

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

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

Business: Morgan & Morgan Lawyers

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Category	Score	Rating
AI Visibility	32/100	■ Critical
Local SEO	40/100	■ Needs Work
TOTAL	72/200	■ 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 LocalBusiness schema with full NAP and hours
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [AI Platform Presence] Create YouTube content and embed on site

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 0/10
- Brand Presence: 0/10
- Content Freshness: 2/10
- Question-Based Content: 3/10
- Citations & Sources: 3/10
- Technical Performance: 4/10
- AI Platform Presence: 2/10
- NAP Consistency: 4/10
- Citations & Directories: 0/10
- Reviews: 1/10
- Local Link Building: 3/10

■ AI VISIBILITY AUDIT

Score: **32/100** — 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

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

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: 5/10

- Single H1: "Personal Injury Lawyers Fighting For You..."
- 12 H2 tags structuring content
- Moderate content (1,269 words)
- Reading level: College (difficult)

Recommendations:

- Add bullet/numbered lists for better AI comprehension

● E-E-A-T Signals: 7/10

- Experience signals: years experience
- No expertise credentials found
- Authority signals: media mentions
- Trust signals: phone number, privacy policy, terms of service, security mention

Recommendations:

- Highlight attorney credentials, awards, and certifications

● 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: 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: 3/10

- No FAQPage schema
- 7 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

● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (27 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 4/10

- HTTPS enabled
- Good security headers (67%)
- Mobile viewport configured
- Heavy HTML (358KB)

Recommendations:

- Reduce page size for faster loading

● AI Platform Presence: 2/10

■■ 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: **40/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 888-340-1780
- Physical address present
- Verify GBP is claimed at business.google.com

Recommendations:

- Embed Google Maps on contact page
- Make phone number clickable with 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: 5/10

- Legal keywords in title
- Title too long (68 chars) - may be truncated
- Meta description: 165 chars (aim for 120-160)
- Some local signals (1 mentions)

● NAP Consistency: 4/10

- Multiple phone numbers: (775) 227-0801, (954) 318-0268, 864-210-5759

- NAP in structured data
- HTTPS secure
- Cross-directory NAP check requires external tools

Recommendations:

- Use one consistent phone number throughout site
- Make phone number clickable (tel: link)
- Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● Location Pages: 6/10

- 12 location-related pages
- Case results displayed

Recommendations:

- Add client testimonials (ideally with location)
- 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: 1/10

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

- Target: 50+ reviews

Recommendations:

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

● Local Content: 5/10

- Blog/news section present
- Multiple practice area pages (3)

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
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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