

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

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

Business: Virginia Personal Injury Lawyers

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Category	Score	Rating
AI Visibility	29/100	■ Critical
Local SEO	45/100	■ Needs Work
TOTAL	74/200	■ 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
- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Question-Based Content] Add an FAQ section answering common client questions
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Local Content] Start a blog with local legal content

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **29/100** — 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: 2/10

Found 1 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: 3/10

- Single H1: "RICHMONDPERSONAL INJURY LAWYERSIt's not just a case—it's you..."
- No H2 tags
- Moderate content (684 words)
- Reading level: College (difficult)

Recommendations:

→ Add H2 tags to structure content into clear sections
→ Add bullet/numbered lists for better AI comprehension

● E-E-A-T Signals: 3/10

- Some expertise signals: Super Lawyers
- Some trust signals: phone number, privacy policy
- 25 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)
→ Add media mentions, awards, and professional memberships

● Brand Presence: 3/10

- Strong social presence: linkedin, instagram, youtube, facebook
- Full brand mention analysis requires external API

Recommendations:

- Mention and link to review profiles (Google, Avvo, etc.)
- 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: 2/10

- No FAQPage schema
- Only 3 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
- Add more question-format headings that mirror user queries

● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (41 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (592KB)

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 (1 links, 0 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: **45/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 2147483647
- 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 (54 chars)
- Good meta description length (146 chars)
- Mobile viewport set

Recommendations:

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

● NAP Consistency: 6/10

- Multiple phone numbers: 804-265-4673, 4089357148, (999) 999-9999
- 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

- 31 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: 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: 3/10

- Review schema markup present
- Actual review metrics require Google API:
- Target: 50+ reviews
- Target: 4.5+ star average

Recommendations:

- Display Google reviews prominently on site
- Launch review generation campaign
- Respond to ALL reviews within 24 hours

● Local Content: 2/10

- No blog section
- Multiple practice area pages (6)

Recommendations:

- Start a blog with local legal content
- 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**

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