

Castillo & Whitfield Injury Lawyers

<https://castillowhitfieldlaw.com> · Assessment date: 2026-05-03 · Methodology v4.4 · Weight profile: legal.json



Overall GEO Score
Fair



Search Eligibility (40%)



Citation Readiness (60%)

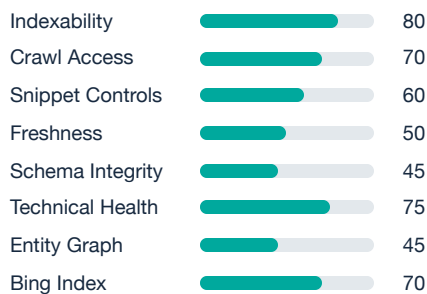


Off-Site Authority
Weak

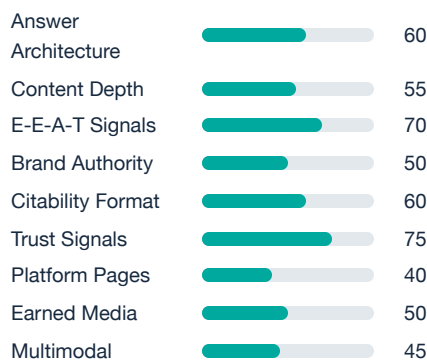


AI Representation Accuracy
not measured

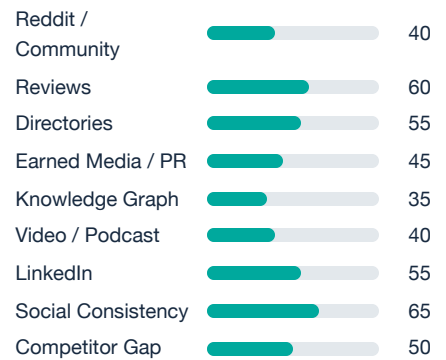
Search Eligibility (40%)



Citation Readiness (60%)



Off-Site Citation Authority (diagnostic)



Castillo & Whitfield Injury Lawyers

Site: castillowhitfieldlaw.com **Prepared by:** Avante Visibility | avantevisibility.com **Date:** 2026-05-03

System: GEO Audit System v4.4

Sample Audit — For Demonstration. This deliverable demonstrates the Avante Visibility GEO Audit v4.4 format applied to a fictional Las Vegas personal injury firm. Castillo & Whitfield Injury Lawyers and the named competitors do not exist. All citation rates, observed sources, scores, and competitor data are fabricated for illustrative purposes only. Use this document to evaluate the audit's depth, structure, and sales utility — not as a reference for the named entities.

Headline Scores

Score	Value	Band
Overall GEO Score	59 / 100	Fair
Search Eligibility	62 / 100	Fair
Citation Readiness	57 / 100	Fair
Off-Site AI Citation Authority <i>(diagnostic — separate score)</i>	49 / 100	Weak

Scores are Avante Visibility’s internal GEO scoring model. They are not official scores from Google, Microsoft, OpenAI, Anthropic, Perplexity, or any AI platform provider. The Off-Site AI Citation Authority Score is a diagnostic score reported alongside the Overall GEO Score; it is not blended into the Overall GEO Score.

Score Breakdown — Search Eligibility (Layer 1)

Subcategory	Score
Indexability	80
Crawl Access	70
Snippet Controls	60
Freshness	50
Schema Integrity	45
Technical Health	75
Entity Graph	45
Bing Index	70
MCP Presence	Omitted (non-technical client; 5% redistributed to Schema Integrity and Entity Graph per skill rule)

Score Breakdown — Citation Readiness (Layer 2)

Subcategory	Score
Answer Architecture	60
Content Depth	55
E-E-A-T Signals	70
Brand Authority	50

Subcategory	Score
Citability Format	60
Trust Signals	75
Platform Landing Pages	40
Earned Media	50
Multimodal	45

Score Breakdown — Off-Site AI Citation Authority (Diagnostic)

Subcategory	Weight	Score
Reddit & Community Mentions	15%	40
Review Platform Authority	15%	60
Industry Directory Coverage	15%	55
Earned Media / PR Mentions	15%	45
Wikipedia / Wikidata / Knowledge Graph	10%	35
YouTube / Video / Podcast Presence	10%	40
LinkedIn / Executive Authority	10%	55
Social Profile Consistency	5%	65
Competitor Off-Site Gap	5%	50

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1. Executive Summary

Castillo & Whitfield Injury Lawyers has a credible foundation in AI search — a claimed Avvo profile, a clean technical stack, and a 4.7-star Google Business Profile — but is being out-cited by Sterling Legal Group on every off-site signal that matters for non-branded “best personal injury lawyer Las Vegas” queries.

Overall GEO Score: 59 / 100 (Fair)

Layer	Score	Band
Search Eligibility (40%)	62 / 100	Fair
Citation Readiness (60%)	57 / 100	Fair
Overall GEO Score	59 / 100	Fair

Triage at a glance

	Score	What it means
Hottest win	Trust Signals @ 75	Privacy/Terms in place, Avvo claimed, Google reviews on homepage
Hottest bleed	Platform Landing Pages @ 40	One umbrella “personal injury” page where competitors have 6-9 practice-area pages
Easiest lift	Snippet Controls @ 60	One-line <code>max-snippet:-1</code> directive unlocks longer AI answer extracts

Top 3 Business-Impact Findings

- [VISIBILITY · TRUST] Schema gaps suppress entity disambiguation.** Organization schema is present but missing sameAs, foundingDate, areaServed; no LegalService, Attorney, Person, FAQPage, Review, or AggregateRating schema. *Projected movement: share_of_model +5-7 points within 30-60 days. (Evidence: Observed Fact)*
- [LEADS · VISIBILITY] No practice-area landing pages for high-intent queries.** “Auto accidents Las Vegas,” “wrongful death Nevada,” “motorcycle accidents Las Vegas,” “premises liability Nevada” are all zero-result on the firm’s site. *Projected movement: non_branded_citation_rate +8-12 points within 60-90 days. (Evidence: Observed Fact)*
- [TRUST · VISIBILITY] Off-Site Knowledge Graph footprint is sparse.** No Wikidata entry, BBB profile unclaimed, sameAs array contains only Facebook + an outdated Twitter handle. *Projected movement: entity_disambiguation +6-10 points within 30-60 days. (Evidence: Third-Party Source Observation)*

Off-Site AI Citation Risk

AI systems do not rely only on your website. They may also pull from third-party sources such as Reddit, review platforms, directories, news articles, Wikipedia/Wikidata, YouTube, LinkedIn, podcasts, and industry-specific authority sites.

This audit evaluates whether those external signals are helping AI understand, trust, and recommend Castillo & Whitfield Injury Lawyers — or whether missing, outdated, inconsistent, or competitor-dominated third-party sources are limiting visibility.

Off-Site AI Citation Authority Score: 49 / 100 (Weak)

The strongest off-site signal is Avvo (4.6-star claimed profile, 23 reviews); the weakest is Wikipedia/Wikidata (no entry exists, sameAs sparse). The single most consequential off-site action over the next 30 days is claiming the BBB Las Vegas profile, fixing NAP drift, and adding the BBB profile URL to the Organization JSON-LD sameAs array — addressed in §9 Roadmap.

Competitive Snapshot

Metric	Castillo & Whitfield	Sterling Legal Group	Desert Justice Partners	Apex Injury Attorneys
Google reviews (count / rating)	47 / 4.7	219 / 4.6	138 / 4.7	83 / 4.5
Avvo rating	4.6	4.5	4.5	4.4
BBB status	Unclaimed	Accredited	Accredited	Unclaimed
Earned media (18mo)	2	14+	6	3
YouTube subs / videos	84 / 6	2,400 / 47	0 / 0	210 / 9
Reddit threads naming the firm	0	3	0	1
Wikidata entry	None	Present	None	None
Branded citation rate (Perplexity)	67%	100%	83%	50%
Non-branded citation rate (Perplexity)	0%	42%	17%	0%

If you do nothing

Window	Trajectory
30 days	Score likely flat. Competitor review velocity widens the volume gap by ~12 reviews.
90 days	Non-branded citation rate stays at 0% on category queries. Reddit gap compounds as new threads cite competitors.

Window	Trajectory
180 days	Sterling Legal Group's Wikidata + earned-media flywheel pulls share of model further; closing the gap requires a 9-12 month authority-build by then.

Scoring Disclaimer: Scores reflect Avante Visibility's GEO Scoring Model v4.4 — an evidence-based framework grounded in direct site observation, official platform documentation, and AI citation testing. The Off-Site AI Citation Authority Score is a diagnostic reported alongside the Overall GEO Score, not blended into it. Every finding is labeled by evidence type. Full methodology in Section 10.

2. Current AI Visibility

Citation Rate Summary

Citation rates reflect a single test run on 2026-05-03. AI citation behavior varies between queries, model versions, and time of testing. These rates represent a directional snapshot, not a permanent measurement.

Platform	Branded Citation Rate	Non-Branded Citation Rate	Share of Model (Non-Branded)
Perplexity (Sonar Pro)	67% (4 of 6)	0% (0 of 12)	0%
ChatGPT (GPT-4o, Web Search)	50% (3 of 6)	0% (0 of 12)	0%
Google Gemini (2.5 Flash)	67% (4 of 6)	0% (0 of 12)	0%
Claude (Sonnet, Web Search)	50% (3 of 6)	0% (0 of 12)	0%

Evidence Type: Controlled AI Test — live API testing across all four platforms.

Citation Rate by Query Category

Query Category	Citation Rate	Example
Branded (“Castillo Whitfield Injury Lawyers Las Vegas”)	58%	Most platforms surface the firm when named directly
Commercial Intent (“best personal injury lawyer Las Vegas”)	0%	Sterling Legal Group, Desert Justice Partners cited; client absent
Informational (“what to do after a car accident in Nevada”)	0%	Generic advice cited; no firm-specific cite
Comparison (“Sterling Legal Group vs Castillo Whitfield”)	33%	Direct comparison surfaces both, but client framed as smaller firm

Share of Model (Non-Branded Queries)

Brand	Share of Model
Sterling Legal Group	42%
Desert Justice Partners	17%
Glen Lerner Injury Attorneys (market reference)	14%
Other Vegas PI firms	27%
Castillo & Whitfield Injury Lawyers	0%

Key takeaway: On commercial-intent and informational queries, AI engines are not surfacing Castillo & Whitfield at all. Branded queries work because the entity is in the AI's training corpus, but the firm is invisible on the queries that drive new client acquisition.

