AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://dominguezfirm.com/injury-lawyer/slip-fall-accident/
Business: Los Angeles Slip and Fall Lawyer in Los Angeles
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	42/100	■ Needs Work
Local SEO	40/100	■ Needs Work
TOTAL	**82/200**	**■ 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
>
> ✓ [Reviews] Add AggregateRating schema for star ratings in search
>
> ✓ [Local Content] Start a blog with local legal content
>
> ✓ [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: 3/10
- Brand Presence: 3/10
- Content Freshness: 0/10
- Question-Based Content: 3/10
- Technical Performance: 2/10
- Citations & Directories: 0/10
- Reviews: 1/10
- Local Content: 1/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **42/100** — 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 2 schema object(s): Unknown, LegalService

- ■ LocalBusiness/LegalService schema found
- ■ No FAQPage schema

Recommendations:

→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles
→ Add author schema with credentials for E-E-A-T

● Content Structure: 8/10

- ■ Single H1: "Slip and Fall Lawyer in Los Angeles..."
- ■ 12 H2 tags structuring content
- ■ Comprehensive content (2,482 words)
- ■ Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 7/10

- ■ Experience signals: years experience
- ■ No expertise credentials found
- ■ Authority signals: awards
- ■ Trust signals: phone number, privacy policy, terms of service

Recommendations:

→ Highlight attorney credentials, awards, and certifications

● Brand Presence: 3/10

- ■ Limited social media presence
- ■ 12 social profiles in schema
- ■ Video content found (1 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: 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

■■ 9 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: 5/10

■ 3 authoritative source links (.gov, .edu)

■■ Moderate internal linking (8 links)

Recommendations:

→ Add statistics with source attribution

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■■ Moderate HTML size (156KB)

Recommendations:

→ Add security headers (HSTS, CSP, X-Frame-Options)

→ Implement lazy loading for images

● AI Platform Presence: 5/10

■ YouTube presence (0 links, 1 embeds)

■■ To verify AI visibility:

→ Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'

→ Ask Perplexity the same question

Recommendations:

→ Test AI visibility by querying ChatGPT/Claude about your practice area

→ Enable YouTube transcripts for AI training

→ Build presence on Reddit in relevant communities

■ LOCAL SEO AUDIT

Score: **40/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- ■ LocalBusiness/LegalService schema present
- ■ Phone number: 1770357618
- ■ 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: 7/10

- ■ Legal keywords in title
- ■ Good title length (47 chars)
- ■ Good meta description length (134 chars)
- ■■ Some local signals (1 mentions)

● NAP Consistency: 6/10

- ■■ Multiple phone numbers: 1770357034, 9190929790, 1770357618
- ■ 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: 6/10

- ■ 5 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: 1/10

- ■ No blog section
- ■■ 2 practice area page(s)

Recommendations:
→ Start a blog with local legal content
→ 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

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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