

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

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

Business: ■■■ ■■■■■■■■ ■■ ■■■■■■ ■■■■■■■■: Los Angeles Personal Injury Attorney

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	29/100	■ Critical
Local SEO	49/100	■ Needs Work
TOTAL	78/200	■ 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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Question-Based Content] Add an FAQ section answering common client questions
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
- ✓ [Structured Data Quality] Add FAQPage schema for rich results and AI visibility

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **29/100** — 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: 3/10

Found 2 schema object(s): Unknown, LegalService

- LocalBusiness/LegalService schema found
- No FAQPage schema

Recommendations:

- Add FAQPage schema for rich results and AI visibility
- Add Organization schema with logo, social profiles
- Add author schema with credentials for E-E-A-T

● Content Structure: 5/10

- Multiple H1 tags (5) - should have only one
- 22 H2 tags structuring content
- Moderate content (968 words)
- Reading level: College (difficult)

Recommendations:

- Use only one H1 tag per page

● E-E-A-T Signals: 2/10

- No expertise credentials found
- Trust signals: phone number, privacy policy, terms of service

Recommendations:

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

● Brand Presence: 1/10

- Limited social media presence
- 4 social profiles in schema
- 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: 0/10

- No FAQPage schema
- Only 2 questions in content

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: 3/10

- No authoritative (.gov, .edu) sources cited
- Some statistics present
- Strong internal linking (46 links)

Recommendations:

- Cite government and educational sources for credibility

● Technical Performance: 3/10

- HTTPS enabled
- Mobile viewport configured
- Heavy HTML (916KB)
- 56/88 images lazy-loaded

Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- Reduce page size for faster loading

● 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: **49/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 9/10

- Google Maps embed found
- LocalBusiness/LegalService schema present
- Phone number: 1000000000
- Clickable phone (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: 6/10

- Legal keywords in title
- Title too long (65 chars) - may be truncated
- Good meta description length (159 chars)
- Some local signals (2 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 8401162791, 110.1921397, 5322580645
- Clickable phone link(s)
- NAP in structured data
- HTTPS secure

Recommendations:

- Use one consistent phone number throughout site
- Audit NAP across all directories (Yelp, Avvo, FindLaw, etc.)

● **Location Pages: 8/10**

- 14 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: 3/10**

- Some review mentions
- No review schema
- Star ratings displayed
- Actual review metrics require Google API:

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, sponsorships, local news
- Multiple practice area pages (3)

Recommendations:

- Start a blog with local legal content

● **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**

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