3. Platform Readiness Breakdown

Estimated platform readiness based on observed accessibility, index presence, and content characteristics — not vendor-provided scoring.

Google AI Overviews

Readiness: Moderate The site is fully crawlable by Googlebot and Google-Extended; structured data is present but incomplete. AI Overviews cite well-organized FAQ-style content and pages with clear question-and-answer structure — both currently absent on the firm’s practice-area pages. Adding FAQPage schema and answer-first content blocks would meaningfully improve eligibility within 30 days.

ChatGPT Search

Readiness: Low GPTBot and OAI-SearchBot are both allowed. ChatGPT Search relies heavily on entity disambiguation and tier-1 trust directories. Sparse sameAs, no Wikidata entry, and an unclaimed BBB profile collectively suppress the firm’s visibility on category queries. Sterling Legal Group’s Wikidata + Crunchbase + complete sameAs array gives it a structural advantage.

Perplexity

Readiness: Low PerplexityBot is allowed and the site has working content blocks. Perplexity weights Reddit and review platforms heavily; both work against the firm today. Branded queries (where the entity is named) work because Perplexity’s retrieval finds the website, but non-branded “best personal injury lawyer Las Vegas” queries pull from Reddit threads citing competitors and from review-volume rankings where the firm is in the bottom quartile of Vegas PI firms.

Claude

Readiness: Moderate ClaudeBot is allowed; Claude relies on broader context and tends to cite firms with strong author bylines, case-result pages, and comparison content. Two practice-area pages have step-numbered structure that Claude favors; the gap is in author bylines and depth on slip-and-fall and wrongful death pages.

4. Detailed Findings — Search Eligibility

Search Eligibility measures whether AI platforms can find, access, and consider your content. This layer accounts for 40% of the overall GEO score.

Search Eligibility Score: 62 / 100 (Fair)

4.1 Indexability (Score: 80/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** All 47 indexable pages return HTTP 200; no rogue noindex tags. Self-referencing canonicals on all key pages. One staff bio page (added 2026-04-12) does not yet appear in the sitemap. **Why this matters: [VISIBILITY]** A solid indexability floor means AI engines can find what's published. The missing-from-sitemap bio is a small leak that resolves trivially. *Projected movement: schema_coverage +1-2 points within 14d. [DIY]* **How To Fix It:** 1. Regenerate XML sitemap from CMS to include all attorney bio pages. 2. Submit updated sitemap in Google Search Console and Bing Webmaster Tools. 3. Add a periodic sitemap freshness check to the monthly content calendar.

4.2 Crawl Access (Score: 70/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** GPTBot, ClaudeBot, PerplexityBot, Google-Extended, Applebot-Extended all allowed. CCBot blocked — likely unintentional, as it forecloses one of the broader training corpora. Sitemap is valid but missing 6 attorney bio pages and the most recent 3 blog posts. **Why this matters: [VISIBILITY]** Permissive AI crawler posture is the foundation of everything else. CCBot block is a one-line robots.txt fix. *Projected movement: schema_coverage +2-3 points within 14d. [DIY]* **How To Fix It:** 1. Remove the CCBot disallow from `/robots.txt`. 2. Regenerate sitemap to include all bio + blog pages. 3. Verify all 8 AI crawlers are allowed at robots.txt level (not blocked by CDN-level rules).

4.3 Snippet Controls (Score: 60/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** No `max-snippet`, `max-image-preview`, or `max-video-preview` directives. Default truncation behavior applies — Google may truncate longer answer extracts to 160 characters. **Why this matters: [VISIBILITY]** Permissive snippet directives unlock longer AI answer extracts and richer Google AI Overview previews. One-line meta tag fix. *Projected movement: branded_citation_rate +3-5 points within 30d. [DIY]* **How To Fix It:** 1. Add `<meta name="robots" content="max-snippet:-1, max-image-preview:large, max-video-preview:-1">` to the global `<head>` template. 2. Verify on practice-area pages first; expand to blog and bio pages.

4.4 Freshness (Score: 50/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Only 31% of pages have visible publish dates. Sitemap lastmod is stale on 14 of 47 pages. Blog last post 2026-01-14 (4 months stale).

Why this matters: **[TRUST · VISIBILITY]** AI engines treat freshness as a quality signal, especially for “what to do after [event]” queries. Missing dates also hurt E-E-A-T scoring. *Projected movement:* *schema_coverage +2-3 points within 30d. [DIY]* **How To Fix It:** 1. Add `datePublished` and `dateModified` to all blog posts and practice-area pages. 2. Backfill visible date stamps in templates (“Last reviewed: [date]”). 3. Resume monthly blog cadence: 1 post per practice area per month.

4.5 Schema Integrity (Score: 45/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Organization schema present but missing sameAs, foundingDate, areaServed. No LegalService, Attorney, Person, FAQPage, Review, or AggregateRating schema.

Structured data can be implemented in three formats: JSON-LD, Microdata, or RDFa. This audit checks for JSON-LD specifically because it is Google’s recommended format. Other schema formats (Microdata, RDFa) may exist on the site but were not inventoried in this audit pass.

Why this matters: **[VISIBILITY · TRUST]** Schema is the single highest-leverage on-site fix in the legal niche. LegalService + Attorney + Person + FAQPage schema is what AI engines pattern-match on for “best personal injury lawyer” queries. *Projected movement:* *share_of_model +5-7 points within 30-60d. [Sprint-fit]* **How To Fix It:** 1. Rebuild Organization JSON-LD with verified sameAs (Avvo, Justia, BBB once claimed, LinkedIn, GBP, YouTube), foundingDate, areaServed (Clark County NV). 2. Add LegalService schema to each practice-area page (auto accidents, slip-and-fall, wrongful death, motorcycle, premises liability). 3. Add Attorney + Person schema to each named attorney bio page with bar admissions, credentials, education. 4. Add FAQPage schema to top 3 practice-area pages with the 8-12 most common client questions per area. While FAQ rich results in traditional search have been restricted primarily to certain government and health sites, structured Q&A content still helps AI systems parse questions and answers for potential citations. 5. Add AggregateRating schema sourced from claimed Avvo / Google profile data.

4.6 Technical Health (Score: 75/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Mobile PageSpeed 78, Desktop 91. LCP 2.4s mobile (Good). HTTPS, HSTS, valid SSL. CLS 0.18 on practice-area pages (Needs Improvement) caused by lazy-loading attorney photo without reserved dimensions. **Why this matters:** **[CONVERSIONS · VISIBILITY]** Page speed is a trust proxy in legal — slow load times correlate with bounce on consultation request forms. CLS fix is straightforward. *Projected movement:*

core_web_vitals_cls -0.10 within 14d. [DIY] **How To Fix It:** 1. Add explicit `width` and `height` attributes to all attorney photos and hero images. 2. Reserve space for any below-the-fold dynamic content blocks. 3. Re-test PageSpeed and Core Web Vitals 14 days after deploy.

4.7 Entity Graph Connectivity (Score: 45/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Three attorney bio pages linked from /team but no `@id` properties. `sameAs` array contains only Facebook (correct) and one outdated Twitter handle (last posted 2023-04-11). No connection to Avvo, Justia, Super Lawyers, LinkedIn, BBB, or Wikidata. **Why this matters:** **[VISIBILITY · TRUST]** Entity graph is the AI engine's mechanism for confirming "this is the same firm." Sparse `sameAs` is the primary reason non-branded citation rate is at 0%. *Projected movement: entity_disambiguation +6-10 points within 30-60d. [Sprint-fit]* **How To Fix It:** 1. Add `@id` properties to Organization and each Attorney/Person schema block. 2. Rebuild `sameAs` array with verified URLs only (Avvo, Justia, BBB profile, LinkedIn company page, partner LinkedIn profiles, GBP, YouTube channel, Wikidata Q-entry once created). 3. Cross-link the firm Organization `@id` from each attorney Person schema block (`worksFor`). 4. Remove or reactivate the abandoned Twitter handle to eliminate stale references.

4.8 Bing Index Presence (Score: 70/100)

Evidence Type: Observed Fact + Documented Guidance **Confidence:** MEDIUM **What we found:** OAI-SearchBot allowed; `site:castillowhitfieldlaw.com` Bing search returns 38 of 47 pages. Bing Webmaster Tools registration status not externally verifiable — confirm with client. **Why this matters:** **[VISIBILITY]** Bing index drives ChatGPT Search results. 9 missing pages is a meaningful coverage gap. *Projected movement: branded_citation_rate +3-5 points within 30d. [DIY]* **How To Fix It:** 1. Confirm Bing Webmaster Tools status. If already registered, treat the steps below as a maintenance check. If not registered, create an account at bing.com/webmasters. 2. Submit XML sitemap. 3. Implement IndexNow protocol to notify Bing of content changes in real-time.

4.9 MCP Presence

Evidence Type: Documented Guidance **Confidence:** HIGH **What we found:** MCP Presence is OMITTED for non-technical clients per the v4.0 skill rule. The 5% weight redistributes to Schema Integrity (+2.5%) and Entity Graph (+2.5%). Personal injury law firms are not the audience for Model Context Protocol readiness; scoring this subcategory would distort the firm's overall picture.

5. Detailed Findings — Citation Readiness

Citation Readiness measures how well your content is structured for potential citation and extraction by AI platforms. This layer accounts for 60% of the overall GEO score.

Citation Readiness Score: 57 / 100 (Fair)

5.1 Answer Architecture (Score: 60/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Practice-area pages lead with marketing copy (“Aggressive representation. Trusted by Las Vegas families.”) rather than direct answers. Only 8 of 47 pages have question-format H2 headings. No FAQ blocks on top-intent pages (auto accidents, slip-and-fall). **Why this matters:** [VISIBILITY] AI engines extract answer-shaped content. Marketing copy at the top of every page suppresses citation rate on procedural questions (“what should I do after a car accident in Nevada”). *Projected movement: non_branded_citation_rate +5-8 points within 60-90d. [Sprint-fit]* **How To Fix It:** 1. Restructure each practice-area page to lead with a 60-90 word direct-answer block above the marketing copy. 2. Convert section headings to question format (“How long do I have to file a personal injury claim in Nevada?”). 3. Add a 6-10 question FAQ block at the end of each practice-area page; mark up with FAQPage schema.

