

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.gattilaw.com/personal-injury/truck-accidents/>

Business: Truck Accidents

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	35/100	■ Critical
Local SEO	34/100	■ Critical
TOTAL	69/200	■ 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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
- ✓ [Brand Presence] Add links to active social media profiles

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **35/100** — 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 missing LocalBusiness fields: openingHours, geo, telephone
→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles

● Content Structure: 7/10

- Multiple H1 tags (2) - should have only one
- 5 H2 tags structuring content
- Comprehensive content (2,272 words)
- Good readability (10th-12th grade (fairly difficult))

Recommendations:

→ Use only one H1 tag per page

● E-E-A-T Signals: 2/10

- No expertise credentials found
- Trust signals: phone number, terms of service, 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: 2/10

- Limited social media presence
- 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: 7/10

■ FAQ section found on page

■ No FAQPage schema

■ 12 questions in content (excellent)

■ How-to/guide content present

Recommendations:

- Add FAQPage schema for rich snippets in search

● Citations & Sources: 1/10

■ No authoritative (.gov, .edu) sources cited

■ Moderate internal linking (5 links)

Recommendations:

- Cite government and educational sources for credibility
- Add statistics with source attribution

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■ Moderate HTML size (128KB)

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: **34/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 2147483647
- Physical address present
- Verify GBP is claimed at business.google.com

Recommendations:

- Embed Google Maps on contact page
- Make phone number clickable with tel: link

● 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
- Good title length (17 chars)
- No meta description
- Some local signals (1 mentions)

Recommendations:

- Add meta description with location and practice area

● NAP Consistency: 2/10

■ Multiple phone numbers: 2202091706, 000.000.0000, 503-594-4944

■ HTTPS secure

■ Cross-directory NAP check requires external tools

Recommendations:

→ Use one consistent phone number throughout site

→ Make phone number clickable (tel: link)

→ Add complete NAP to LocalBusiness schema

● 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: 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: 4/10

■ Blog/news section present

■ 1 practice area page(s)

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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