Castillo & Whitfield Injury Lawyers

Prepared for illustration only. This firm and all of its data are fictional

Subject of assessment: Castillo & Whitfield Injury Lawyers

castillowhitfield.example · Assessment date: 2026-09-28 · Methodology v4.8.0 · Weight profile: legal

Overall GEO Score
Fair
explained p. 11

Search Eligibility (40%)
explained p. 14

Citation Readiness (60%)
explained p. 18

Off-Site Authority
Weak
explained p. 21

AI Representation Accuracy
Fair
explained p. 24

Agent Readiness
checks passed
explained p. 27

Search Eligibility (40%)

Indexability	82	Strong	p. 14
Crawl Access	52	Fair	p. 14
Snippet Controls	90	Strong	p. 15
Freshness	55	Fair	p. 15
Schema Integrity	48	Weak	p. 16
Technical Health	74	Fair	p. 16
Entity Graph	45	Weak	p. 16
Bing Index	70	Fair	p. 17

Citation Readiness (60%)

Answer Architecture	52	Fair	p. 18
Content Depth	58	Fair	p. 18
E-E-A-T Signals	50	Fair	
Brand Authority	45	Weak	p. 19
Citability Format	55	Fair	p. 19
Trust Signals	68	Fair	p. 19
Platform Pages	62	Fair	p. 19
Earned Media	40	Weak	p. 20
Multimodal	30	Weak	p. 20

Off-Site Citation Authority (diagnostic)

Reddit / Community	35	Weak	p. 21
Reviews	58	Fair	p. 21
Directories	44	Weak	p. 22
Earned Media / PR	38	Weak	p. 22
Knowledge Graph	20	Weak	p. 22
Video / Podcast	32	Weak	p. 23
LinkedIn	50	Fair	p. 23
Social Consistency	46	Weak	p. 23
Competitor Gap	30	Weak	p. 23

Bands: **Strong** 75 and above · **Fair** 50 to 74 · **Weak** below 50. Factor scores are weighted, not averaged, so a pillar score is not the mean of the factors beneath it; the full weight table is in the methodology. AI Representation Accuracy is graded on a stricter scale, where Strong starts at 85, because an answer that is 80% accurate about your business is not a good answer. Off-Site Authority, AI Representation Accuracy and Agent Readiness are diagnostics: each is reported on its own and none of them is folded into the Overall GEO Score. The page number beside each score is where this document explains it.

How to Read This Document

SAMPLE ASSESSMENT · FICTIONAL FIRM · ILLUSTRATIVE DATA

Castillo & Whitfield Injury Lawyers, its attorneys, its website and the three competing firms named in this document do not exist. Every score, rate, count, review figure and source count in it is invented to show the format of an Avante Visibility GEO Assessment. Real platforms and directories are named only to show what the assessment checks; nothing here describes how any real business performs on them. A client assessment carries the same seven Parts, built from that client's own measured data.

Part One is the whole decision and stands on its own. It begins at page 4, The Business Verdict, and ends at page 13, How you compare with the firms AI recommends. If you read nothing else, read those pages.

Part	Starts at	What you get	For
One	page 4, The Business Verdict	The finding, the cause, what it costs and the decisions	The managing partner
Two	page 14, Search Eligibility	Whether machines can reach and read the site, factor by factor	Developer
Three	page 18, Citation Readiness	Whether, having read it, an AI product finds it worth quoting	Content and marketing
Four	page 21, Off-Site AI Citation Authority	What the rest of the web says about the firm	Operations and intake
Five	page 24, AI Representation Accuracy	Whether what AI says about the firm is true, and who owns each answer	The managing partner
Six	page 28, The 90-Day Plan	What to do, in what order, and who owns it	Whoever runs the work
Seven	page 30, Methodology	How every number was produced, and how to check it	Anyone who doubts a number

Find it fast. The sixteen findings ranked worst first: page 10, The sixteen findings at a glance. The scores and what the bands mean: page 11, Overall GEO Score. What the five AI products said: page 12, The five AI products. What Google and Microsoft report themselves: page 13, What Google and Microsoft report. The plan by month: page 28, The 90-Day Plan. How it was measured: page 30, Methodology. Every source behind every claim: page 33, Receipt Index.