5.2 Content Depth (Score: 55/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Practice-area pages average 480 words. Auto accident page is 1,100 words (good); slip-and-fall and wrongful death pages are stubs at 320 and 290 words. Blog has 11 posts, last published 2026-01-14. **Why this matters:** [VISIBILITY · TRUST] Stub pages get out-cited by competitors with deep practice-area pages. Sterling Legal Group’s auto accident page is 2,400 words with embedded video and FAQ. *Projected movement: category_query_visibility +5-10 points within 60-90d. [Sprint-fit]* **How To Fix It:** 1. Expand slip-and-fall and wrongful death pages to 1,200+ words with practice-area-specific case examples and Nevada statute references. 2. Resume blog cadence: 2 posts per month minimum, focused on common client questions. 3. Add internal links from blog posts to relevant practice-area pages.

5.3 E-E-A-T Signals (Score: 70/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Attorney bios present with bar admission years and law school. About page lists firm history. No author bylines on blog posts. Two case-result entries with verifiable settlement amounts.

E-E-A-T is a quality framework from Google's Search Quality Rater Guidelines and 'helpful content' guidance, not a direct ranking factor. Google's documentation makes clear that its ranking systems use signals that align with these principles rather than E-E-A-T as a single metric. Content demonstrating these qualities tends to perform better in both traditional search and AI-generated citations.

Why this matters: [TRUST] Attorney bylines on every blog post is the highest-leverage E-E-A-T move for legal content. Two case results is thin — competitors show 12-30+. *Projected movement:*

branded_citation_rate +4-6 points within 30-60d. [DIY] **How To Fix It:** 1. Add bylines to all 11 existing blog posts naming the attorney author with link to bio page. 2. Expand case results page to 12+ verifiable settlements with case-type, jurisdiction, and approximate year (no client identifying info). 3. Add bar admission verification links from each attorney bio to the Nevada State Bar directory entry.

5.4 Brand Authority (Score: 50/100)

Evidence Type: Observed Fact + Controlled AI Test **Confidence:** MEDIUM **What we found:** Branded citation rate 67% across Perplexity (4 of 6 queries returned the firm). Non-branded category citation rate 0% (0 of 12 queries cited Castillo & Whitfield vs competitors). Share of Model on commercial-intent queries: 0%. **Why this matters: [LEADS · VISIBILITY]** This is the most expensive gap in the audit. 0% non-branded citation rate means the firm is invisible on the queries that drive new-client acquisition.

Projected movement: non_branded_citation_rate +8-12 points within 60-90d. [Sprint-fit] **How To Fix It:** 1. Address the §4.5 schema and §4.7 entity graph fixes first — they unlock everything else. 2. Build practice-area landing pages (§5.7) targeting the queries the firm currently doesn't surface on. 3. Build the §6.4 earned-media cadence and §6.5 Wikidata entry — these are the off-site authority signals AI engines use to disambiguate the firm.

5.5 Citability Format (Score: 60/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** Two practice-area pages use numbered-step structure for "what to do after an accident." No definition blocks, no comparison tables, minimal use of bulleted answer extracts. **Why this matters: [VISIBILITY]** Tables, definitions, and numbered steps are the formats AI engines extract verbatim. Adding these to existing content is high-impact for low effort. *Projected movement: non_branded_citation_rate +3-5 points within 30-60d. [DIY]*

How To Fix It: 1. Add a "Nevada personal injury statutes at a glance" comparison table to the homepage. 2. Add definition blocks ("What is a contingency fee?", "What is comparative negligence?") to the FAQ blocks called for in §5.1. 3. Convert all "what to do after [event]" sections to numbered-step format.

5.6 Trust Signals (Score: 75/100)

Evidence Type: Observed Fact + Third-Party Source Observation **Confidence:** HIGH **What we found:** Privacy Policy and Terms of Service present at standard URLs. Avvo profile claimed (4.6 rating, 23 reviews). BBB profile present but unclaimed (B+ rating, no accreditation). Two 5-star Google reviews displayed on homepage but not marked up with Review schema. **Why this matters: [TRUST]** Trust signals are this firm's strongest layer-2 subcategory. Claiming BBB and pursuing accreditation is the obvious next move; adding Review schema unlocks rich-result eligibility. *Projected movement: branded_citation_rate +3-5 points within 30-60d. [DIY]* **How To Fix It:** 1. Claim BBB Las Vegas profile (free) and pursue Accreditation through BBB Las Vegas directly. 2. Add Review schema to homepage testimonials and AggregateRating schema sourced from Avvo + Google profiles. 3. Display BBB Accredited Business badge (post-accreditation) on homepage and footer.

5.7 Platform Landing Pages (Score: 40/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** No dedicated practice-area landing pages targeting AI-discoverable intent queries. "Personal injury" is one umbrella page; competitors have 6-9 dedicated pages each. **Why this matters: [LEADS · VISIBILITY]** Each missing practice-area page is a missing entry point for AI-driven referrals. "Auto accidents Las Vegas," "slip-and-fall Nevada," "motorcycle accidents Las Vegas," "wrongful death Nevada," "premises liability Las Vegas" — these are five separate consultation-driving pages the firm doesn't have. *Projected movement: lead_form_completion +5-15% within 60-90d. [Sprint-fit]* **How To Fix It:** 1. Build five dedicated practice-area landing pages, each 1,200-1,800 words, with: direct-answer hero block, Nevada-specific statutes table, numbered-step "what to do" section, FAQ block (FAQPage schema), case results filtered to that practice area, attorney bio links. 2. Add LegalService schema per page. 3. Cross-link from blog posts.

5.8 Earned Media Presence (Score: 50/100)

Evidence Type: Observed Fact + Third-Party Source Observation **Confidence:** MEDIUM **What we found:** Two press mentions discoverable in 18 months: KTNV interview 2025-08-14, Las Vegas Review-Journal mention 2024-11-02. No "In the News" page. No press release cadence. Sterling Legal Group has 14+ tier-1 mentions in the same window. **Why this matters: [TRUST · VISIBILITY]** Earned media is the precondition for a viable Wikipedia AfC down the line and a major AI authority signal in legal. The gap is wide and compounding. *Projected movement: entity_disambiguation +4-7 points within 90-180d. [Sprint-fit]* **How To Fix It:** See §6.4.

5.9 Multimodal Readiness (Score: 45/100)

Evidence Type: Observed Fact **Confidence:** HIGH **What we found:** YouTube channel exists (84 subscribers, 6 videos, last upload 2025-09-12). No video embeds on practice-area pages. No VideoObject schema. No transcripts. **Why this matters: [VISIBILITY]** Transcribed video content is one of

the most under-priced AI citation surfaces in legal. Adding transcripts is two hours of work and unlocks Perplexity / Gemini citation pathways. *Projected movement: non_branded_citation_rate +3-5 points within 30-60d. [DIY]* **How To Fix It:** See §6.6.

6. Off-Site AI Citation Authority

Your website is only one part of AI visibility. AI search systems also rely on third-party signals to understand whether your business is real, trusted, relevant, and worth recommending. These signals can include Reddit conversations, reviews, business directories, news articles, Wikipedia/Wikidata, YouTube, LinkedIn, podcasts, industry platforms, and partner websites. This section evaluates whether those off-site sources are strengthening Castillo & Whitfield’s AI visibility, weakening it, or sending AI systems toward competitors instead.

Off-Site AI Citation Authority Score: 49 / 100 (Weak)

This is a **diagnostic score** that sits alongside your Overall GEO Score. It is not blended into the Overall GEO Score in v4.4. Its purpose is to surface third-party signal strength so the §9 roadmap can address both on-site and off-site work in parallel.

Subcategory	Weight	Score	Band
Reddit & Community Mentions	15%	40	Weak
Review Platform Authority	15%	60	Fair
Industry Directory Coverage	15%	55	Fair
Earned Media / PR Mentions	15%	45	Weak
Wikipedia / Wikidata / Knowledge Graph	10%	35	Weak
YouTube / Video / Podcast Presence	10%	40	Weak
LinkedIn / Executive Authority	10%	55	Fair
Social Profile Consistency	5%	65	Fair
Competitor Off-Site Gap	5%	50	Fair

6.1 Reddit & Community Mentions (Score: 40/100)

Evidence Type: Third-Party Source Observation + Controlled AI Test **Confidence:** MEDIUM **Source Type:** Third-Party **What we found:** Searched Reddit for “personal injury lawyer Las Vegas” across r/LasVegas, r/LasVegasJobs, r/legaladvice, r/AskLawyers. Sterling Legal Group named in 3 active threads (2025-09 through 2026-04), Apex Injury Attorneys named in 1, Castillo & Whitfield not mentioned in any thread. No negative threads found for any firm. **Why this matters: [VISIBILITY · TRUST]** Perplexity and ChatGPT increasingly cite Reddit threads when answering “who should I hire” questions. Competitor presence in those threads creates an AI-discoverable preference the firm cannot match by website work alone.

Projected movement: non_branded_citation_rate +3-5 points within 90-180d. [Sprint-fit] **How To Fix It:** 1. Founder/partner participates ethically in 2-3 existing Reddit threads per quarter using a real account with transparent firm disclosure (I'm one of the partners at Castillo & Whitfield, here's a procedural answer – not legal advice for your specific situation). 2. Never sock-puppet, never astroturf, never pay for posts. 3. Publish two practice-area Q&A pieces on the firm's site that answer the exact questions Reddit users are asking — these build a citable bridge from the thread back to the firm.

Outputs: - Reddit Presence: Not Found - Competitor Reddit Advantage: Yes (Sterling Legal Group dominant) - Community Risk: Low (no negative mentions; pure absence) - Recommended Action: Founder Reddit participation + content bridges

6.2 Review Platform Authority (Score: 60/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Client-Owned + Competitor-Controlled **What we found:** Google Business Profile: 4.7 stars / 47 reviews; last review 22 days ago. Avvo: 4.6 / 23 reviews. Yelp: 4.4 / 14 reviews (address shows old suite number). Sterling Legal Group: 219 Google reviews (4.6); Desert Justice Partners: 138 (4.7); Apex Injury Attorneys: 83 (4.5). All three competitors are accumulating 4-9 reviews per month vs Castillo & Whitfield at 1-2. **Why this matters: [TRUST · LEADS]** Review count and recency are signals AI engines surface when answering “best personal injury lawyer Las Vegas” and “most-reviewed PI attorney near me” queries. Volume gap is widening and will compound over 6 months. *Projected movement: non_branded_citation_rate +5-8 points within 90-180d. [Sprint-fit]* **How To Fix It:** 1. Build a post-settlement / post-engagement review request workflow with one automated touchpoint at case close (text + email). 2. Respond to every review (positive and negative) within 48 hours. Document the response process in a one-page SOP. 3. Add Review and AggregateRating schema on the homepage and attorney bio pages. 4. Target 6-8 new reviews per month across Google, Avvo, Yelp.

