

# AI & Local Visibility

## COMPREHENSIVE AUDIT REPORT

**Website:** <https://www.hayneslawyers.com/personal-injury/wrongful-death/>

**Business:** Johnson City Wrongful Death Lawyer

**Generated:** February 06, 2026

Category	Score	Rating
AI Visibility	39/100	■ Critical
Local SEO	51/100	■ Needs Work
<b>TOTAL</b>	<b>90/200</b>	<b>■ Needs Work</b>

*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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Technical Performance] Implement lazy loading for images
- ✓ [Local Link Building] Get featured on local news sites

## ■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Brand Presence: 1/10
- Content Freshness: 0/10
- Technical Performance: 3/10
- AI Platform Presence: 2/10
- Citations & Directories: 0/10
- Reviews: 4/10
- Local Link Building: 3/10

# ■ AI VISIBILITY AUDIT

Score: **39/100** — 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: 6/10

Found 4 schema object(s): FAQpage, Unknown, Product, LegalService

- LocalBusiness/LegalService schema found
- No FAQPage schema
- Author information in schema

**Recommendations:**

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

## ● Content Structure: 6/10

- Single H1: "Johnson City Wrongful Death Lawyers..."
- Only 2 H2 tags
- Comprehensive content (1,883 words)
- Reading level: College (difficult)

## ● E-E-A-T Signals: 5/10

- No expertise credentials found
- Authority signals: awards, memberships
- Trust signals: phone number, privacy policy, security mention
- 20 about/team page links found

**Recommendations:**

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

## ● Brand Presence: 1/10

- Limited social media presence
- 6 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: 5/10

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

**Recommendations:**

- Add FAQPage schema for rich snippets in search

## ● Citations & Sources: 5/10

- No authoritative (.gov, .edu) sources cited
- Rich in statistics and data citations
- Strong internal linking (34 links)

**Recommendations:**

- Cite government and educational sources for credibility

## ● Technical Performance: 3/10

- HTTPS enabled
- Good security headers (67%)
- Mobile viewport configured
- Moderate HTML size (149KB)

**Recommendations:**

- 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: **51/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

## ● GBP Basics: 7/10

- LocalBusiness/LegalService schema present
- Phone number: 1725981064
- Clickable phone (tel: link)
- Physical address present

**Recommendations:**

- Embed Google Maps on contact page

## ● 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 (63 chars) - may be truncated
- Good meta description length (140 chars)
- Some local signals (2 mentions)

## ● NAP Consistency: 6/10

- Multiple phone numbers: 1725981064, 4239280165, 1670166692
- 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

- 16 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: 4/10

- Some review mentions

- Review schema markup present

- Actual review metrics require Google API:

- Target: 50+ reviews

**Recommendations:**

- Launch review generation campaign
- Respond to ALL reviews within 24 hours
- Ask satisfied clients for reviews via email/text

## ● Local Content: 7/10

- Blog/news section present

- Resources/guides section present

- Multiple practice area pages (7)

**Recommendations:**

- 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
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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](https://kuriosbrand.com/call)