

PREPARED FOR ENDOSPOOL / SWOPE SURGICAL

DISCOVERABILITY AUDIT

A technical, on-page, entity and generative-engine audit of endospool.com, benchmarked against Origami Surgical / StitchKit — and the commercialization plan that follows from it.

DOMAIN endospool.com	PLATFORM Shopify	CRAWLED 03 Aug 2026
URLS INDEXABLE 16	UNIQUE BODY COPY ~1,000 words	BENCHMARK origamisurgical.com

16 URLs CRAWLED 9 AI QUERIES TESTED 15 ENTITY SURFACES SCORED

CONFIDENTIAL

SECTION 01

THE POSITION, IN ONE PAGE

Endospool.com is technically clean and substantively empty. Shopify has handled the plumbing — valid HTTPS, correct canonicals, a permissive robots.txt, real 404s, a declared sitemap — and almost nothing has been supplied for that plumbing to carry. The entire domain holds roughly **900–1,100 words of unique body copy**. A single competent article would exceed the total indexable content of the site.

On the AI side the picture is starker. Nine category queries were run against live search. Endospool appeared in exactly one — its own brand name. Its entity footprint is roughly 2 of the 15 surfaces an AI engine learns from; Origami Surgical holds about 11.

18 OVERALL SEO Indexable but structurally empty	09 AI / GEO VISIBILITY Invisible outside the brand name	02_{/15} ENTITY SURFACES Origami holds ~11 / 15
00 SCHEMA MARKUP Zero JSON-LD sitewide	00 EDITORIAL BACKLINKS Only own social profiles	85 CRAWLABILITY The one thing that works

Fig. 01 – Composite scores, 0–100, derived from the findings in sections 04–08. Crawlability scores well because robots.txt, canonicals, HTTPS and 404 handling are Shopify defaults. Everything Shopify does not do for you is missing.

READ THIS FIRST – REGULATORY, NOT SEO

Two items on the live site outrank every recommendation in this document and should go to regulatory counsel *before* any optimization work begins.

One. There is a functioning commerce path on a pre-clearance device site. The homepage's primary CTA is "Shop now" → /collections/all, a live cart sits in the global header, and /products.json, /cart and Shopify's agent-commerce endpoints all resolve. Under 21 CFR 807.81(a) and 812.7(a) that is the fact pattern FDA reads as intent to commercially distribute. The "Not for Sale" banner is evidence of intent; it does not cure a commercial-solicitation posture, because FDA evaluates the total communication.

Two. The homepage makes an efficacy claim about an uncleared device. The retrieval-string copy asserting that nothing remains behind is an outcome claim, and 21 CFR 812.7(d) prohibits representing that an investigational device is safe or effective for its investigated purpose. It is the strongest sentence on the site and the most legally exposed one. Everything downstream here is written to be compliant with that constraint.

THE SEVEN STRUCTURAL PROBLEMS

- 01

All 16 pages share one identical 9-character meta description: "Endospool." The homepage has no meta description at all. No title tag on the domain contains a single clinical or commercial keyword — not suture, laparoscopic, robotic, trocar or surgical.
- 02

Zero structured data. No JSON-LD of any kind, anywhere. Shopify's stock themes inject Organization, WebSite and BreadcrumbList automatically; their absence indicates a stripped theme. Google has no machine-readable definition of who this company is.

- 03 **Zero alt text on every image sitewide.** Product renders, patent screenshots, three team headshots — none. A WCAG 2.1 Level A failure, which matters commercially: hospital systems audit vendor accessibility during procurement.
- 04 **The brand loses its own branded search result.** "Endospool" returns LinkedIn at #1 and endospool.com at #2 — and pulls Wikipedia's *Endospore* pages in as entity contamination.
- 05 **Effectively zero external backlinks.** No third-party page containing the string "endospool.com" exists in the index. No Crunchbase, PitchBook, ZoomInfo, trade press, conference listing, Wikidata item or Google Business Profile.
- 06 **Entity fragmentation across four names.** Endospool, Swope Surgical, George Swope Munday, and Butterfly BVM. Nothing connects them — no Organization schema, no sameAs array, no consistent NAP.
- 07 **The site claims 23 issued patents and documents 2.** Twenty-one missing content assets, and a substantiation gap that reads badly in diligence as well as in search.

THE SINGLE MOST IMPORTANT STRATEGIC FINDING

Seven of nine category queries returned PubMed, PMC, Springer, ScienceDirect or AHRQ as the top result. Vendor marketing content does not rank in this category at all — the one exception being Origami's SAGES TAVAC listing, which ranks #1 for "suture delivery canister" and is *a third-party society URL, not their own domain*.

This category is won by peer-reviewed literature and society publication, not by blog posts. **One PubMed-indexed case series or video article is worth more than a year of content marketing here.** The May 2026 *Journal of Robotic Surgery* systematic review (Chen et al., 33 studies, 37 lost-needle events) names no commercial device whatsoever. That lane is open, and Dr. Senagore's ASCRS past-presidency is the credential that makes it reachable.

