AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: https://www.brownandcrouppen.com/st-louis/car-accidents/
Business: St. Louis Car Accident Lawyer
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	46/100	■ Needs Work
Local SEO	62/100	■ Needs Work
TOTAL	**108/200**	**■ 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:

> ✓ [Brand Presence] Add links to active social media profiles
>
> ✓ [Content Freshness] Add datePublished and dateModified to schema markup
>
> ✓ [AI Platform Presence] Create YouTube content and embed on site
>
> ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
>
> ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
>
> ✓ [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: 2/10
- • Technical Performance: 3/10
- • AI Platform Presence: 2/10
- • Citations & Directories: 2/10
- • Local Link Building: 3/10

■ AI VISIBILITY AUDIT

Score: **46/100** — 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 6 schema object(s): Review, Unknown, Product, LegalService

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

Recommendations:

→ Add missing LocalBusiness fields: openingHours, geo
→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles

● Content Structure: 8/10

- ■ Single H1: "St. Louis Car Accident Lawyer..."
- ■ 12 H2 tags structuring content
- ■ Comprehensive content (3,885 words)
- ■ Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 8/10

- ■ Experience signals: years experience, established date, clients helped
- ■■ Some expertise signals: Super Lawyers
- ■ Authority signals: awards
- ■ Trust signals: phone number, terms of service, security mention

● Brand Presence: 1/10

- ■ Limited social media presence
- ■ 5 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: 2/10

■ No datePublished in schema
■ Recent dates found in content
■ No blog section found

Recommendations:
→ Add datePublished and dateModified to schema markup
→ Start a blog with weekly content updates

● Question-Based Content: 5/10

■ No FAQPage schema
■ 13 questions in content (excellent)
■ How-to/guide content present

Recommendations:
→ Add an FAQ section answering common client questions
→ 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 (107 links)

Recommendations:
→ Cite government and educational sources for credibility

● Technical Performance: 3/10

■ HTTPS enabled
■ Mobile viewport configured
■ Heavy HTML (399KB)
■ 17/23 images lazy-loaded

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

● 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: **62/100** — 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: (314) 501-9510
- ■ 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: 7/10

- ■ Legal keywords in title
- ■ Good title length (57 chars)
- ■ Good meta description length (155 chars)
- ■■ Some local signals (2 mentions)

● NAP Consistency: 6/10

- ■■ Multiple phone numbers: 7333333333, 1769924344, 314-222-2222
- ■ 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

- 58 location-related pages
- Testimonials section present
- Case results displayed

Recommendations:
→ Add local photos with descriptive alt text

● Citations & Directories: 2/10

- ■■ Some directory mentions: Super Lawyers
- ■■ 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: 9/10

- Blog/news section present
- Resources/guides section present
- Local involvement: community involvement
- Multiple practice area pages (5)

● 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

$\rightarrow$ 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