

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://maafirm.com/>

Business: Dallas Personal Injury Lawyer

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	58/100	■ Needs Work
Local SEO	57/100	■ Needs Work
TOTAL	115/200	■ 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:

- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Local Link Building] Get featured on local news sites
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [AI Platform Presence] Test AI visibility by querying ChatGPT/Claude about your practice area

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Content Freshness: 2/10
- Technical Performance: 2/10
- Citations & Directories: 0/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **58/100** — 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: 8/10

Found 3 schema object(s): Unknown, FAQPage, LegalService

- LocalBusiness/LegalService schema found
- FAQPage schema found (7 questions)
- Author information in schema

Recommendations:

→ Add missing LocalBusiness fields: openingHours, geo
→ Add Organization schema with logo, social profiles

● Content Structure: 7/10

- Single H1: "Dallas Personal Injury Lawyer..."
- 9 H2 tags structuring content
- Comprehensive content (3,035 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 6/10

- Some expertise signals: board certification
- Authority signals: awards, recognition
- Trust signals: phone number, terms of service, security mention
- 50 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)

● Brand Presence: 5/10

- Limited social media presence
- 1 social profiles in schema
- Review platform mentions: google
- Video content found (1 YouTube embeds)

Recommendations:

- Add links to active social media profiles
- Build Reddit presence in legal subreddits
- Pursue Wikipedia mention if notable

● Content Freshness: 2/10

- No datePublished in schema
- No recent dates visible in content
- Blog/news section present

Recommendations:

- Add datePublished and dateModified to schema markup
- Display publication/update dates on content

● Question-Based Content: 10/10

- FAQ section found on page
- FAQPage schema markup present
- 12 questions in content (excellent)
- How-to/guide content present

● Citations & Sources: 7/10

- 3 authoritative source links (.gov, .edu)
- Some statistics present
- Strong internal linking (82 links)

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (366KB)

Recommendations:

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

● AI Platform Presence: 5/10

- YouTube presence (6 links, 1 embeds)
 - To verify AI visibility:
 - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
 - Ask Perplexity the same question
- 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: 7/10

- LocalBusiness/LegalService schema present
- Phone number: (214) 327-8000
- 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: 7/10

- Legal keywords in title
- Good title length (55 chars)
- Good meta description length (130 chars)
- Some local signals (1 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 1764171663, 375 213.1875, 1756250211
- 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

- 48 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: 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: 9/10

- Blog/news section present

- Resources/guides section present

- Local involvement: community involvement

- Multiple practice area pages (6)

● 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