

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.herrmanandherrman.com/texas-personal-injury-firm/houston-tx/>

Business: Houston Personal Injury Lawyers

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Category	Score	Rating
AI Visibility	46/100	■ Needs Work
Local SEO	53/100	■ Needs Work
TOTAL	99/200	■ 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:

- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Question-Based Content] Add an FAQ section answering common client questions
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Brand Presence] Add video content to increase engagement and AI visibility
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 3/10
- Brand Presence: 3/10
- Content Freshness: 4/10
- Question-Based Content: 2/10
- Technical Performance: 2/10
- Citations & Directories: 0/10

■ AI VISIBILITY AUDIT

Score: **46/100** — AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

● AI Crawler Access: 8/10

- ChatGPT/OpenAI (GPTBot) is allowed
- Claude/Anthropic (ClaudeBot) is allowed
- Claude Web (Claude-Web) is allowed
- Anthropic AI (anthropic-ai) is allowed

● Structured Data Quality: 3/10

Found 1 schema object(s): Unknown

- 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: 7/10

- Single H1: "Houston Personal Injury Lawyers..."
- 17 H2 tags structuring content
- Comprehensive content (3,181 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 5/10

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

Recommendations:

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

● Brand Presence: 3/10

- Some social profiles: instagram, facebook, twitter
- Review platform mentions: google
- 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: 4/10

- No datePublished in schema
- Recent dates found in content
- Blog/news section present

Recommendations:

- Add datePublished and dateModified to schema markup

● Question-Based Content: 2/10

- No FAQPage schema
- Only 4 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
- Add more question-format headings that mirror user queries

● Citations & Sources: 5/10

- No authoritative (.gov, .edu) sources cited
- Rich in statistics and data citations
- Strong internal linking (125 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (332KB)

Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- Reduce page size for faster loading
- Implement lazy loading for images

● AI Platform Presence: 7/10

- YouTube presence (2 links, 0 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: **53/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 361-882-4357
- 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: 6/10

- Legal keywords in title
- Good title length (57 chars)
- Meta description: 119 chars (aim for 120-160)
- Some local signals (1 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 1586193862, 956-815-1270, 713-565-1899
- 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

- 99 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: 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

- Local involvement: community involvement

- Multiple practice area pages (6)

● Local Link Building: 5/10

- Partnership/membership mentions found

- 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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