

You Are Invisible to AI Search.

Prepared for: Sample Law Firm · Nashville, Tennessee

Practice Area: Personal Injury

Platforms Tested: ChatGPT · Perplexity · Claude · Google AI Overview

Directories Audited: Avvo · Justia · FindLaw · Martindale · Foursquare · BBB · TBPR

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AI CITATION SCORE

1/4

platforms cited your firm

AT A GLANCE

Your AI Visibility Dashboard



Sample Law Firm scores **32 out of 100** on the Found and Verified AI Visibility Index — placing it in the **Critical** tier. When someone searches for a personal injury attorney in Nashville, your firm appears on only **1 of 4 AI platforms** tested, while several competitors appear on all four. This audit identified **14 specific gaps** across citation signals, directory listings, NAP consistency, schema markup, and site health — each one documented below with a clear path to fix it.

| | | | |
|-------------------------------|----------------------------------|--------------------------|---------------------------------|
| ● ChatGPT Not Cited | ● Perplexity Not Cited | ● Claude Cited | ● Google AI Not Cited |
|-------------------------------|----------------------------------|--------------------------|---------------------------------|

AI Citation Visibility 25

1 of 4 platforms recommend your firm by name.

Schema Markup 0

No LegalService, Attorney, or FAQPage schema found anywhere.

NAP Consistency 57

3 different phone numbers found across active listings.

Directory Presence

50

3 of 6 key legal directories claimed
— Justia, Foursquare, BBB missing.

Authority Signals

19

No Wikidata entries. Bar profile exists but isn't linked.

Site Health

68

Mobile 61 / Desktop 74 — below the 85+ competitive target.

1/4

AI platforms that cited your firm

3

Different phone numbers found across directories

14

Gaps identified across all audit categories

How the score works: The AI Visibility Index weights six categories — AI Citation Visibility (30%), Schema Markup (20%), NAP Consistency (20%), Directory Presence (15%), Authority Signals (10%), Site Health (5%) — reflecting how heavily each factor drives whether AI platforms cite a business. 0–39 Critical · 40–59 At Risk · 60–79 Developing · 80–100 Optimized.

1 Executive Summary

THE FINDING

As of **June 2026**, when someone searches for a personal injury attorney in Nashville, **Sample Law Firm** appears on only **1 of 4 AI platforms** tested — while multiple competitors are being recommended on all four. This audit identified **14 specific gaps** across AI citation signals, directory listings, NAP consistency, schema markup, and site health. Every gap is documented here with a clear path to fix it.

2 AI Citation Test Results

Score: 25/100

Search query tested: "**personal injury attorney in Nashville Tennessee**" — run across all four major AI platforms on June 1, 2026. This is the exact type of query your potential clients are using right now.

ChatGPT NOT CITED

Screenshot redacted for sample report

ChatGPT recommended Rocky McElhaney, The Williams Firm, Bart Durham Injury Law, Raybin & Weissman, and Matt Hardin Law. Sample Law Firm did not appear.

Perplexity NOT CITED

Screenshot redacted for sample report

Perplexity recommended The Williams Firm, Rocky McElhaney, Hughes & Coleman, Raybin & Weissman, and Bart Durham. Sample Law Firm did not appear.

Claude (Anthropic) CITED

Screenshot redacted for sample report

Claude listed Sample Law Firm under "4.8 — Established Firm" with the correct phone and address. This is the only platform where the firm currently appears.

Google AI Overview NOT CITED

Screenshot redacted for sample report

Google's AI-powered local results showed Hughes & Coleman, Steinger Greene & Feiner, Morgan & Morgan, Nahon Saharovich & Trotz, The Higgins Firm, and Ponce Law. Sample Law Firm did not appear.

