

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.herreralaw.com/personal-injury/slip-and-fall-injury-lawyer-tx/>

Business: San Antonio Slip and Fall Accident Attorneys : Herrera Law Firm

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	24/100	■ Critical
Local SEO	29/100	■ Critical
TOTAL	53/200	■ 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:

- ✓ [Structured Data Quality] Add JSON-LD structured data - this is critical for AI visibility
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Reviews] Display Google reviews prominently on site

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **24/100** — 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: 0/10

- No structured data (JSON-LD) found

Recommendations:

→ Add JSON-LD structured data - this is critical for AI visibility

● Content Structure: 6/10

- Single H1: "Were you hurt in a slip and fall accident?..."
- Only 1 H2 tags
- Moderate content (1,158 words)
- Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 2/10

- No expertise credentials found
- Some trust signals: phone number
- 17 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: 0/10

- Limited social media presence
- 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: 5/10

- No FAQPage schema
- 15 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: 2/10

- No authoritative (.gov, .edu) sources cited
- Strong internal linking (39 links)

Recommendations:

- Cite government and educational sources for credibility
- Add statistics with source attribution

● Technical Performance: 3/10

- HTTPS enabled
- Mobile viewport configured
- Lightweight HTML (44KB)

Recommendations:

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

● AI Platform Presence: 0/10

- 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: **29/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 3/10

- No LocalBusiness schema
- Phone number: 2020020514
- Clickable phone (tel: link)
- Verify GBP is claimed at business.google.com

Recommendations:

- Embed Google Maps on contact page
- Add LocalBusiness schema with complete NAP
- Add full physical address

● 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: 4/10

- Legal keywords in title
- Title too long (63 chars) - may be truncated
- Meta description: 173 chars (aim for 120-160)
- Mobile viewport set

Recommendations:

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

● NAP Consistency: 4/10

- Multiple phone numbers: 1770386272, 2020020514, 1800455105
- 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: 4/10

- 28 location-related pages

Recommendations:

- Add client testimonials (ideally with location)
- 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: 0/10

- No review schema
- Actual review metrics require Google API:

- Target: 50+ reviews
- Target: 4.5+ star average

Recommendations:

- Display Google reviews prominently on site
- Add AggregateRating schema for star ratings in search
- Launch review generation campaign

● Local Content: 2/10

- No blog section
- Multiple practice area pages (5)

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
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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