

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <http://www.mannis.com/>

Business: Chicago Personal Injury Attorney

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	39/100	■ Critical
Local SEO	37/100	■ Critical
TOTAL	76/200	■ 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] Add AggregateRating schema for star ratings in search
- ✓ [Local Content] Start a blog with local legal content
- ✓ [Question-Based Content] Add an FAQ section answering common client questions
- ✓ [Technical Performance] Enable HTTPS immediately - critical for trust and SEO

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **39/100** — AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

● AI Crawler Access: 8/10

- ChatGPT/OpenAI (GPTBot) is allowed
- Claude/Anthropic (ClaudeBot) is allowed
- Claude Web (Claude-Web) is allowed
- Anthropic AI (anthropic-ai) is allowed

● Structured Data Quality: 3/10

Found 2 schema object(s): WebSite, 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: 5/10

- Single H1: "Trusted Personal Injury Lawyers in Chicago..."
- 7 H2 tags structuring content
- Moderate content (1,227 words)
- Reading level: College (difficult)

Recommendations:

- Add bullet/numbered lists for better AI comprehension

● E-E-A-T Signals: 7/10

- Experience signals: established date
- No expertise credentials found
- Authority signals: awards
- Trust signals: phone number, privacy policy, terms of service, security mention

Recommendations:

- Highlight attorney credentials, awards, and certifications

● Brand Presence: 5/10

- Limited social media presence
- 5 social profiles in schema
- Review platform mentions: google
- Video content found (0 YouTube embeds)

Recommendations:

- Add links to active social media profiles
- Build Reddit presence in legal subreddits
- Pursue Wikipedia mention if notable

● 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 1 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 (21 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 2/10

- Not using HTTPS
- Good security headers (67%)
- Mobile viewport configured
- Moderate HTML size (191KB)

Recommendations:

- Enable HTTPS immediately - critical for trust and SEO
- Implement lazy loading for images

● AI Platform Presence: 4/10

- 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: **37/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 1745491634
- 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
- Title too long (63 chars) - may be truncated
- Good meta description length (150 chars)
- Some local signals (2 mentions)

● NAP Consistency: 5/10

- Multiple phone numbers: 1966399789, 1057106129, 1716942098

- Clickable phone link(s)

- NAP in structured data

- Not HTTPS

Recommendations:

- Use one consistent phone number throughout site

- Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● Location Pages: 5/10

- 3 location page(s)

- Case results displayed

- Local imagery with descriptive alt text

Recommendations:

- Add client testimonials (ideally with location)

● 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: 1/10

- No blog section

- 2 practice area page(s)

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

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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