

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.leekelaw.com/wrongful-death-lawyer/south-carolina/>

Business: Wrongful Death Lawyer in South Carolina

Generated: February 06, 2026

| Category | Score | Rating |
|---------------|---------------|-------------------|
| AI Visibility | 38/100 | ■ Critical |
| Local SEO | 36/100 | ■ Critical |
| TOTAL | 74/200 | ■ 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:

- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Content Structure] Add H2 tags to structure content into clear sections
- ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
- ✓ [Citations & Sources] Cite government and educational sources for credibility
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Content Structure: 2/10
- E-E-A-T Signals: 2/10
- Brand Presence: 1/10
- Content Freshness: 4/10
- Citations & Sources: 2/10
- Technical Performance: 2/10
- AI Platform Presence: 4/10
- NAP Consistency: 4/10
- Location Pages: 2/10
- Citations & Directories: 0/10
- Reviews: 3/10
- Local Content: 4/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **38/100** — 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: 8/10

Found 3 schema object(s): Unknown, FAQPage, LegalService

- LocalBusiness/LegalService schema found
- FAQPage schema found (4 questions)
- Author information in schema

Recommendations:

→ Add Organization schema with logo, social profiles

● Content Structure: 2/10

- Single H1: "South Carolina Wrongful Death Lawyers..."
- No H2 tags
- Thin content (386 words)
- Reading level: College (difficult)

Recommendations:

→ Add H2 tags to structure content into clear sections
→ Expand content to 1,500+ words for competitive rankings
→ Add bullet/numbered lists for better AI comprehension

● E-E-A-T Signals: 2/10

- No expertise credentials found
- Some trust signals: phone number
- 4 about/team page links found

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
- 3 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: 4/10

■ datePublished in schema: 2018-03-30T23:28:36-05:00

■ dateModified in schema: 2025-11-25T22:54:30-05:00

■■ No recent dates visible in content

■ No blog section found

Recommendations:

- Display publication/update dates on content
- Start a blog with weekly content updates

● Question-Based Content: 5/10

■ FAQPage schema markup present

■ Only 1 questions in content

■ How-to/guide content present

Recommendations:

- Add an FAQ section answering common client questions
- Add more question-format headings that mirror user queries

● Citations & Sources: 2/10

■ No authoritative (.gov, .edu) sources cited

■ Strong internal linking (12 links)

Recommendations:

- Cite government and educational sources for credibility
- Add statistics with source attribution

● Technical Performance: 2/10

■ HTTPS enabled

■ Mobile viewport configured

■■ Moderate HTML size (223KB)

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: **36/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 5332540853
- Physical address present
- Verify GBP is claimed at business.google.com

Recommendations:

- Embed Google Maps on contact page
- 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 (55 chars)
- Meta description: 104 chars (aim for 120-160)
- Mobile viewport set

Recommendations:

- Add local language (serving [city], located in [area])

● NAP Consistency: 4/10

- Multiple phone numbers: 6796328693, 888-690-0211, 1843305399
- NAP in structured data
- HTTPS secure
- Cross-directory NAP check requires external tools

Recommendations:

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

● Location Pages: 2/10

- 4 location page(s)

Recommendations:

- Add client testimonials (ideally with location)
- Display notable case results with amounts
- 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

- Review schema markup present
- Actual review metrics require Google API:
- Target: 50+ reviews
- Target: 4.5+ star average

Recommendations:

- Display Google reviews prominently on site
- 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

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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