

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.grpc.com/practices/wrongful-death-attorneys>

Business: Wrongful Death Lawyers in St. Louis, MO

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	46/100	■ Needs Work
Local SEO	54/100	■ Needs Work
TOTAL	100/200	■ 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:

- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Technical Performance] Implement lazy loading for images
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 1/10
- Brand Presence: 3/10
- Content Freshness: 4/10
- Citations & Sources: 4/10
- Technical Performance: 3/10
- AI Platform Presence: 4/10
- NAP Consistency: 4/10
- Citations & Directories: 2/10
- Reviews: 3/10

■ AI VISIBILITY AUDIT

Score: **46/100** — 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: 1/10

- Found 1 schema object(s): Organization
- No LocalBusiness/LegalService schema
 - No FAQPage schema
 - Organization schema found

Recommendations:

- Add LocalBusiness schema with full NAP and hours
- Add FAQPage schema for rich results and AI visibility
- Add author schema with credentials for E-E-A-T

● Content Structure: 7/10

- Single H1: "Wrongful Death..."
- 10 H2 tags structuring content
- Comprehensive content (8,106 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 9/10

- Experience signals: established date
- Expertise signals: Super Lawyers, Best Lawyers, Martindale rating
- Authority signals: press features, awards, recognition
- Trust signals: phone number, privacy policy, terms of service, security mention

● Brand Presence: 3/10

- Limited social media presence
- 3 social profiles in schema
- Review platform mentions: martindale
- 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: 4/10

- No datePublished in schema
- Recent dates found in content
- Blog/news section present

Recommendations:

- Add datePublished and dateModified to schema markup

● Question-Based Content: 5/10

- No FAQPage schema
- 53 questions in content (excellent)
- How-to/guide content present

Recommendations:

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

● Citations & Sources: 4/10

- 2 authoritative link(s)
- Some statistics present
- Moderate internal linking (5 links)

● Technical Performance: 3/10

- HTTPS enabled
- Good security headers (50%)
- Mobile viewport configured
- Moderate HTML size (157KB)

Recommendations:

- Implement lazy loading for images

● AI Platform Presence: 4/10

- Podcast presence mentioned
 - To verify AI visibility:
 - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
 - Ask Perplexity the same question
- 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: **54/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- Google Maps embed found
- No LocalBusiness schema
- Phone number: 1770157705
- Clickable phone (tel: link)

Recommendations:

- Add LocalBusiness schema with complete NAP

● 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: 8/10

- Legal keywords in title
- Good title length (60 chars)
- Good meta description length (141 chars)
- Strong local language (3 mentions)

● NAP Consistency: 4/10

- Multiple phone numbers: 800-451-2950, 1951778250, 6266664626
- Clickable phone link(s)

- HTTPS secure

- Cross-directory NAP check requires external tools

Recommendations:

- Use one consistent phone number throughout site
- Add complete NAP to LocalBusiness schema
- Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● Location Pages: 6/10

- 123 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: Martindale-Hubbell, Super Lawyers, Best 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

- Some review mentions

- No review schema

- Star ratings displayed

- Actual review metrics require Google API:

Recommendations:

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

● Local Content: 9/10

- Blog/news section present

- Resources/guides section present

- Local involvement: community involvement, sponsorships, charitable activities

- Multiple practice area pages (6)

● Local Link Building: 5/10

- Partnership/membership mentions found

- 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

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