AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.omarochoalaw.com/houston-personal-injury-lawyer
Business: Houston Personal Injury Attorney
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	35/100	■ Critical
Local SEO	37/100	■ Critical
TOTAL	**72/200**	**■ 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:

> ✓ [Structured Data Quality] Add JSON-LD structured data - this is critical for AI visibility
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [Reviews] Add AggregateRating schema for star ratings in search
>
> ✓ [Local Content] Start a blog with local legal content
>
> ✓ [Brand Presence] Add links to active social media profiles

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **35/100** — 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: 0/10

■ No structured data (JSON-LD) found
Recommendations:
→ Add JSON-LD structured data - this is critical for AI visibility

● Content Structure: 7/10

■ Single H1: "Houston Personal Injury Lawyer..."
■ 11 H2 tags structuring content
■ Comprehensive content (2,001 words)
■■ Reading level: College (difficult)

● E-E-A-T Signals: 3/10

■ No expertise credentials found
■ Trust signals: phone number, privacy policy, terms of service, security mention
■ 28 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: 2/10

■ Limited social media presence
■ Review platform mentions: google
■■ Full brand mention analysis requires external API
Recommendations:
→ Add links to active social media profiles
→ Add video content to increase engagement and AI visibility
→ 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
■ 15 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 (36 links)

Recommendations:
→ Cite government and educational sources for credibility

🟡 Technical Performance: 4/10

■ HTTPS enabled
■ Good security headers (50%)
■ Mobile viewport configured
■■ Moderate HTML size (160KB)

🔴 AI Platform Presence: 3/10

■ 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: **37/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 5/10

- ■ No LocalBusiness schema
- ■ Phone number: 9265058147
- ■ 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: 6/10

- ■ Legal keywords in title
- ■ Good title length (54 chars)
- ■ Good meta description length (143 chars)
- ■ Mobile viewport set

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

● NAP Consistency: 4/10

■■ Multiple phone numbers: (956) 253-3121, (726) 268-1604, 598-3747040

■ 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: 8/10

■ 12 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: 1/10

■■ Some review mentions

■ No review schema

■■ Actual review metrics require Google API:

→ Target: 50+ reviews

Recommendations:

→ Add AggregateRating schema for star ratings in search

→ Launch review generation campaign

→ Respond to ALL reviews within 24 hours

🔴 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: 2/10

■■ 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