AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://example.com
Business: Example Domain
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	15/100	Critical
Local SEO	9/100	Critical
TOTAL	**24/200**	**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:

* Add LocalBusiness schema markup
* Add author bios with credentials
* Add social media profile links
* Add datePublished and dateModified to schema
* Add an FAQ section with common questions
* Create YouTube videos and embed on site

PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data: No structured data (JSON-LD) found
- E-E-A-T Signals (0/10)
- Brand Mentions: Full brand mention analysis requires external API calls
- Content Freshness: No date metadata in structured data
- Question-Based Content: No questions found in content
- AI Platform Presence: Limited AI platform presence detected
- GBP Basics: No phone number detected
- GBP Optimization (0/10)

AI VISIBILITY AUDIT

Score: **15/100** - AI visibility determines how likely your business appears in ChatGPT, Claude, Perplexity, and AI-powered search.

[2/10] Crawler Access

[!] No robots.txt found - all bots allowed by default
[X] No llms.txt file
[!] Limited server-rendered content detected
Recommendations:
> Create llms.txt to help AI systems understand your site
> Ensure critical content is server-side rendered for AI crawlers

[0/10] Structured Data

[X] No structured data (JSON-LD) found
Recommendations:
> Add LocalBusiness schema markup
> Add LegalService schema markup
> Add Attorney schema markup

[4/10] Content Structure

[OK] Single H1 tag (correct)
[X] No H2 tags found
[OK] Short paragraphs (easy to read/parse)
Recommendations:
> Add H2 tags to structure your content
> Add bullet/numbered lists for better AI comprehension

[0/10] E-E-A-T Signals

Recommendations:
> Add author bios with credentials
> Highlight attorney credentials and experience
> Add case results and client testimonials

[0/10] Brand Mentions

[!] Full brand mention analysis requires external API calls
Recommendations:
> Add social media profile links
> Pursue PR opportunities for brand mentions
> Build Reddit presence in relevant subreddits

[0/10] Content Freshness

[X] No date metadata in structured data

[!] No visible dates on page

Recommendations:

> Add datePublished and dateModified to schema

> Display publication and update dates on content

> Add a blog for fresh content

[0/10] Question-Based Content

[X] No questions found in content

Recommendations:

> Add an FAQ section with common questions

> Add FAQPage schema for rich results

> Add question-format headings that match user queries

[1/10] Citations & Sources

[!] Only 1 external links

Recommendations:

> Add statistics with source attribution

> Link to government and educational sources

[8/10] Technical Performance

[OK] HTTPS enabled

[OK] Mobile viewport configured

[OK] Minimal render-blocking scripts

[OK] Page HTML size: 1KB (light)

[0/10] AI Platform Presence

[!] Limited AI platform presence detected

Recommendations:

> Create YouTube videos and embed on site

> Create content on platforms AI trains on (YouTube, Reddit)

> Add llms.txt file to help AI understand your site

LOCAL SEO AUDIT

Score: **9/100** - Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

[0/10] GBP Basics

[X] No phone number detected
[i] GBP claim/verification status requires manual check
Recommendations:
> Embed Google Maps on contact/location page
> Add LocalBusiness schema with full NAP
> Add clickable phone number prominently

[0/10] GBP Optimization

[TIP] Full GBP audit requires checking business.google.com
Recommendations:
> Add a clear services/practice areas section
> Add team bios and photos
> Display business hours on website

[0/10] GBP Engagement

[TIP] GBP post frequency & Q&A; require manual review
Recommendations:
> Display Google reviews on your website
> Add a blog for regular content updates
> Post weekly updates to Google Business Profile

[2/10] Website Local Signals

[OK] Mobile-friendly (viewport set)
Recommendations:
> Add practice area keywords to page title
> Add meta description with local keywords
> Mention your city and service areas in content

[2/10] NAP Consistency

[OK] HTTPS secure
[i] Cross-directory NAP consistency requires external checks
Recommendations:
> Make phone number clickable with tel: link
> Include full NAP in LocalBusiness schema
> Audit NAP across all directories (Yelp, Avvo, etc.)

[0/10] Location Pages

Recommendations:
> Create city-specific landing pages
> Add 'Areas We Serve' section
> Add local client testimonials

[0/10] Citations & Directories

[!] No directory badges or links found on site
Recommendations:
> Add badges from Avvo, Super Lawyers, Martindale-Hubbell
> Claim listings on Avvo, FindLaw, Justia, Lawyers.com
> Ensure NAP consistency across all directories

[0/10] Reviews

[i] Actual review count/rating requires Google API
Recommendations:
> Display Google reviews on your website
> Target: 50+ Google reviews, 4.5+ rating
> Implement review generation campaign

[0/10] Local Content

Recommendations:
> Start a blog with local legal content
> Create content about local laws, courts, news
> Highlight community involvement/sponsorships

[5/10] Local Link Building

[!] No link-building signals found on site
[TIP] Full backlink audit requires tools like Ahrefs or DataForSEO Backlinks API
Recommendations:
> Get featured in local news and legal publications
> Sponsor local events for backlinks
> Join and get listed by bar associations

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 and 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 and Trust

[ ] Add author bios with credentials

[ ] Display case results and testimonials

[ ] Link to authoritative sources

[ ] Add trust badges (Avvo, BBB, etc.)

Week 4: Engagement and 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