

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://www.simmonsandfletcher.com/>

**Business:** Houston Personal Injury Lawyers

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	55/100	■ Needs Work
Local SEO	57/100	■ Needs Work
<b>TOTAL</b>	<b>112/200</b>	<b>■ Needs Work</b>

*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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [Technical Performance] Reduce page size for faster loading
- ✓ [GBP Optimization] Add 3-5 secondary categories (e.g., 'Personal Injury Attorney')

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Brand Presence: 3/10
- Content Freshness: 0/10
- Citations & Sources: 3/10
- Technical Performance: 4/10
- Citations & Directories: 0/10

# ■ AI VISIBILITY AUDIT

Score: **55/100** — 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: 6/10

Found 4 schema object(s): WebPage, Unknown, Organization, Attorney

- LocalBusiness/LegalService schema found
- No FAQPage schema
- Organization schema found

### **Recommendations:**

- Add FAQPage schema for rich results and AI visibility
- Add author schema with credentials for E-E-A-T

## ● Content Structure: 8/10

- Single H1: "Houston Personal Injury Lawyers..."
- 13 H2 tags structuring content
- Comprehensive content (4,684 words)
- Good readability (10th-12th grade (fairly difficult))

## ● E-E-A-T Signals: 7/10

- Experience signals: established date
- ■ Some expertise signals: board certification
- Authority signals: awards
- ■ Some trust signals: phone number, security mention

## ● Brand Presence: 3/10

- Limited social media presence
- 5 social profiles in schema
- 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
- 18 questions in content (excellent)
- How-to/guide content present

### **Recommendations:**

- Add FAQPage schema for rich snippets in search

## ● Citations & Sources: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (47 links)

### **Recommendations:**

- Cite government and educational sources for credibility

## ● Technical Performance: 4/10

- HTTPS enabled
- Good security headers (100%)
- Mobile viewport configured
- Heavy HTML (444KB)

### **Recommendations:**

- Reduce page size for faster loading

## ● AI Platform Presence: 9/10

- YouTube presence (0 links, 1 embeds)
- Podcast presence mentioned
- To verify AI visibility:
  - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'

### **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: **57/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 9/10

- Google Maps embed found
- LocalBusiness/LegalService schema present
- Phone number: 713-932-0777
- Clickable phone (tel: link)

## ● GBP Optimization: 5/10

- GBP optimization requires manual review:
  - Check: [business.google.com/dashboard](https://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: 7/10

- Legal keywords in title
- Title too long (62 chars) - may be truncated
- Good meta description length (140 chars)
- Strong local language (4 mentions)

## ● NAP Consistency: 6/10

- Multiple phone numbers: (713) 932-0777, 7681948017, 1710333666
- 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: 8/10

- 22 location-related pages
- Testimonials section present
- Case results displayed

**Recommendations:**

- 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: 6/10

- No blog section
- Resources/guides section present
- Local involvement: community involvement, sponsorships, volunteer work
- Multiple practice area pages (7)

**Recommendations:**

- Start a blog with local legal content

## ● 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

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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](https://kuriosbrand.com/call)**

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