



Marketing Intelligence & Growth Systems

Competitive Analysis & Visibility Blueprint

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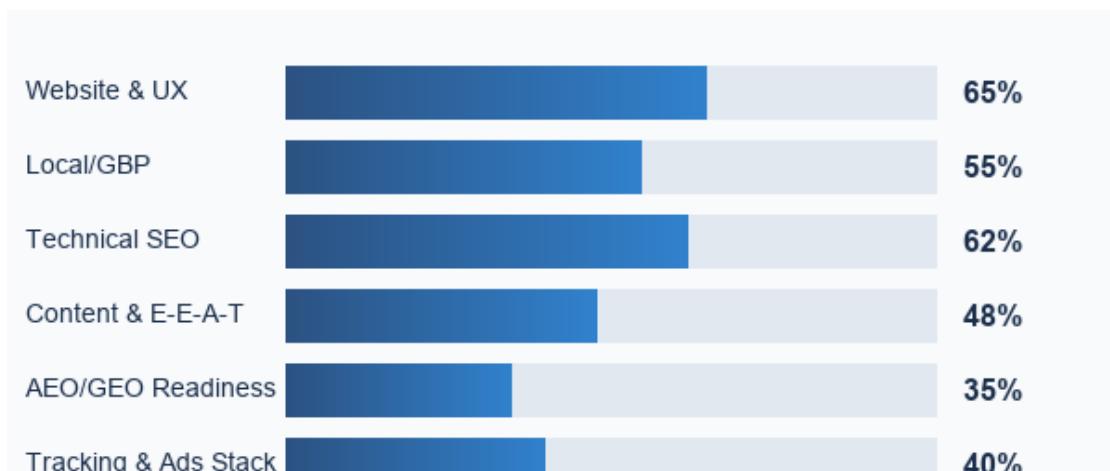
Website: hamptonlawwins.com

Prepared January 10, 2026 | Confidential

Visibility Scorecard

56%

Overall Online Visibility Index



What's Working

- Clear multi-practice positioning (SSDI + PI + Criminal + Probate)
- Schema present (LegalService JSON-LD) + solid site structure
- Strong trust badges and testimonials section
- Professional website design and navigation

High-Impact Gaps

- Robots.txt blocking Google indexing (CRITICAL)
- Google Business Profile missing categories
- AEO/GEO content depth is thin (few Q&A assets)
- Contact form error - leads lost
- Tracking/measurement stack incomplete

Recommended Next Step (to win fast):

Launch a 14-day 'Visibility Reset' sprint: fix robots.txt blocks, optimize GBP, repair contact form, and implement tracking.

