

AI & Local Visibility

COMPREHENSIVE AUDIT REPORT

Website: <https://www.salterhealy.com/st-petersburg-personal-injury-attorneys/>

Business: St. Petersburg Personal Injury Lawyer

Generated: February 06, 2026

Category	Score	Rating
AI Visibility	43/100	■ Needs Work
Local SEO	43/100	■ Needs Work
TOTAL	86/200	■ 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
- ✓ [Citations & Directories] Claim/verify: Google, Yelp, Avvo, FindLaw, Justia
- ✓ [Structured Data Quality] Add LocalBusiness schema with full NAP and hours
- ✓ [Brand Presence] Add links to active social media profiles
- ✓ [Technical Performance] Add security headers (HSTS, CSP, X-Frame-Options)
- ✓ [Reviews] Display Google reviews prominently on site

■ PRIORITY FIXES

Categories scoring below 50% that need immediate attention:

- Structured Data Quality: 2/10
- Brand Presence: 2/10
- Content Freshness: 0/10
- Technical Performance: 2/10
- NAP Consistency: 4/10
- Citations & Directories: 0/10
- Reviews: 3/10
- Local Content: 4/10
- Local Link Building: 3/10

■ AI VISIBILITY AUDIT

Score: **43/100** — 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: 2/10

Found 3 schema object(s): Unknown, Product

- No LocalBusiness/LegalService schema
- No FAQPage schema
- Review/rating schema found

Recommendations:

→ Add LocalBusiness schema with full NAP and hours
→ Add FAQPage schema for rich results and AI visibility
→ Add Organization schema with logo, social profiles

● Content Structure: 8/10

- Single H1: "St. Petersburg Personal Injury Attorney..."
- 11 H2 tags structuring content
- Comprehensive content (3,385 words)
- Good readability (10th-12th grade (fairly difficult))

● E-E-A-T Signals: 6/10

- Expertise signals: board certification, specialization
- Authority signals: awards, memberships
- Some trust signals: terms of service, security mention
- 46 about/team page links found

Recommendations:

→ Add specific experience metrics (years, case count)

● Brand Presence: 2/10

- Limited social media presence
- Video content found (1 YouTube embeds)
- Full brand mention analysis requires external API

Recommendations:

- Add links to active social media profiles
- Mention and link to review profiles (Google, Avvo, etc.)
- 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: 5/10

- No FAQPage schema
- 12 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: 7/10

- 6 authoritative source links (.gov, .edu)
- Some statistics present
- Strong internal linking (50 links)

● Technical Performance: 2/10

- HTTPS enabled
- Mobile viewport configured
- Moderate HTML size (120KB)

Recommendations:

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

● AI Platform Presence: 5/10

- YouTube presence (0 links, 1 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: **43/100** — Local SEO determines your visibility in Google Maps, local search, and 'near me' queries.

● GBP Basics: 6/10

- LocalBusiness/LegalService schema present
- Phone number: 1000671053
- 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: 7/10

- Legal keywords in title
- Good title length (37 chars)
- Good meta description length (155 chars)
- Some local signals (1 mentions)

● NAP Consistency: 4/10

- Multiple phone numbers: (999) 999-9999, 1727321435, (727) 321-4357

- 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: 6/10

- 47 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: 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

- No blog section
- Resources/guides section present
- Multiple practice area pages (7)

Recommendations:

- Start a blog with local legal content
- 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

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