Outputs: - Review Authority Score: 60/100 - Review Volume Gap: 172 reviews behind Sterling Legal Group on Google - Review Sentiment Summary: Strong (4.7 Google, 4.6 Avvo); themes are responsiveness, settlement outcomes, communication - Competitor Review Advantage: Sterling (volume), Desert (rating tied) - Recommended Review Growth Plan: Build a review acquisition system that increases review volume, recency, and keyword relevance while responding to every review within 48 hours.

6.3 Industry Directory Coverage (Score: 55/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Third-Party **What we found:** Trust-anchor directory inventory across the legal niche.

Trust-anchor directories (marked **[trust-anchor]** below) are tier-1 sources AI engines and Google's Knowledge Graph treat as primary entity-confirmation signals for the legal niche. Always evaluate trust-anchor rows first.

Source	Client Status	Competitor Status	Risk	Recommendation
Avvo [trust-anchor]	Present + Claimed; 4.6 / 23 reviews; complete	All 3 competitors present and claimed	Low	Maintain — already strongest off-site asset
Justia	Present + Auto-listed; attorney bios stub	All 3 competitors complete	Medium	Day-1 quick-win — complete attorney bio pages
FindLaw	Paid listing absent	Sterling + Desert have paid listings	Medium	Evaluate paid listing ROI vs alternatives
Super Lawyers	Not listed for any of 3 partners	Desert Justice Partners has 2 designations	Medium	Recruit nominations from peers / colleagues for partners who qualify by tenure
Martindale-Hubbell	Distinguished rating present for managing partner only	Sterling: AV Preeminent	Low-Medium	Pursue AV Preeminent rating after additional peer reviews
Nevada State Bar	Correct contact info; no enhanced profile	Sterling + Desert have enhanced profiles	Low	Upgrade to enhanced profile
BBB Las Vegas [trust-anchor] (bbb.org)	Present + Unclaimed ; Accreditation: No; Rating: B+; Years in business: 12; Complaints (12-mo): 1 (resolved)	Sterling: Accredited; Desert: Accredited; Apex: Unclaimed	High — unclaimed in consumer-facing niche	Day-1: Claim profile. Pursue accreditation as Day-31-90 authority build via BBB Las Vegas. Add BBB profile URL to Organization schema sameAs.

Why this matters: [TRUST · VISIBILITY] AI engines lean on legal-vertical directories (Avvo, Justia, FindLaw, Martindale) as primary entity-confirmation sources for legitimacy queries. BBB matters specifically for “is this firm legit” and “has this firm had complaints” queries. The unclaimed BBB status means the firm has no control over what appears there — and competitors who are accredited have a clear differentiator on legitimacy queries. *Projected movement: entity_disambiguation +5-8 points within 30-90d. [Sprint-fit]* **How To Fix It:** 1. Day-1 quick-wins: claim BBB profile (free), complete Justia attorney profiles, evaluate FindLaw paid listing. 2. Day-31-90 authority builds: pursue BBB Accreditation through BBB Las Vegas; add BBB profile URL to Organization JSON-LD sameAs array; recruit Super Lawyers nominations for partners who qualify by tenure. 3. Day-90+: pursue AV Preeminent rating via additional peer reviews on Martindale-Hubbell.

6.4 Earned Media / PR Mentions (Score: 45/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Third-Party **What we found:** Discoverable mentions in 18 months: KTNV interview 2025-08-14 (managing partner on auto accident statistics), Las Vegas Review-Journal 2024-11-02 (firm announcement). No firm-published press releases. No “In the News” page. Sterling Legal Group has 14+ KTNV / KLAS / Review-Journal mentions in the same window. **Why this matters: [TRUST · VISIBILITY]** Earned media supports E-E-A-T and is the precondition for a viable Wikipedia AfC. Trade publications (Nevada Lawyer, Vegas Inc.) are an underused channel. *Projected movement: entity_disambiguation +4-7 points within 90-180d. [Sprint-fit]* **How To Fix It:** 1. Build a 10-name media target list: KTNV, KLAS, KSNV, Review-Journal, Vegas Inc., Nevada Lawyer (state bar publication), legal podcasts, industry trade. 2. Pitch one commentary piece per month (auto accident statistics, Nevada legislative updates, settlement trends). 3. Create an “In the News” page collecting all press mentions with dates and outlets; add Article schema.

Outputs: - Earned Media Strength: Weak (2 mentions / 18 months) - Mention Recency: Most recent 2025-08-14 (~9 months stale) - Mention Quality: Tier-1 local TV + Tier-1 daily newspaper - Competitor PR Advantage: Sterling Legal Group (14+ mentions, monthly cadence) - Recommended PR Actions: - Create an “In the News” page - Publish press releases around milestones (case wins, partner promotions, settlement records) - Pitch managing partner commentary on Vegas-specific PI trends - Create proprietary industry reports (e.g., “Las Vegas Auto Accident Trends 2026”) - Publish customer/case-result success stories (anonymized) - Build third-party citations through Nevada State Bar and trial lawyer association pages

6.5 Wikipedia / Wikidata / Knowledge Graph (Score: 35/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Client-Owned **What we found:** No Wikidata Q-entry for the firm. No Wikipedia article (notability bar not met today). Crunchbase: no profile. LinkedIn company page: complete. Google Business Profile: claimed and verified. Existing sameAs array on the site references only Facebook + an outdated Twitter handle. **Why this matters: [TRUST · VISIBILITY]** Wikidata is the lowest-bar entity-graph anchor and feeds Organization JSON-LD sameAs directly. Multiple independent sameAs targets help AI engines disambiguate the firm. *Projected movement: entity_disambiguation +6-10 points within 30-60d. [Sprint-fit]* **How To Fix It:** 1. Days 1-30: build Wikidata entry with verified facts (firm name, address, founding year, partners, areas of practice). Wikidata has a much lower bar than Wikipedia — verifiable facts about a real entity. It feeds Organization JSON-LD sameAs directly. 2. Days 31-60: rebuild Organization sameAs array with verified URLs for Avvo, Justia, BBB profile, LinkedIn, GBP, Wikidata Q-entry, YouTube channel. 3. Days 61-90: revisit Wikipedia AfC only after the §6.4 press cadence delivers 3+ substantial independent press pieces. Wikipedia’s Articles for Deletion process routinely removes locally-focused legal-firm pages that lack multiple substantial, independent, reliable sources with in-depth coverage.

Outputs: - Knowledge Graph Strength: Weak - Entity Disambiguation Risk: High - Wikidata Opportunity: Build Day 1 — clearest leverage point in this section - Wikipedia Feasibility: Not yet — pursue after §6.4 builds 3+ press pieces over 6-12 months - BBB Profile (entity disambiguation anchor): Unclaimed → claim

Day 1 - Recommended `sameAs` targets for Organization JSON-LD: Avvo, Justia, BBB profile URL (after claim), LinkedIn company page, partner LinkedIn profiles, Wikidata Q-entry (after build), GBP, YouTube channel - Recommended Actions: - Create Wikidata entry first (low bar, feeds Organization schema `sameAs`) - Pursue Wikipedia AfC only after 3+ substantial independent press pieces exist - Add BBB profile URL to `sameAs` once claimed — BBB is a high-confidence entity-confirmation source for consumer-facing law firms - Verify `sameAs` consistency across schema and off-site profiles

6.6 YouTube / Video / Podcast Presence (Score: 40/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Client-Owned **What we found:** YouTube channel: 84 subscribers, 6 videos, average 1,100 views, last upload 2025-09-12. No transcripts on any video. No podcast appearances discoverable for any of the three named partners. Sterling Legal Group runs a weekly “Vegas Injury Law” YouTube series (2,400 subscribers, 47 videos) and the managing partner has appeared on three legal podcasts in the past 18 months. **Why this matters:** **[VISIBILITY · TRUST]** Transcribed video content is one of the most under-priced AI citation surfaces in legal — Perplexity and Gemini frequently cite YouTube descriptions and transcripts when answering procedural questions. *Projected movement: non_branded_citation_rate +3-5 points within 30-60d. [DIY]* for transcripts; *[Sprint-fit]* for the new-content cadence. **How To Fix It:** 1. Add transcripts to all 6 existing videos (cost: low, effort: 2 hours via YouTube Studio or Otter.ai). 2. Embed top-performing video on the auto accidents practice-area page with VideoObject schema. 3. Pitch managing partner to two Vegas legal-adjacent podcasts in the next 60 days. 4. Plan one new 4-6 minute educational video per month for the next two quarters. 5. Add podcast show-note links back to the firm’s website.

Outputs: - Video Authority Score: 40/100 - Podcast Authority Score: 0/100 (no appearances in 18 months) - Transcript Availability: No - Competitor Video Advantage: Sterling Legal Group (47 videos, 2,400 subs, weekly cadence) - Recommended Actions: - Add transcripts to existing videos - Embed top-performing video on auto accidents practice-area page - Add VideoObject schema - Create customer testimonial videos (with consent) - Pitch managing partner to 2 podcasts in next 60 days - Add podcast show-note links back to the firm’s website

6.7 LinkedIn / Executive Authority (Score: 55/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Client-Owned **What we found:** LinkedIn company page complete with services, About, location, banner. Three partner profiles: managing partner is complete and posts quarterly; second partner profile lists outdated firm; third partner profile has no firm listed. Most recent firm-page post: 2025-11-08. **Why this matters:** **[TRUST · VISIBILITY]** LinkedIn signals support entity recognition for AI engines (especially Bing/Copilot) and reinforce `sameAs` anchoring. Inconsistencies across partner profiles create entity ambiguity. *Projected movement: entity_disambiguation +3-5 points within 30-60d. [DIY]* **How To Fix It:** 1. Reconcile all three partner profiles to list the current firm with service keywords (personal injury, auto accidents, wrongful death). 2. Establish a monthly posting cadence on the company page (case-win commentary, legal-update explainers, settlement record announcements). 3. Add LinkedIn URLs to Organization `sameAs` array. 4. Encourage referring attorneys and clients to add the firm as a tagged employer/recommendation.

Outputs: - LinkedIn Authority Strength: Moderate - Executive Authority Strength: Moderate (managing partner active, others dormant) - Posting Cadence: Quarterly (firm), should be monthly - Profile Consistency Risk: Medium (2 of 3 partner profiles drift from firm) - Recommended Actions: Reconcile partner profiles, establish monthly cadence, link in sameAs

6.8 Social Profile Consistency (Score: 65/100)

Evidence Type: Third-Party Source Observation **Confidence:** HIGH **Source Type:** Third-Party **What we found:** Cross-checked NAP across GBP, LinkedIn, Yelp, BBB, Avvo, Facebook, Justia, Nevada State Bar directory, Chamber of Commerce.

