Yes AI

COMPREHENSIVE DIGITAL AUDIT

UX, SEO & AI Search Optimization

Strategic recommendations to dominate traditional search and emerge in AI-powered search results

PREPARED FOR

Animal Expert Witness Service

animalexpertwitness.com.au

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## 1 Executive Summary

Key Findings Overview

Animal Expert Witness Service has a solid foundation as **Australia's only dedicated animal expert witness service**, established in 1987. However, significant opportunities exist to improve visibility in both traditional search engines and emerging AI answer engines.

Overall Audit Scores

UX/UI DESIGN	TECHNICAL SEO	CONTENT STRATEGY	AI READINESS
6/10	**5**/10	**5**/10	**3**/10
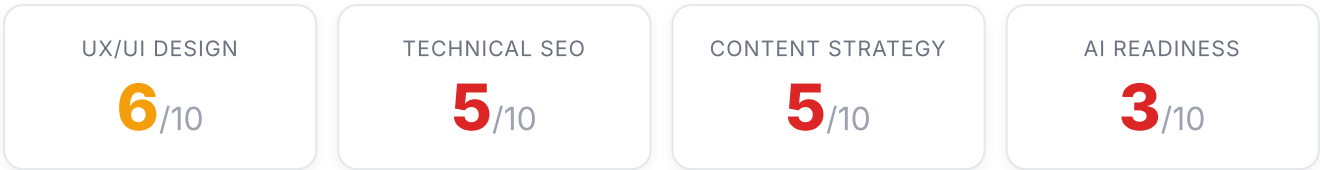
Priority Action Matrix

AREA	ISSUE	PRIORITY	IMPACT
Technical	Missing schema markup across all pages	CRITICAL	Very High
Content	FAQ section contains placeholder text only	CRITICAL	Very High
Technical	404 errors on key navigation pages	CRITICAL	High
Trust	Using Gmail for business email	CRITICAL	Medium
AEO	No presence on AI-sourced platforms	HIGH	Very High
Content	Expert profiles lack detailed credentials	HIGH	High

Immediate Action Required

The missing schema markup and incomplete FAQ section are severely limiting your visibility in both Google search results and AI answer engines. These should be addressed within the first two weeks.

The AI Search Opportunity

Why AI Search Optimization Matters Now

With 400+ million weekly ChatGPT users and AI Overviews appearing in 16% of Google searches, the way people find expert services is fundamentally changing. Your potential clients are increasingly asking AI assistants questions like "How do I find an animal expert witness in Australia?"

400M+	**527%**	**6x**
WEEKLY CHATGPT USERS	AI TRAFFIC GROWTH 2025	HIGHER CONVERSION RATE

Your Competitive Advantages

🏆 Only Dedicated Service

Australia's only expert witness service focused exclusively on animals - a unique market position.

📅 37+ Years Experience

Established in 1987, providing unmatched credibility and track record in the industry.

👥 70+ Expert Panel

Extensive network covering 10+ species with Supreme Court level experience.

🌐 International Reach

Network extends to New Zealand, USA, and Europe for complex cases.

Investment Summary

PHASE	DURATION	FOCUS AREAS	EXPECTED IMPACT
Phase 1	Weeks 1-2	404 fixes, FAQ, Schema, Email	Foundation for all improvements
Phase 2	Weeks 3-6	Expert profiles, Content, Local SEO	+30% organic traffic
Phase 3	Weeks 7-12	Landing pages, Guides, Video	+75% organic traffic
Phase 4	Ongoing	Reddit, Quora, Wikipedia, PR	AI visibility + citations

2 User Experience (UX) Audit

2.1 Navigation Issues Identified

ISSUE	IMPACT	PRIORITY	RECOMMENDATION
Deep navigation (3+ clicks)	High bounce rate	HIGH	Flatten to 2 clicks max
Resources section gated	SEO value loss	MEDIUM	Make content public
FAQ has placeholder text	Poor UX	CRITICAL	Complete with real Q&As
Recent Cases returns 404	Trust loss	CRITICAL	Fix or remove
Costs & Help returns 404	Conversion friction	CRITICAL	Fix immediately

2.2 Target Audience Analysis

SEGMENT	PRIMARY GOAL	PAIN POINT	SOLUTION
Solicitors	Find expert quickly	No search/filter	Implement expert search
Insurance	Validate claims	Pricing unclear	Add pricing guide
Government	Credible witnesses	Credentials hidden	Credentials section
Experts	Join panel	Process unclear	Clear onboarding

2.3 Call-to-Action Optimization

LOCATION	PRIMARY CTA	SECONDARY CTA
Homepage Hero	"Get Expert Consultation"	"Call 1300 732 022"
Expert Profiles	"Request This Expert"	"Download CV"
Service Pages	"Start Your Case"	"Free 15-Min Consult"
Blog/Resources	"Find the Right Expert"	"Subscribe"

3 Technical SEO Audit

Schema Markup: Not Implemented

No structured data was detected on any page. This is severely limiting visibility in Google's rich results and AI answer engines. Schema markup is essential for expert witness services.

