

AI SEARCH VISIBILITY AUDIT

# What AI tells buyers about DAW Industries today.

We ran the real questions O&P practitioners and patients ask AI assistants and search engines — and recorded, word for word, where DAW shows up, where it doesn't, and who gets recommended instead.

Subject	Engines tested	Date
DAW Industries (daw-usa.com)	Google AI / Search · Perplexity	May 2026 · live results

## THE HEADLINE

### Good news and a clear, fixable gap.

DAW already wins the AI answer wherever it has built a dedicated, well-written product page. It disappears on the high-value *discovery* questions for its flagship knees — handing those answers to Össur and Ottobock.



#### You win where you've built the page

DAWSkin™ is the #1 cited result for "most durable prosthetic skin." Perplexity names DAW first for weight-activated stance-control knees. Proof the method works.



#### You vanish on knee discovery

For "best stance-control knee" and "K2 knee options," Google's answer lists Ottobock, Blatchford & College Park — and never mentions DAW, despite your genuine firsts.



#### Thin authority & muddled facts

Almost all sources are your own site — no independent corroboration. Your founding story even conflicts across the web (1958 vs 1975), confusing the models.

# Buyer questions, real answers.

BUYER QUESTION (NON-BRANDED)	ENGINE	DAW CITED?	WHO THE ANSWER RECOMMENDS
"Best stance-control prosthetic knee for a K2 patient"	Google AI / Search	No	Ottobock (C-Leg), Blatchford (Avior), College Park (Guardian), Trulife
"Weight-activated stance-control polycentric knee manufacturers"	Google Search	No	Össur (Total Knee 2000 — "the industry standard"), Blatchford (KX07)
"Weight-activated stance-control knee manufacturers"	Perplexity	Yes — listed 1st	DAW Industries (Sure Stance), Peke Waihanga
"Most durable, realistic prosthetic skin cover brands"	Google Search	Yes — #1	DAWSkin™ (named first), then SkinTones, A Step Ahead, Steeper
"Prosthetic foam cover that won't create artificial extension assist"	Google Search	Yes — partial	DAW 2-Part Foam Cover surfaces; Ottobock Foam Cover AK alongside
"Sure Stance / SLK" (branded product search)	Google Search	Own site only	DAW's pages rank — but zero independent reviews or third-party validation

Queries run live in May 2026 against Google (web results + AI Overview surface) and Perplexity. "Cited" = DAW or a DAW product named in the generated answer or top organic answer set. Results vary by engine and phrasing — which is itself a core finding below.

# Three findings that explain everything.

## CRITICAL GAP

### Your flagship category recommends the competition

Query: "weight-activated stance-control polycentric prosthetic knee manufacturers" — Google

This is DAW's home turf — the Sure Stance is positioned as the world's first 4-bar knee with weight-activated stance control. Yet Google's answer set frames a competitor as the default:

"Össur manufactures the Total Knee 2000, described as **the industry standard in polycentric knees**... Blatchford produces the KX07..."

— Google answer summary. DAW Industries is not mentioned.

When a clinician researches this category cold, the engine hands the recommendation — and the implied authority — to Össur and Blatchford. DAW's genuine innovation never enters the conversation.

## PROOF IT WORKS

### Where DAW built the right page, DAW wins the answer

Queries: "most durable prosthetic skin" (Google) · "weight-activated stance control knee" (Perplexity)

DAWSkin™ has a dedicated, keyword-clear, benefit-rich page — and it is rewarded with the top answer. On Perplexity (a retrieval engine that fetches live pages), DAW is named first for the knee category it actually pioneered:

"The main manufacturers... are **DAW Industries**, Peke Waihanga... DAW Industries — their Sure Stance knee is an example of a weight-activated stance-control design."

— Perplexity, citing daw-usa.com

The difference between the win and the miss isn't the product — it's the page. Retrieval-based engines and well-structured pages cite DAW; training-weighted answers (where DAW has little corroboration) skip it.

## AUTHORITY GAP

### Almost everything AI knows about DAW comes from DAW

Branded & entity queries across engines

Search for DAW's knees and nearly every source is daw-usa.com itself — one summary plainly noted the results were **"primarily product information from DAW's official website rather than independent user reviews."** Models discount claims they can't corroborate elsewhere.

- ❗ No third-party validation: no independent reviews, comparisons, or practitioner content echoing DAW's firsts.
- ❗ Conflicting facts: founding date appears as both 1958 and a 1975 U.S. introduction story across sources — the model can't state a confident, single answer about who DAW is.
- ❗ Specs locked in PDFs/images: key differentiators aren't expressed as structured, machine-readable data.

## WHAT IT MEANS

# You're one system away from owning these answers.

DAW doesn't have a product problem — it has a discoverability problem, and the audit shows the fix is repeatable. Every place DAW invested in a clear, dedicated, benefit-led page (DAWSkin, the 2-part foam cover, Sure Stance on Perplexity), the AI answer rewards it. Every place DAW leans on generic pages and the web's secondhand impression (knee discovery), the giants win by default.

Apply the page-and-authority playbook across the catalog — starting with the high-intent knee questions where you're currently invisible — and DAW moves from absent to the cited default. And because virtually no O&P manufacturer is optimizing for AI yet, that window is open right now.

## RECOMMENDED NEXT MOVES

# Prioritized by impact.

<b>PRIORITY 1</b>	<b>Answer-shaped pages for the knee line</b> Dedicated, benefit-led pages + clinical FAQs for Sure Stance & SLK 3.0 — the way DAWSkin already wins.	Closes the biggest miss
<b>PRIORITY 1</b>	<b>Product / MedicalDevice / FAQ schema</b> Make specs, K-levels and the "firsts" machine-readable so engines can quote them verbatim.	Foundational
<b>PRIORITY 1</b>	<b>Fix the entity: one clear DAW story</b> Reconcile founding/history facts across site, LinkedIn & directories so AI states DAW confidently.	Trust signal
<b>PRIORITY 2</b>	<b>llms.txt + AI-crawler rules</b> Invite ChatGPT, Perplexity, Gemini & Google AI and tell them exactly what DAW is and makes.	Quick win
<b>PRIORITY 2</b>	<b>Third-party corroboration</b> Practitioner content, comparison guides & citations that echo DAW's firsts beyond daw-usa.com.	Authority
<b>PRIORITY 2</b>	<b>Monthly AI-answer monitoring</b> Track what each engine says about DAW vs Össur/Ottobock — measure share of voice over time.	Proves ROI

# Let's turn the misses into the default answer.

This audit is the baseline. The next step is the 90-day plan to make DAW the brand AI recommends — starting with the knee questions you're losing today.

**BOOK THE STRATEGY CALL**

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