Every finding sits under the factor it belongs to, not in a separate chapter, so Priority Finding 1 appears under page 14, 1.2 Crawl Access. Every cross-reference names the page and the section, so nothing sends you hunting.

What a client receives: two packages. This assessment, and a set of supporting files holding the full question list, every recorded AI answer with its fingerprint, the page-by-page crawl and the implementation tickets. “Ships with this report” means it is in those files. This sample includes the assessment only.

Before You Read: The Terms This Document Uses

Fourteen terms carry the whole document, each with the page where it matters most. Everything else is in page 32, Glossary.

AI products. The five systems measured here: ChatGPT, Perplexity, Gemini, Microsoft Copilot and Google AI Mode, each in the public version a client uses (page 12, The five AI products).

Cited, or shown as a source. The AI product returned the firm's website as a supporting source, usually a link. The strictest measure (page 12, The five AI products).

Named. The AI product said the firm's name in its answer, whether or not it linked to the site. A firm can be named without being cited, which means somebody else's page supplied the evidence (page 19, 2.4 Brand Authority).

Branded and non-branded questions. A branded question contains the firm's name, such as "Castillo & Whitfield reviews." A non-branded one does not, such as "best car accident lawyer in Las Vegas." **Non-branded questions are where new clients come from**, because the person asking does not know the firm yet (page 4, The Business Verdict).

Measurement. One question asked on one AI product. Every question was asked three times on every product and the answer that appeared at least twice was kept, so one measurement stands for three runs (page 30, Methodology).

The bracketed range. After a rate you will see something like "11.7% (7 to 19)". That is the range the true rate would fall in if the same kind of question were asked many more times (page 12, The five AI products).

Crawler. An automated reader that visits pages so a search engine or AI product can use them. Each identifies itself by name, and the site's `robots.txt` file and its firewall decide which names get in (page 14, 1.2 Crawl Access).

Structured data, also called schema. Code inside a page that states facts for machines: this is the firm, these are its attorneys, this is the office address. A machine-readability layer, not a ranking trick (page 16, 1.5 Schema Integrity).

Entity. The firm itself as a machine understands it, separate from any one page. Connecting the entity means giving machines matching, checkable facts so they conclude the firm on this website is the firm on Avvo, Justia and the State Bar (page 16, 1.7 Entity Graph Connectivity).

Answer owner. The website an AI product relies on most to answer a given question. Owning an answer means your page is the one it reads (page 25, Answer Ownership Map).

Gap type. Why a question is lost: a **content gap** means no page answers it, a **page readiness gap** means a page answers it but is hard for a machine to lift, an **authority gap** means the page is fine but the web does not vouch for it (page 25, Answer Ownership Map).

Google Search Console and Bing Webmaster Tools. The free reports in which Google and Microsoft show a site owner how often their AI features used the site (page 13, What Google and Microsoft report).

Score bands. Strong is 75 and above: the factor is holding. **Fair** is 50 to 74: it works but carries specific defects that the findings name. **Weak** is below 50: it is not doing its job until the defect is fixed (page 11, Overall GEO Score).

Receipt. A numbered source at page 33, Receipt Index. Any claim here can be traced to what it came from and the date it was checked.

PART ONE

The Business Verdict

Ask AI about Castillo & Whitfield by name and it knows the firm. Ask it who to call after a car crash in Las Vegas and it names Sterling Legal Group almost three times as often as it names you.

