

Full AI Visibility Audit

Prepared for: Sample Immigration Law Firm, Houston, TX (fictional)

Cited Legal

Summary

Across 180 recorded answers, the firm was named 14 times (8%). In Spanish it was named in none of 90 answers.

We asked 20 client questions (10 in English, 10 in Spanish) in ChatGPT, Perplexity and Claude, three times each. Five competitor firms were named more often. The assistants relied on legal directories and competitor pages, and the firm’s own site was cited in only 9 answers.

Three main findings

- No Spanish presence.** The site has no Spanish pages, and none of the 90 Spanish answers named the firm. Firm A was named in 31 of them.
- Inconsistent identity.** The firm’s name and phone number differ between its website, Google Business Profile, Avvo and Justia. Assistants cannot be sure these listings describe the same firm.
- One assistant is shut out.** A rule in robots.txt blocks PerplexityBot, and Perplexity cited the firm’s site in 0 answers.

Results by assistant

Assistant	Answers	Firm named	Rate
ChatGPT	60	6	10.0%
Perplexity	60	5	8.3%
Claude	60	3	5.0%
All	180	14	7.8%

Method in one line. Each question was asked three times per assistant through its search-enabled interface, from a U.S. location where the assistant supports it. Every answer, every firm named and every source cited was recorded. Full method on page 9.

The 20 questions

Written with the firm before measuring and frozen for later comparison. The same questions are used in every monthly report.

English

1. Best immigration lawyer in Houston
2. Asylum lawyer in Houston
3. How long does a marriage green card take?
4. Immigration lawyer for a work visa in Texas
5. How much does an immigration lawyer cost in Houston?
6. Lawyer for removal (deportation) defense in Houston
7. Can I adjust status after overstaying a visa?
8. Immigration lawyer near me who speaks Spanish
9. Best lawyer for a U visa in Texas
10. How to renew DACA with a lawyer in Houston

Spanish

11. Mejor abogado de inmigración en Houston
12. Abogado de asilo en Houston
13. ¿Cuánto tarda la residencia por matrimonio?
14. Abogado de inmigración para visa de trabajo en Texas
15. ¿Cuánto cobra un abogado de inmigración en Houston?
16. Abogado para defensa de deportación en Houston
17. ¿Puedo ajustar estatus si me quedé más tiempo con la visa?
18. Abogado de inmigración que hable español cerca de mí
19. Abogado para visa U en Texas
20. Renovar DACA con abogado en Houston

Results: question by assistant

Each cell shows how many of the three runs named the firm. The last column shows the firm named most often instead.

#	Question	ChatGPT	Perplexity	Claude	Named instead
1	Best immigration lawyer in Houston	2/3	2/3	1/3	Firm A
2	Asylum lawyer in Houston	1/3	1/3	1/3	Firm A
3	How long does a marriage green card take?	2/3	0/3	0/3	Firm C
4	Immigration lawyer for a work visa in Texas	0/3	1/3	1/3	Firm B
5	How much does an immigration lawyer cost in Houston?	1/3	1/3	0/3	Firm A
6	Lawyer for removal (deportation) defense in Houston	0/3	0/3	0/3	Firm B
7	Can I adjust status after overstaying a visa?	0/3	0/3	0/3	Firm D
8	Immigration lawyer near me who speaks Spanish	0/3	0/3	0/3	Firm A
9	Best lawyer for a U visa in Texas	0/3	0/3	0/3	Firm E
10	How to renew DACA with a lawyer in Houston	0/3	0/3	0/3	Firm C
11	Mejor abogado de inmigración en Houston	0/3	0/3	0/3	Firm A
12	Abogado de asilo en Houston	0/3	0/3	0/3	Firm A
13	¿Cuánto tarda la residencia por matrimonio?	0/3	0/3	0/3	Firm C
14	Abogado de inmigración para visa de trabajo en Texas	0/3	0/3	0/3	Firm B
15	¿Cuánto cobra un abogado de inmigración en Houston?	0/3	0/3	0/3	Firm A
16	Abogado para defensa de deportación en Houston	0/3	0/3	0/3	Firm B
17	¿Puedo ajustar estatus si me quedé más tiempo con la visa?	0/3	0/3	0/3	Firm D
18	Abogado de inmigración que hable español cerca de mí	0/3	0/3	0/3	Firm A
19	Abogado para visa U en Texas	0/3	0/3	0/3	Firm E
20	Renovar DACA con abogado en Houston	0/3	0/3	0/3	Firm C
Total named		6/60	5/60	3/60	14/180

Who was named instead, and which sources were cited

Firms named (share of 180 answers)

Firm	English (90)	Spanish (90)	All (180)	Share
Firm A	30	31	61	34%
Firm B	24	20	44	24%
Firm C	17	12	29	16%
Firm D	10	8	18	10%
Firm E	7	5	12	7%
Sample Immigration Law Firm	14	0	14	8%

One answer can name several firms, so shares add up to more than 100%.

Sources cited (number of answers citing each)

Source	Type	Answers
Avvo attorney profiles	Legal directory	52
Justia lawyer directory	Legal directory	38
Google Business Profile listings	Map listing	35
Firm A website (English and Spanish pages)	Competitor site	33
uscis.gov	Official guidance	27
Discussion forums	Community	19
Firm B website	Competitor site	17
Sample Immigration Law Firm website	Your site	9

What this means: the assistants trust directories and official guidance first. Competitors win on Spanish pages and on consistent directory profiles, both of which this firm can fix.