SECTION 02

FINDINGS TRIAGE

Twenty-six checks were logged, twenty-one of them defects. Severity is encoded by fill weight throughout this document: solid black is critical, dark grey is high, light grey is medium, outline is passing or informational.

08 CRITICAL Blocks indexation, credibility or compliance	06 HIGH Material loss of reach or lead capture	07 MEDIUM Hygiene; compounds as the site grows	05 PASSING Shopify defaults, correctly configured
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Fig. 02 – Severity distribution across 26 logged findings.

THE CRITICAL EIGHT

- **One 9-character meta description across all 16 pages**
Target length is 140–160 characters. Google will rewrite all of them from body text — which on /pages/media means seven words, and those seven words are "Not for Sale. For Demonstration Purposes Only."
- **Not one title tag carries a keyword**
Every title is 9–30 characters against an optimal 50–60. The homepage title is one word. The words suture, laparoscopic, robotic, trocar, surgical, needle and minimally invasive appear in zero title tags sitewide.
- **Zero structured data on any page**
Verified across the homepage, product, about, patents, media, collections and both patent articles. This is the mechanical root cause of the entity contamination in section 05.
- **Zero alt text, sitewide**
Two costs: total loss of image-search visibility, and a WCAG 2.1 Level A failure (1.1.1 Non-text Content) that gets asked about in IDN procurement.
- **The primary homepage CTA leads to an empty page**
"Shop now" → /collections/all → "No products found." A surgeon, distributor or investor following the main call to action lands on an empty listing. Replace with "Request a Demonstration" pointing at a real, gated landing page.
- **23 patents claimed, 2 documented, 0 assigned to the company**
Both documented patents are assigned on Google Patents to George Swope Munday as an individual. There is no machine-readable connection between the IP and any corporate entity — an SEO entity defect and a diligence-optics problem at once.
- **Effectively zero external backlinks**
The only inbound links are from the company's own LinkedIn and YouTube. Domain authority is at floor.
- **The best asset on the site is handled worst**
The one-pager loads from cdn.shopify.com, not endospool.com, so all link equity accrues to Shopify. It is ungated, untrackable, and /pages/brochure is a 404. Most importantly, it contains the anticipated Class I / 510(k)-exempt pathway — a material fact for partners — and that statement exists nowhere in crawlable HTML.

CONTENT VOLUME AGAINST THE PAGES THAT BEAT YOU



Fig. 03 – Unique indexable words. The benchmark page carries 14 peer-reviewed references and two named credentialed authors.

CRAWL INVENTORY – ALL 16 URLS

URL	TITLE AS SERVED	H1	WORDS	VERDICT
/	Endospool	2 competing H1s	700	■ CRITICAL
/pages/the-endospool	The Endospool	The Endospool	230	■ CRITICAL
/pages/about-us	About Us – Endospool	none	490	■ HIGH
/pages/our-patents	Our Patents – Endospool	Our Patents	25	■ CRITICAL
/pages/media	Media – Endospool	none	7	■ CRITICAL
/pages/contact	Contact – Endospool	Contact	15	□ ORPHAN
/collections/all	Products – Endospool	Products	20	■ CRITICAL
/collections/frontpage	Home page – Endospool	Home page	20	■ HIGH
/blogs/news	News – Endospool	News	15	□ EMPTY, ORPHAN
/blogs/patents	Patents – Endospool	Patents	30	□ ORPHAN
/blogs/patents/us-11701104	US 11701104 – Endospool	US 11701104	10	■ HIGH
/blogs/patents/patent-us10660635	US 10660635 – Endospool	US 10660635	10	■ HIGH
/policies/privacy-policy	Privacy policy – Endospool	Privacy policy	2,100	□ BOILERPLATE
/cart	Your Shopping Cart – Endospool	none	15	■ COMPLIANCE
/search?q=...	Search: 1 result found...	Search results	15	■ CRAWL TRAP
www.endospool.com	301 → apex	–	–	□ CORRECT

Tbl. 01 – Full crawl, 03 Aug 2026. Confirmed 404s: /pages/brochure · /pages/faq · /pages/about · /policies/terms-of-service · /policies/refund-policy · /policies/shipping-policy · /.well-known/security.txt

ARCHITECTURE – AND THE FOUR PAGES NOTHING LINKS TO

/ (depth 0) /pages/the-endospool nav /pages/about-us nav /pages/our-patents nav /blogs/patents/us-11701104 /blogs/patents/patent-us10660635 /pages/media nav /collections/all ← "Shop now" → EMPTY /cart header icon /policies/privacy-policy footer [one-pager PDF] → cdn.shopify.com	ORPHANS – ZERO INTERNAL INBOUND LINKS /pages/contact /blogs/news /blogs/patents /collections/frontpage The nav has four items and omits the two highest-intent destinations on the site: Contact and the brochure.
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Fig. 04 – Link graph. Depth is fine; the problem is that the graph has almost no edges.