Asked by name, AI products find the site, name the partners and quote the reviews. Asked without the name, the firm almost disappears. **New clients come from the questions that do not contain your name, and on those you are named in roughly one answer in nine.**

PEOPLE WHO DO NOT KNOW YOUR NAME

11.7%

named by AI in
14 of 120 measurements

PEOPLE WHO ALREADY KNOW YOUR NAME

96.7%

named by AI in
58 of 60 measurements

Measured 2026-09-28 on the public versions of ChatGPT, Perplexity, Gemini, Microsoft Copilot and Google AI Mode: 36 client questions, 12 with the firm name and 24 without. **Every question was asked 3 separate times on each product, and a product counts as naming or citing the firm only when it did so in most of those runs. Each rate comes with the range the true rate would likely fall in.** Measured as a U.S. user; answers for someone searching from Las Vegas may differ. A benchmark on a fixed question list, not every AI search. Per-product table: page 12, The five AI products. Method: page 30, Methodology.

WHAT GOOGLE AND MICROSOFT REPORT THEMSELVES

Google showed a link to castillowhitfield.example in an AI Overview or AI Mode answer **4,590 times** between 2026-07-01 and 2026-09-27.
Microsoft's Copilot used castillowhitfield.example as a source **287 times** between 2026-07-01 and 2026-09-27.
The search engines' own counts, not our test, each covering only its own products (page 13, What Google and Microsoft report).

On the questions an injured person asks first: 40 measurements, zero mentions

Eight questions were the ones a person types in the first hours after a crash, such as what to do after a car accident in Las Vegas. Across five products they produced 40 measurements. **A firm handling Las Vegas injury cases since 2009 was named in none of them.** Three answers cited the firm's own blog without saying its name. Table: page 12, The five AI products.

You are not losing a comparison. In most AI answers about injury lawyers in Las Vegas, you are not in the comparison.

Why This Matters Now

Someone who has just been hit by a car does not read ten law-firm websites. They ask one question and call the name in the answer.

This page carries no borrowed industry statistics. Figures about AI adoption circulate widely and many trace back to vendor marketing rather than a primary source, so instead of repeating them we measured the firm's market directly. Everything below was observed on 2026-09-28 and is reproducible from page 33, Receipt Index.

WHAT WE OBSERVED IN YOUR MARKET

THE ANSWERS ARE ALREADY BEING GIVEN

5 of 5

AI products returned a named list of Las Vegas injury firms to call. None declined to recommend. The recommendation happens whether or not you are in it.

THE LISTS DECIDE IT

justia.com

The most-cited source on the 24 non-branded questions, in 46 of 120 measurements, followed by avvo.com at 44. Directory pages decide who gets named.

WHERE YOU ARE MISSING

0 of 12

The expertise.com Las Vegas personal injury list that AI cited 28 times names 12 firms. Castillo & Whitfield is not one of them.

ONE PRODUCT IS LISTENING

8 of 14

Google AI Mode produced 8 of the firm's 14 non-branded mentions, because it reads the Google Business Profile. The other four products produced 6 between them.

The window is the part that matters. Google's own report shows AI-feature impressions for the site rising each month this quarter, from 1,180 in July to 1,890 in the first 27 days of September (page 13, What Google and Microsoft report). The market has not settled. The firm that gets onto the lists these products read, and puts its own expertise where a machine can lift it, is the one that gets named. Today that firm is Sterling Legal Group, and the reason is not that Sterling has the better website. It measurably does not (page 16, 1.6 Technical Health).

Who AI Recommends Instead

When a person in Las Vegas asks an AI product which injury lawyer to call and does not use your name, these are the firms it names, counted across all five products and all 24 non-branded questions.

Firm named	Measurements naming it (of 120)
Sterling Legal Group	**41**
Desert Justice Partners	29
Apex Injury Attorneys	22
Castillo & Whitfield	**14**

And these are the sources those products read to build the answer, counted the same way:

Source	Measurements citing it (of 120)
justia.com	46
avvo.com	44
sterlinglegal.example, Sterling Legal Group	39
superlawyers.com	31
expertise.com	28
reddit.com	24
desertjustice.example, Desert Justice Partners	22
castillowhitfield.example	**19**

Read those two tables together. The products read legal directories and pick the firms those directories feature. Sterling is on all four directories at the top of the list. You are on two, and one of those names an attorney who left in 2024 (page 23, 6.8 Profile Consistency). The expertise.com Las Vegas list, cited 28 times, names 12 firms and not this one; the Super Lawyers profile was never claimed (page 22, 6.3 Industry Directory Coverage).

