# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** https://www.wilsonlawgroupsc.com/motorcycle-accident-attorney/
**Business:** Motorcycle Crash Lawyer South Carolina
**Generated:** February 06, 2026

| Category | Score | Rating |
|---|---|---|
| AI Visibility | 34/100 | ■ Critical |
| Local SEO | 32/100 | ■ Critical |
| **TOTAL** | **66/200** | **■ 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
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [Reviews] Add AggregateRating schema for star ratings in search
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)

# ■ 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: 2/10
- Citations & Sources: 4/10
- Technical Performance: 2/10
- AI Platform Presence: 4/10
- GBP Basics: 4/10
- NAP Consistency: 2/10
- Location Pages: 4/10
- Citations & Directories: 0/10
- Reviews: 1/10
- Local Content: 4/10
- Local Link Building: 2/10

# ■ AI VISIBILITY AUDIT

Score: **34/100** — 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: 6/10

- ■ Single H1: "South Carolina Motorcycle Accident Attorney..."
- ■ 13 H2 tags structuring content
- ■■ Moderate content (1,155 words)
- ■■ Reading level: College (difficult)

## ● E-E-A-T Signals: 3/10

- ■ Experience signals: years experience
- ■ No expertise credentials found
- ■ 6 about/team page links found

**Recommendations:**
- → Highlight attorney credentials, awards, and certifications
- → Add media mentions, awards, and professional memberships
- → Add clear contact info, privacy policy, and trust badges

## ● 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: 2/10

■ No datePublished in schema
■■ No recent dates visible in content
■ Blog/news section present

**Recommendations:**

→ Add datePublished and dateModified to schema markup
→ Display publication/update dates on content

## ● Question-Based Content: 5/10

■ FAQ section found on page
■ No FAQPage schema
■■ 8 questions in content
■ How-to/guide content present

**Recommendations:**

→ Add FAQPage schema for rich snippets in search

## ● Citations & Sources: 4/10

■■ 2 authoritative link(s)
■ Strong internal linking (14 links)

**Recommendations:**

→ Add statistics with source attribution

## ● Technical Performance: 2/10

■ HTTPS enabled
■ Mobile viewport configured
■■ Moderate HTML size (151KB)

**Recommendations:**

→ Add security headers (HSTS, CSP, X-Frame-Options)
→ Implement lazy loading for images

## ● AI Platform Presence: 4/10

■■ 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: **32/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 4/10

- ■ No LocalBusiness schema
- ■ Phone number: 1537580773
- ■ Physical address present
- ■■ Verify GBP is claimed at business.google.com

**Recommendations:**
→ Embed Google Maps on contact page
→ Add LocalBusiness schema with complete NAP
→ 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
- ■ Good title length (39 chars)
- ■■ Meta description: 194 chars (aim for 120-160)
- ■ Mobile viewport set

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

## ● NAP Consistency: 2/10

■■ Multiple phone numbers: 0313204999, 0313200000, 1315476279
■ 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: 4/10

■■ 2 location page(s)
■ 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

■ Blog/news section present
■■ 2 practice area page(s)

**Recommendations:**
→ 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