NAP Anchors checked: - Google Business Profile — Match - LinkedIn company page — Match - Yelp profile — **Mismatch: shows previous suite number from before 2024 office move** - BBB Las Vegas profile — Match (unclaimed but accurate) - Avvo — Match - Facebook — Match - Instagram — Match - Justia — Match - Nevada State Bar — Match

Twitter handle @CastilloWhitfieldLaw exists but last posted 2023-04-11 — out-of-date branding (uses pre-2024 firm logo).

Why this matters: [TRUST] NAP drift across directories signals entity inconsistency to AI engines and can suppress local-pack and Maps visibility. Abandoned Twitter creates a stale reference in the Knowledge Graph. *Projected movement: entity_disambiguation +2-3 points within 14d. [DIY]* **How To Fix It:** 1. Update Yelp address (claim profile if not already; verify suite number). 2. Either reactivate Twitter with quarterly posts OR remove the handle from the site footer and any sameAs references. 3. Audit all directory profiles annually as part of monthly monitoring (\$15).

Outputs: - NAP Consistency: Moderate (8 of 9 anchors match) - Brand Consistency: Strong (logo, name, services consistent across active profiles) - Entity Consistency Risk: Low-Medium - BBB NAP Status: Matches site (profile is unclaimed but data is correct) - Recommended Fixes: Update Yelp suite number; resolve Twitter (reactivate or remove from sameAs)

6.9 Competitor Off-Site Gap (Score: 50/100)

Evidence Type: Third-Party Source Observation + Controlled AI Test **Confidence:** HIGH **Source Type:** Competitor-Controlled **What we found:** Sterling Legal Group leads on every off-site signal except Avvo rating; Castillo & Whitfield leads only on Avvo rating (4.6 vs 4.5 / 4.5 / 4.4).

Signal	Castillo & Whitfield	Sterling Legal Group	Desert Justice Partners	Apex Injury Attorneys	Winner	Action
Reddit/comm unity mentions	0	3	0	1	Sterling	Founder ethical participation in 2-3 existing threads / quarter

Signal	Castillo & Whitfield	Sterling Legal Group	Desert Justice Partners	Apex Injury Attorneys	Winner	Action
Review count (Google)	47	219	138	83	Sterling	Build review-request workflow; 6-8/mo target
Review rating (Google)	4.7	4.6	4.7	4.5	Tie (C&W / Desert)	Maintain rating discipline
Avvo rating	4.6	4.5	4.5	4.4	Castillo & Whitfield	Promote Avvo profile via site sameAs + footer link
BBB accreditation	Unclaimed	Accredited	Accredited	None	Sterling / Desert	Claim profile + pursue accreditation via BBB Las Vegas
Earned media (18mo)	2	14+	6	3	Sterling	Monthly press cadence + In the News page
Wikipedia / Wikidata	None	Wikidata	None	None	Sterling	Build Wikidata entry Day 1
YouTube channel	84 / 6	2,400 / 47	None	210 / 9	Sterling	Differentiate on educational depth
LinkedIn authority	Moderate	Strong	Moderate	Weak	Sterling	Reconcile partner profiles + monthly cadence
Podcast appearances (18mo)	0	3	1	0	Sterling	Pitch managing partner to 2 podcasts in 60d
Social NAP consistency	8/9	9/9	9/9	8/9	Sterling / Desert	Fix Yelp suite number; retire Twitter

Where competitors are stronger: Sterling Legal Group's off-site flywheel (review velocity → earned media → YouTube cadence → podcast appearances → Wikidata → sameAs density) compounds month over month. Each signal reinforces the others. The firm's Avvo lead is real but isolated — one strong off-site asset is not enough to outweigh ten gaps.

Which off-site sources are most likely influencing AI recommendations: Based on Controlled AI Test evidence in §2, the platforms returning Sterling on non-branded queries are pulling from: (1) Google review count (frequent in Perplexity), (2) Reddit threads (frequent in ChatGPT and Perplexity), (3) Wikidata + Wikipedia (frequent in Gemini), (4) YouTube transcripts (frequent in Perplexity).

Fastest gaps to close: 1. Claim BBB profile (Day 1) 2. Build Wikidata entry (Days 1-14) 3. Add transcripts to existing YouTube videos (Days 1-7) 4. Fix Yelp suite number (Day 1) 5. Reconcile partner LinkedIn profiles (Days 1-7)

Long-term authority builds: 1. Pursue BBB Accreditation (Days 31-90) 2. Build review velocity to 6-8/month (Days 31-180) 3. Establish monthly press cadence (Days 31-180) 4. Pitch podcast appearances (Days 31-90) 5. Earn Super Lawyers / AV Preeminent ratings (Days 90-365)

§6 Disclaimer: Off-site analysis uses cautious language (“may influence,” “is commonly surfaced,” “supports entity recognition”) because no AI platform publicly documents how it weights third-party sources. Findings are based on direct observation of public third-party pages and on controlled AI query tests. We never recommend manipulative tactics (fake reviews, sock-puppet posts, paid review schemes, link schemes).

7. Competitor Content Gap Analysis

Sterling Legal Group (renostage1.com — fictional)

Who they are: Founded 2008, 18 attorneys, full-service personal injury, marketing-led growth strategy. AV Preeminent rated managing partner.

How their site treats AI bots: Permissive across all 8 AI crawlers. Schema-rich (LegalService, Attorney, Person, FAQPage, Review, AggregateRating, BreadcrumbList all present and validating). sameAs array includes Wikidata, Crunchbase, BBB, Avvo, LinkedIn, YouTube.

Why they outperformed in our test: 1. **Wikidata + Crunchbase + BBB give them three independent entity-confirmation sources.** Castillo & Whitfield has zero. 2. **219 Google reviews vs 47.** Volume is the AI signal here, not just rating. 3. **47-video YouTube library with transcripts.** Perplexity cites their videos directly on procedural queries. 4. **Monthly earned-media cadence.** Tier-1 outlets keep their entity fresh. 5. **Six dedicated practice-area pages each with 2,400+ words and FAQ schema.** They show up on every commercial-intent query category.

What Castillo & Whitfield can do about it: - Match Sterling's BBB accreditation and review-volume cadence within 6 months. - Differentiate on YouTube via educational depth rather than competing on volume. - Out-execute on practice-area page quality (1,500+ word, Nevada-statute-rich pages).

Desert Justice Partners (fictional)

Who they are: Founded 2015, 11 attorneys, focuses on auto accidents and wrongful death. Two Super Lawyers designations.

How their site treats AI bots: Permissive crawlers. Schema present but less complete than Sterling. Strong author bylines on blog (every post has named-attorney byline + bio link).

Why they outperformed: E-E-A-T discipline is their differentiator. Every blog post is bylined by a named attorney with verifiable bar admission. Their Super Lawyers designations show up in Justia and Avvo. Earned media is moderate but consistently bylined.

What Castillo & Whitfield can do about it: Match the bylining discipline immediately (§5.3 finding). Pursue Super Lawyers nominations for partners who qualify by tenure.

Apex Injury Attorneys (fictional)

Who they are: Founded 2020, 6 attorneys, aggressive paid-marketing posture, strong TikTok / Instagram presence aimed at younger consumers.

How their site treats AI bots: Permissive. Schema thin. The site itself is weaker than the competitors above; their visibility comes from social and paid channels rather than organic AI authority.

Why they outperformed (when they did): Social-led discoverability. They show up in Reddit threads where younger Vegas consumers ask for recommendations. Their TikTok presence creates entity recognition AI engines pick up indirectly.

What Castillo & Whitfield can do about it: Apex is the easiest competitor to overtake on AI authority because their off-site authority is shallow (no Wikidata, no BBB accreditation, thin earned media). The schema and entity graph fixes alone close most of the gap.

Blue Ocean Query Candidates (volume validation pending — see methodology)

#	Query	Est. Monthly Volume	AI Citation Gap	Recommended Action
1	“what to do after a car accident in Nevada”	480 (directional)	All 4 platforms cite generic legal sites; no Vegas firm cited	Build informational page with numbered-step format + FAQ schema
2	“comparative negligence Nevada personal injury”	110 (directional)	No firm-specific cite on any platform	Definition-block + statute-table content with LegalService schema
3	“Las Vegas pedestrian accident lawyer”	90 (directional)	Sterling cited on 2 of 4 platforms	Dedicated practice-area page (currently bundled under “personal injury”)
4	“wrongful death claim Nevada statute of limitations”	70 (directional)	Generic legal-info sites cited	Specific page with Nevada NRS citations + FAQ schema
5	“do I need a lawyer for a slip and fall in Las Vegas”	60 (directional)	Apex cited on 1 of 4 platforms	Decision-framework content with numbered-step format

Volume estimates are directional from Perplexity research. Validate with Google Keyword Planner (filtered to Las Vegas DMA) before committing to landing-page builds. Queries with verified volume below 50/month may not justify a dedicated landing page.

8. Quick Implementation Guide

Copy-paste templates for the top 3 fixes.