Who is paying to appear. We asked the five highest-value buying questions once each in a signed-out ChatGPT session, Google AI Mode and Microsoft Copilot on 2026-09-29. Sterling appeared in a unit labeled Sponsored in Google AI Mode on 2 of 5 checks; none was seen in ChatGPT or Copilot in 5 checks each. An ad is bought; everything else on this page is earned.

What Microsoft's AI went looking for. Bing Webmaster Tools shows the phrases Copilot searched when it used the firm's site. These are the AI's own lookup phrases, not what clients typed. The strongest was "nevada personal injury statute of limitations", where the site held 41% of citations. The weakest commercial one was "las vegas car accident lawyer free consultation", where it held 8%. That is the opening for page work (page 25, Answer Ownership Map).

Why This Is Happening

Four causes, in the order they cost the firm clients. Each one is a finding with a fix, and each names the page where the detail sits.

1. The website turns away the reader ChatGPT sends. The site's firewall has a bot-management rule switched on that refuses two of OpenAI's crawlers: `OAI-SearchBot`, which ChatGPT search uses to read pages, and `ChatGPT-User`, which fetches a page when a person asks about it. Both received a 403 refusal on every test. The `robots.txt` file welcomes them, so nobody noticed. ChatGPT cited the site in 11 of 36 measurements, the lowest of the five products. *Fix: switch the rule to allow those two names, at page 14, 1.2 Crawl Access.*

2. The web cannot tell who your lawyers are. The firm has six attorneys. Across 42 pages there is not one `Person` entry in the code, no State Bar of Nevada number in the markup, and the attorney pages do not link to the attorneys' Avvo, Justia or State Bar profiles. The legal directories say who Sterling's lawyers are. Nothing says who yours are. *Fix: attorney markup and profile links, at page 16, 1.7 Entity Graph Connectivity.*

3. The questions hurt people ask first are answered on other firms' pages. Of the eight background questions in this assessment, the site has a page that properly answers one (the Nevada filing deadline). The others are answered on Sterling's blog, Nolo and Justia. Seven of the eight are content gaps: no page exists. *Fix: eight answer pages in the attorneys' own voice, at page 18, 2.1 Answer Architecture.*

4. The lists AI reads leave you off or describe you wrongly. Missing from the expertise.com list. An unclaimed Super Lawyers profile. An Avvo profile listing a former attorney and the old Henderson phone number. AI products repeat both errors (page 24, AI Representation Accuracy). *Fix: claim and correct the profiles, at page 22, 6.3 Industry Directory Coverage.*

Four causes, one outcome

Each cause on its own would cost some visibility. Together they mean the firm is unreadable to one major product, unverifiable to all of them, absent from the questions people ask first, and misdescribed on the lists that decide who gets named. The sixteen findings behind these four causes are on page 10, The sixteen findings at a glance.

What Happens Next

Three decisions, then three phases of work your team can own.

Three decisions only the partners can make

1. Let ChatGPT's search crawler in. Allow `OAI-SearchBot` and `ChatGPT-User` through the firewall. Whether to allow `GPTBot`, which collects training data, is a separate policy choice and this assessment takes no position on it. Unblocks Priority Finding 1.

2. Approve the attorney biographies for publication with bar numbers. Each attorney confirms admission dates, bar number and the profiles to link. Unblocks Priority Findings 2 and 8.

3. Name one person to own the directory profiles. Avvo, Justia, Super Lawyers, expertise.com, the State Bar listing and Google Business Profile, with one set of facts. Unblocks Priority Findings 4, 6 and 7.

There are 20 implementation tickets in the supporting files, split across three 30-day phases. The owners are roles on the firm's own team.

