

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://www.lanebrownlaw.com/>

**Business:** Chicago, IL Personal Injury Lawyer

**Generated:** February 06, 2026

| Category      | Score         | Rating            |
|---------------|---------------|-------------------|
| AI Visibility | 23/100        | ■ Critical        |
| Local SEO     | 43/100        | ■ Needs Work      |
| <b>TOTAL</b>  | <b>66/200</b> | <b>■ Critical</b> |

*Your website needs urgent attention in both AI visibility and local SEO. Implementing the recommendations in this report could dramatically improve your visibility.*

## ■ QUICK WINS

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

- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Reviews] Display Google reviews prominently on site
- ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 0/10
- E-E-A-T Signals: 2/10
- Brand Presence: 0/10
- Content Freshness: 0/10
- Question-Based Content: 3/10
- Citations & Sources: 2/10
- Technical Performance: 2/10
- AI Platform Presence: 2/10
- Citations & Directories: 0/10
- Reviews: 0/10
- Local Content: 4/10
- Local Link Building: 2/10

# ■ AI VISIBILITY AUDIT

Score: **23/100** — AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

## ● AI Crawler Access: 6/10

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

**Recommendations:**

- Create llms.txt file to help AI systems understand your business

## ● Structured Data Quality: 0/10

- Found 2 schema object(s): Unknown
- No LocalBusiness/LegalService schema
  - No FAQPage schema

**Recommendations:**

- Add LocalBusiness schema with full NAP and hours
- Add FAQPage schema for rich results and AI visibility
- Add Organization schema with logo, social profiles

## ● Content Structure: 6/10

- Single H1: "CHICAGO PERSONAL INJURY LAWYERS..."
- 18 H2 tags structuring content
- Moderate content (1,184 words)
- Good readability (8th-9th grade (standard))

**Recommendations:**

- Add bullet/numbered lists for better AI comprehension

## ● E-E-A-T Signals: 2/10

- No expertise credentials found
- Some trust signals: phone number, security mention
- 11 about/team page links found

**Recommendations:**

- Add specific experience metrics (years, case count)
- Highlight attorney credentials, awards, and certifications
- Add media mentions, awards, and professional memberships

## ● Brand Presence: 0/10

- Limited social media presence

- Full brand mention analysis requires external API

**Recommendations:**

- Add links to active social media profiles
- Mention and link to review profiles (Google, Avvo, etc.)
- Add video content to increase engagement and AI visibility

## ● 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: 3/10

- No FAQPage schema
- 9 questions in content
- How-to/guide content present

**Recommendations:**

- Add an FAQ section answering common client questions
- Add FAQPage schema for rich snippets in search

## ● Citations & Sources: 2/10

- No authoritative (.gov, .edu) sources cited
- Strong internal linking (20 links)

**Recommendations:**

- Cite government and educational sources for credibility
- Add statistics with source attribution

## ● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Moderate HTML size (205KB)

**Recommendations:**

- Add security headers (HSTS, CSP, X-Frame-Options)
- Implement lazy loading for images

## ● AI Platform Presence: 2/10

- To verify AI visibility:

- Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'

- Ask Perplexity the same question
- Check if you appear in AI Overview results

**Recommendations:**

- Create YouTube content and embed on site
- Test AI visibility by querying ChatGPT/Claude about your practice area
- Enable YouTube transcripts for AI training

# ■ LOCAL SEO AUDIT

Score: **43/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 312-332-1400
- Clickable phone (tel: link)
- Physical address present

**Recommendations:**

- Embed Google Maps on contact page

## ● 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: 6/10

- Legal keywords in title
- Good title length (52 chars)
- Good meta description length (154 chars)
- Mobile viewport set

**Recommendations:**

- Add local language (serving [city], located in [area])

## ● NAP Consistency: 6/10

- Multiple phone numbers: 9468035991, 3123321400, 2872666781

- 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

- 11 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: 0/10

- No review schema

- Actual review metrics require Google API:

- Target: 50+ reviews

- Target: 4.5+ star average

**Recommendations:**

- Display Google reviews prominently on site

- Add AggregateRating schema for star ratings in search

- Launch review generation campaign

## ● Local Content: 4/10

- No blog section

- Local involvement: community involvement

- Multiple practice area pages (6)

**Recommendations:**

- Start a blog with local legal content

## ● Local Link Building: 2/10

■■ 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](https://kuriosbrand.com/call)

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