



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 Scores

UX/UI DESIGN

6/10

TECHNICAL SEO

5/10

CONTENT
STRATEGY

5/10

AI READINESS

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+

WEEKLY CHATGPT USERS

527%

AI TRAFFIC GROWTH 2025

6xHIGHER 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: Critical Fixes	Weeks 1-2	404 fixes, FAQ, Schema, Email	Foundation for all improvements
Phase 2: Foundation	Weeks 3-6	Expert profiles, Content, Local SEO	+30% organic traffic
Phase 3: Content	Weeks 7-12	Landing pages, Guides, Video	+75% organic traffic
Phase 4: Authority	Ongoing	Reddit, Quora, Wikipedia, PR	AI visibility + citations

2 User Experience (UX) Audit

2.1 Navigation Issues Identified

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

2.2 Target Audience Analysis

SEGMENT	PRIMARY GOAL	CURRENT PAIN POINT	SOLUTION
Solicitors/Lawyers	Find qualified expert quickly	No search/filter functionality	Implement expert search
Insurance Companies	Validate claims with expert	Pricing not transparent	Add pricing guide page
Government Bodies	Source credible witnesses	Credentials not prominent	Dedicated credentials section
Potential Experts	Join the panel	Process unclear	Clearer onboarding flow

2.3 Call-to-Action Optimization

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

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 expertise in animal expert witness services.



Person Schema

Required for each expert profile to display credentials, qualifications, and expertise areas.



FAQPage Schema

Critical for AI extraction - enables direct answers in search results 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 (Your Money or Your Life) content. Expert witness services fall squarely in this category.

4.1 E-E-A-T Gap Analysis

SIGNAL	CURRENT STATE	TARGET STATE	GAP
Experience			
Case studies with outcomes	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			
Client 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 section with 20+ real questions. Create 5 detailed expert profiles. Write "Ultimate Guide to Animal Expert Witnesses".

MONTH 2

Case Type Content

Personal injury case guide. Insurance dispute guide. Criminal case guide covering animal cruelty and dangerous dog matters.

MONTH 3

Animal-Specific Content

Equine expert witness guide. Dog bite litigation guide. Livestock dispute guide. Each targeting high-value keywords.

5 AI Search Optimization (AEO)

5.1 Platform Presence Strategy

AI systems source information from multiple platforms. Your current 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 (r/AusLegal, r/Lawyers)	Unknown	Active helpful participation	HIGH
Quora	Unknown	50+ answered questions	HIGH
LinkedIn	Basic profile	Weekly thought leadership	MEDIUM
Industry directories	Limited	All relevant directories	MEDIUM

5.2 Priority Questions to Answer

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

Finding an Expert (Critical)

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

Case Types (High Priority)

6. Do I need an expert witness for a dog bite case?

7. What expert do I need for a horse injury claim?

8. Can an expert witness help with animal cruelty cases?

9. How do expert witnesses help insurance claims?

6 Implementation Roadmap

Phase 1: Critical Fixes (Weeks 1-2)

TASK	OWNER	HOURS	PRIORITY
Fix 404 error pages (Recent Cases, Costs)	Developer	2	CRITICAL
Complete FAQ section with real answers	Content	8	CRITICAL
Implement Organization schema	Developer	2	CRITICAL
Implement FAQPage schema	Developer	2	CRITICAL
Update email to professional 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 profile pages	Content	20	HIGH
Implement Person schema for profiles	Developer	4	HIGH
Write 5 detailed case studies	Content	15	HIGH
Optimize all page 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
- ☐ Verify SSL certificate is properly configured

Short-Term Actions (This Month)

- ☐ Implement Organization schema on homepage
- ☐ Add FAQPage schema to FAQ section
- ☐ Create 5 detailed expert profile pages with Person schema
- ☐ Write 2 comprehensive, anonymized case studies
- ☐ Optimize all page titles and meta descriptions
- ☐ Set up Google Search Console and submit sitemap
- ☐ Create LinkedIn company page content strategy
- ☐ Update robots.txt to allow AI crawlers

Medium-Term Actions (This Quarter)

- ☐ Develop 6 animal-specific landing pages
- ☐ Build 3 case type guide pages
- ☐ Implement full schema markup suite across all pages
- ☐ Establish active presence on Reddit and Quora
- ☐ Launch systematic client review solicitation program
- ☐ Complete citation building across 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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