AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.stanolawfirm.com/
Business: Houston Car Accident & Personal Injury Lawyer
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	25/100	■ Critical
Local SEO	33/100	■ Critical
TOTAL	**58/200**	**■ 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
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [Reviews] Display Google reviews prominently on site
>
> ✓ [Brand Presence] Add links to active social media profiles
>
> ✓ [Citations & Sources] Cite government and educational sources for credibility
>
> ✓ [Question-Based Content] Add an FAQ section answering common client questions

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 3/10
- Content Structure: 4/10
- E-E-A-T Signals: 4/10
- Brand Presence: 1/10
- Content Freshness: 0/10
- Question-Based Content: 2/10
- Citations & Sources: 1/10
- Technical Performance: 2/10
- AI Platform Presence: 2/10
- Website Local Signals: 4/10
- NAP Consistency: 4/10
- Location Pages: 2/10
- Citations & Directories: 0/10
- Reviews: 0/10
- Local Content: 2/10

■ AI VISIBILITY AUDIT

Score: **25/100** — 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: 3/10

Found 2 schema object(s): Unknown, LegalService

■ LocalBusiness/LegalService schema found
■ No FAQPage schema

Recommendations:

→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles
→ Add author schema with credentials for E-E-A-T

● Content Structure: 4/10

■ Single H1: "STANOEXPERIENCEDTEXAS PERSONAL INJURY LAWYER..."
■■ Only 1 H2 tags
■ Thin content (385 words)
■■ Reading level: College graduate (very difficult)

Recommendations:

→ Expand content to 1,500+ words for competitive rankings

● E-E-A-T Signals: 4/10

■ No expertise credentials found
■ Authority signals: memberships
■■ Some trust signals: security mention
■ 2 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)
→ Highlight attorney credentials, awards, and certifications

● Brand Presence: 1/10

■ Limited social media presence

■ 4 social profiles in schema
■■ 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: 2/10

■ No FAQPage schema
■ Only 0 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: 1/10

■ No authoritative (.gov, .edu) sources cited
■■ Moderate internal linking (5 links)
Recommendations:
→ Cite government and educational sources for credibility
→ Add statistics with source attribution

● Technical Performance: 2/10

■ HTTPS enabled
■ Mobile viewport configured
■ Heavy HTML (353KB)
Recommendations:
→ Add security headers (HSTS, CSP, X-Frame-Options)
→ Reduce page size for faster loading
→ Implement lazy loading for images

● 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: **33/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

■ LocalBusiness/LegalService schema present
■ Phone number: 832-777-0390
■ 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: 4/10

■ Legal keywords in title
■■ Title too long (64 chars) - may be truncated
■■ Meta description: 161 chars (aim for 120-160)
■ Mobile viewport set
Recommendations:
→ Add local language (serving [city], located in [area])

● NAP Consistency: 4/10

■■ Multiple phone numbers: 1432953857, (800) 713-3207, 5607728999

■ 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: 2/10

■ No dedicated location pages found

■ Case results displayed

Recommendations:

→ Create city-specific landing pages for each service area

→ 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: 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

■ Local involvement: community involvement

Recommendations:

→ Start a blog with local legal content

→ Create dedicated pages for each practice area

● 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