SECTION 04

TECHNICAL & ON-PAGE

CHECK	RESULT	SEVERITY
robots.txt / canonicals / HTTPS / 404s	Stock Shopify, all correct. Sitemap declared, self-referencing canonicals everywhere, real HTTP 404s, mobile viewport present, www resolves to apex.	☐ PASS
og:image / twitter:image	Absent on the homepage while summary_large_image is declared. Every LinkedIn, email and Slack share renders with no preview image and a one-word description — a compounding loss for a company whose commercial motion is BD over LinkedIn.	■ HIGH
Video delivery	Native <video> plus raw CDN MP4s rather than YouTube embeds. Render-heavy, probable LCP risk, zero video SEO — while the two real YouTube assets rank page 1 for the brand and are embedded nowhere.	■ HIGH
Internal linking / breadcrumbs	Near-zero. Three of four nav pages contain no in-body internal links at all. No breadcrumbs in UI or markup. No HTML sitemap.	■ HIGH
/policies/terms-of-service	404. The footer says "Terms and Policies," plural; only Privacy exists.	■ HIGH
Duplicate content	All three team bios (~390 words) appear verbatim on both / and /pages/about-us — ~55% of the homepage and ~80% of the About page. The four device blurbs are likewise duplicated, and the homepage repeats its own Problem copy inside the Solution section.	■ HIGH
Heading structure	Two competing H1s on the homepage. No H1 at all on About (the primary E-E-A-T asset), Media, or Cart. "Our Patents" appears twice on one page.	■ MEDIUM

CHECK	RESULT	SEVERITY
Crawl traps & near-duplicates	/search?q= self-canonicalizes with the param intact and no noindex; /collections/frontpage duplicates /collections/all. No favicon. All images raster PNG/JPG, no WebP.	■ MEDIUM
Contact form	No visible consent checkbox on a form collecting name, email and phone in a healthcare context. No CAPTCHA observed. No thank-you URL, so conversions cannot be tracked.	■ MEDIUM
"Not for Sale" banner placement	Renders as the first body text on every page, including the cart and both patent articles. Legally necessary, wrong placement — move it into a persistent utility bar so it stays visible to humans without being the crawlable lede sitewide.	■ MEDIUM

Tbl. 02 – Condensed technical register. Not tested: the HTTP → HTTPS redirect (the crawler force-upgrades) and Core Web Vitals. Both need a manual pass.

TITLE REWRITES

Every rewrite is descriptive of physical characteristics and category only — no efficacy, safety, or comparative claims. Compliant as written.

Endospool	Endospool – Suture Management for Laparoscopic & Robotic Surgery
The Endospool	The Endospool Device – Trocar-Compatible Suture Spool System
About Us — Endospool	Our Team – Surgeon-Founded Suture Management Endospool
Our Patents — Endospool	23 Issued Patents in Surgical Suture Management Endospool
Media — Endospool	Demonstration Videos & Dry Lab Footage Endospool
Contact — Endospool	Request a Demonstration or Partnership Discussion Endospool
<i>new page</i>	Endospool Specifications – Dimensions, Materials, Trocar Fit
<i>new page</i>	Regulatory Status & Anticipated FDA Pathway Endospool
<i>currently 404</i>	Endospool FAQ – Loading, Insertion, Retrieval, Compatibility
<i>currently 404</i>	Download the Endospool One-Page Brochure (PDF)

Tbl. 03 – Struck text is what is served today. All 16 pages also need unique 140–160 character descriptions.

SECTION 05

ENTITY – WHY MACHINES CANNOT IDENTIFY YOU

The company exists under four names, and nothing connects them. The privacy policy lists a Minnesota address, the founding surgeon practices in Danville, Kentucky, and the commercial lead's LinkedIn slug reads Cincinnati. Three

geographies, no consistent NAP, no local citations, no Google Business Profile.

The scorecard below is the fifteen surfaces a search or AI engine learns a company from. It is the clearest single picture of the gap.

SURFACE	ENDOSPPOOL	ORIGAMI
Own website	■	■
LinkedIn company page	■	■
YouTube channel	▣	■
Google Patents	▣	□
Wikipedia	□	□
Wikidata item	□	□
Google Knowledge Panel	□	□
Crunchbase	□	■
PitchBook	□	■
ZoomInfo	□	■
Dealroom / CB Insights	□	■
PubMed	□	■
FDA 510(k) database	□	■
Society publication	□	■
Trade press	□	■
Total Held	2	11

Fig. 05 – Entity surface scorecard. ■ held · ▣ present but unlinked or unattributed · □ absent. Origami's Google Patents entry is unverifiable; both companies leave Wikipedia, Wikidata and the Knowledge Panel open.

BRAND-QUERY CONTAMINATION IS A REAL, CHEAP FIX

Searching "Endospool" pulls in Wikipedia's *Endospore* and *Endospore staining* pages plus two unrelated LinkedIn profiles. Wikipedia is the #2 most-cited domain in both ChatGPT and Google AI Overviews; an engine with a weak signal for "Endospool" drifts toward the biology term it has a strong signal for. The fix takes a day: a Wikidata item with sameAs links to the site, LinkedIn, YouTube and the patents, plus Organization schema, plus directory profiles. Neither company has a Wikidata item — this flank is open on both sides.

