

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.simmonsandfletcher.com/>

Business: Houston Personal Injury Lawyers

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Category	Score	Rating
AI Visibility	55/100	■ Needs Work
Local SEO	57/100	■ Needs Work
TOTAL	112/200	■ Needs Work

Your website has a solid foundation but significant improvements are needed. Prioritize the quick wins and critical fixes identified in this report.

■ QUICK WINS

High-impact, low-effort improvements you can make today:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [Technical Performance] Reduce page size for faster loading
- ✓ [GBP Optimization] Add 3-5 secondary categories (e.g., 'Personal Injury Attorney')

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Brand Presence: 3/10
- Content Freshness: 0/10
- Citations & Sources: 3/10
- Technical Performance: 4/10
- Citations & Directories: 0/10

■ AI VISIBILITY AUDIT

Score: **55/100** — AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

● AI Crawler Access: 8/10

- ChatGPT/OpenAI (GPTBot) is allowed
- Claude/Anthropic (ClaudeBot) is allowed
- Claude Web (Claude-Web) is allowed
- Anthropic AI (anthropic-ai) is allowed

● Structured Data Quality: 6/10

Found 4 schema object(s): WebPage, Unknown, Organization, Attorney

- LocalBusiness/LegalService schema found
- No FAQPage schema
- Organization schema found

Recommendations:

- Add FAQPage schema for rich results and AI visibility
- Add author schema with credentials for E-E-A-T

● Content Structure: 8/10

- Single H1: "Houston Personal Injury Lawyers..."
- 13 H2 tags structuring content
- Comprehensive content (4,684 words)
- Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 7/10

- Experience signals: established date
- Some expertise signals: board certification
- Authority signals: awards
- Some trust signals: phone number, security mention

● Brand Presence: 3/10

- Limited social media presence
- 5 social profiles in schema
- Video content found (1 YouTube embeds)
- Full brand mention analysis requires external API

Recommendations:

- Add links to active social media profiles
- Mention and link to review profiles (Google, Avvo, etc.)
- Build Reddit presence in legal subreddits

● Content Freshness: 0/10

- No datePublished in schema
- No recent dates visible in content
- No blog section found

Recommendations:

- Add datePublished and dateModified to schema markup
- Display publication/update dates on content
- Start a blog with weekly content updates

● Question-Based Content: 7/10

- FAQ section found on page
- No FAQPage schema
- 18 questions in content (excellent)
- How-to/guide content present

Recommendations:

- Add FAQPage schema for rich snippets in search

● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (47 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 4/10

- HTTPS enabled
- Good security headers (100%)
- Mobile viewport configured
- Heavy HTML (444KB)

Recommendations:

- Reduce page size for faster loading

● AI Platform Presence: 9/10

- YouTube presence (0 links, 1 embeds)
 - Podcast presence mentioned
 - To verify AI visibility:
 - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
- Recommendations:**
- Test AI visibility by querying ChatGPT/Claude about your practice area
 - Enable YouTube transcripts for AI training

→ Build presence on Reddit in relevant communities

■ LOCAL SEO AUDIT

Score: **57/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 9/10

- Google Maps embed found
- LocalBusiness/LegalService schema present
- Phone number: 713-932-0777
- Clickable phone (tel: link)

● GBP Optimization: 5/10

- GBP optimization requires manual review:
 - Check: business.google.com/dashboard
 - Verify: categories, description, photos, services, hours
- Recommendations:**
 - Add 3-5 secondary categories (e.g., 'Personal Injury Attorney')
 - Upload 25+ high-quality photos (office, team, logo, case results)
 - List all services with descriptions

● GBP Engagement: 5/10

- GBP engagement requires manual review or API:
 - Check posting frequency
 - Verify messaging is enabled
 - Review Q&A; section
- Recommendations:**
 - Post weekly updates (events, tips, case results)
 - Enable and monitor messaging
 - Proactively add Q&A; with common questions

● Website Local Signals: 7/10

- Legal keywords in title
- Title too long (62 chars) - may be truncated
- Good meta description length (140 chars)
- Strong local language (4 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: (713) 932-0777, 7681948017, 1710333666
- Clickable phone link(s)
- NAP in structured data
- HTTPS secure

Recommendations:

- Use one consistent phone number throughout site
- Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● Location Pages: 8/10

- 22 location-related pages
- Testimonials section present
- Case results displayed

Recommendations:

- Add local photos with descriptive alt text

● Citations & Directories: 0/10

- No directory/citation mentions found
- Full citation audit requires external tools

Recommendations:

- Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- Submit to legal directories: Lawyers.com, Martindale
- Join local chamber of commerce

● Reviews: 6/10

- Some review mentions
- Review schema markup present
- Star ratings displayed
- Actual review metrics require Google API:

Recommendations:

- Launch review generation campaign
- Respond to ALL reviews within 24 hours
- Ask satisfied clients for reviews via email/text

● Local Content: 6/10

- No blog section
- Resources/guides section present
- Local involvement: community involvement, sponsorships, volunteer work
- Multiple practice area pages (7)

Recommendations:

- Start a blog with local legal content

● Local Link Building: 5/10

- Partnership/membership mentions found
- Backlink analysis requires Ahrefs/Moz/SEMrush

Recommendations:

- Get featured on local news sites
- Sponsor local events and charities
- Partner with complementary businesses (doctors, mechanics)

■ 30-DAY ACTION PLAN

Week 1: Foundation

- Verify/claim Google Business Profile
- Fix any blocked AI crawlers in robots.txt
- Add LocalBusiness schema markup
- Ensure NAP consistency across site

Week 2: Content & Structure

- Add FAQ section with schema markup
- Create/update city-specific landing pages
- Add datePublished/dateModified to content
- Optimize heading structure (H1, H2, H3)

Week 3: Authority & Trust

- Add author bios with credentials
- Display case results and testimonials
- Link to authoritative sources
- Add trust badges (Avvo, BBB, etc.)

Week 4: Engagement & Reviews

- Launch review generation campaign
 - Post weekly to Google Business Profile
 - Respond to all existing reviews
 - Set up ongoing content calendar
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Need help implementing these recommendations?
Schedule a free strategy call to discuss your AI visibility and local SEO roadmap.

■ Book a Call: kuriosbrand.com/call

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