

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.lynchowens.com/personal-injury/>

Business: Massachusetts Personal Injury Attorneys

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	41/100	■ Needs Work
Local SEO	43/100	■ Needs Work
TOTAL	84/200	■ 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:

- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Local Link Building] Get featured on local news sites

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **41/100** — 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: 3/10

Found 1 schema object(s): LegalService

- LocalBusiness/LegalService schema found
- No FAQPage schema

Recommendations:

→ Add missing LocalBusiness fields: openingHours, telephone
→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles

● Content Structure: 7/10

- Single H1: "Massachusetts Personal Injury Attorneys..."
- 5 H2 tags structuring content
- Comprehensive content (2,857 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 6/10

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

Recommendations:

→ Highlight attorney credentials, awards, and certifications

● Brand Presence: 2/10

- Limited social media presence
- Video content found (0 YouTube embeds)
- Full brand mention analysis requires external API

Recommendations:

- Add links to active social media profiles
- Mention and link to review profiles (Google, Avvo, etc.)
- 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: 7/10

- FAQ section found on page
- No FAQPage schema
- 17 questions in content (excellent)
- How-to/guide content present

Recommendations:

- Add FAQPage schema for rich snippets in search

● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (20 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 3/10

- HTTPS enabled
- Good security headers (83%)
- Mobile viewport configured
- Moderate HTML size (190KB)

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: **43/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 000.000.0000
- 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: 8/10

- Legal keywords in title
- Good title length (60 chars)
- Good meta description length (154 chars)
- Strong local language (3 mentions)

● NAP Consistency: 4/10

- Multiple phone numbers: 2002260918, (781) 253-2049, 2508191412
- 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: 6/10

- 7 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: 1/10

- Some review mentions
- No review schema
- Actual review metrics require Google API:
- Target: 50+ reviews

Recommendations:

- Add AggregateRating schema for star ratings in search
- Launch review generation campaign
- Respond to ALL reviews within 24 hours

● Local Content: 5/10

- Blog/news section present
- Multiple practice area pages (3)

Recommendations:

- Highlight community involvement and local activities

● 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

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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