

Making DAW the brand buyers — and AI — recommend first.

A complete plan to modernize DAW Industries' digital presence and win the AI-driven conversations where your next customers are already deciding.

Prepared for

DAW Industries Inc.

Prepared by

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Date

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The proposal at a glance

Four parts: the vision, the strategic case, the evidence, and the execution plan.

01

Website Redesign Concepts

CONCEPTS

Two complete, modern redesigns of daw-usa.com — a bold, tech-forward direction and a premium, editorial direction styled after industry leaders — using your real brand, products and content.

02

Winning the AI Answer

THE CASE

Why your buyers now ask ChatGPT, Perplexity and Google AI instead of scrolling search results — and how DAW becomes the brand those engines recommend before competitors do.

03

AI Visibility Audit

THE EVIDENCE

Real, live findings: the actual questions practitioners ask AI, where DAW shows up, where it vanishes, and who gets recommended instead — with your own DAWSkin win as proof the method works.

04

The 90-Day Plan

EXECUTION

A phased first quarter — Foundation, Win the Knees, Corroborate & Measure — that turns the audit's gaps into the cited default, with a clear division of labor and honest, measured outcomes.

V1 Bold & Tech-Forward
Dark hero · gradients · rounded cards

V2 Premium & Editorial
Össur-styled · airy white · uppercase CTAs

CONCEPT REDESIGN — a vision of what daw-usa.com could be. Prepared by Camisado Marketing. Not the official DAW Industries site.

CONCEPT REDESIGN — a vision of what daw-usa.com could be, styled after Össur. Prepared by Camisado Marketing. Not the official DAW Industries site.

(800) 252-2828 info@daw-usa.com San Diego, California

Practitioner Registration Make a Payment

(800) 252-2828 info@daw-usa.com Practitioner Registration Customer Support



Hips Knees Feet Cool Liners DAWSkin More Support

Practitioner Login



Hips Knees Feet Liners DAWSkin Support



PRACTITIONER LOGIN

ENGINEERED IN SAN DIEGO, CA

Unique prosthetic solutions that move people forward.

For over three decades, DAW Industries has designed and manufactured innovative prosthetic hips, knees, feet, liners and skins — built to give amputees comfort, confidence, and freedom of movement.

Explore Our Products →

Become a Registered Practitioner

Designed & built in the USA Trusted by practitioners nationwide

Pediatric & adult solutions

World's 1st
Polycentric knee with weight-activated stance control

UNIQUE PROSTHETIC SOLUTIONS

A life without limitations.

For over three decades, DAW Industries has engineered prosthetic solutions that give people the comfort, confidence and freedom to move — designed and built in San Diego.

EXPLORE PRODUCTS

FOR PRACTITIONERS

The Sure Stance Knee
The world's 1st polycentric knee with weight-activated stance control.

We don't just supply components. We engineer **original solutions** — and stand behind every one with real support for the practitioners who fit them.

OUR PRODUCT LINES



In-House R&D
Original, patented designs



Patient-First
Comfort, fit & durability



Global Reach
Practitioners worldwide



Real Support
Technical resources & service

🏠 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

Camisado Marketing · San Diego

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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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.

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

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