

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.passenpowell.com/>

Business: Chicago Injury, Malpractice & Wrongful Death Lawyers

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	40/100	■ Needs Work
Local SEO	40/100	■ Needs Work
TOTAL	80/200	■ 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:

- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Mention and link to review profiles (Google, Avvo, etc.)
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [Citations & Sources] Cite government and educational sources for credibility

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **40/100** — 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: 0/10

Found 1 schema object(s): Unknown

- No LocalBusiness/LegalService schema
- No FAQPage schema

Recommendations:

- Add LocalBusiness schema with full NAP and hours
- Add FAQPage schema for rich results and AI visibility
- Add Organization schema with logo, social profiles

● Content Structure: 7/10

- Single H1: "Chicago Personal Injury Firm..."
- 6 H2 tags structuring content
- Comprehensive content (2,185 words)
- Reading level: College (difficult)

● E-E-A-T Signals: 4/10

- No expertise credentials found
- Authority signals: bar membership
- Some trust signals: phone number, email
- 4 about/team page links found

Recommendations:

- Add specific experience metrics (years, case count)
- Highlight attorney credentials, awards, and certifications

● Brand Presence: 1/10

- Some social profiles: linkedin, youtube, facebook
- Full brand mention analysis requires external API

Recommendations:

- Mention and link to review profiles (Google, Avvo, etc.)
- 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
- 13 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 (35 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 3/10

- HTTPS enabled
- Mobile viewport configured
- Moderate HTML size (102KB)
- 14/18 images lazy-loaded

Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)

● AI Platform Presence: 7/10

- 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: **40/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 5/10

- No LocalBusiness schema
- Phone number: 312-527-4500
- 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: 5/10

- Legal keywords in title
- Title too long (76 chars) - may be truncated
- Good meta description length (160 chars)
- Mobile viewport set

Recommendations:

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

● NAP Consistency: 4/10

- Multiple phone numbers: 5014237861, 312-527-4500, (999) 999-9999
- 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

- 16 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: 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: 4/10

- No blog section
- Local involvement: community involvement
- Multiple practice area pages (5)

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

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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