

THE 90-DAY PLAN

From invisible on knee searches to the cited default.

A focused first quarter that replicates DAW's DAWSkin win across the catalog — closing the high-value knee gap the audit uncovered, and building the structure AI engines reward.

🎯 North-star goal: when a practitioner asks AI about stance-control or microprocessor knees, DAW is named — accurately and by Day 90.

Three phases, one compounding system.

Each phase ships working assets — value lands early, momentum builds.

DAYS 1-30

Foundation

Make DAW machine-readable & fix the basics.

STRUCTURE & ENTITY

- ✓ Product / MedicalDevice / FAQ schema across the catalog (specs, K-levels, the "firsts")
- ✓ llms.txt + AI-crawler rules to invite ChatGPT, Perplexity, Gemini & Google AI
- ✓ Reconcile the DAW entity — one consistent founding story & profile across site, LinkedIn & directories
- ✓ Baseline AI-answer report (the audit) locked as the "before"

SHIPS BY DAY 30

Schema live llms.txt entity fixed baseline report

DAYS 31-60

Win the Knees

Replicate the DAWSkin playbook on the flagship line.

ANSWER-SHAPED CONTENT

- ✓ Dedicated, benefit-led pages + clinical FAQs for Sure Stance & SLK 3.0
- ✓ "What is weight-activated stance control" explainer hub (the category DAW pioneered)
- ✓ Comparison & "best knee for K-level" guides written in citable, plain language
- ✓ Compliance-aware claim framework so "world's first" is bold *and* defensible

SHIPS BY DAY 60

knee pages explainer hub K-level guides claim review

DAYS 61-90

Corroborate & Measure

Build authority off-site & prove the lift.

AUTHORITY & TRACKING

- ✓ Citation & digital-PR push so DAW's firsts are echoed beyond daw-usa.com
- ✓ Practitioner-facing content seeded where O&P clinicians read
- ✓ Monthly AI-answer monitoring vs. Össur & Ottobock — share-of-voice tracking
- ✓ Day-90 re-audit: the same queries, the new answers

SHIPS BY DAY 90

citations PR mentions SOV dashboard re-audit

Measured, not promised.



DAW named on knee discovery

For the non-branded knee queries where DAW is invisible today, the goal is consistent citation across at least the retrieval engines (Perplexity, Google AI).



Full catalog made citable

Schema, FAQs and answer-shaped pages live across the line — every flagship product structured the way DAWSkin already is.



A share-of-voice baseline

A repeatable monthly report tracking DAW vs. Össur & Ottobock in AI answers — so progress is visible and defensible.

AI rankings aren't guaranteed or instant — engines update on their own cadence. The plan is built to put DAW in the best possible position and to measure the movement honestly, month over month.

HOW WE WORK IT

Lean on DAW, heavy on Camisado.

What Camisado handles

- ✓ All schema, technical SEO/AEO & llms.txt implementation
- ✓ Page builds, content writing & the explainer hub
- ✓ Citation/PR outreach & monthly AI-answer monitoring
- ✓ Reporting, baseline & Day-90 re-audit

What we need from DAW

- ✓ Product specs & the source of truth for clinical claims
- ✓ A regulatory contact for the claim-review pass
- ✓ Website/CMS access (or your web team as a relay)
- ✓ ~1 short check-in per phase

Ready to start the clock?

We can kick off Phase 1 within a week of go-ahead — and you'll see the foundation live inside the first month.

APPROVE & KICK OFF

David Merrill · Camisado Marketing ·

· 917.526.2932