Fix 1: Organization + LegalService Schema (Homepage)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "LegalService",
      "@id": "https://castillowhitfieldlaw.com/#organization",
      "name": "Castillo & Whitfield Injury Lawyers",
      "url": "https://castillowhitfieldlaw.com",
      "telephone": "[CONFIRM WITH CLIENT: phone]",
      "email": "[CONFIRM WITH CLIENT: email]",
      "image": "https://castillowhitfieldlaw.com/logo.png",
      "logo": "https://castillowhitfieldlaw.com/logo.png",
      "address": {
        "@type": "PostalAddress",
        "streetAddress": "[CONFIRM WITH CLIENT: street + suite]",
        "addressLocality": "Las Vegas",
        "addressRegion": "NV",
        "postalCode": "[CONFIRM WITH CLIENT: ZIP]",
        "addressCountry": "US"
      },
      "areaServed": [
        { "@type": "City", "name": "Las Vegas" },
        { "@type": "City", "name": "Henderson" },
        { "@type": "City", "name": "North Las Vegas" },
        { "@type": "AdministrativeArea", "name": "Clark County" }
      ],
      "foundingDate": "[CONFIRM WITH CLIENT: founding year]",
      "priceRange": "Free consultation; contingency fee",
      "sameAs": [
        "https://www.avvo.com/attorneys/[CONFIRM]",
        "https://www.justia.com/lawyers/[CONFIRM]",
        "https://www.bbb.org/us/nv/las-vegas/[CONFIRM AFTER CLAIM]",
        "https://www.linkedin.com/company/[CONFIRM]",
        "https://www.facebook.com/CastilloWhitfieldLaw",
        "https://www.youtube.com/@CastilloWhitfieldLaw",
        "https://www.google.com/maps/place/[CONFIRM GBP URL]",
        "https://www.wikidata.org/wiki/[CONFIRM AFTER BUILD]"
      ],
      "aggregateRating": {
        "@type": "AggregateRating",
        "ratingValue": "4.7",
        "reviewCount": "47",
        "bestRating": "5"
      }
    }
  ]
}
```

```

    }
  }
]
}
</script>

```

Fix 2: FAQPage Schema (Auto Accidents Practice-Area Page)

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What should I do immediately after a car accident in Las Vegas?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "1) Move to safety and check for injuries. 2) Call 911 – Nevada requires reporting any accident with injury or property damage over $750 (NRS 484E.030). 3) Document the scene with photos, witness contact info, and the other driver's insurance details. 4) Seek medical evaluation even if you feel uninjured. 5) Notify your insurance company. 6) Consult with a personal injury attorney before giving recorded statements to the other driver's insurer."
      }
    },
    {
      "@type": "Question",
      "name": "How long do I have to file a personal injury claim in Nevada?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Nevada's statute of limitations for most personal injury claims is two years from the date of injury (NRS 11.190). Claims against government entities have shorter notice requirements. Wrongful death claims also follow a two-year limit from the date of death."
      }
    }
  ]
  // ...add 4-8 more practice-area-specific Q&A pairs...
}
}
</script>

```

Fix 3: Attorney + Person Schema (Bio Page)

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Attorney",
  "@id": "https://castillowhitfieldlaw.com/attorneys/[slug]/#person",
  "name": "[Attorney name]",
  "jobTitle": "[Partner / Senior Associate / etc.]",
  "worksFor": { "@id": "https://castillowhitfieldlaw.com/#organization" },

```