Phase	What gets done	Owners	Where
Days 1 to 30	Firewall rule, profile corrections, the expertise.com application, attorney facts confirmed	Developer, intake manager, partners	page 28, The 90-Day Plan
Days 31 to 60	Attorney and office markup, bar numbers, dated case results, review program running	Developer, marketing	page 28, The 90-Day Plan
Days 61 to 90	Eight answer pages, Spanish pages rebuilt, a Wikidata entry (the public database machines use to tell businesses apart), press pitch	Marketing, partners	page 28, The 90-Day Plan

It is fixable. Nothing in this assessment is a penalty, and no product is blocking the firm on purpose. Every cause found is a setting, a profile or a missing page.

What we would expect to move, and what we will not promise. We are not forecasting new cases, because no honest method connects a citation rate to a signed retainer. These are the measures a re-run of the same questions would show:

If the three decisions are executed	Today	Direction
ChatGPT citations of the site	11 of 36	should rise once the crawler is allowed in
Named on non-branded questions	14 of 120	should rise
Named on the eight background questions	0 of 40	the first measure to move once pages exist
Listed on the expertise.com Las Vegas list	no	listed, or a documented refusal
Profiles carrying the current attorney roster	3 of 7	7 of 7

What AI is worth to the firm today, in its own numbers. Google Analytics recorded 38 sessions from identifiable AI products in the last 90 days, out of 21,400 sessions in total, and 2 of them submitted the case-review form. That count understates the channel, because several AI apps pass no referrer, so their visitors arrive looking like direct traffic (page 29, Measurement and Monitoring).

What This Is Worth Defending

The fixes above are inexpensive because the hard things are already done. It is worth being plain about that.

You already own the two things that cannot be bought quickly

A record with evidence attached. Seventeen years of Las Vegas injury practice. A 4.6 Google rating on 212 reviews, every one answered. A Super Lawyers selection and an Avvo 10.0 rating for the founding partner. A bilingual intake team, and Spanish-language pages that no competitor in this comparison has.

A website that is better built than the competition's. The fastest on mobile of the four firms, 81 against 64, 52 and 47. Clean indexing, no thin pages, every page rendered on the server so a machine reads the full text. 20 of the 22 AI crawlers get in without trouble.

The speed comparison is at page 16, 1.6 Technical Health, and the crawler test at page 14, 1.2 Crawl Access. **That combination is why this assessment is short on construction and long on administration.** The firm does not need a new website. It needs its lawyers to be visible to machines, its answers to exist as pages, and its profiles to agree with each other. The firm that wins the Las Vegas injury answer a year from now will be the one whose credentials are machine-readable and correctly listed. On credentials, you are ahead. On listings, you are behind, and that is the cheaper half to fix.

The Tables Behind This Summary

The pages above are the complete executive summary. The tables below are the detail behind them, expanded factor by factor from page 14, Search Eligibility.

The sixteen findings at a glance

Worst first. Each is written out in full inside the factor it is scored under.

