

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://recoverylawcenterhawaii.com/car-accident-lawyer/>

**Business:** Honolulu Car Accident Lawyers

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	44/100	■ Needs Work
Local SEO	45/100	■ Needs Work
<b>TOTAL</b>	<b>89/200</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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Local Link Building] Get featured on local news sites
- ✓ [Citations & Sources] Cite government and educational sources for credibility

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

# ■ AI VISIBILITY AUDIT

Score: **44/100** — 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: 6/10

Found 6 schema object(s): Unknown, Organization, ImageObject, FAQPage, Review, Product

- No LocalBusiness/LegalService schema
- FAQPage schema found (8 questions)
- Organization schema found

### **Recommendations:**

→ Add LocalBusiness schema with full NAP and hours

## ● Content Structure: 7/10

- Single H1: "Dedicated Car Accident Lawyers In Honolulu, HI..."
- 12 H2 tags structuring content
- Comprehensive content (3,265 words)
- Reading level: College (difficult)

## ● E-E-A-T Signals: 5/10

- Experience signals: years experience
- No expertise credentials found
- Authority signals: awards
- 22 about/team page links found

### **Recommendations:**

→ Highlight attorney credentials, awards, and certifications  
→ Add clear contact info, privacy policy, and trust badges

## ● Brand Presence: 1/10

- Limited social media presence
- 5 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: 8/10

- FAQ section found on page
- FAQPage schema markup present
- 9 questions in content
- How-to/guide content present

## ● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (22 links)

### Recommendations:

- Cite government and educational sources for credibility

## ● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Moderate HTML size (258KB)

### Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- 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: **45/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 1716337520
- 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: 6/10

- Legal keywords in title
- Title too long (85 chars) - may be truncated
- Good meta description length (140 chars)
- Some local signals (1 mentions)

## ● NAP Consistency: 4/10

- Multiple phone numbers: (808) 431-3806, 1740078435, 3006573783

- 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

- 24 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: 6/10

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

**Recommendations:**

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

## ● Local Content: 5/10

- No blog section
- Resources/guides section present
- Local involvement: community involvement
- 2 practice area page(s)

**Recommendations:**

- Start a blog with local legal content

## ● 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](https://kuriosbrand.com/call)**

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