```
"image": "https://castillowhitfieldlaw.com/attorneys/[slug]/photo.jpg",
"url": "https://castillowhitfieldlaw.com/attorneys/[slug]/",
"telephone": "[CONFIRM WITH CLIENT]",
"email": "[CONFIRM WITH CLIENT]",
"alumniOf": [
  { "@type": "CollegeOrUniversity", "name": "[Law school]" }
],
"memberOf": [
  { "@type": "Organization", "name": "Nevada State Bar", "url": "https://nvbar.org" }
],
"knowsAbout": [
  "Personal injury law",
  "Auto accident litigation",
  "Wrongful death claims",
  "Premises liability"
],
"sameAs": [
  "https://www.avvo.com/attorneys/[CONFIRM]",
  "https://www.linkedin.com/in/[CONFIRM]",
  "https://www.justia.com/lawyers/[CONFIRM]"
]
}
</script>
```

9. 30/60/90 Day Roadmap

The roadmap integrates on-site (§4/§5) and off-site (§6) action items in a single ordered checklist sorted by priority and impact-to-effort. Every item carries `[DIY]` or `[Sprint-fit]` tags.

Days 1-30: Foundation

- ☐ **Claim BBB Las Vegas profile** (free) and verify NAP — (Addresses: 6.3, 6.5, 6.8) *[DIY]*
- ☐ **Add `max-snippet:-1` directives** to global head template — (Addresses: 4.3) *[DIY]*
- ☐ **Remove CCBot disallow + regenerate sitemap** to include all bio + blog pages — (Addresses: 4.1, 4.2) *[DIY]*
- ☐ **Add `width / height` to all images** to fix CLS — (Addresses: 4.6) *[DIY]*
- ☐ **Update Yelp address** to current suite number — (Addresses: 6.8) *[DIY]*
- ☐ **Reconcile all 3 partner LinkedIn profiles** to list current firm with service keywords — (Addresses: 6.7) *[DIY]*
- ☐ **Add transcripts to all 6 existing YouTube videos** — (Addresses: 5.9, 6.6) *[DIY]*
- ☐ **Add bylines to all 11 existing blog posts** with bio-page links — (Addresses: 5.3) *[DIY]*
- ☐ **Build Wikidata entry** with verified facts (firm name, address, founding year, partners, areas of practice) — (Addresses: 6.5) *[Sprint-fit]*
- ☐ **Rebuild Organization JSON-LD** with sameAs (Avvo, Justia, BBB, LinkedIn, YouTube, GBP, Wikidata Q-entry, partner LinkedIn) — (Addresses: 4.5, 4.7, 6.5) *[Sprint-fit]*
- ☐ **Add LegalService schema** to umbrella personal injury page — (Addresses: 4.5) *[Sprint-fit]*
- ☐ **Identify Reddit/community conversations** — Search 5 brand and category threads; document, do not yet engage — (Addresses: 6.1) *[DIY]*
- ☐ **Create earned media target list** of 10 outlets/journalists — (Addresses: 6.4) *[DIY]*

Days 31-60: Authority Building

- ☐ **Build five practice-area landing pages** (auto accidents Las Vegas, slip-and-fall Nevada, motorcycle accidents Las Vegas, wrongful death Nevada, premises liability Las Vegas) — 1,200-1,800 words each, FAQ schema, LegalService schema — (Addresses: 5.1, 5.2, 5.7) *[Sprint-fit]*
- ☐ **Add Attorney + Person schema** to each named attorney bio page — (Addresses: 4.5, 4.7) *[Sprint-fit]*
- ☐ **Pursue BBB Accreditation** through BBB Las Vegas — (Addresses: 5.6, 6.3) *[Sprint-fit]*
- ☐ **Launch review request workflow** — automated post-engagement touchpoint; 6-8 reviews / month target — (Addresses: 6.2) *[Sprint-fit]*
- ☐ **Pitch managing partner to 2 Vegas legal-adjacent podcasts** — (Addresses: 6.4, 6.6) *[Sprint-fit]*
- ☐ **Pitch 3-5 media commentary opportunities** from Day-30 target list — (Addresses: 6.4) *[Sprint-fit]*
- ☐ **Add Review + AggregateRating schema** to homepage and bio pages — (Addresses: 4.5, 5.6) *[DIY]*

- ☐ **Embed top YouTube video** on auto accidents page with VideoObject schema — (Addresses: 5.9, 6.6) [DIY]
- ☐ **Resume blog cadence** at 2 posts/month, attorney-bylined — (Addresses: 5.2, 5.3) [Sprint-fit]
- ☐ **Recruit Super Lawyers nominations** for partners who qualify by tenure — (Addresses: 6.3) [Sprint-fit]

Days 61-90: Citation Expansion

- ☐ **Launch monthly PR cadence** — one press release or pitched commentary per month going forward — (Addresses: 6.4) [Sprint-fit]
- ☐ **Publish first proprietary data asset** (e.g., “Las Vegas Auto Accident Trends 2026”) — (Addresses: 6.4) [Sprint-fit]
- ☐ **Create “In the News” page** collecting all press mentions with Article schema — (Addresses: 5.8, 6.4) [DIY]
- ☐ **Expand Reddit/community participation ethically** — managing partner participates in 2-3 existing threads with transparent firm disclosure — (Addresses: 6.1) [Sprint-fit]
- ☐ **Plan one new educational YouTube video per month** — (Addresses: 5.9, 6.6) [Sprint-fit]
- ☐ **Establish monthly LinkedIn cadence** on company page (case-win commentary, legal-update explainers) — (Addresses: 6.7) [Sprint-fit]
- ☐ **Re-run AI visibility query panel** — compare to baseline Section 2 — (Addresses: 2) [Sprint-fit]
- ☐ **Compare competitor off-site movement** — re-pull §6.9 table — (Addresses: 6.9) [Sprint-fit]
- ☐ **Revisit Wikipedia AfC feasibility** — only if §6.4 has produced 3+ substantial press pieces by this point — (Addresses: 6.5) [Sprint-fit]

Projected Impact — Subcategory Score Movement

Layer	Current	Projected (90d)	Key Drivers
Search Eligibility	62	75-80	Schema rebuild (+15-20 on 1.5), entity graph rebuild (+15-20 on 1.7), snippet directives (+10 on 1.3), CLS fix (+10 on 1.6)
Citation Readiness	57	68-73	Practice-area pages (+15-20 on 2.7), bylines (+5-8 on 2.3), FAQ + answer architecture (+10 on 2.1), BBB accreditation pursued (+5 on 2.6)
Overall GEO Score	59	71-76	Weighted: $(75 \times 0.40) + (70 \times 0.60) = 72$ midpoint
Off-Site Score (Diagnostic)	49	62-68	BBB claimed + accreditation in progress (+10-15 on 6.3), Wikidata + sameAs rebuild (+15-20 on 6.5), review velocity (+5-8 on 6.2), transcripts + podcast pitches (+5-8 on 6.6)

90-Day Operational Targets

Metric	Current	Target
Branded citation rate (Perplexity)	67%	90%+
Non-branded citation rate (Perplexity)	0%	15-25%
Share of Model on category queries	0%	8-12%
Google review count	47	70+
BBB accreditation status	Unclaimed	Accredited
Wikidata entry	None	Live + linked from sameAs
Earned media mentions (90-day window)	0	3+
Practice-area landing pages	1 (umbrella)	5 (dedicated)

These are projections based on Avante Visibility’s internal benchmarks, not guarantees. AI citation behavior varies by platform and over time.

10. Methodology

GEO Scoring Model v4.4

Layer 1: Search Eligibility (Weight: 40% of Overall GEO Score) — Subcategory weights for the legal niche profile:

Subcategory	Weight	Score	Weighted
1.1 Indexability	15.0%	80	12.00
1.2 Crawl Access	15.0%	70	10.50
1.3 Snippet Controls	10.0%	60	6.00
1.4 Freshness	10.0%	50	5.00
1.5 Schema Integrity	17.5%	45	7.88
1.6 Technical Health	10.0%	75	7.50
1.7 Entity Graph	12.5%	45	5.63
1.8 Bing Index	10.0%	70	7.00
1.9 MCP Presence	(omitted)	—	—
Layer 1 Total	100%		62

Layer 2: Citation Readiness (Weight: 60% of Overall GEO Score)

Subcategory	Weight	Score	Weighted
2.1 Answer Architecture	20%	60	12.00
2.2 Content Depth	15%	55	8.25
2.3 E-E-A-T Signals	15%	70	10.50
2.4 Brand Authority	10%	50	5.00
2.5 Citability Format	10%	60	6.00
2.6 Trust Signals	5%	75	3.75
2.7 Platform Landing Pages	10%	40	4.00
2.8 Earned Media	10%	50	5.00
2.9 Multimodal	5%	45	2.25
Layer 2 Total	100%		57

Overall GEO Score = (62 × 0.40) + (57 × 0.60) = 24.8 + 34.2 = 59 / 100 (Fair)

Off-Site AI Citation Authority Score (Diagnostic — separate from Overall)

Subcategory	Weight	Score	Weighted
6.1 Reddit & Community Mentions	15%	40	6.00
6.2 Review Platform Authority	15%	60	9.00
6.3 Industry Directory Coverage	15%	55	8.25
6.4 Earned Media / PR Mentions	15%	45	6.75
6.5 Wikipedia / Wikidata / Knowledge Graph	10%	35	3.50
6.6 YouTube / Video / Podcast Presence	10%	40	4.00
6.7 LinkedIn / Executive Authority	10%	55	5.50
6.8 Social Profile Consistency	5%	65	3.25
6.9 Competitor Off-Site Gap	5%	50	2.50
Off-Site Total	100%		49

Off-Site Score = 49 / 100 (Weak)

Scoring Disclaimer: Avante Visibility’s GEO Scoring Model v4.4 combines three inputs: directly observed site conditions (crawl data, HTML, schema, robots.txt), officially documented guidance from Google, OpenAI, Anthropic, and Microsoft, and internal heuristics developed across multiple audits. The 40% Search Eligibility / 60% Citation Readiness weighting reflects our analysis of which factors most consistently correlate with AI citation behavior. The Off-Site AI Citation Authority Score is a separate diagnostic; it is not blended into the Overall GEO Score in v4.4. The 9-subcategory off-site weights are constant across niches; the §6.3 directory list is gated by the niche profile applied (legal in this case). No AI platform publishes its citation selection algorithm; any scoring model — including ours — is an informed interpretation of available evidence, presented transparently so you and your team can evaluate and verify it.

AI Visibility Testing Methodology

- **Platforms tested:** Perplexity Sonar Pro (API), ChatGPT GPT-4o (Web Search), Google Gemini 2.5 Flash, Claude Sonnet (Web Search)
- **Date and time:** 2026-05-03, 14:00-16:00 PT
- **Geographic parameters:** Las Vegas DMA (per Perplexity’s `user_location` parameter)
- **Query panel version:** legal-vegas-pi-v1-28q
- **Citation definition:** Clickable URL to the firm’s domain in the response body (footnotes count; passing brand mentions without source link do not)
- **Query count:** 28 (10 branded + 10 commercial-intent + 8 informational)

- **Validity threshold:** All four platforms returned valid responses on >80% of queries

Off-Site Source Observation Methodology

- **Reddit:** Searched r/LasVegas, r/LasVegasJobs, r/legaladvice, r/AskLawyers for “personal injury lawyer Las Vegas,” firm name, and competitor names. Captured thread URLs, post dates, vote counts.
- **Reviews:** Pulled review counts and ratings from Google Business Profile, Avvo, Yelp, BBB. Captured most-recent-review date and 12-month velocity.
- **Directories:** Inventoried presence and completeness across Avvo, Justia, FindLaw, Super Lawyers, Martindale-Hubbell, Nevada State Bar, BBB, Google Business Profile, LinkedIn.
- **Earned Media:** Searched KTNV, KLAS, KSNV, Las Vegas Review-Journal, Vegas Inc., Nevada Lawyer for firm name in 18-month window.
- **Knowledge Graph:** Verified Wikidata, Wikipedia, Crunchbase presence.
- **Video:** Verified YouTube channel presence, video count, transcript availability.
- **LinkedIn:** Inventoried company page completeness, partner profile consistency, posting cadence.
- **NAP:** Cross-checked name/address/phone across 9 anchor sources.

Every observation lands in §13 Evidence Appendix entry E9 with a captured URL and last-checked date.

Data Sources and Methods

URL sample and crawl configuration — Crawl scope: 47 client URLs + 50 each for 3 competitors (147 competitor URLs). Crawler: production crawler with markdown + raw HTML capture. Crawl depth: 4. “Observed Fact” means a finding is directly supported by the captured HTML, response headers, schema validator output, PageSpeed result, or live AI query result.

Performance and Core Web Vitals tests — Google PageSpeed Insights, run 2026-05-03 against the homepage, auto accidents page, and three random blog posts. Both mobile and desktop strategies. Performance, SEO, Accessibility, LCP, CLS, FID captured.

Structured data and entity signals — JSON-LD inventory across the 47-URL sample. This audit checks for JSON-LD specifically because it is Google’s recommended format. Other schema formats (Microdata, RDFa) may exist on the site but were not inventoried in this audit pass. Schema validators: Schema.org validator + Google Rich Results Test.

Robots.txt and crawler access — Source URL: <https://castillowhitfieldlaw.com/robots.txt>. No internal tools, dashboards, or accounts were accessed.

AI visibility and citation test — 4 platforms × 28 queries = 112 query-platform observations. Citation defined as clickable URL to client domain in response body. Point-in-time disclaimer: AI citation findings reflect this single test run on 2026-05-03; results should be interpreted as a snapshot, not a permanent ranking.

Off-site source observation — Manual review of third-party pages with URL and last-checked date logged in E9.

Internal scoring model and heuristics — Subcategory scores reflect Avante Visibility's GEO Scoring Model v4.4. The Off-Site Score is a separate diagnostic, not blended into the Overall GEO Score in v4.4.

Independent verification — A second auditor or the firm's internal team can verify by: 1. Re-crawling the URL sample with their preferred crawler (Screaming Frog, Sitebulb). 2. Running Google PageSpeed Insights / Lighthouse on the same URLs. 3. Running selected URLs through Google's Rich Results Test. 4. Re-running a subset of the AI visibility query panel manually in Perplexity, ChatGPT, Gemini, Claude. 5. Cross-checking founding year, address, phone, social URLs against BBB, Nevada State Bar, the firm's own published materials. 6. Spot-checking E9 source URLs to reproduce the off-site findings.

Defensibility & Verification: Every major claim in this audit is backed by directly observable public evidence or a clearly labeled Internal Heuristic. Entity-level facts can be cross-verified against the firm's own website, BBB records, the Nevada State Bar directory, and published press. If any finding is challenged or cannot be reproduced, contact Avante Visibility. We will re-test the specific item, walk you or your reviewer through the underlying evidence, and correct the record if needed.

11. Limitations

A premium audit should be honest about what it can and cannot prove. Rather than imply certainty we do not have, this section documents exactly what each AI platform publishes (and does not publish), and where our findings rely on inference rather than observation. Everything below is a deliberate choice for transparency — not a gap in the audit.

What Is Not Publicly Documented (by Platform)

- **Google** — AI Overviews citation selection algorithm is not publicly documented. Google has confirmed AI features draw on the same indexing and ranking signals as traditional search, but the specific weighting is opaque.
- **OpenAI (ChatGPT)** — GPTBot crawl behavior is documented; citation-selection logic in ChatGPT Search is not.