3 Competitor Visibility Map

Every competing firm that appeared in the same Nashville personal injury search. This is who AI systems are currently recommending to your potential clients — instead of you.

| FIRM | CHATGPT | PERPLEXITY | CLAUDE | GOOGLE | SCORE |
|--------------------------|---------|------------|--------|--------|-------|
| Rocky McElhaney Law Firm | ✓ | ✓ | — | ✓ | 3/4 |
| The Williams Firm | ✓ | ✓ | — | — | 2/4 |
| Bart Durham Injury Law | ✓ | ✓ | — | — | 2/4 |
| Hughes & Coleman | — | ✓ | — | ✓ | 2/4 |
| Raybin & Weissman | ✓ | ✓ | — | — | 2/4 |

| FIRM | CHATGPT | PERPLEXITY | CLAUDE | GOOGLE | SCORE |
|---------------------------|---------|------------|--------|--------|-------|
| Morgan & Morgan | — | — | — | ✓ | 1/4 |
| Steinger, Greene & Feiner | — | — | — | ✓ | 1/4 |
| Sample Law Firm | ✗ | ✗ | ✓ | ✗ | 1/4 |

4 Directory & Citation Source Audit

AI systems don't just read Google reviews. They verify businesses by cross-referencing specific directories, structured data, and professional profiles. Here is the status of every source that matters. **Schema Markup: 0/100 · Directory Presence: 50/100 · Authority Signals: 19/100.**

⚠ CRITICAL ALERT — BUSINESS IDENTITY CONFLICT

The former firm name "[Former Firm Name]" is actively appearing in three places: Google search results, Bing search results, and on the firm's own website as a live indexed headline. When AI systems encounter two different business names at the same address, they cannot confidently verify the entity — and an unverifiable business is one an AI will not recommend.

● Schema Markup — LegalService & Attorney

MISSING

All three attorney bio pages share identical sitewide boilerplate schema. No LegalService, Attorney, or FAQPage markup detected anywhere on the site. AI crawlers cannot identify what type of entity this firm is or verify any attorney's credentials.

● Foursquare Listing

MISSING

No Foursquare listing found. Foursquare's location database is licensed directly by Perplexity and other AI platforms to verify that a business is real and located where it claims to be. No listing means one less trust signal — and it directly correlates to the Perplexity absence.

● Justia Profile

MISSING

Justia is one of the top three legal directories AI systems index when generating attorney recommendations. No profile found for Sample Law Firm or any of its attorneys.

● BBB Listing

MISSING

No BBB listing found. The Better Business Bureau is indexed by AI systems as an independent trust verification source for local businesses. Its absence is a missing credibility signal.

● Business Name — Website & Indexed Content

CONFLICT

A live, Google-indexed page on [firm website] carries the headline "[FORMER NAME] BECOMES [CURRENT NAME]." Every time an AI system crawls this page, it reads the old name as a primary entity name. Old Yelp photos also still display the [Former Firm Name] logo.

● Avvo — Exists With Errors

ERRORS FOUND

Profiles exist for firm attorneys, but [Attorney A]'s Avvo profile lists phone number (615) [XXX-XXXX] — alternate number — completely different from the firm's main number. Practice areas listed are also incorrect — attorneys are categorized under Business and Probate rather than Personal Injury. Zero reviews across all five attorneys.

● Martindale — Exists With Errors

ERRORS FOUND

Profile exists but phone number listed is (615) [XXX-XXXX] — third number found — a third different number. The firm logo still shows the old [Former Firm Name] branding. The profile description reads "[Former Firm Name] Becomes Sample Law Firm" — the rebrand was noted but never cleaned up.

● Bar Association Profile — Unlinked

UNLINKED

[Attorney B]'s TBPR profile (BPR #[XXXXXX]) is confirmed active, but it is not linked from his bio page on the website. Without a visible link and a sameAs reference in schema, AI systems cannot connect the bar profile to the firm entity.

● Attorney Bio Pages — Incomplete for AI

INCOMPLETE

Bio pages exist for all three attorneys, but contain no structured credentials — no bar admission year, law school, or machine-readable markup. AI systems cannot verify qualifications from these pages. Human visitors can read them; AI cannot confirm them.

