

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://www.lawampm.com/rochester-personal-injury-lawyer/>

**Business:** Rochester Personal Injury Lawyers

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	50/100	■ Needs Work
Local SEO	55/100	■ Needs Work
<b>TOTAL</b>	<b>105/200</b>	<b>■ Needs Work</b>

*Your website has a solid foundation but significant improvements are needed. Prioritize the quick wins and critical fixes identified in this report.*

## ■ QUICK WINS

High-impact, low-effort improvements you can make today:

- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Technical Performance] Implement lazy loading for images
- ✓ [Local Link Building] Get featured on local news sites
- ✓ [Reviews] Launch review generation campaign

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Brand Presence: 3/10
- Content Freshness: 2/10
- Technical Performance: 3/10
- Citations & Directories: 0/10
- Reviews: 4/10
- Local Link Building: 3/10

# ■ AI VISIBILITY AUDIT

Score: **50/100** — 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: 9/10

Found 7 schema object(s): Unknown, Organization, FAQPage, Review, Attorney

- LocalBusiness/LegalService schema found
- FAQPage schema found (1 questions)
- Organization schema found

**Recommendations:**

→ Add missing LocalBusiness fields: openingHours, geo

## ● Content Structure: 7/10

- Single H1: "Rochester Personal Injury Attorneys..."
- 10 H2 tags structuring content
- Comprehensive content (2,109 words)
- Reading level: College (difficult)

## ● E-E-A-T Signals: 5/10

- Experience signals: established date
- Some expertise signals: specialization
- Some trust signals: phone number, security mention
- 36 about/team page links found

**Recommendations:**

→ Add media mentions, awards, and professional memberships

## ● Brand Presence: 3/10

- Limited social media presence
- 5 social profiles in schema
- Review platform mentions: google
- 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: 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: 5/10

- FAQPage schema markup present
- Only 1 questions in content
- How-to/guide content present

**Recommendations:**

- Add an FAQ section answering common client questions
- Add more question-format headings that mirror user queries

## ● Citations & Sources: 5/10

- 2 authoritative link(s)
- Some statistics present
- Strong internal linking (52 links)

## ● Technical Performance: 3/10

- HTTPS enabled
- Good security headers (50%)
- Mobile viewport configured
- Moderate HTML size (204KB)

**Recommendations:**

- Implement lazy loading for images

## ● AI Platform Presence: 5/10

- YouTube presence (1 links, 0 embeds)
  - To verify AI visibility:
    - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
    - Ask Perplexity the same question
- Recommendations:**
- Test AI visibility by querying ChatGPT/Claude about your practice area
  - Enable YouTube transcripts for AI training

→ Build presence on Reddit in relevant communities

# ■ LOCAL SEO AUDIT

Score: **55/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 9/10

- Google Maps embed found
- LocalBusiness/LegalService schema present
- Phone number: 518-452-2813
- Clickable phone (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: 6/10

- Legal keywords in title
- Title too long (63 chars) - may be truncated
- Good meta description length (158 chars)
- Some local signals (1 mentions)

## ● NAP Consistency: 6/10

- Multiple phone numbers: 607-763-1793, 845-298-2870, 1112120451
- Clickable phone link(s)
- NAP in structured data
- HTTPS secure

**Recommendations:**

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

## ● Location Pages: 8/10

- 34 location-related pages
- Testimonials section present
- Case results displayed

**Recommendations:**

- 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: 4/10

- Some review mentions
- Review schema markup present
- Actual review metrics require Google API:

→ Target: 50+ reviews

**Recommendations:**

- Launch review generation campaign
- Respond to ALL reviews within 24 hours
- Ask satisfied clients for reviews via email/text

## ● Local Content: 9/10

- Blog/news section present
- Resources/guides section present
- Local involvement: community involvement
- Multiple practice area pages (5)

## ● 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](https://kuriosbrand.com/call)