

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

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

Business: Chicago Personal Injury Lawyer

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	43/100	■ Needs Work
Local SEO	58/100	■ Needs Work
TOTAL	101/200	■ 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
- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Local Link Building] Get featured on local news sites

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 2/10
- Brand Presence: 2/10
- Content Freshness: 0/10
- Technical Performance: 2/10
- AI Platform Presence: 4/10
- Citations & Directories: 2/10
- Local Link Building: 3/10

■ AI VISIBILITY AUDIT

Score: **43/100** — 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: 2/10

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

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: 7/10

- Single H1: "Chicago Personal Injury Lawyers..."
- 12 H2 tags structuring content
- Comprehensive content (3,900 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 6/10

- Some expertise signals: Super Lawyers
- Authority signals: awards, recognition
- Trust signals: phone number, email, privacy policy, terms of service
- 62 about/team page links found

Recommendations:

- Add specific experience metrics (years, case count)

● Brand Presence: 2/10

- Limited social media presence
- Review platform mentions: google
- Full brand mention analysis requires external API

Recommendations:

- Add links to active social media profiles

- Add video content to increase engagement and AI visibility
- 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: 5/10

- 2 authoritative link(s)
- Some statistics present
- Strong internal linking (72 links)

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (410KB)

Recommendations:

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

● AI Platform Presence: 4/10

■■ 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: **58/100** — 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: (312) 236-2900
- 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 (64 chars) - may be truncated
- Good meta description length (137 chars)
- Strong local language (5 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 3590029762, 882.0057456, (312) 236-2900
- 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: 6/10

- 34 location-related pages
- Case results displayed

Recommendations:

- Add client testimonials (ideally with location)
- Add local photos with descriptive alt text

● Citations & Directories: 2/10

- Some directory mentions: BBB, Super Lawyers
- 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: 8/10

- Strong review presence on site
- 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: 7/10

- Blog/news section present
- Resources/guides section present
- Multiple practice area pages (7)

Recommendations:

- Highlight community involvement and local activities

● Local Link Building: 3/10

- Some partnership mentions
- 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