● FAQ Schema — Missing on Practice Area Pages

MISSING

No FAQ sections with structured markup found on any practice area page. FAQPage schema directly mirrors how people query AI systems — "What should I do after a car accident in Nashville?" — and puts your content in the exact format AI prefers to cite and surface.

● FindLaw — Clean

CLEAN

Profile exists with correct name, address, and phone number matching the website. Likely unclaimed (no photo), but the data is accurate. This is the only directory where NAP is fully clean.

● Google & Bing Indexing

HEALTHY

Approximately 50 pages indexed on Google; Bing matches. All key pages are crawlable. This is a solid foundation — the problem is not indexing, it is what AI systems find when they get there.

● Duplicate Content

HEALTHY

Only 6% duplicate content detected — well within the healthy range. The site's written content is original and not penalized.

NAP = Name, Address, Phone. AI systems cross-reference these across every platform to confirm a business is real. When the numbers don't match, the machine treats them as separate, unverifiable entities. Sample Law Firm currently has **three different phone numbers** appearing across major directories.

| SOURCE | BUSINESS NAME | ADDRESS | PHONE |
|---------------------|----------------------|--------------------------|--|
| Website | Sample Law Firm | [Address], Nashville TN | (615) [XXX-XXXX] |
| Google Business | Sample Law Firm | [Address] △ | (615) [XXX-XXXX] |
| Yelp | Sample Law Firm | [Address] △ | (615) [XXX-XXXX] |
| FindLaw | Sample Law Firm | [Address] | (615) [XXX-XXXX] |
| Avvo ([Attorney A]) | [Attorney A] profile | Nashville, TN | (615) [XXX-XXXX] — alternate number ▶ |
| Martindale | Old MG&A branding | [Address] | (615) [XXX-XXXX] — third number found ▶ |
| Justia | Not Found | Not Found | Not Found |
| Foursquare | Not Found | Not Found | Not Found |
| BBB | Not Found | Not Found | Not Found |

△ Street abbreviations (e.g. "St" vs "Street") are treated as mismatches by AI entity verification systems. ▶ Different phone numbers across directories are a direct entity trust failure.

Site speed affects both AI crawling efficiency and ad campaign performance. A slow site costs you in two ways: AI systems crawl it less thoroughly, and if you run Google Ads, a poor landing page score raises your cost-per-click.

Mobile Performance

61 / 100

Below average. More than half of personal injury searches happen on mobile — potential clients searching after an accident, from the ER, from the side of the road. A score of 61 means slow load times at exactly the moment it matters most.

Desktop Performance

74 / 100

Fair, but not competitive. Notably, the firm's SEO score is excellent — the content is well-structured and search-engine readable. The problem is performance, not content. That means the fix is technical, not a content rewrite.

Scores sourced from Google PageSpeed Insights. Target score for competitive firms: 85+ on both mobile and desktop.

THE CONTRAST WORTH NOTING

Sample Law Firm's SEO foundation is actually strong — the site is indexed, content is original, and structure is solid. What's failing is the layer *above* SEO: the AI-readable signals, the directory consistency, and the schema that tells machines what this firm does and who these attorneys are. This is fixable — and because the foundation is good, fixes will take effect faster than they would on a poorly built site.

7 Priority Fix List

Ranked by impact on AI citation presence. Fixes are labeled by who performs them — your web developer, your staff, or both.

1

Add LegalService + Attorney schema to website

HIGH IMPACT

The single highest-impact fix. Without it, AI systems cannot identify what type of entity this firm is. Schema on the homepage and each attorney bio page makes the firm machine-readable. Currently all three attorneys share identical, generic sitewide code that says nothing about who they are or what they do.