#	Severity	Finding	Where	Owner
1	HIGH	A firewall rule refuses ChatGPT's search crawler and its page fetcher with a 403, although `robots.txt` allows both	page 14, 1.2 Crawl Access	Developer
2	HIGH	Six attorneys, zero `Person` entries in the code, no bar numbers in markup, no links to their directory profiles	page 16, 1.7 Entity Graph Connectivity	Developer
3	HIGH	Seven of eight background questions have no answering page; the firm is named in 0 of 40 measurements on them	page 18, 2.1 Answer Architecture	Marketing
4	HIGH	Absent from the expertise.com Las Vegas list cited in 28 measurements; Super Lawyers profile unclaimed	page 22, 6.3 Industry Directory Coverage	Intake manager
5	HIGH	AI products state a Reno office and a 33% fee, neither of which exists	page 24, AI Representation Accuracy	Partners
6	HIGH	Avvo lists an attorney who left in 2024 and a disconnected Henderson number; AI repeats both	page 23, 6.8 Profile Consistency	Intake manager
7	MEDIUM	Google rating 4.6 on 212 reviews against Sterling's 4.8 on 1,140	page 21, 6.2 Review Platform Authority	Intake manager
8	MEDIUM	The firm's structured data omits the Henderson office and carries the old phone number	page 16, 1.5 Schema Integrity	Developer
9	MEDIUM	31 case results carry no year, so a machine cannot tell a 2012 result from a 2025 one	page 15, 1.4 Freshness	Marketing
10	MEDIUM	Nine of 14 Spanish pages are untranslated copies with no language tags	page 19, 2.7 Audience and Practice Pages	Developer
11	MEDIUM	Practice pages open with slogans; the firm, service and city are absent from the first sentence on 9 of 11	page 19, 2.5 Citability Format	Marketing
12	MEDIUM	No Wikidata item, the public database machines use to tell one business from another, exists for the firm or either partner	page 22, 6.5 Wikipedia, Wikidata and the Knowledge Graph	Intake manager
13	MEDIUM	No press mention in a Las Vegas outlet in 24 months; Sterling has 9	page 20, 2.8 Earned Media Presence	Partners
14	LOW	Seven practice pages are not in Bing's index	page 17, 1.8 Bing Index Presence	Developer
15	LOW	Six retired blog addresses still listed in the site map return 404	page 14, 1.1 Indexability	Developer
16	LOW	38 YouTube videos, none embedded on the site, no video markup	page 20, 2.9 Multimodal Readiness	Marketing

Overall GEO Score: 57 out of 100

Fair. The overall score is the two on-site halves, weighted: **(62 x 0.40) + (53 x 0.60) = 57**. The three diagnostics below it are reported separately and are deliberately not folded in.

Score	Value	Band	What it measures	Where
Search Eligibility	**62**	Fair (50 to 74)	Whether AI and search systems can reach, read and resolve the site	page 14, Search Eligibility
Citation Readiness	**53**	Fair (50 to 74)	Whether, having read it, a system finds it worth quoting	page 18, Citation Readiness
Off-Site Authority	**40**	Weak (below 50)	What the rest of the web says, on the sources AI reads	page 21, Off-Site AI Citation Authority
AI Representation Accuracy	**72**	Fair (70 to 84), medium risk	Whether what AI says about the firm is true, on a stricter scale	page 24, AI Representation Accuracy
Agent Readiness	**2 of 3**	Not scored	Whether the site passes Google's experimental checks for AI agents	page 27, Agent Readiness

What the bands mean. Strong, 75 and above: the factor is holding. Fair, 50 to 74: the factor works but carries specific defects that hold it back, and the findings name them. Weak, below 50: the factor is not doing its job until its defect is fixed. For this firm, Fair at 57 means the site is well built but neither fully reachable nor well evidenced: Search Eligibility is held down by the firewall and the missing attorney markup, Citation Readiness by missing answer pages. Off-Site Authority is the one score in Weak. AI Representation Accuracy uses a stricter scale where Strong starts at 85, because an answer that is 80% right about a law firm is not a good answer.

The scores and the 40/60 weighting are Avante Visibility's internal model, not a platform metric (page 30, The scoring model).

The five AI products, measured 2026-09-28

36 questions, each asked three times on every product, each product's consistent answer kept as one measurement: 540 recorded answers. **The questions are in a client's words, not ours**, and the full list ships with this report.

Product	Site cited: rate (likely range), count	Firm named: rate (likely range), count
ChatGPT	30.6% (18 to 47), 11 of 36	36.1% (22 to 52), 13 of 36
Perplexity	44.4% (30 to 60), 16 of 36	38.9% (25 to 55), 14 of 36
Gemini	33.3% (20 to 50), 12 of 36	36.1% (22 to 52), 13 of 36
Microsoft Copilot	41.7% (27 to 58), 15 of 36	33.3% (20 to 50), 12 of 36
Google AI Mode	38.9% (25 to 55), 14 of 36	55.6% (40 to 70), 20 of 36

What the brackets mean. The range the true rate would fall in if the same kind of question were asked many more times. With 36 questions per product the ranges are wide, so read single-product figures as direction and the pattern across products as the finding.

