

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://amarolawfirm.com/dallas-personal-injury-lawyers/>

Business: Dallas Personal Injury Lawyers

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Category	Score	Rating
AI Visibility	41/100	■ Needs Work
Local SEO	46/100	■ Needs Work
TOTAL	87/200	■ 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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Local Content] Start a blog with local legal content
- ✓ [Question-Based Content] Add an FAQ section answering common client questions
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- E-E-A-T Signals: 4/10
- Content Freshness: 0/10
- Question-Based Content: 2/10
- Citations & Sources: 2/10
- Technical Performance: 2/10
- Citations & Directories: 0/10
- Local Content: 1/10
- Local Link Building: 3/10

■ AI VISIBILITY AUDIT

Score: **41/100** — 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: 6/10

Found 2 schema object(s): Product, LegalService

- LocalBusiness/LegalService schema found
- No FAQPage schema
- Author information in schema

Recommendations:

→ Add FAQPage schema for rich results and AI visibility

→ Add Organization schema with logo, social profiles

● Content Structure: 8/10

- Single H1: "Dallas Personal Injury & Wrongful Death Law Firm..."
- 22 H2 tags structuring content
- Comprehensive content (3,033 words)
- Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 4/10

- No expertise credentials found
- Authority signals: awards
- Some trust signals: security mention
- 2 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)

→ Highlight attorney credentials, awards, and certifications

● Brand Presence: 6/10

- Some social profiles: facebook, instagram, youtube
- 5 social profiles in schema
- Review platform mentions: google

■ Video content found (0 YouTube embeds)

Recommendations:

- Build Reddit presence in legal subreddits
- Pursue Wikipedia mention if notable

● 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: 2/10

■ No FAQPage schema

■ Only 2 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: 2/10

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

■ Strong internal linking (10 links)

Recommendations:

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

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■ Heavy HTML (441KB)

Recommendations:

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

● AI Platform Presence: 5/10

■ YouTube presence (1 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: **46/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 1700177888
- 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
- Good title length (47 chars)
- Meta description: 179 chars (aim for 120-160)
- Mobile viewport set

Recommendations:

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

● NAP Consistency: 6/10

■ Multiple phone numbers: 8886938851, 8639201715, 866-445-5645

■ 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

■ 2 location page(s)

■ 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: 8/10

■ Strong review presence on site

■ 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: 1/10

■ No blog section

■ 2 practice area page(s)

Recommendations:

→ Start a blog with local legal content

→ Highlight community involvement and local activities

● Local Link Building: 3/10

■ ■ Some partnership mentions

■ ■ 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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