

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.calahanlaw.com/baton-rouge-car-accident-lawyer/>
Business: Baton Rouge Car Accident Lawyer
Generated: February 06, 2026

Category	Score	Rating
AI Visibility	52/100	■ Needs Work
Local SEO	48/100	■ Needs Work
TOTAL	100/200	■ 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:

- ✓ [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
- ✓ [E-E-A-T Signals] Add specific experience metrics (years, case count)
- ✓ [Content Freshness] Add datePublished and dateModified to schema markup
- ✓ [Brand Presence] Mention and link to review profiles (Google, Avvo, etc.)

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- E-E-A-T Signals: 3/10
- Brand Presence: 4/10
- Content Freshness: 3/10
- Technical Performance: 2/10
- Citations & Directories: 0/10
- Reviews: 4/10
- Local Link Building: 2/10

■ AI VISIBILITY AUDIT

Score: **52/100** — 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: 6/10

Found 3 schema object(s): 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: 8/10

- Single H1: "The Right Car Accident Lawyers In Baton Rouge..."
- 11 H2 tags structuring content
- Comprehensive content (2,297 words)
- Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 3/10

- No expertise credentials found
- Trust signals: phone number, privacy policy, security mention
- 15 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: 4/10

- Strong social presence: linkedin, youtube, facebook, twitter
- 9 social profiles in schema
- Full brand mention analysis requires external API

Recommendations:

- Mention and link to review profiles (Google, Avvo, etc.)

- Add video content to increase engagement and AI visibility
- Build Reddit presence in legal subreddits

● Content Freshness: 3/10

- No datePublished in schema
- Open Graph publish date found
- No recent dates visible in content
- Blog/news section present

Recommendations:

- Add datePublished and dateModified to schema markup
- Display publication/update dates on content

● Question-Based Content: 5/10

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

Recommendations:

- Add FAQPage schema for rich snippets in search

● Citations & Sources: 6/10

- 3 authoritative source links (.gov, .edu)
- Strong internal linking (26 links)

Recommendations:

- Add statistics with source attribution

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Moderate HTML size (118KB)

Recommendations:

- Add security headers (HSTS, CSP, X-Frame-Options)
- Implement lazy loading for images

● AI Platform Presence: 7/10

- YouTube presence (1 links, 0 embeds)
- To verify AI visibility:
 - Ask ChatGPT: 'What law firms handle [your practice] in [your city]?'
 - Ask Perplexity the same question

Recommendations:

- Test AI visibility by querying ChatGPT/Claude about your practice area

- Enable YouTube transcripts for AI training
- Build presence on Reddit in relevant communities

■ LOCAL SEO AUDIT

Score: **48/100** — 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: 1225387232
- 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 (49 chars)
- Good meta description length (137 chars)
- Mobile viewport set
- Recommendations:**
 - Add local language (serving [city], located in [area])

● NAP Consistency: 6/10

- Multiple phone numbers: 1024275931, 1880622227, 4403276999
- 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: 6/10

■ 13 location-related pages

■ Case results displayed

Recommendations:

→ Add client testimonials (ideally with location)

→ 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: 5/10

■ Blog/news section present

■ Multiple practice area pages (6)

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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