2

Resolve old business name across all platforms

HIGH IMPACT

Remove or redirect the indexed page with "MITCH GRISSIM & ASSOCIATES" as a headline. Update Martindale and Avvo to current branding. Remove old logo from Yelp photos. Add a sameAs or successor entity note in schema. AI is seeing two different businesses at the same address.

3

Correct phone numbers on Avvo and Martindale

HIGH IMPACT

Three different phone numbers across major directories is a serious entity verification failure. Avvo shows (615) [XXX-XXXX] — alternate number; Martindale shows (615) [XXX-XXXX] — third number found. Both must be updated to the correct firm number: (615) [XXX-XXXX].

4

Repair 3 broken pages with 301 redirects

HIGH IMPACT

Three pages return 404 errors. The highest priority: /personal-injury-law-in-tennessee/ has 5 internal links pointing to it and is completely dead. These broken pages interrupt both AI crawling and user experience.

5

Create Foursquare listing

HIGH IMPACT

Foursquare's database is licensed by Perplexity to verify business locations. The firm doesn't exist in it. This directly explains the Perplexity absence. Creating a listing takes approximately 20 minutes.

6

Create Justia profile and claim BBB listing

HIGH IMPACT

Justia is one of the top legal directories AI indexes when generating attorney recommendations — and the firm is completely absent. BBB adds independent trust verification. Both are free to create and claim.

7

Fix remaining 7 broken links

MEDIUM IMPACT

Siteliner found 7 additional broken links across the site. Each is a path AI crawlers follow and find dead — signaling a poorly maintained site.

8

Correct Avvo practice areas for all attorneys

MEDIUM IMPACT

All listed attorneys are categorized under Business and Probate — not Personal Injury. When AI looks for a personal injury attorney and checks Avvo, these profiles actively contradict what the firm does.

9

Link bar association profile from attorney bio pages

MEDIUM IMPACT

[Attorney B]'s TBPR profile (BPR #[XXXXXX]) is confirmed active. Adding a visible link from his bio page — and a sameAs reference in schema pointing to [tbr.org/attorneys/\[XXXXXX\]](https://tbr.org/attorneys/[XXXXXX]) — connects the credential to the entity for AI verification.

10

Add structured credentials to all three attorney bio pages

MEDIUM IMPACT

Bar admission year and state, law school, and specific practice areas should appear in a structured, machine-readable format on each bio page. Currently the bios are human-readable only — AI cannot verify qualifications from them.

11

Add FAQ schema to practice area pages

MEDIUM IMPACT

No FAQ sections with structured markup exist on any practice area page. FAQPage schema puts your content in the exact format AI prefers to cite — question and answer format mirrors exactly how people query AI systems about legal matters.

12

Standardize address format across all directories

MEDIUM IMPACT

The street abbreviation varied across directories — treated as a mismatch by AI entity verification. All directories should match the website exactly: [Address], Nashville TN.

1. Add LegalService schema to homepage with current firm name, address, and correct practice areas — phone must match (615) [XXX-XXXX]
2. Add Attorney schema to each individual bio page for all three attorneys — include bar admission year, law school, and sameAs links
3. Add sameAs field in schema pointing to [Attorney B]'s TBPR profile: [https://www.tbpr.org/attorneys/\[XXXXXX\]](https://www.tbpr.org/attorneys/[XXXXXX])
4. 301 redirect: /personal-injury-law-in-tennessee/ → current personal injury practice page (5 internal links currently pointing to this dead page)
5. 301 redirect: /medical-malpractice-why-you-should-be-... → current medical malpractice page
6. 301 redirect: /its-wise-to-consider-a-lawyer-if-you-... → most relevant current page
7. Identify and repair or redirect all 7 remaining broken links (full Siteliner export available upon request)
8. Update or 301 redirect the page with headline "[FORMER NAME] BECOMES [CURRENT NAME]" so the old name no longer appears as an indexed headline
9. Add FAQPage schema to at least 3 practice area pages with 4–6 questions each
10. Address mobile performance score (currently 61/100) — target score is 85 or above