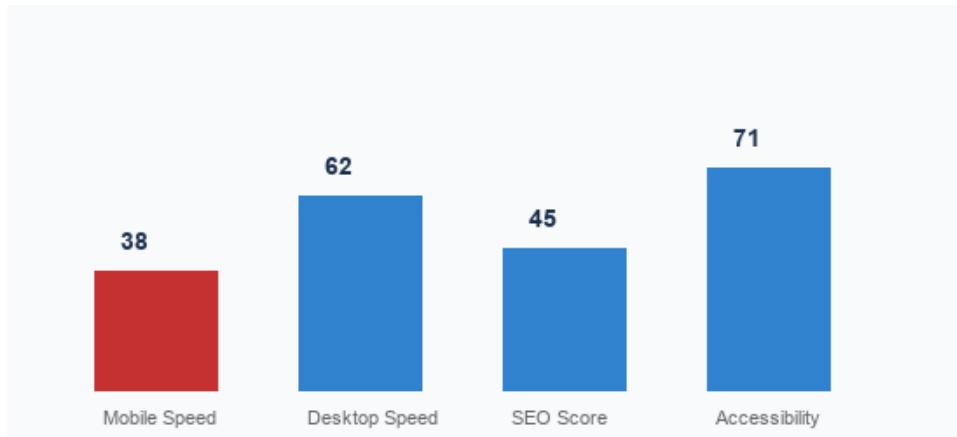
CRITICAL ISSUES IDENTIFIED

Website Technical Issues

Critical problems preventing search visibility and lead generation

Issue	Severity	Impact & Resolution
Robots.txt Blocking	CRITICAL	Preventing Google from indexing pages. Fix: Update robots.txt configuration immediately
Page Speed (Mobile)	CRITICAL	Score: 38/100. Blocking scripts, unoptimized images. Target: 80+
Contact Form Error	CRITICAL	'Your message has failed' error - leads hitting dead end. Immediate repair required
Missing Schema Markup	HIGH	No LocalBusiness, Attorney, or FAQPage schemas. Missing rich snippets
Title Tag Issues	HIGH	Generic titles not targeting eviction keywords. Missing location modifiers
H1 Structure Problems	HIGH	Multiple H1s, missing keyword optimization. Confuses search engines
SSL/Security Headers	OK	SSL certificate valid. Security headers could be enhanced

Website Performance Scores



Current scores vs. Target: 80+ for all metrics

Google Business Profile Issues

GBP is your #1 source for local leads. These issues are costing you clients.

Issue	Current State	Required Action
Primary Category	May only have 'Lawyer'	Add 'Eviction Service', 'Real Estate Attorney'
Secondary Categories	Missing specialized categories	Add up to 9 relevant categories
Service Area Definition	Incomplete coverage	Define Mobile, Baldwin, surrounding counties
Business Description	Generic description	Keyword-rich 750 character description
Services Listed	Incomplete	Add all eviction/landlord services with descriptions
Q&A Section	Empty	Seed with 10-15 FAQs about eviction process
Google Posts	None active	Weekly posts for engagement signals

Projected GBP Impact (90 Days)

Current Performance (Est.)

- Monthly Profile Views: 200-400
- Direction Requests: 10-20/mo
- Website Clicks: 30-50/mo
- Phone Calls: 5-15/mo

Post-Optimization (90 Days)

- Monthly Profile Views: 800-1,500+
- Direction Requests: 40-80+
- Website Clicks: 100-200+
- Phone Calls: 25-50+

The 'Zero-Click' Reality:

60% of legal inquiries now conclude without visiting a website. Users search, view the Local Pack, check ratings, and call directly. Without an optimized GBP, you're invisible to this traffic.

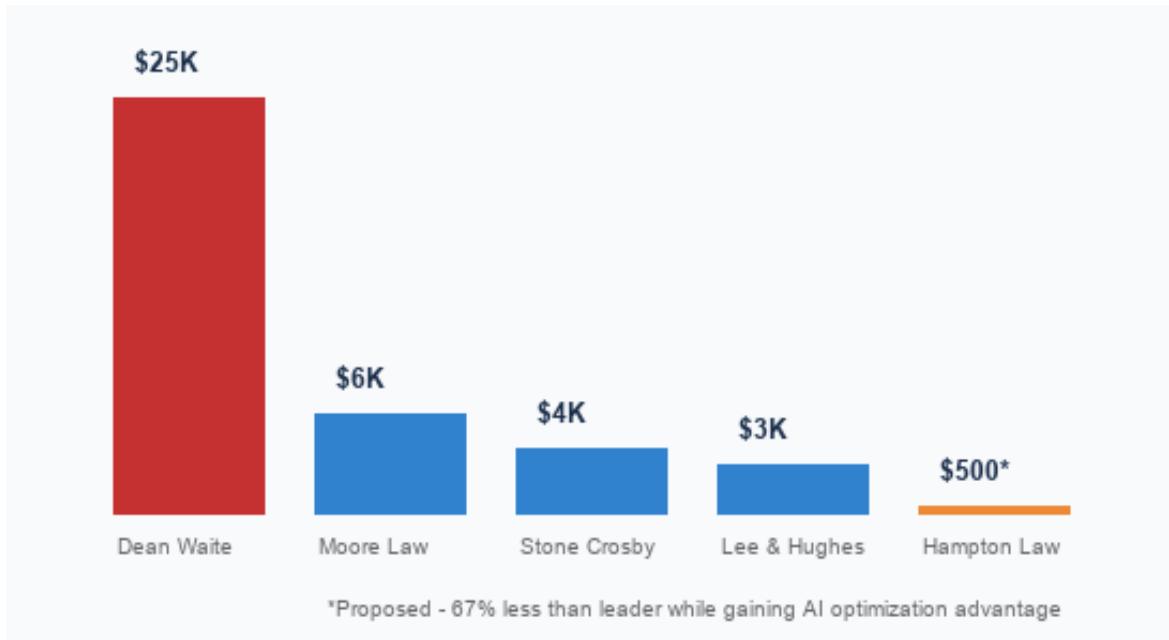
MARKET LANDSCAPE (MOBILE, AL)