AI VISIBILITY – NINE LIVE QUERIES

1/9 QUERIES RETURNING ENDOSPOOL And the one is the brand's own name — contaminated by a biology term.	suture management device robotic surgery	☐
	lost needle robotic surgery prevention	☐
	retained surgical sharps prevention device	☐
	how to prevent lost needles in laparoscopy	☐
	stitchkit alternative	☐
	suture delivery canister	☐
	best suture management robotic surgery 2026	☐
	suture organizer laparoscopic trocar	☐
	endospool	☒

Fig. 06 – Live search as a proxy for AI retrieval, 03 Aug 2026. Seven of nine returned PubMed, PMC, Springer, ScienceDirect or AHRQ at the top. Origami appears once, via a SAGES URL they do not own.

WHAT THE ENGINES ACTUALLY RUN ON

CHATGPT SEARCH · COPILOT Bing index plus OpenAI's own crawl. Bing indexing is the lever — and Bing Webmaster Tools is the only first-party dashboard that reports actual AI citation counts.	AI OVERVIEWS · GEMINI The Google index. Officially specced: a page must be indexed and eligible to be shown with a snippet.
PERPLEXITY Own index plus third-party search APIs; roughly 20+ sources retrieved per query and re-ranked.	CLAUDE Third-party search plus its own fetch agents. Agents are documented; ranking is not.

DIRECT CONSEQUENCE FOR A PRE-CLEARANCE DEVICE The available controls are nosnippet, data-nosnippet, max-snippet and noindex. If counsel's instinct is to add nosnippet to pre-clearance pages to limit exposure, that also deletes AI visibility entirely. The correct move is to fix the <i>copy</i> so it is compliant — not to suppress the snippet.

WHAT ACTUALLY CORRELATES WITH BEING CITED

The strongest causal evidence is the Princeton GEO paper (Aggarwal et al., KDD 2024) — controlled interventions on Perplexity and BingChat measured up to **40% visibility lift**. The winning interventions were adding citations, statistics and quotations. Not keyword density. Not fluency edits.

- 01 Quantified claims with attributed sources
- 02 A direct-answer paragraph in the first 80–120 words under a question-form H2
- 03 Comparison tables
- 04 Definitional content — "What is a retained surgical sharp?"
- 05 Original data and proprietary survey results — **the single most citable asset available to a company that legally cannot make product claims**
- 06 FAQ blocks

THE HALF YOU DON'T OWN

Otterly's 2026 citations report, across 1M+ citations: community platforms capture **52.5%** of citations versus 47.5% for brand domains. YouTube is the #1 cited domain in AI Overviews; Wikipedia is #2 nearly everywhere; LinkedIn is top-three in Perplexity. Owned content on endospool.com is roughly half the game.

ON LLMS.TXT – SHIP IT, THEN IGNORE IT

The site already serves /llms.txt — with generic Shopify commerce boilerplate and zero Endospool-specific information. Replace the content; it takes thirty minutes and has no downside. Google's position remains that no AI system is known to consume it. It is not a strategy.

Note – Shopify's agent-commerce layer is fully provisioned on a company with no products. AI agents are currently being told endospool.com is a transactable store.

SECTION 07

WHERE THE DEMAND ACTUALLY IS

HONEST FRAMING BEFORE THE MAP

This is not a niche; it is a sub-niche of a sub-niche. The addressable audience is robotic and laparoscopic surgeons plus OR nurses and value-analysis staff — low six figures of people in the US, most of whom search this topic zero times a year. The solution-aware cluster is plausibly 10–100 US searches a month in total.

Anyone selling a six-figure retainer against "high-volume keywords" in this category is selling something that does not exist. The real argument is better: competition is also near-zero, the handful of people searching are the exact buyers, and AI engines run these queries internally on a surgeon's behalf.