FOR YOUR FIRM STAFF — ACTION ITEMS REQUIRING NO TECHNICAL SKILLS

1. Log in to Avvo and correct the phone number on [Attorney A]'s profile to (615) [XXX-XXXX]
2. Update practice areas on all Avvo attorney profiles from Business/Probate to Personal Injury
3. Log in to Martindale and update the phone number to (615) [XXX-XXXX] and upload current firm logo
4. Create a free Justia profile at justia.com/lawyers — complete all fields, use the website address exactly as it appears on your site
5. Create and claim a BBB listing at bbb.org — takes approximately 20–30 minutes
6. Create a Foursquare business listing at business.foursquare.com — this directly impacts Perplexity visibility
7. Update Google Business Profile and Yelp address to match website exactly: [Address] (not abbreviated)
8. Remove old [Former Firm Name] logo photos from Yelp photo gallery
9. Ask [Attorney B] to provide law school, bar admission year, and bar number — this information goes to your web developer for bio page updates

Optional Add-On: Wikidata Entity Creation

What is Wikidata? Wikidata is a free, publicly accessible knowledge database that feeds directly into Google's Knowledge Graph — the information panel that appears on the right side of Google when someone searches your firm or an attorney by name. More importantly, it is one of the structured reference sources that AI systems like ChatGPT and Perplexity use to verify that a person or business entity is real, credentialed, and trustworthy.

Right now, if ChatGPT or Perplexity wants to recommend [Attorney A] or [Attorney B], it has to rely on what it finds scattered across directories, websites, and reviews. With a Wikidata entry, each attorney becomes a *verified entity* in the global knowledge graph — a structured, citable record that links to the bar profile, the firm website, law school, and areas of practice. AI systems are significantly more likely to recommend attorneys they can independently verify through a knowledge graph entry.

● Wikidata Entry — Sample Law Firm (Firm)

MISSING

No Wikidata entry exists for the firm. Without it, Google's Knowledge Graph has no structured record to display when someone searches the firm name directly.

● Wikidata Entry — Individual Attorneys

MISSING

No Wikidata entries found for [Attorney A], [Attorney B], or [Attorney C]. Each attorney entry would link to their bar profile, law school, firm, and areas of practice — creating a verified identity AI can cite with confidence.

WHAT WIKIDATA ENTRY CREATION INCLUDES — ADD-ON: \$300

Create a verified Wikidata entity for the firm (Sample Law Firm) with current name, location, practice area, and website

Create individual Wikidata entries for each attorney — linked to their bar profile, law school, firm, and areas of practice

Link all entries together so AI systems can follow the connection from attorney → firm → verified credentials

Submit entries with citations so Wikidata editors can verify and approve

Result: attorneys become named, verifiable entities in Google's Knowledge Graph and the structured data AI systems use to generate recommendations

Timeline to expect: Schema fixes can appear in AI results within days to weeks. Directory corrections and NAP cleanup take 2–6 weeks to propagate. Full entity authority builds over 1–3 months. A 2026 analysis of nearly 190,000 ChatGPT results found 83% of businesses missing entirely — compared to just 14% missing from Google — and a separate 2026 survey found only 14% of marketers track AI citation visibility at all. Very few firms in any market have started addressing this, and every month you start earlier is a month ahead of the competition.

This report is your complete roadmap. Every gap is documented, every fix is described, and the action items are separated so you can hand the developer list directly to your web team and assign the staff items internally — no translation required.

The fixes in this report are yours to implement on your own timeline, with your own team. The priority list tells you where to start for the fastest impact on your AI citation presence.

Once your team begins making changes, I also offer a monthly monitoring service — re-running your AI citation tests across all four platforms, watching for shifts in competitor visibility, and flagging any new gaps before they become bigger problems. If that kind of ongoing oversight sounds useful, we can talk about what that looks like for your firm.