- **Anthropic (Claude)** — ClaudeBot crawl behavior is documented; Claude’s citation logic in answer mode is not publicly specified.
- **Microsoft (Bing/Copilot)** — Bing index behavior is documented; Copilot citation logic builds on Bing rankings but is not fully specified.
- **Perplexity** — Source ranking and Sonar selection logic are not publicly documented.
- **llms.txt** — As of 2026, no major AI platform has publicly confirmed they parse llms.txt. Frame as low-cost speculative action; prioritize schema and E-E-A-T first.

Off-Site Limitations (v4.4)

- **Reddit:** Threads can be deleted between observation and re-audit. We log URLs and last-checked dates so the evidence trail is preserved even when source pages disappear.
- **Reviews:** Star ratings and counts are point-in-time. Velocity numbers represent the snapshot at audit time.
- **Wikipedia/Wikidata:** Entries can be edited or deleted by other contributors. We log revision IDs / Q-numbers (Q-number not yet applicable — no entry exists for Castillo & Whitfield).
- **Knowledge graph weighting:** No AI platform publicly documents how it weights Wikipedia, Wikidata, Crunchbase, or LinkedIn. Findings rely on industry research and our internal heuristic that consistent third-party signals support entity disambiguation.
- **BBB accreditation impact:** No AI platform publishes how BBB accreditation status is weighted. The recommendation to pursue accreditation is framed as entity-disambiguation + consumer-trust signal that may influence AI legitimacy answers — never as a guaranteed AI visibility lift.

Where our methodology fills gaps: When platforms are silent on a specific question, we use Internal Heuristics (clearly labeled) developed across multiple audits. We never present heuristics as platform-confirmed facts.

12. Glossary

Term	Definition
GEO	Generative Engine Optimization — the practice of optimizing a brand's owned and earned signals for AI search engines (ChatGPT, Perplexity, Gemini, Google AI Overviews, Claude).
Search Eligibility	Layer 1 (40% of Overall GEO Score). Whether AI engines can find, access, and consider your content (indexability, crawler access, schema, technical health).
Citation Readiness	Layer 2 (60% of Overall GEO Score). Whether your content is structured to be quoted/cited by AI engines (answer architecture, content depth, E-E-A-T, brand authority).
Off-Site AI Citation Authority	A diagnostic score (v4.4 new) covering 9 third-party signal categories AI engines may pull from beyond the firm's own website. Reported alongside the Overall GEO Score, not blended into it.
Share of Model (SoM)	Among non-branded category queries, the percentage of brand mentions an entity receives across AI platform responses.
Citation Rate	Percentage of test queries on which an AI platform returned a clickable citation to the client's domain.
Schema (JSON-LD, Microdata, RDFa)	Structured data formats. JSON-LD is Google's recommended format; Microdata and RDFa are alternatives. This audit checks for JSON-LD specifically.
sameAs	Schema.org property that points an entity at its other authoritative profile URLs (Avvo, BBB, LinkedIn, Wikidata, etc.) for entity disambiguation.
Wikidata	Open structured-data sister project to Wikipedia. Has a much lower notability bar than Wikipedia and feeds Organization JSON-LD sameAs directly.
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness — quality framework from Google's Search Quality Rater Guidelines. Not a direct ranking factor; content demonstrating these qualities tends to perform better in both search and AI citations.
FAQPage schema	JSON-LD schema for Q&A blocks. While FAQ rich results in traditional search have been restricted primarily to certain government and health sites, structured Q&A still helps AI systems parse questions and answers for citation.
MCP (Model Context Protocol)	Anthropic-introduced protocol for connecting AI assistants to data sources. Relevant for SaaS / API products; omitted from non-technical client audits.
Third-Party Source Observation	Evidence type for findings sourced from a directly observed third-party page (Reddit thread, Yelp review page, Wikipedia article, BBB profile) with captured URL and last-checked date.
Controlled AI Test	Evidence type for findings sourced from a controlled, logged AI query run during the audit.
Source Type	Per-finding attribute on §6 findings marking whether the signal is Client-Owned, Third-Party, or Competitor-Controlled.

Term	Definition
NAP Consistency	Name, Address, Phone consistency across off-site profiles. Mismatches signal entity inconsistency to AI engines.
Sprint-fit / DIY	Per-finding tag in v4.3+. [DIY] = client's existing developer or marketer can ship from this report alone (≤ 4 hours, no specialist expertise). [Sprint-fit] = multi-week or specialist work.
BBB (Better Business Bureau)	Tier-1 trust-anchor directory for consumer-facing legal firms. A claimed BBB profile URL is a high-confidence sameAs target; multi-decade accreditation is a defensible authority claim.

13. Evidence Appendix

- **E1: robots.txt snapshot.** All 8 AI crawlers allowed except CCBot. Sitemap reference present and correct.
- **E2: Sitemap statistics.** 47 URLs declared; 41 with valid lastmod; 6 stale.
- **E3: Schema inventory.** Organization (incomplete), BreadcrumbList present on practice-area page only. No LegalService, Attorney, Person, FAQPage, Review, AggregateRating.
- **E4: Sample HTML evidence.** 5-URL spot-check confirms schema inventory; OG tags present on all 5; H1 present on all 5; word-count ratio crawl-vs-live within normal range (0.78-1.42).
- **E5: PageSpeed results table.**

URL	Strategy	Performance	SEO	Accessibility	LCP	CLS
/	Mobile	78	96	92	2.4s	0.18
/	Desktop	91	96	92	1.6s	0.04
/personal-injury	Mobile	72	95	89	2.7s	0.21
/attorneys/managing-partner	Mobile	82	96	94	2.2s	0.06
/blog/[slug]	Mobile	84	96	90	2.1s	0.03

- **E6: AI observation log.** Full 28-query × 4-platform table available on request. Highlights:
- Branded “Castillo Whitfield Injury Lawyers Las Vegas” → cited on 12 of 16 platform-query combinations
- “Best personal injury lawyer Las Vegas” → 0 of 4 cite Castillo & Whitfield; Sterling cited 4 of 4
- “What to do after a car accident in Nevada” → 0 of 4 cite any Vegas firm
- **E7: Crawl summary.** 47 client URLs + 150 competitor URLs crawled successfully. Zero crawl failures.
- **E8: llms.txt check.** Not present at `/llms.txt`. As of 2026, no major AI platform has publicly confirmed they parse llms.txt — low-priority finding.
- **E9: Off-Site Sources Observed**

Source	URL	Type	Entity	Finding	Risk/Opportunity	Last Checked	Evidence Type
Google Business Profile	google.com/maps/place/CastilloWhitfieldLaw	Review	Client	4.7 stars / 47 reviews / last review 22d ago	Volume gap vs competitors	2026-05-03	Third-Party Source Observation
Avvo profile	avvo.com/attorneys/[redacted]	Directory	Client	Claimed; 4.6 stars / 23 reviews; complete	Strong; maintain	2026-05-03	Third-Party Source Observation

Source	URL	Type	Entity	Finding	Risk/Opportunity	Last Checked	Evidence Type
BBB Las Vegas profile	bbb.org/us/nv/las-vegas/[redacted]	Directory	Client	Unclaimed; B+; not accredited; 1 resolved complaint	High — claim + accredit	2026-05-03	Third-Party Source Observation
Justia profile	justia.com/lawyers/[redacted]	Directory	Client	Auto-listed; attorney bios incomplete	Quick-win — complete profiles	2026-05-03	Third-Party Source Observation
Sterling Legal Group GBP	google.com/maps/place/SterlingLegalGroup	Review	Competitor	4.6 stars / 219 reviews	Risk — review volume gap	2026-05-03	Third-Party Source Observation
Reddit r/LasVegas thread	reddit.com/r/LasVegas/comments/[redacted]	Reddit	Competitor	Sterling Legal Group recommended in PI thread; 12 upvotes	Risk — competitor citation source	2026-05-03	Third-Party Source Observation
Reddit r/legaladvice thread	reddit.com/r/legaladvice/comments/[redacted]	Reddit	Competitor	Apex Injury Attorneys mentioned in slip-and-fall question	Risk — competitor citation source	2026-05-03	Third-Party Source Observation
KTNV news interview	ktnv.com/news/[redacted]	News	Client	Managing partner interviewed on auto accident stats	Opportunity — feature in In-the-News page	2026-05-03	Third-Party Source Observation
LV Review-Journal mention	reviewjournal.com/[redacted]	News	Client	Firm announcement	Opportunity — feature	2026-05-03	Third-Party Source Observation
YouTube channel	youtube.com/@CastilloWhitfieldLaw	Video	Client	84 subs / 6 videos / no transcripts	Quick-win — add transcripts	2026-05-03	Third-Party Source Observation
LinkedIn company page	linkedin.com/company/[redacted]	Social	Client	Complete; last post 2025-11-08	Posting cadence dormant	2026-05-03	Third-Party Source Observation
Yelp profile	yelp.com/biz/[redacted]	Review	Client	4.4 stars / 14 reviews; address shows old suite number	NAP drift — fix	2026-05-03	Third-Party Source Observation

Source	URL	Type	Entity	Finding	Risk/Opportunity	Last Checked	Evidence Type
Sterling Legal Group YouTube	youtube.com/@SterlingLegalGroup	Video	Competitor	2,400 subs / 47 videos / weekly cadence	Risk — competitor video advantage	2026-05-03	Third-Party Source Observation
Wikidata Q-entry (none)	wikidata.org	Knowledge Graph	Client	No entry exists	High — Day-1 quick-win	2026-05-03	Third-Party Source Observation

14. Sources

1. Google AI Features documentation — <https://developers.google.com/search/docs/appearance/ai-features>
 2. Google Succeeding in AI Search — <https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search>
 3. Google Creating Helpful Content — <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
 4. Google E-E-A-T — <https://developers.google.com/search/blog/2022/12/google-raters-guidelines-e-e-a-t>
 5. Google FAQPage Schema — <https://developers.google.com/search/docs/appearance/structured-data/faqpage>
 6. Google Sitemaps overview — <https://developers.google.com/search/docs/crawling-indexing/sitemaps/overview>
 7. OpenAI Bots — <https://developers.openai.com/api/docs/bots/>
 8. Anthropic Crawlers — <https://privacy.claude.com/en/articles/8896518-does-anthropic-crawl-data-from-the-web-and-how-can-site-owners-block-the-crawler>
 9. Microsoft Copilot Public Web Access — <https://learn.microsoft.com/en-us/copilot/microsoft-365/manage-public-web-access>
 10. Schema.org LegalService — <https://schema.org/LegalService>
 11. Schema.org Attorney — <https://schema.org/Attorney>
 12. Schema.org Person — <https://schema.org/Person>
 13. Schema.org FAQPage — <https://schema.org/FAQPage>
 14. Wikidata documentation — <https://www.wikidata.org/wiki/Wikidata:Introduction>
 15. Better Business Bureau — <https://www.bbb.org>
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15. What Happens After This Audit

This audit gives you a complete picture of where Castillo & Whitfield Injury Lawyers stands in AI search today, both on your owned property and across the third-party signals AI engines may pull from. The audit stands on its own — you can implement every recommendation using your internal team or any web development partner.

If you would like ongoing support, Avante Visibility offers the following services:

Monitoring Services

- ☐ **Monthly Citation Tracking** — Re-run the \$2 AI query panel each month; track citation rate and Share of Model movement.
- ☐ **Off-Site Citation Movement** — Track new third-party mentions, new Reddit/community threads, directory/profile changes, and earned media pickups across the §6.3-6.7 source set.
- ☐ **Review Intelligence** — Track new reviews across all §6.2 platforms; sentiment changes; review velocity vs competitors.
- ☐ **Competitive Movement Alerts** — Flag any competitor citation rate, review count, or directory presence change above threshold.
- ☐ **Score Recalculation** — Quarterly re-score against the 18 on-site subcategories + 9 off-site subcategories.
- ☐ **Platform Change Monitoring** — Track when AI platforms update crawler, citation, or content guidelines.
- ☐ **Knowledge Graph Watch** — Flag changes to Wikipedia/Wikidata/Crunchbase/LinkedIn entries for the firm and competitors.

Implementation Support

- ☐ **Schema Implementation** — Full LegalService + Attorney + Person + FAQPage + Review + AggregateRating rebuild across the site.
- ☐ **Practice-Area Landing Page Build** — Five dedicated pages (auto accidents, slip-and-fall, motorcycle, wrongful death, premises liability) with FAQ schema, statute tables, attorney bylines.
- ☐ **Earned Media Strategy** — Target list, monthly pitch process, In-the-News page build.
- ☐ **Review Growth System** — Acquisition workflow + 48-hour response process.
- ☐ **LinkedIn / Executive Authority Build** — Profile reconciliation + thought leadership cadence.
- ☐ **Knowledge Graph Build** — Wikidata entry, sameAs cleanup, BBB profile claim + accreditation pursuit, schema reinforcement.
- ☐ **GEO Sprint** — 30-day implementation engagement covering the highest-leverage Sprint-fit items above (\$5,997 SPRINT-25).

Improving AI visibility requires more than website updates. The strongest brands build an off-site citation ecosystem across reviews, trusted directories, earned media, industry platforms, LinkedIn, YouTube, Reddit/community discussions, and knowledge graph sources. Monthly monitoring tracks whether these signals are improving over time and whether AI systems begin citing the client more often, more accurately, and more favorably.

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Report generated by Avante Visibility GEO Audit System v4.4 Testing date: 2026-05-03

Sample Audit reminder: This is a demonstration deliverable for a fictional Las Vegas personal injury firm. Castillo & Whitfield Injury Lawyers and named competitors are not real entities; all data is fabricated for illustrative purposes.

Prepared by Avante Visibility · avantevisibility.com · GEO Assessment Methodology v4.4