AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://nixlaw.com/tulsa/wrongful-death-lawyers/
Business: Tulsa Wrongful Death Lawyers
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	26/100	■ Critical
Local SEO	38/100	■ Critical
TOTAL	**64/200**	**■ 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:

> ✓ [Brand Presence] Add links to active social media profiles
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [Question-Based Content] Add an FAQ section answering common client questions
>
> ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
>
> ✓ [Citations & Sources] Cite government and educational sources for credibility

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **26/100** — 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): Organization, Product

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

Recommendations:

→ Add LocalBusiness schema with full NAP and hours
→ 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: "Tulsa Wrongful Death Lawyers..."
- ■ 12 H2 tags structuring content
- ■ Comprehensive content (1,688 words)
- ■ Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 2/10

- ■ No expertise credentials found
- ■■ Some trust signals: phone number
- ■ 10 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)
→ Highlight attorney credentials, awards, and certifications
→ Add media mentions, awards, and professional memberships

● Brand Presence: 0/10

- ■ Limited social media presence
- ■■ Full brand mention analysis requires external API

Recommendations:
→ Add links to active social media profiles
→ Mention and link to review profiles (Google, Avvo, etc.)
→ Add video content to increase engagement and AI visibility

● 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: 1/10

■ No FAQPage schema
■■ 5 questions in content
Recommendations:
→ Add an FAQ section answering common client questions
→ Add FAQPage schema for rich snippets in search
→ Add how-to guides for common legal processes

● Citations & Sources: 2/10

■ No authoritative (.gov, .edu) sources cited
■ Strong internal linking (13 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 (211KB)
Recommendations:
→ Add security headers (HSTS, CSP, X-Frame-Options)
→ Implement lazy loading for images

● AI Platform Presence: 2/10

■■ To verify AI visibility:
→ Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
→ Ask Perplexity the same question

→ Check if you appear in AI Overview results

Recommendations:

→ Create YouTube content and embed on site

→ Test AI visibility by querying ChatGPT/Claude about your practice area

→ Enable YouTube transcripts for AI training

■ LOCAL SEO AUDIT

Score: **38/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 5/10

- No LocalBusiness schema
- Phone number: 5603287709
- Clickable phone (tel: link)
- Physical address present

Recommendations:

→ Embed Google Maps on contact page
→ Add LocalBusiness schema with complete NAP

● 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: 4/10

- Legal keywords in title
- Good title length (49 chars)
- No meta description
- Mobile viewport set

Recommendations:

→ Add meta description with location and practice area
→ Add local language (serving [city], located in [area])

● NAP Consistency: 4/10

■■ Multiple phone numbers: 1770361870, 5123285333, 5603287709
■ Clickable phone link(s)
■ HTTPS secure
■■ Cross-directory NAP check requires external tools

Recommendations:
→ Use one consistent phone number throughout site
→ Add complete NAP to LocalBusiness schema
→ Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● Location Pages: 6/10

■ 10 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: 4/10

■■ Some review mentions
■ Review schema markup present
■■ Actual review metrics require Google API:
→ Target: 50+ reviews

Recommendations:
→ Launch review generation campaign
→ Respond to ALL reviews within 24 hours
→ Ask satisfied clients for reviews via email/text

● Local Content: 2/10

■ No blog section
■ Multiple practice area pages (4)

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

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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