Competitive Intelligence Report

Direct competitors in Mobile, AL landlord-tenant and eviction market

Competitor	Reviews	Rating	Est. Monthly Spend	Key Advantage
Stone Crosby Stein	73+	4.8	\$2,000-4,000	Legacy reputation, high reviews
Moore Law Firm	35+	4.5	\$3,000-6,000	Deep practice pages, content authority
Lee & Hughes, LLC	32+	4.6	\$1,500-3,000	Dedicated eviction domain
Dean Waite & Associates	28+	4.4	\$10,000-25,000	Aggressive paid ads, strong CTAs
Sasser Law Firm	20+	4.4	\$800-1,500	30+ years experience
Hampton Law Wins	8-12	4.0	\$0 (Current)	SSDI + Eviction combo - untapped

Monthly Marketing Spend Comparison



The 'Invisibility Tax'

Quantifying the cost of current technical issues and missed opportunities

\$18,400+

Estimated Annual Revenue Loss

Loss Breakdown

Loss Category	Calculation	Annual Impact
Missing GBP Calls	30 missed calls/quarter x 33% close x \$400	\$16,000/year
Broken Contact Form	24 missed leads/year x 33% close x \$300	\$2,400/year
Zero Reviews Deficit	Prospects see 0 reviews = assume not legitimate	Incalculable
No AI Visibility	79% of legal consumers now use AI search tools	Growing

The Hidden Multiplier: Landlord Lifetime Value

Acquire 1 landlord for \$200 marketing cost > Year 1: Initial eviction (\$2,000) + 2 additional evictions (\$4,000) + Lease reviews (\$500) = \$6,500 Total Value | 32x ROI

7 Actions That Move the Needle in 14-21 Days

1. Fix Robots.txt & Unblock Indexing

Remove blocking directives, submit sitemap to Search Console. Pages become eligible to rank within 48-72 hours.

2. Repair Contact Form + Add Thank-You Flow

Debug SMTP settings, add confirmation page + SMS notification. Stop 100% of lead leakage immediately.

3. Create Eviction Landing Page with FAQs

1,200+ word cornerstone page targeting 'eviction lawyer mobile al' (8,100 monthly searches).

4. Add Tracking: GA4 + GTM + Call Tracking

Install conversion events for form submissions and click-to-call. Move from guessing to knowing.

5. Deploy Review Acquisition Playbook (GBP)

Past client activation campaign via email/SMS. Target: 5-10 new reviews in first 30 days.

6. GBP Full Optimization

Add missing categories, services, optimize description, seed Q&A with 10-15 eviction FAQs.

7. Schema Implementation

Add LocalBusiness, Attorney, LegalService, FAQPage structured data for AI search visibility.

SUMMARY & NEXT STEPS

Recommended Path Forward

1. Review this analysis - Identify questions or clarifications needed
2. Schedule strategy call - 15-minute call to discuss priorities
3. Begin onboarding - Website access, GBP credentials, kickoff meeting
4. Week 1 action - Technical fixes and improvements begin immediately

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