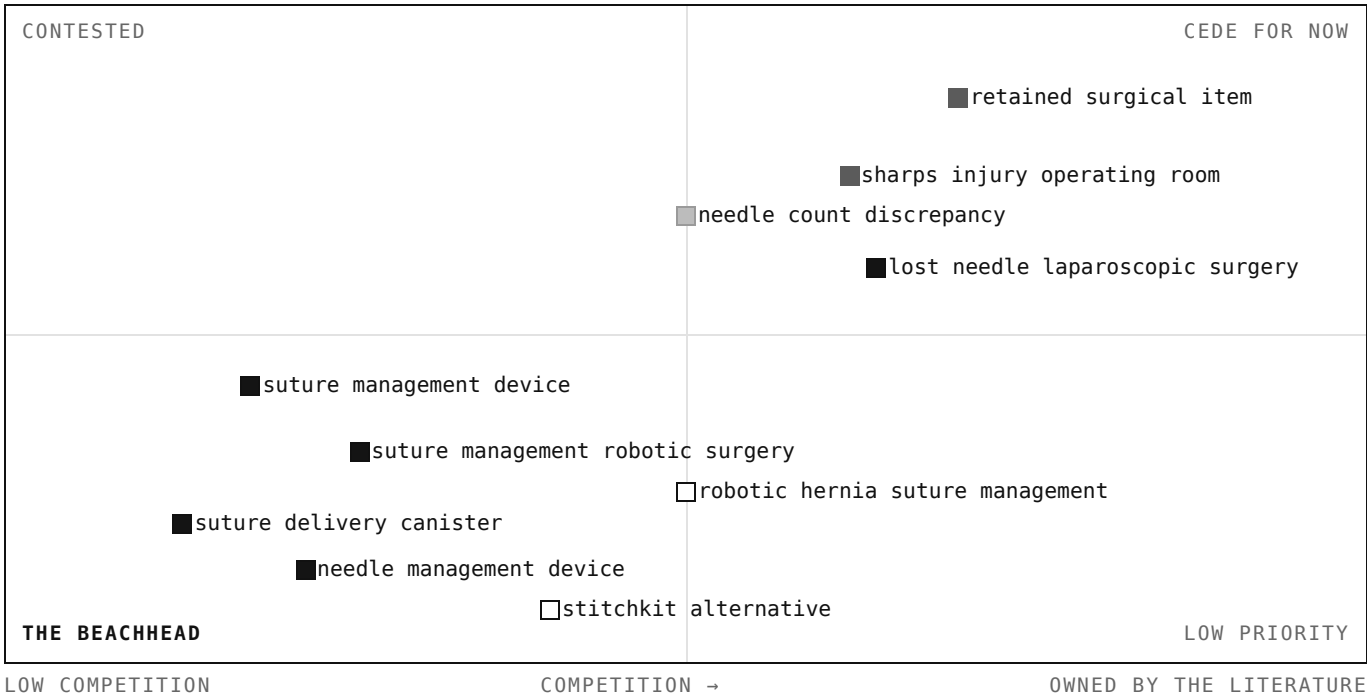


Fig. 07 – Opportunity map. Solid black is the solution-aware beachhead: tiny volume, exactly-right intent, almost nothing to outrank. Outlined markers require regulatory counsel before publication. Volumes are estimated from SERP composition, deliberately conservative.

TAKE COMPLETELY, WITHIN 60 DAYS	DO NOT CHASE
The six solution-aware terms. These are the queries an AI engine runs internally when a surgeon asks "is there a device that organizes sutures for robotic cases?" Nothing meaningful stands in the way.	"Best X 2026" queries, already colonized by AI-generated listicles. Sacrocolpopexy, where Origami has the published series. And AORN/ACS guidance documents on their own turf — summarize and cite them instead.

SECTION 08

ORIGAMI SURGICAL – THE BENCHMARK AND ITS GAPS

Origami is ahead on every entity and authority axis. Their *website*, however, is roughly as weak as Endospool's — seven indexable pages, no blog, no post sitemap. They win on credibility surfaces, not on marketing.

WHERE THEY ARE GENUINELY AHEAD

Seven FDA 510(k) clearances

A PubMed-indexed 422-patient study

A SAGES TAVAC listing that ranks #1 for their category term

Six trade-press placements

Four business-directory profiles

Twelve technique videos on YouTube

FOUR EXPLOITABLE GAPS

No educational layer. Every problem-aware and definitional query is unclaimed. They own the best data in the space — 91% of surgeons reporting 1–5 lost-sharps incidents a year, >80% of losses at trocar retrieval — and have built nothing around it.

Their best commercial asset is invisible. The Value Analysis Tool sits on a *.run.app Cloud Run URL — no authority, almost certainly unindexed, and it looks untrustworthy to a hospital IT reviewer.

Their economics page is blank. One H1, no body copy, no meta description — on the money page for a value-analysis-committee sale.

Production defects are live. A publicly crawlable staging host with noindex serving an exact duplicate of production; the FAQ still says 12mm-only despite an 8mm clearance since Feb 2023.

STRATEGIC READ

Endospool cannot close the credibility gap with marketing; that gap closes with clearance and publication. What Endospool *can* do in the next 120 days is take the entire content and entity layer uncontested — so that when clearance lands, the discoverability infrastructure is already built and the announcement has somewhere to land.

SECTION 09

WHAT A PRE-CLEARANCE COMPANY MAY PUBLISH

21 CFR 812.7 prohibits promoting or test-marketing an investigational device before FDA approves it for commercial distribution, and prohibits representing that it is safe or effective for its investigated purpose. The disclaimer buys less than assumed: it is evidence of intent not to distribute, but FDA's analysis is substantive, not formal.

