

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://treasurevalleylawyers.com/car-accident-lawyers-boise-id/>

Business: Car Accident Lawyers in Boise, ID

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	50/100	■ Needs Work
Local SEO	59/100	■ Needs Work
TOTAL	109/200	■ 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:

- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [AI Platform Presence] Create YouTube content and embed on site
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Local Link Building] Get featured on local news sites

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

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

■ AI VISIBILITY AUDIT

Score: **50/100** — 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: 8/10

Found 2 schema object(s): FAQPage, LegalService

- LocalBusiness/LegalService schema found
- FAQPage schema found (5 questions)
- Author information in schema

Recommendations:

→ Add Organization schema with logo, social profiles

● Content Structure: 6/10

- Multiple H1 tags (5) - should have only one
- 4 H2 tags structuring content
- Comprehensive content (2,178 words)
- Reading level: College (difficult)

Recommendations:

→ Use only one H1 tag per page

● E-E-A-T Signals: 5/10

- Experience signals: established date
- Some expertise signals: Martindale rating
- Some trust signals: phone number
- 14 about/team page links found

Recommendations:

→ Add media mentions, awards, and professional memberships

● Brand Presence: 3/10

- Limited social media presence
- 2 social profiles in schema
- Review platform mentions: google, martindale

■■ Full brand mention analysis requires external API

Recommendations:

- Add links to active social media profiles
- 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: 10/10

■ FAQ section found on page

■ FAQPage schema markup present

■ 14 questions in content (excellent)

■ How-to/guide content present

● Citations & Sources: 8/10

■ 5 authoritative source links (.gov, .edu)

■ Rich in statistics and data citations

■■ Moderate internal linking (9 links)

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■■ Moderate HTML size (170KB)

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: **59/100** — 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: 1136283947
- 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
- Good title length (53 chars)
- Meta description: 164 chars (aim for 120-160)
- Some local signals (2 mentions)

● NAP Consistency: 6/10

- Multiple phone numbers: 1770324431, (999) 999-9999, 1624814474
- 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: 7/10**

- 8 location-related pages
- Case results displayed
- Local imagery with descriptive alt text

Recommendations:

- Add client testimonials (ideally with location)

● **Citations & Directories: 2/10**

- Some directory mentions: Martindale-Hubbell
- 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: 8/10**

- Strong review presence on site
- Review schema markup present
- Star ratings displayed
- Actual review metrics require Google API:

Recommendations:

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

● **Local Content: 8/10**

- Blog/news section present
- Resources/guides section present
- Local involvement: community involvement
- 1 practice area page(s)

● **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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