

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://www.fiegerlaw.com/medical-malpractice/>

**Business:** Medical Malpractice Lawyers in Michigan

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	35/100	■ Critical
Local SEO	39/100	■ Critical
<b>TOTAL</b>	<b>74/200</b>	<b>■ Critical</b>

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

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

# ■ AI VISIBILITY AUDIT

Score: **35/100** — 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: 0/10

Found 1 schema object(s): Unknown

- No LocalBusiness/LegalService schema
- No FAQPage schema

### Recommendations:

- Add LocalBusiness schema with full NAP and hours
- Add FAQPage schema for rich results and AI visibility
- Add Organization schema with logo, social profiles

## ● Content Structure: 8/10

- Single H1: "MichiganMedical MalpracticeLawyers..."
- 11 H2 tags structuring content
- Comprehensive content (2,313 words)
- Reading level: College graduate (very difficult)

## ● E-E-A-T Signals: 3/10

- No expertise credentials found
- Authority signals: awards
- Some trust signals: phone number, security mention

### Recommendations:

- Add specific experience metrics (years, case count)
- Highlight attorney credentials, awards, and certifications
- Add prominent links to attorney bio pages

## ● Brand Presence: 0/10

- Limited social media presence
- 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: 3/10

- No FAQPage schema
- 6 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

## ● Citations & Sources: 7/10

- 4 authoritative source links (.gov, .edu)
- Some statistics present
- Strong internal linking (18 links)

## ● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (340KB)

### Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- Reduce page size for faster loading
- 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: **39/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 5/10

- No LocalBusiness schema
- Phone number: 1731560301
- 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](https://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: 8/10

- Legal keywords in title
- Good title length (52 chars)
- Good meta description length (133 chars)
- Strong local language (3 mentions)

## ● NAP Consistency: 4/10

- Multiple phone numbers: 1731624732, 1732498574, 1731560301

- 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: 4/10

- 3 location page(s)
- 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: 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: 3/10

- No blog section
- Local involvement: community involvement
- 1 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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