PERMITTED	PROHIBITED
Objective statements about physical characteristics — dimensions, materials, "passes through an 8mm+ trocar," mechanism described neutrally	Any claim the device is reliable, durable, dependable, safe or effective
Preannouncement with no product claims	Comparative claims against other devices — this kills a naive "Endospool vs StitchKit" page
Notices making known the availability of an investigational device	Pricing, order forms, sales solicitations, distributor sign-ups
Company, team, investor and patent information	Statements implying superiority
Third-party educational content on the problem space, provided it is not juxtaposed to imply the device solves it	Testimonials or surgeon quotes praising performance
Trade-show display with required caution signage	Efficacy claims including implied ones: "prevents lost needles," "reduces OR time," " nothing remains behind "

COMPLIANT ASSETS, RANKED BY (CITATION VALUE × RANKABILITY) ÷ RISK

01	Peer-reviewed publication, case series or video article. Highest value by an order of magnitude ■ MED RISK — PubMed is the domain that actually ranks here, and it is the one channel where clinical description is permitted in a scientific rather than promotional context. Routes: SAGES Emerging Technology abstract, SAGES Innovation Weekend, ISGE video articles.
02	An original surgeon survey. 30–50 surgeons on needle-loss frequency, time-to-retrieval and count-discrepancy workflow, published with methodology. Makes zero claims about Endospool, and creates a statistic others cite — which is how you enter the citation graph. Origami's figures are currently the only stats in the category, and they are Origami's. □ LOW RISK
03	A definitional education hub. "Why needles are lost during trocar retrieval." "Needle count discrepancy: what the protocols say." "What is a retained surgical sharp?" Cite AHRQ, AORN, ACS and Chen et al. □ LOW RISK
04	A physical specification page. Explicitly permitted, and exactly what an AI engine needs to answer "is there a suture spool that fits an 8mm trocar?" □ LOW RISK
05	YouTube optimization. Transcripts, chapters, descriptions, end screens, and site embeds with VideoObject schema. YouTube is the #1 cited domain in AI Overviews. Two videos already exist, essentially unoptimized. The cheapest win available. □ LOW RISK

- 06

Patent explainers, ×23. Compliant, factual, and the largest content asset available at zero research cost. Separately: record assignment of the patents to a corporate entity so the IP links to the brand in knowledge graphs.

LOW RISK
- 07

Wikidata item plus Crunchbase, PitchBook, ZoomInfo and Dealroom profiles. Free, factual, permitted, and a direct attack on the Endospore contamination.

LOW RISK
- 08

A neutral category-landscape page. The compliant version of "StitchKit alternative": factually describes approaches to suture management in MIS, including cleared products, without positioning Endospool as superior. Uncontested SERP — and counsel is mandatory.

HIGH RISK

Tbl. 04 – Regulatory analysis is a research summary, not legal advice. Every claim-bearing item goes to counsel before publication.

SECTION 10

THE 120-DAY PLAN

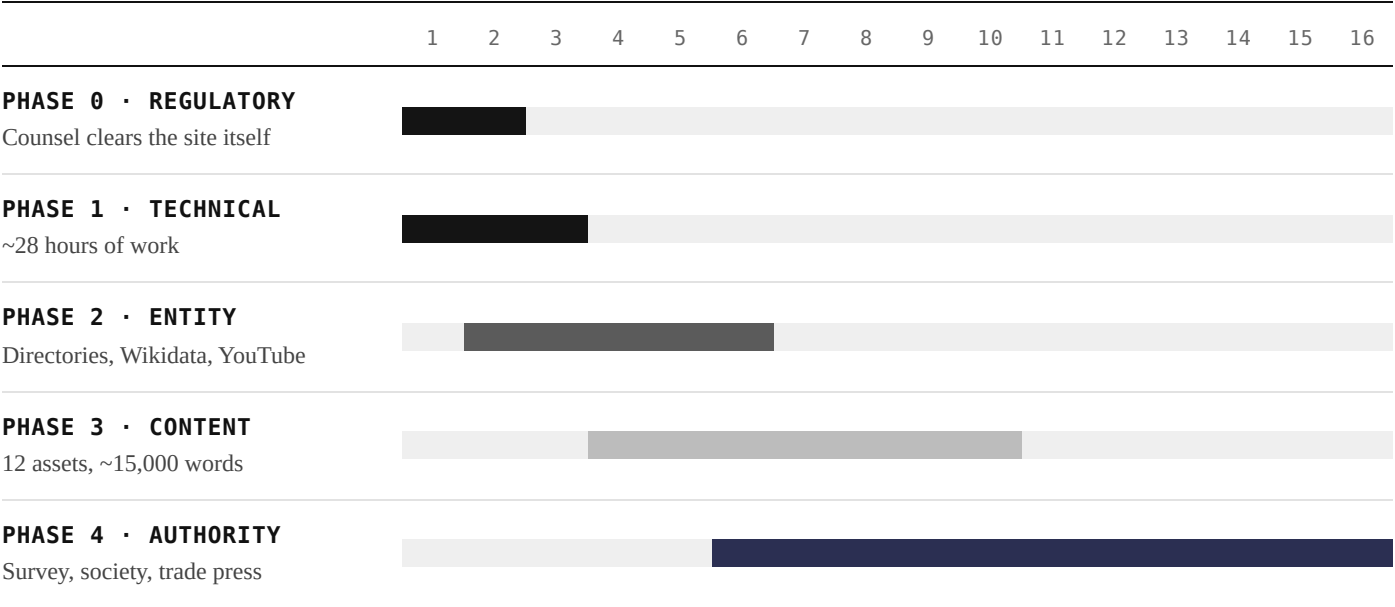


Fig. 08 – Weeks 1–16. Phase 4 decides the outcome; phases 1–3 make it legible when it lands.

