AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.habbaslaw.com/personal-injury/slip-and-fall/
Business: San Jose Slip and Fall Lawyer
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	27/100	■ Critical
Local SEO	36/100	■ Critical
TOTAL	**63/200**	**■ Critical**

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:

✓ [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

✓ [Reviews] Add AggregateRating schema for star ratings in search

✓ [Local Content] Start a blog with local legal content

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 3/10
- E-E-A-T Signals: 2/10
- Brand Presence: 1/10
- Content Freshness: 0/10
- Question-Based Content: 3/10
- Citations & Sources: 1/10
- Technical Performance: 3/10
- AI Platform Presence: 2/10
- Location Pages: 4/10
- Citations & Directories: 0/10
- Reviews: 1/10
- Local Content: 1/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **27/100** — 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: 3/10

Found 1 schema object(s): LegalService

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

Recommendations:

→ Add FAQPage schema for rich results and AI visibility

→ Add Organization schema with logo, social profiles

→ Add author schema with credentials for E-E-A-T

● Content Structure: 6/10

- ■ Single H1: "Slip and Fall Lawyer in San Jose..."
- ■■ Only 1 H2 tags
- ■■ Moderate content (1,360 words)
- ■ Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 2/10

- ■ No expertise credentials found
- ■■ Some trust signals: phone number
- ■ 1 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: 1/10

- ■ Limited social media presence
- ■ 3 social profiles in schema
- ■■ 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

■■ 5 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: 1/10

■ No authoritative (.gov, .edu) sources cited

■■ Moderate internal linking (8 links)

Recommendations:

→ Cite government and educational sources for credibility

→ Add statistics with source attribution

● Technical Performance: 3/10

■ HTTPS enabled

■ Good security headers (83%)

■ Mobile viewport configured

■■ Moderate HTML size (115KB)

Recommendations:

→ 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: **36/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- ■ LocalBusiness/LegalService schema present
- ■ Phone number: 2509161620
- ■ 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: 5/10

- ■ Legal keywords in title
- ■ Good title length (51 chars)
- ■■ Meta description: 168 chars (aim for 120-160)
- ■ Mobile viewport set

Recommendations:
→ Add local language (serving [city], located in [area])

● NAP Consistency: 6/10

■■ Multiple phone numbers: 9163185226, 7689838470, 5871292717
■ 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: 4/10

■■ 2 location page(s)
■ Testimonials section present

Recommendations:

→ Display notable case results with amounts
→ 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: 1/10

■■ Some review mentions
■ No review schema
■■ Actual review metrics require Google API:
→ Target: 50+ reviews

Recommendations:

→ Add AggregateRating schema for star ratings in search
→ Launch review generation campaign
→ Respond to ALL reviews within 24 hours

● Local Content: 1/10

■ No blog section
■■ 1 practice area page(s)

Recommendations:

→ Start a blog with local legal content
→ Highlight community involvement and local activities

● 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

_____

—

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