Site technical review

Structured data (schema)

Check	Status	Note
LegalService / Organization markup	Missing	Name, address, phone and languages are not machine-readable.
Person markup for each of 3 attorneys	Missing	Bios exist, but languages spoken are not stated.
Address and phone match Google Business Profile	No	Phone differs by one digit group (old number).
Spanish pages with hreflang pairs	None	No Spanish version of any page.
FAQ-style answers on practice pages	Partial	Fees and timelines only in a downloadable PDF.

AI crawler access (robots.txt)

Crawler	Used by	Status
OAI-SearchBot, GPTBot	ChatGPT	Allowed
PerplexityBot	Perplexity	Blocked (rule added by a security plugin)
ClaudeBot, Claude-SearchBot	Claude	Allowed

Search index presence (10 key pages checked)

Index	Key pages found	Note
Google	10 of 10	All key pages indexed.
Bing	4 of 10	Sitemap never submitted to Bing Webmaster Tools.
Brave	3 of 10	Practice pages missing.

Assistants with web search draw on these indexes. A page that is missing from them is much harder for an assistant to find and cite.

Directory consistency

Assistants compare the firm’s details across listings. Every mismatch below weakens their confidence that the listings describe one firm.

Listing	Firm name	Address	Phone	Languages listed
Firm website	Sample Immigration Law Firm, PLLC	Suite 400	(713) 555-0142	Not stated
Google Business Profile	Sample Immigration Lawyers	Suite 400	(713) 555-0142	Not stated
Avvo	Sample Immigration Law Firm, PLLC	Suite 210 (old office)	(713) 555-0199	English
Justia	Sample Law Firm	Suite 400	(713) 555-0142	Not stated

Phone numbers use the 555-01xx range reserved for fiction.

Fixes for this page

1. Use one exact firm name everywhere: “Sample Immigration Law Firm, PLLC”.
2. Update the Avvo address and phone.
3. List “English, Spanish” as languages on all four listings and in the attorney bios.

15 prioritized fixes

Ordered by expected impact on being named, then by effort. Effort is our estimate of working time, not calendar time.

#	Fix	Impact	Effort	Who
1	Remove the robots.txt rule that blocks PerplexityBot	High	0.5 h	Web team
2	Use one exact firm name on the site, Google Business Profile, Avvo and Justia	High	2 h	Cited Legal
3	Correct the old address and phone on Avvo	High	0.5 h	Cited Legal
4	Add LegalService markup with name, address, phone and languages	High	3 h	Cited Legal
5	Publish a Spanish asylum page, approved by the firm’s attorney	High	1 week	Cited Legal + attorney
6	Publish a Spanish family green card page	High	1 week	Cited Legal + attorney
7	Submit the sitemap to Bing Webmaster Tools	High	1 h	Cited Legal
8	Add Person markup and languages spoken for each attorney	Medium	3 h	Cited Legal
9	Turn the fees PDF into a question-and-answer page	Medium	4 h	Cited Legal + attorney
10	Publish a Spanish page on fees and consultations	Medium	1 week	Cited Legal + attorney
11	Add English/Spanish hreflang pairs	Medium	2 h	Web team
12	Rewrite the opening of the top 5 practice pages to answer the question first	Medium	5 h	Cited Legal + attorney
13	List “English, Spanish” on Google Business Profile and Justia	Medium	1 h	Cited Legal
14	Get practice pages into Brave’s index (internal links, sitemap)	Medium	2 h	Cited Legal
15	Show the reviewing attorney and review date on each article	Low	2 h	Web team

90-day plan

When	Work	Fixes
Days 1–14	Identity and access: one firm name everywhere, Avvo corrected, crawler unblocked, markup added, sitemap sent to Bing.	1, 2, 3, 4, 7, 8, 13
Days 15–45	Spanish pages for asylum, family green cards and fees, each approved by the firm’s attorney before publishing. Fees PDF becomes a Q&A page.	5, 6, 9, 10, 11
Day 45	Interim re-measurement of all 20 questions.	–
Days 46–75	Answer-first openings on the top 5 practice pages, Brave index coverage, reviewer and date on articles.	12, 14, 15
Day 90	Full re-measurement: 180 answers, compared question by question with this audit.	–

What we will compare on day 90

- The firm’s rate by assistant (baseline: ChatGPT 10.0%, Perplexity 8.3%, Claude 5.0%).
- Spanish answers naming the firm (baseline: 0 of 90).
- Answers citing the firm’s own site (baseline: 9).
- Questions tied to changed pages, compared with questions tied to unchanged pages, to separate our work from general change in the assistants.

No outcome is promised. Assistants change from week to week; this plan sets out the work and how its effect will be measured.

Method and limits

- **Assistants:** ChatGPT, Perplexity and Claude, through their search-enabled interfaces, from a U.S. location where the assistant supports it. Gemini and Google AI Overviews are not measured.
- **Runs:** each question is asked three times per assistant, which gives $20 \times 3 \times 3 = 180$ answers.
- **Counting:** "named" means the firm appears in the answer text. Sources are the links the assistant cites.
- **Snapshot:** answers change over time. This report describes the dates it was measured on, nothing more.

Not included

- No guarantee of rankings, citations or new clients.
- No legal advice.
- No ad management.
- No bought reviews or fake profiles.
- Nothing is published without approval from the firm's attorney.

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