

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://ralsearch.com>

**Business:** RAL Search

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	28/100	Critical
Local SEO	35/100	Critical
<b>TOTAL</b>	<b>63/200</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:

- \* Add LocalBusiness schema markup
- \* Add datePublished and dateModified to schema
- \* Cite authoritative sources (gov sites, studies)
- \* Create YouTube videos and embed on site
- \* Create city-specific landing pages
- \* Add badges from Avvo, Super Lawyers, Martindale-Hubbell

## PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data: No structured data (JSON-LD) found
- Content Freshness: No date metadata in structured data
- Citations & Sources: No external citations
- AI Platform Presence: Limited AI platform presence detected
- Location Pages (0/10)
- Citations & Directories: No directory badges or links found on site
- Reviews (0/10)
- Brand Mentions: Full brand mention analysis requires external API calls

# AI VISIBILITY AUDIT

Score: **28/100** - AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

## [4/10] Crawler Access

- [!] No robots.txt found - all bots allowed by default
- [X] No llms.txt file
- [OK] Content appears server-rendered (good for crawlers)

### **Recommendations:**

- > Create llms.txt to help AI systems understand your site

## [0/10] Structured Data

- [X] No structured data (JSON-LD) found

### **Recommendations:**

- > Add LocalBusiness schema markup
- > Add LegalService schema markup
- > Add Attorney schema markup

## [9/10] Content Structure

- [OK] Single H1 tag (correct)
- [OK] 9 H2 tags for content sections
- [OK] 7 H3 tags for subsections
- [OK] 6 lists found (good for AI parsing)

## [3/10] E-E-A-T Signals

- [OK] Case results or testimonials present
- [OK] Phone number visible

### **Recommendations:**

- > Add author bios with credentials
- > Highlight attorney credentials and experience
- > Add trust badges (Avvo, BBB, Bar Association)

## [2/10] Brand Mentions

- [OK] Press/media mentions found
- [!] Full brand mention analysis requires external API calls

### **Recommendations:**

- > Add social media profile links
- > Build Reddit presence in relevant subreddits
- > Pursue Wikipedia mention if notable enough

## [0/10] Content Freshness

[X] No date metadata in structured data

[!] No visible dates on page

### **Recommendations:**

- > Add datePublished and dateModified to schema
- > Display publication and update dates on content
- > Add a blog for fresh content

## [4/10] Question-Based Content

[OK] FAQ section found

[!] Only 3 questions in content

### **Recommendations:**

- > Add FAQPage schema for rich results

## [0/10] Citations & Sources

[X] No external citations

### **Recommendations:**

- > Cite authoritative sources (gov sites, studies)
- > Add statistics with source attribution
- > Link to government and educational sources

## [6/10] Technical Performance

[OK] HTTPS enabled

[OK] Mobile viewport configured

[!] 13 scripts in head (may slow load)

[OK] Page HTML size: 56KB (light)

### **Recommendations:**

- > Defer non-critical JavaScript
- > Implement lazy loading for images

## [0/10] AI Platform Presence

[!] Limited AI platform presence detected

### **Recommendations:**

- > Create YouTube videos and embed on site
- > Create content on platforms AI trains on (YouTube, Reddit)
- > Add llms.txt file to help AI understand your site

# LOCAL SEO AUDIT

Score: **35/100** - Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## [4/10] GBP Basics

[OK] Phone number found: 1559757148

[OK] Physical address detected

[i] GBP claim/verification status requires manual check

### **Recommendations:**

- > Embed Google Maps on contact/location page
- > Add LocalBusiness schema with full NAP
- > Verify GBP is claimed and verified at [business.google.com](https://business.google.com)

## [5/10] GBP Optimization

[OK] Services/practice areas listed on website

[OK] Team/about section found

[TIP] Full GBP audit requires checking [business.google.com](https://business.google.com)

### **Recommendations:**

- > Display business hours on website
- > Verify GBP has 10+ photos, complete description, all categories

## [5/10] GBP Engagement

[OK] Blog/news section indicates active updates

[OK] Multiple contact options available

[TIP] GBP post frequency & Q&A; require manual review

### **Recommendations:**

- > Display Google reviews on your website
- > Post weekly updates to Google Business Profile

## [4/10] Website Local Signals

[OK] Meta description present

[OK] Mobile-friendly (viewport set)

### **Recommendations:**

- > Add practice area keywords to page title
- > Mention your city and service areas in content

## [5/10] NAP Consistency

[OK] Clickable phone number (tel: link)

[OK] HTTPS secure

[i] Cross-directory NAP consistency requires external checks

**Recommendations:**

- > Include full NAP in LocalBusiness schema
- > Audit NAP across all directories (Yelp, Avvo, etc.)

**[0/10] Location Pages****Recommendations:**

- > Create city-specific landing pages
- > Add 'Areas We Serve' section
- > Add local client testimonials

**[0/10] Citations & Directories**

[!] No directory badges or links found on site

**Recommendations:**

- > Add badges from Avvo, Super Lawyers, Martindale-Hubbell
- > Claim listings on Avvo, FindLaw, Justia, Lawyers.com
- > Ensure NAP consistency across all directories

**[0/10] Reviews**

[i] Actual review count/rating requires Google API

**Recommendations:**

- > Display Google reviews on your website
- > Target: 50+ Google reviews, 4.5+ rating
- > Implement review generation campaign

**[7/10] Local Content**

[OK] Blog section found

[OK] Local content references found

[OK] Community involvement mentioned

**[5/10] Local Link Building**

[OK] Press/media coverage mentioned

[TIP] Full backlink audit requires tools like Ahrefs or DataForSEO Backlinks API

**Recommendations:**

- > Get featured in local news and legal publications
- > Sponsor local events for backlinks
- > Join and get listed by bar associations

# 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 and 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 and Trust

- ☐ Add author bios with credentials
- ☐ Display case results and testimonials
- ☐ Link to authoritative sources
- ☐ Add trust badges (Avvo, BBB, etc.)

## Week 4: Engagement and 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)**

*Report generated by Kurios AI Audit Tool - 2026*