3.1 Critical Technical Issues

ISSUE	SEVERITY	IMPACT	EFFORT
Missing schema markup (all pages)	CRITICAL	Very High	Medium
404 errors on key pages	CRITICAL	High	Low
No visible XML sitemap	HIGH	Medium	Low
Gmail business email	MEDIUM	Trust	Low
Incomplete meta descriptions	MEDIUM	CTR	Low

3.2 Required Schema Markup Types

ProfessionalService

Defines your organization as a professional service provider with animal expert witness expertise.

Person Schema

Required for each expert profile to display credentials and qualifications.

FAQPage Schema

Critical for AI extraction - enables direct answers in search and AI responses.

Review Schema

Display star ratings and testimonials in search results to build trust.

4 Content Strategy & E-E-A-T

Google's **E-E-A-T** framework (Experience, Expertise, Authoritativeness, Trustworthiness) is critical for YMYL content. Expert witness services require the highest standards of demonstrated expertise.

4.1 E-E-A-T Gap Analysis

SIGNAL	CURRENT STATE	TARGET STATE	GAP
EXPERIENCE			
Case studies	Missing	10+ detailed cases	CRITICAL
Years in operation	Mentioned (1987)	Prominently featured	MINOR
EXPERTISE			
Expert credentials	Partial display	Full profile pages	HIGH
Publications cited	Missing	Publications section	HIGH
TRUSTWORTHINESS			
Testimonials	3 testimonials	10+ with photos	MEDIUM
Professional email	Gmail used	Custom domain	CRITICAL

4.2 Recommended Content Calendar

MONTH 1

Foundation Content

Complete FAQ with 20+ questions. Create 5 expert profiles. Write "Ultimate Guide to Animal Expert Witnesses".

MONTH 2

Case Type Content

Personal injury guide. Insurance dispute guide. Criminal case guide (animal cruelty, dangerous dogs).

MONTH 3

Animal-Specific Content

Equine expert guide. Dog bite litigation guide. Livestock dispute guide. Target high-value keywords.

5 AI Search Optimization (AEO)

5.1 Platform Presence Strategy

AI systems source information from multiple platforms. Your presence on these platforms directly impacts whether you get cited in AI responses.

PLATFORM	CURRENT	TARGET	PRIORITY
Wikipedia	No presence	Contribute to relevant articles	HIGH
Reddit	Unknown	Active in r/AusLegal, r/Lawyers	HIGH
Quora	Unknown	50+ answered questions	HIGH
LinkedIn	Basic profile	Weekly thought leadership	MEDIUM
Directories	Limited	All relevant legal directories	MEDIUM

5.2 Priority Questions to Answer on Your Website

These questions should be answered comprehensively for maximum AI citation potential:

🔍 Finding an Expert

1. How do I find an animal expert witness in Australia?
2. What qualifications should an expert have?
3. How much does an expert witness cost?
4. What types of cases need expert witnesses?

⚖️ Case Types

5. Do I need an expert for a dog bite case?
6. What expert for a horse injury claim?
7. Can experts help with animal cruelty cases?
8. How do experts help insurance claims?

Content Structure for AI Citations

Lead with answers: Put direct answers in first paragraph. **Use definitive statements:** "The best approach is..." not "might be". **Include specific data:** Numbers, percentages, dates. **Structure with H2 → H3 → bullets:** 40% more likely to be cited.

6 Implementation Roadmap

Phase 1: Critical Fixes (Weeks 1-2)

TASK	OWNER	HOURS	PRIORITY
Fix 404 error pages	Developer	2	CRITICAL
Complete FAQ with real answers	Content	8	CRITICAL
Implement Organization schema	Developer	2	CRITICAL
Implement FAQPage schema	Developer	2	CRITICAL
Update to professional email domain	Admin	1	CRITICAL
Claim/optimize Google Business Profile	Marketing	2	CRITICAL

Phase 2: Foundation Building (Weeks 3-6)

TASK	OWNER	HOURS	PRIORITY
Create 10 detailed expert profiles	Content	20	HIGH
Implement Person schema for profiles	Developer	4	HIGH
Write 5 detailed case studies	Content	15	HIGH
Optimize all titles and meta descriptions	SEO	6	HIGH
Set up Google Search Console	Marketing	2	HIGH

✓ Quick Wins Checklist

Immediate Actions (This Week)

☐ Fix all 404 error pages (Recent Cases, Costs & Help)

☐ Complete FAQ section with real, helpful answers

☐ Update business email from Gmail to professional domain

☐ Claim and optimize Google Business Profile

☐ Add click-to-call functionality on all phone numbers

Short-Term Actions (This Month)

☐ Implement Organization schema on homepage

☐ Add FAQPage schema to FAQ section

☐ Create 5 detailed expert profile pages

☐ Write 2 comprehensive case studies

☐ Optimize all page titles and meta descriptions

☐ Set up Google Search Console

☐ Create LinkedIn content strategy

☐ Update robots.txt for AI crawlers

Medium-Term Actions (This Quarter)

☐ Develop 6 animal-specific landing pages

☐ Build 3 case type guide pages

☐ Implement full schema markup suite

☐ Establish presence on Reddit and Quora

☐ Launch review solicitation program

☐ Complete citation building (10+ directories)

Implementation Support Available

Yes AI offers full implementation services for all recommendations in this report. Contact us at **hello@yesai.au** or call **(03) 9999 7398** to discuss your project.

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