

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://lawinjury.com/>

Business: Chicago Personal Injury Lawyer & Accident Attorney

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	22/100	■ Critical
Local SEO	34/100	■ Critical
TOTAL	56/200	■ 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 LocalBusiness schema with full NAP and hours
- ✓ [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
- ✓ [Reviews] Add AggregateRating schema for star ratings in search
- ✓ [Local Content] Start a blog with local legal content

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **22/100** — 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

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: 5/10

- Single H1: "Chicago Personal Injury Lawyer & Accident Attorney..."
- 10 H2 tags structuring content
- Moderate content (862 words)
- Reading level: College (difficult)

Recommendations:

→ Add bullet/numbered lists for better AI comprehension

● E-E-A-T Signals: 3/10

- No expertise credentials found
- Authority signals: awards, memberships
- Some trust signals: phone number

Recommendations:

→ Add specific experience metrics (years, case count)
→ Highlight attorney credentials, awards, and certifications
→ Add prominent links to attorney bio pages

● 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: 2/10

■ No FAQPage schema

■ Only 0 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

■ Some statistics present

■ Moderate internal linking (6 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■ Moderate HTML size (255KB)

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: **34/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 1768987525
- Physical address present
- Verify GBP is claimed at business.google.com

Recommendations:

- Embed Google Maps on contact page
- Make phone number clickable with tel: link

● 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 (74 chars) - may be truncated
- Good meta description length (155 chars)
- Mobile viewport set

Recommendations:

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

● NAP Consistency: 2/10

■ Multiple phone numbers: 1534954991, 1534955009, 6139400012

■ HTTPS secure

■ Cross-directory NAP check requires external tools

Recommendations:

→ Use one consistent phone number throughout site

→ Make phone number clickable (tel: link)

→ Add complete NAP to LocalBusiness schema

● 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: 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

■ 1 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**

Report generated by KuriosBrand AI Audit Tool • 2026