AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.1call.ms/practice-areas/motorcycle-accidents/
Business: Mississippi Motorcycle Accident Lawyers
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	30/100	■ Critical
Local SEO	38/100	■ Critical
TOTAL	**68/200**	**■ Critical**

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:

> ✓ [Brand Presence] Add links to active social media profiles
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
>
> ✓ [Local Content] Start a blog with local legal content
>
> ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 2/10
- E-E-A-T Signals: 1/10
- Brand Presence: 0/10
- Content Freshness: 0/10
- Citations & Sources: 3/10
- Technical Performance: 2/10
- AI Platform Presence: 2/10
- Location Pages: 4/10
- Citations & Directories: 0/10
- Reviews: 3/10
- Local Content: 1/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **30/100** — 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: 2/10

Found 3 schema object(s): Unknown, FAQPage
- ■ No LocalBusiness/LegalService schema
- ■ FAQPage schema found (5 questions)

Recommendations:

→ Add LocalBusiness schema with full NAP and hours

→ Add Organization schema with logo, social profiles

→ Add author schema with credentials for E-E-A-T

● Content Structure: 7/10

- ■ Single H1: "Motorcycle Accident Lawyers and Attorneys in Mississippi..."
- ■ 6 H2 tags structuring content
- ■ Comprehensive content (1,523 words)
- ■■ Reading level: College (difficult)

● E-E-A-T Signals: 1/10

- ■ No expertise credentials found
- ■■ Some trust signals: phone number, security mention

Recommendations:

→ Add specific experience metrics (years, case count)

→ Highlight attorney credentials, awards, and certifications

→ Add media mentions, awards, and professional memberships

● Brand Presence: 0/10

- ■ Limited social media presence
- ■■ Full brand mention analysis requires external API

Recommendations:

→ Add links to active social media profiles

→ Mention and link to review profiles (Google, Avvo, etc.)
→ Add video content to increase engagement and AI visibility

● 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: 7/10

■ FAQ section found on page
■ FAQPage schema markup present
■ Only 4 questions in content
■ How-to/guide content present
Recommendations:
→ Add more question-format headings that mirror user queries

● Citations & Sources: 3/10

■■ 2 authoritative link(s)
■■ Some statistics present
Recommendations:
→ Add more internal links to related content

● Technical Performance: 2/10

■ HTTPS enabled
■ Mobile viewport configured
■ Heavy HTML (384KB)
Recommendations:
→ Add security headers (HSTS, CSP, X-Frame-Options)
→ Reduce page size for faster loading

● 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: **38/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- ■ LocalBusiness/LegalService schema present
- ■ Phone number: 5332540853
- ■ 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 (71 chars) - may be truncated
- ■ Good meta description length (158 chars)
- ■ Mobile viewport set

Recommendations:

→ Add local language (serving [city], located in [area])

● NAP Consistency: 6/10

■■ Multiple phone numbers: (662) 584-4330, (601) 286-2774, 6012994540
■ 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: 4/10

■■ 3 location page(s)
■ 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: 3/10

■■ Some review mentions
■ No review schema
■ Star ratings displayed
■■ Actual review metrics require Google API:
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
■■ 1 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