AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.politolaw.com/connecticut-injury/car-accident-lawyer/
Business: Connecticut Car Accident Lawyer
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	27/100	■ Critical
Local SEO	43/100	■ Needs Work
TOTAL	**70/200**	**■ 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
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [AI Platform Presence] Create YouTube content and embed on site
>
> ✓ [Brand Presence] Add links to active social media profiles
>
> ✓ [Question-Based Content] Add an FAQ section answering common client questions
>
> ✓ [Citations & Sources] Cite government and educational sources for credibility

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **27/100** — 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: 7/10

- ■ Single H1: "Connecticut Car Accident Lawyer..."
- ■ 6 H2 tags structuring content
- ■ Comprehensive content (1,520 words)
- ■■ Reading level: College (difficult)

● E-E-A-T Signals: 6/10

- ■ Experience signals: established date
- ■ Expertise signals: Best Lawyers, Martindale rating
- ■■ Some trust signals: phone number
- ■ 9 about/team page links found

Recommendations:

→ Add media mentions, awards, and professional memberships

● Brand Presence: 2/10

- ■ Limited social media presence
- ■ 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: 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 3 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: 2/10

- ■ No authoritative (.gov, .edu) sources cited
- ■ Strong internal linking (20 links)

Recommendations:

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

● Technical Performance: 2/10

- ■ HTTPS enabled
- ■ Mobile viewport configured
- ■■ Moderate HTML size (197KB)

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: **43/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 5/10

- ■ No LocalBusiness schema
- ■ Phone number: 8604473300
- ■ Clickable phone (tel: link)
- ■ Physical address present

Recommendations:
→ Embed Google Maps on contact page
→ 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: 6/10

- ■ Legal keywords in title
- ■ Good title length (60 chars)
- ■■ Meta description: 119 chars (aim for 120-160)
- ■■ Some local signals (1 mentions)

● NAP Consistency: 4/10

- ■■ Multiple phone numbers: 1713830400, 1959876830, 1709942400

■ 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

■ 12 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, 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: 5/10

■ Blog/news section present

■ Multiple practice area pages (4)

Recommendations:

→ 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