AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.forthepeople.com
Business: Morgan & Morgan Lawyers
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	53/100	■ Needs Work
Local SEO	55/100	■ Needs Work
TOTAL	**108/200**	■ **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:

✓ Structured Data: Add LocalBusiness schema markup

✓ Content Freshness: Add datePublished and dateModified to schema

✓ Citations & Sources: Add statistics with source attribution

✓ Reviews: Target: 50+ Google reviews, 4.5+ rating

✓ Crawler Access: Create llms.txt to help AI systems understand your site

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Crawler Access (4/10)
- Structured Data (0/10)
- Content Freshness (2/10)
- Citations & Sources (3/10)
- Reviews (3/10)

■ AI VISIBILITY AUDIT

Score: **53/100** — AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

● Crawler Access: 4/10

■■ GPTBot not explicitly mentioned (defaults to allowed)
■■ Claude/Anthropic not mentioned (defaults to allowed)
■ No llms.txt file
■ Content appears server-rendered (good for crawlers)
Recommendations:
→ Create llms.txt to help AI systems understand your site

● Structured Data: 0/10

Found 1 schema type(s): WebPage
Recommendations:
→ Add LocalBusiness schema markup
→ Add LegalService schema markup
→ Add Attorney schema markup

● Content Structure: 9/10

■ Single H1 tag (correct)
■ 12 H2 tags for content sections
■ 25 H3 tags for subsections
■ 21 lists found (good for AI parsing)

● E-E-A-T Signals: 8/10

■ Author attribution found
■ Professional credentials mentioned
■ Case results or testimonials present
■ Phone number visible
Recommendations:
→ Add trust badges (Avvo, BBB, Bar Association)

● Brand Mentions: 6/10

■ Social media links: instagram, linkedin, youtube, facebook
■ Press/media mentions found
■■ Full brand mention analysis requires external API calls
Recommendations:
→ Build Reddit presence in relevant subreddits
→ Pursue Wikipedia mention if notable enough

● Content Freshness: 2/10

■ No date metadata in structured data
■■ No visible dates on page
■ Blog/news section appears present

Recommendations:

→ Add datePublished and dateModified to schema
→ Display publication and update dates on content

● Question-Based Content: 7/10

■ FAQ section found
■ 7 questions found in content
■ How-to/guide content present

Recommendations:

→ Add FAQPage schema for rich results

● Citations & Sources: 3/10

■ 27 external citations/links

Recommendations:

→ Add statistics with source attribution
→ Link to government and educational sources

● Technical Performance: 9/10

■ HTTPS enabled
■ Mobile viewport configured
■ Minimal render-blocking scripts
■ Images appear lazy-loaded

● AI Platform Presence: 5/10

■ YouTube presence detected
■■ ChatGPT/Claude citation check requires manual verification
■■ Ask ChatGPT: 'What law firms handle car accidents in [city]?'

Recommendations:

→ Test your visibility: Ask ChatGPT about your practice area + location
→ Enable YouTube transcripts for AI training
→ Build presence on platforms AI trains on (Reddit, Wikipedia)

■ LOCAL SEO AUDIT

Score: **55/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- ■ LocalBusiness/LegalService schema found
- ■ Phone number found: 888-340-1780
- ■ Physical address detected
- ■■ GBP claim/verification status requires manual check

Recommendations:

→ Embed Google Maps on contact/location page
→ Verify GBP is claimed and verified at business.google.com

● GBP Optimization: 5/10

- ■■ GBP optimization requires manual review

Check: Secondary categories, business description, photos, services list, hours

Recommendations:

→ Add 3-5 secondary categories (e.g., 'Personal Injury Attorney')
→ Upload 10+ high-quality photos (office, team, logo)
→ List all services offered

● GBP Engagement: 5/10

- ■■ GBP engagement requires manual review or API

Recommendations:

→ Post weekly updates to GBP (events, offers, news)
→ Enable and respond to messaging
→ Answer all Q&A; questions

● Website Local Signals: 6/10

- ■ Legal keywords in title
- ■ Meta description present
- ■ Mobile-friendly (viewport set)

Recommendations:

→ Mention your city and service areas in content

● NAP Consistency: 5/10

- ■ HTTPS secure
- ■ NAP in structured data
- ■■ Cross-directory NAP consistency requires external checks

Recommendations:

→ Make phone number clickable with tel: link
→ Audit NAP across all directories (Yelp, Avvo, etc.)

● Location Pages: 7/10

■ Location/service area section found
■ Testimonials present
Recommendations:
→ Add local case studies with results

● Citations & Directories: 5/10

■■ Directory presence requires external verification
Recommendations:
→ Claim/update listings on: Yelp, Avvo, FindLaw, Lawyers.com
→ Submit to local chamber of commerce
→ Get listed on legal-specific directories

● Reviews: 3/10

■ Reviews/ratings mentioned on site
■■ Actual review count/rating requires Google API
Recommendations:
→ Target: 50+ Google reviews, 4.5+ rating
→ Implement review generation campaign
→ Respond to ALL reviews (positive and negative)

● Local Content: 7/10

■ Blog section found
■ Local content references found
■ Community involvement mentioned

● Local Link Building: 5/10

■■ Backlink analysis requires external tools (Ahrefs, Moz)
■ Partnership/sponsor mentions found
Recommendations:
→ Get links from local news sites
→ Sponsor local events for backlinks
→ Partner with complementary businesses

■ 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