

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.carabinshaw.com/dallas-car-accident-lawyer-your-rights-after-a-car-wreck-in-texas.html>

Business: Dallas Car Accident Lawyer

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Category	Score	Rating
AI Visibility	31/100	■ Critical
Local SEO	51/100	■ 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
- ✓ [Question-Based Content] Add FAQPage schema for rich snippets in search
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Local Link Building] Get featured on local news sites

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 3/10
- E-E-A-T Signals: 3/10
- Brand Presence: 3/10
- Content Freshness: 2/10
- Question-Based Content: 2/10
- Citations & Sources: 2/10
- Technical Performance: 3/10
- AI Platform Presence: 2/10
- Citations & Directories: 2/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **31/100** — 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): Review

- No LocalBusiness/LegalService schema
- No FAQPage schema
- Author information in 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: 5/10

- Single H1: "Dallas Car Accident Lawyer | Your Rights After a Car Wreck i..."
- No H2 tags
- Moderate content (1,271 words)
- Good readability (10th-12th grade (fairly difficult))

Recommendations:

- Add H2 tags to structure content into clear sections

● E-E-A-T Signals: 3/10

- No expertise credentials found
- Trust signals: phone number, privacy policy, terms of service, security mention
- 5 about/team page links found

Recommendations:

- Add specific experience metrics (years, case count)
- Highlight attorney credentials, awards, and certifications
- Add media mentions, awards, and professional memberships

● Brand Presence: 3/10

- Some social profiles: instagram, facebook, twitter
- Review platform mentions: google, justia
- Full brand mention analysis requires external API

Recommendations:

- Add video content to increase engagement and AI visibility
- Build Reddit presence in legal subreddits
- Pursue Wikipedia mention if notable

● 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: 2/10

- FAQ section found on page
- No FAQPage schema
- Only 0 questions in content

Recommendations:

- Add FAQPage schema for rich snippets in search
- Add more question-format headings that mirror user queries
- Add how-to guides for common legal processes

● Citations & Sources: 2/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Moderate internal linking (9 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 3/10

- HTTPS enabled
- Mobile viewport configured
- Lightweight HTML (35KB)

Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- 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: 800-862-1260
- 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: 5/10

- Legal keywords in title
- Title too long (67 chars) - may be truncated
- Meta description: 268 chars (aim for 120-160)
- Some local signals (2 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 210-222-1480, 4581817263, 1028348082
- 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

- 12 location-related pages

- Testimonials section present

Recommendations:

- Display notable case results with amounts
- Add local photos with descriptive alt text

● Citations & Directories: 2/10

- Some directory mentions: Justia

- 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: 6/10

- Some review mentions

- Review schema markup present

- Star ratings displayed

- Actual review metrics require Google API:

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 (6)

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
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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