PHASE 0 – WEEK 1

Counsel review of the Shop nav, live cart and commerce path on a pre-clearance site

Rewrite or remove the "nothing remains behind" retrieval-string claim — 1 hr

Full claims audit of existing copy against 21 CFR 812.7(d) — 2–4 hrs

Disable the cart, remove "Shop now," disable the agent-commerce endpoints — 2 hrs

PHASE 2 – WEEKS 2–6

Wikidata item with full sameAs

Crunchbase, PitchBook, ZoomInfo, Dealroom profiles

Google Business Profile; resolve the MN / KY / Cincinnati inconsistency to one canonical address

Decide and publish one canonical company name — Endospool or Swope Surgical

Record assignment of all 23 patents to the corporate entity

Optimize both YouTube videos and embed them with VideoObject schema

PHASE 1 – WEEKS 1–3

Rewrite 16 titles, write 16 descriptions, add alt text sitewide — 9 hrs

Deploy Organization, WebSite, MedicalDevice, Person ×3, VideoObject, BreadcrumbList — 8 hrs

Replace "Shop now" with a gated "Request a Demonstration"; de-orphan Contact — 3.5 hrs

Register Bing Webmaster Tools and Search Console — 1 hr, the highest AI-visibility return per hour in the plan

og:image, favicon, noindex the traps, rewrite llms.txt, add terms + form consent — 5 hrs

PHASE 4 – WEEKS 6–16

Commission and publish the surgeon survey. The one thing the category lacks: an independent, quotable statistic that is not Origami's.

Submit a SAGES Emerging Technology abstract; target Innovation Weekend

Pursue an ISGE-format video article — a proven low-barrier route into indexed literature

Plan the case series for post-clearance publication. Origami's moat is one single-arm retrospective series with no control group; that bar is not high.

Trade-press outreach with clearance as the hook

Put Dr. Senagore's ASCRS past-presidency to work. A credential most pre-clearance startups do not have, currently generating nothing.

PHASE 3 CONTENT BUILD – WEEKS 4–10

/pages/specifications 600–900 words	/pages/regulatory-status 400–600 words	/pages/faq + FAQPage 1,200–1,800 words
/pages/brochure, gated 300–500 words	23 patent pages 250–400 words each	Why needles are lost at trocar retrieval 1,500–2,000 words
Needle count discrepancy protocols 1,500–2,000 words	What is a retained surgical sharp? 1,200–1,600 words	Suture management in robotic hernia repair 1,200–1,600 words
Suture management in bariatric surgery 1,200–1,600 words	Neutral category landscape 1,500–2,500 · counsel	Value-analysis resource 1,200–1,800 words

Every piece follows the same format: a direct-answer paragraph in the first 80–120 words under a question-form H2, dense with attributed statistics, a references section, and a named credentialed byline. That combination is what the Princeton study measured at up to 40% citation lift.

SECTION 11

HOW WE WILL MEASURE IT

METRIC	TODAY	DAY 30	DAY 90	DAY 180
Indexed pages with unique title + meta	0	16	30	45+
Unique indexable words on domain	1,000	3,000	15,000	25,000
Schema types deployed	0	6	8	9
Entity surfaces held, of 15	2	7	10	12
Referring domains	0	5	15	30
Ranks #1 for its own brand name	No	Yes	Yes	Yes
Solution-aware queries ranked top-3	0/6	1/6	4/6	6/6
AI engines citing Endospool, non-brand query	0/4	0/4	1/4	3/4
PubMed-indexed publications	0	0	0	1 submitted

Tbl. 05 – Reported monthly. Bing Webmaster Tools is the only first-party dashboard reporting real AI citation counts; GA4's AI Assistant channel misses Perplexity, and 35–70% of AI referral sessions arrive with no referrer at all. Treat every AI number as a floor, not a count.

THE ENGAGEMENT

1099Reps runs the commercialization workstream end to end: the technical remediation, the entity build, the content programme, and the society and trade-press motion — with regulatory counsel gating every claim-bearing asset. Endospool keeps its engineering and clinical time on the device.

WE OWN	YOU OWN	FIRST 30 DAYS
Technical remediation on Shopify	Regulatory counsel sign-off	Phase 0 counsel review complete
Schema and metadata build	Device specifications and materials data	All 16 titles and descriptions live
Entity and directory registration	Patent documents, all 23	Six schema types deployed
The content programme	Clinical review of technical copy	Bing and Search Console registered
YouTube and LinkedIn optimization	Surgeon access for the survey	Wikidata and four directories filed
Trade-press and society outreach	Society submissions under a named author	Baseline report issued
Monthly reporting against Tbl. 05		

NEXT STEP

One 45-minute working session with the founding team and regulatory counsel to clear Phase 0 and confirm the canonical company name. Everything in Phase 1 can start the same week; nothing in it depends on clearance.

1099REPS.COM

COMMERCIALIZATION WORKSTREAM

ADD CONTACT NAME, EMAIL AND PHONE HERE

IMPLEMENTATION ASSETS

Copy-paste ready. Note the deliberate omissions in the device markup: no Offer, no efficacy language, no comparative statements — physical characteristics only.

