

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.hayneslawyers.com/personal-injury/wrongful-death/>

Business: Johnson City Wrongful Death Lawyer

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Category	Score	Rating
AI Visibility	39/100	■ Critical
Local SEO	51/100	■ Needs Work
TOTAL	90/200	■ Needs Work

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
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Technical Performance] Implement lazy loading for images
- ✓ [Local Link Building] Get featured on local news sites

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ 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: 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: 6/10

Found 4 schema object(s): FAQPage, Unknown, Product, LegalService

- LocalBusiness/LegalService schema found
- No FAQPage schema
- Author information in schema

Recommendations:

→ Add FAQPage schema for rich results and AI visibility

→ Add Organization schema with logo, social profiles

● Content Structure: 6/10

- Single H1: "Johnson City Wrongful Death Lawyers..."
- Only 2 H2 tags
- Comprehensive content (1,883 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 5/10

- No expertise credentials found
- Authority signals: awards, memberships
- Trust signals: phone number, privacy policy, security mention
- 20 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)

→ Highlight attorney credentials, awards, and certifications

● Brand Presence: 1/10

- Limited social media presence
- 6 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: 5/10

- FAQ section found on page
- No FAQPage schema
- 9 questions in content
- How-to/guide content present

Recommendations:

- Add FAQPage schema for rich snippets in search

● Citations & Sources: 5/10

- No authoritative (.gov, .edu) sources cited
- Rich in statistics and data citations
- Strong internal linking (34 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 3/10

- HTTPS enabled
- Good security headers (67%)
- Mobile viewport configured
- Moderate HTML size (149KB)

Recommendations:

- Implement lazy loading for images

● AI Platform Presence: 2/10

- 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: **51/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 1725981064
- 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 (140 chars)
- Some local signals (2 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 1725981064, 4239280165, 1670166692
- 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

- 16 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: 7/10

- Blog/news section present

- Resources/guides section present

- Multiple practice area pages (7)

Recommendations:

- Highlight community involvement and local activities

● 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

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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