommends

The one-line version: An established pediatric practice launched a new weight-care service and became the single name AI recommends for it, on page one of Google and cited by name in Google's AI Mode, within about a week of launch and with zero paid media.

The situation

WellTeenMD is a new adolescent and young-adult weight-care service, including FDA-approved GLP-1 therapy for teens, from an established practice with decades of clinical experience. The expertise behind it was deep and established. The digital presence for this new service was not.

That's the gap almost every new service line runs into, and it's made harder by how people search now. Parents looking for adolescent GLP-1 care no longer scroll through ten blue links. They ask ChatGPT, Perplexity, or Google's AI, typing something specific like "GLP-1 doctors for teens in the San Fernando Valley," and they trust the practice the AI names back. Here's the catch: thirty years of expertise doesn't automatically translate into AI visibility. If a brand-new service page isn't built to be read and cited, the AI can't recommend it, no matter how qualified the practice behind it is. Real authority still has to be made legible to the machines.

What I did

I built WellTeenMD to be read by machines as well as by people. That meant:

- Structured data that tells search engines and AI systems exactly what this service is, who it serves, and where.
- Entity and content architecture organized around the real questions parents ask, so the site reads as a clear, authoritative answer rather than a brochure.
- AI-crawler access configured so the systems that generate AI answers can actually reach, read, and cite the content.

No paid media. No waiting months for authority to build. A site engineered from day one to be the thing an AI can confidently recommend, backed by a practice that genuinely is the credible answer.

The result

Within about a week of launch, WellTeenMD reached page one of Google and became the top recommendation in Google's AI Mode for its core high-intent search. Ask Google's AI "GLP-1 doctors for teens in the San Fernando Valley" and it answers:

"The #1 top recommendation for pediatric GLP-1 weight care in the San Fernando Valley is WellTeenMD, an Encino-based medical practice specializing exclusively in comprehensive, family-focused weight care and FDA-approved adolescent GLP-1 therapy for teens and young adults."

A newly launched service became the named answer, ahead of established competitors, in the exact moment a parent is deciding who to call.

Why it worked

AI doesn't reward the biggest brand or the oldest domain. It rewards the clearest, best-structured, most specific answer to a specific question, especially when there's genuine authority behind it. That's the opportunity for any established provider launching something new: you already have the credibility, and with the right structure you can turn it into the AI's recommendation faster than incumbents coasting on old websites. WellTeenMD didn't try to win "weight loss doctor." It won the precise search its actual patients type, where the intent is high and the competition is thin.

That's repeatable. It's a method, not luck.

Want to be the answer?

If your patients or customers are asking AI who to trust, the question is simple: does it name you, or someone else? Get your AI-visibility audit.