A.1 – ORGANIZATION + WEBSITE JSON-LD, SITEWIDE

```
{
  "@context": "https://schema.org",
  "@graph": [{
    "@type": "Organization",
```

```

    "@id": "https://endospool.com/#organization",
    "name": "Endospool",
    "legalName": "Swope Surgical",
    "url": "https://endospool.com/",
    "logo": { "@type": "ImageObject", "url": "https://endospool.com/assets/logo.png" },
    "description": "Endospool develops a trocar-compatible suture management device for laparoscopic
and robotic surgery.",
    "sameAs": [
      "https://www.linkedin.com/company/endospool",
      "https://www.youtube.com/@Endospool",
      "https://patents.google.com/patent/US11701104B2/en",
      "https://patents.google.com/patent/US10660635B2/en"
    ],
    "founder": { "@type": "Person", "name": "G. Swope Munday, MD", "jobTitle": "Founder" },
    "contactPoint": {
      "@type": "ContactPoint",
      "contactType": "business development",
      "url": "https://endospool.com/pages/contact"
    }
  }, {
    "@type": "WebSite",
    "@id": "https://endospool.com/#website",
    "url": "https://endospool.com/",
    "name": "Endospool",
    "publisher": { "@id": "https://endospool.com/#organization" }
  }
]
}

```

A.2 – MEDICALDEVICE JSON-LD, /PAGES/THE-ENDOSPOOL

```

{
  "@context": "https://schema.org",
  "@type": "MedicalDevice",
  "name": "Endospool",
  "url": "https://endospool.com/pages/the-endospool",
  "manufacturer": { "@id": "https://endospool.com/#organization" },
  "description": "A trocar-compatible suture management capsule with internal spindles and a retrieval
string, designed for use through a standard trocar of 8mm or greater during laparoscopic and robotic
surgery. Includes a back-table winder for loading suture onto the spindles.",
  "relevantSpecialty": [{ "@type": "MedicalSpecialty", "name": "Surgery" }],
  "procedure": "Laparoscopic and robotic minimally invasive surgery"
}

```

A.3 – ROBOTS.TXT ADDITIONS, VIA ROBOTS.TXT.LIQUID

```

User-agent: GPTBot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: ClaudeBot
Allow: /

```

```
User-agent: Claude-User
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Perplexity-User
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: Applebot-Extended
Allow: /

User-agent: CCBot
Allow: /

# Optional: no US surgical-buyer value, meaningful bandwidth cost
User-agent: Bytespider
Disallow: /
```

A.4 – /LLMS.TXT REPLACEMENT

```
# Endospool

> Endospool develops a trocar-compatible suture management device for
> laparoscopic and robotic surgery. The device stores suture on internal
> spindles inside a capsule that passes through a standard trocar of 8mm
> or greater, and includes a retrieval string for extraction. The company
> holds 23 issued patents across the US, Canada, Japan, Australia and the EU.
> The device is not currently offered for sale.

## Product
- [The Endospool](https://endospool.com/pages/the-endospool): device overview and mechanism
- [Specifications](https://endospool.com/pages/specifications): dimensions, materials, trocar
compatibility
- [Regulatory status](https://endospool.com/pages/regulatory-status): anticipated FDA pathway

## Company
- [About us](https://endospool.com/pages/about-us): founding surgeon, commercial lead, clinical advisor
- [Patents](https://endospool.com/pages/our-patents): 23 issued patents
- [Contact](https://endospool.com/pages/contact): demonstration and partnership inquiries

## Media
- [Demonstration videos](https://endospool.com/pages/media)
```

METHOD & LIMITATIONS

Crawled 03 August 2026. All 16 URLs, both API endpoints, robots.txt and all agent files were retrieved directly.

The HTTP → HTTPS redirect could not be tested — the crawl tool force-upgrades HTTP. Shopify normally 301s by default; verify manually.

Gzipped XML sitemaps could not be decoded; sitemap contents are inferred from crawl discovery.

Core Web Vitals were not measured. Run Lighthouse separately — the two autoplay-capable CDN MP4s on /pages/media are a probable LCP and CLS risk.

Search volumes are estimated from SERP composition, not from a paid keyword tool, and are deliberately conservative.

The regulatory analysis in section 09 is a research summary, not legal advice.

KEY SOURCES

endospool.com · origamisurgical.com · Google, "AI features and your website" · Aggarwal et al., *GEO: Generative Engine Optimization*, KDD 2024 (arXiv:2311.09735) · Otterly AI Citations Report 2026 · llmstxt.org and Google's public position on it · 21 CFR 812.7 · 21 CFR 807.81 · AHRQ PSNet, *Retained Surgical Items* · Chen et al., *Journal of Robotic Surgery*, May 2026 · Das et al., *Urogynecology* 2024, PMID 38657626 · SAGES TAVAC, StitchKit COMBO · US 11,701,104 B2 · AORN, *The High Cost of Retained Surgical Items*