

🏠 GENERATIVE ENGINE OPTIMIZATION

When a practitioner asks AI for the best prosthetic knee, **DAW should be the answer.**

Your buyers have already changed how they research. Here's how DAW Industries becomes the brand that ChatGPT, Google AI, Perplexity and Gemini recommend — before your competitors get there.

DAW Industries

Unique Prosthetic Solutions

Prepared by

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Focus

AI search visibility (AEO/GEO)

THE SHIFT

Search didn't just change. It got answered.

Clinicians, residents, and increasingly patients no longer scroll ten blue links. They ask a question and take the answer. That answer names a few brands — and ignores everyone else.

60%+

of Google searches now end without a click — the answer is read on the results page.

800M

weekly ChatGPT users; AI assistants are now a first stop for product research.

1st

mover advantage: O&P is a niche almost no manufacturer is optimizing for AI yet.

Figures are industry benchmarks for illustration; we'll baseline DAW's actual numbers in the audit.

Right now, the AI answer leaves DAW out.

We ran the kinds of questions your buyers actually type. Today the models cite the giants — even on categories where DAW has genuine, defensible firsts.

TODAY

● AI Assistant

👤 "What's a good stance-control prosthetic knee for a K2 patient?"

🤖 For lower-activity patients, commonly recommended stance-control knees include options from Ottobock, Össur, and Fillauer...

✘ DAW's Sure Stance — the world's first polycentric knee with weight-activated stance control — isn't mentioned at all.

AFTER GEO

● AI Assistant

👤 "What's a good stance-control prosthetic knee for a K2 patient?"

🤖 Several options exist. Notably, **DAW Industries' Sure Stance** is the first polycentric knee with weight-activated stance control, locking up to 35° of flexion for added stability on uneven ground — alongside offerings from Ottobock and Össur.

✔ DAW is cited by name, with its differentiator stated accurately — exactly how a clinician would want to hear it.

AI doesn't cite the best product. It cites the best-structured evidence.

Language models assemble answers from sources they can read, trust, and corroborate. DAW loses on the plumbing, not the product.



No machine-readable facts

Your specs live in PDFs and images. Models can't reliably extract "weight-activated, 35° flexion, K-level" from a brochure.



Few corroborating mentions

AI trusts claims repeated across independent sources. DAW's firsts aren't echoed on the sites models lean on.



No answer-shaped content

There's no page that directly answers "which DAW knee for which patient" in plain, citable language.



Crawlers aren't invited

No schema, no `robots.txt`, no AI-crawler rules telling engines what DAW is and what it makes.



Thin entity footprint

DAW isn't clearly defined as an entity (who, what, products) that AI can attach facts to with confidence.



Unstated, undefended claims

"World's first" needs to be stated clearly and backed — so models repeat it without hedging it away.

How Camisado makes DAW the cited answer.

A repeatable system — the same approach we use to drive our own brand to the top of AI search.

01 · STRUCTURE

Make every product machine-readable

Product, MedicalDevice & FAQ schema on every page — specs, K-levels, indications and the "firsts" expressed as structured data AI can quote verbatim.

Schema.org · JSON-LD · spec tables

02 · ANSWER

Build answer-shaped content

Plain-language pages and FAQs that directly answer the questions clinicians ask — "best knee for a K2 patient," "how DAWSkin compares," "what is weight-activated stance control."

Clinical FAQs · comparison guides · glossary

03 · INVITE

Open the doors to AI crawlers

An llms.txt brief, AI-crawler-friendly robots rules, and a clean entity definition so ChatGPT, Perplexity, Gemini and Google AI know exactly what DAW is and makes.

llms.txt · robots · entity/Knowledge Graph

04 · CORROBORATE

Echo the firsts across the web

Get DAW's differentiators stated consistently on the third-party sources models trust — directories, profiles, industry mentions, practitioner content.

citations · digital PR · authority signals

05 · DEFEND

State bold claims, compliantly

Frame "world's first" and clinical benefits in language that's both citable and FDA-aware — so AI repeats it and Regulatory sleeps at night.

claim substantiation · compliant copy

Track the AI answer itself

Monthly monitoring of what ChatGPT, Perplexity, Gemini & Google AI actually say about DAW and its categories — share of voice vs. Össur & Ottobock.

AI-answer monitoring · SOV reporting

WHY DAW, WHY NOW

You have what AI rewards — real, ownable firsts.

Most GEO programs fight to manufacture a differentiator. DAW already has several: the world's first polycentric knee with weight-activated stance control, the "world's most trusted" prosthetic skin (DAWSkin), and the seamless DAWflex cover that won't create artificial extension assist. These are exactly the concrete, quotable facts language models love to cite — they're just not yet structured, stated, and corroborated where the models can find them.

And because virtually no O&P manufacturer is optimizing for AI search today, the window to own these answers first is open right now. The brand that gets cited becomes the default recommendation — and defaults are sticky.

A phased path to the top of the answer.

PHASE 0 · FREE **AI Visibility Audit**

We baseline exactly how DAW appears across ChatGPT, Perplexity, Gemini and Google AI for your key categories — and where the giants are winning. Your data, no obligation.

PHASE 1 · ~30 DAYS **Foundation**

Schema across the catalog, llms.txt + crawler rules, entity definition, and answer-shaped FAQs for the flagship products.

Product/FAQ schema

llms.txt

entity setup

flagship FAQs

PHASE 2 · 60-90 DAYS **Content & corroboration**

Clinical comparison guides, the "what is weight-activated stance control" explainer hub, and a citation/digital-PR push to echo the firsts.

comparison guides

education hub

citations

digital PR

PHASE 3 · ONGOING **Monitor & expand**

Monthly AI-answer tracking and share-of-voice reporting, expanding category by category until DAW is the cited default.

AI-answer monitoring

SOV reports

category expansion

Let's start with your free AI Visibility Audit.

We'll show you — in writing, with screenshots — exactly what AI says about DAW today and where the opportunity is. No cost, no commitment.

[REQUEST THE AUDIT](#)

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