Those totals hide the finding. Split by whether the question contained the firm's name:

	Branded, 12 questions	Non-branded, 24 questions
Cited	49 of 60, 81.7% (70 to 89)	**19 of 120, 15.8% (10 to 23)**
Named	**58 of 60, 96.7% (89 to 99)**	**14 of 120, 11.7% (7 to 19)**

Cited means the product returned the firm's website as a source. Named means it said the firm's name. They move independently, which is why they are never averaged together.

Question group	Cited	Named
A. Questions containing the firm's name (12)	49 of 60	**58 of 60**
B. Buying questions, "who should I call" (10)	12 of 50	11 of 50
C. Background questions an injured person asks first (8)	3 of 40	**0 of 40**
D. Comparison questions, non-branded (6)	4 of 30	3 of 30

> **Group C is the one to look at.** The firm's blog was cited 3 times on those questions and the firm was named 0 times. The products used the firm's page as evidence and recommended someone else (page 4, The Business Verdict).

A developer-API panel was also run on the same 36 questions as a cross-check. It is directional only and is reported separately in the supporting files, never mixed into these rates.

How you compare with the firms AI recommends

Measured the same day	Castillo & Whitfield	Sterling	Desert Justice	Apex
Named by AI, non-branded (of 120)	14	**41**	29	22
Google rating and reviews	4.6 on 212	**4.8 on 1,140**	4.7 on 486	4.5 on 301
Listed on expertise.com Las Vegas	no	**yes**	yes	yes
Super Lawyers profile claimed	no	**yes**	yes	no
Mobile performance score	**81**	64	52	47
AI search crawlers allowed in	20 of 22	**22 of 22**	22 of 22	21 of 22
Attorney `Person` markup	0 of 6	**9 of 9**	4 of 7	0 of 5
Answer pages for background questions	1 of 8	**7 of 8**	4 of 8	2 of 8
Spanish-language pages	**14**	0	3	0

The pattern is consistent. You win the rows that measure how well the site is built. You lose the rows that measure whether machines can verify your lawyers and find your answers. Sterling is not out-building you. It is out-listing and out-answering you.

What Google and Microsoft report

Google Search Console, Generative AI performance. AI Overviews and AI Mode only. Impressions only: a link to the site was shown. The report does not show what people searched or whether they clicked.

Month	AI-feature impressions
July 2026	1,180
August 2026	1,520
September 2026, to the 27th	1,890

Page	Impressions, 2026-07-01 to 2026-09-27
/blog/nevada-statute-of-limitations-personal-injury	1,710
/ (home page)	980
/car-accident-lawyer	640
/es/abogado-de-accidentes	410

Bing Webmaster Tools, AI Performance (beta). Copilot only, and a sample of activity, as Microsoft labels it. The topics are the phrases Copilot searched, not what people typed.

Topic the AI looked up	Citations	Citation share
nevada personal injury statute of limitations	96	41%
spanish speaking injury lawyer henderson	52	58%
how is fault decided nevada car accident	27	22%
las vegas car accident lawyer free consultation	31	8%
what to do after rideshare accident las vegas	18	6%

These numbers are never scored and never added to the panel results above. The firm’s truck accident page, its highest-value practice, does not appear in Google’s page table at all.

PART TWO

Search Eligibility (40%): 62 out of 100

The eight scored factors below carry 40 percent of the overall score. The other 60 percent begins at page 18, Citation Readiness.

> **How to read these pages.** Every factor follows the same pattern: its score and band, a grey line naming who owns the fix, then what we found, why it matters and what to fix. Each Priority Finding sits in a labeled box under the factor it belongs to.

1.1 Indexability (Score: 82/100)

What this score measures: Whether the site's pages are allowed into search results at all.

82 STRONG

LOW **Assigned to:** Developer · **Weight:** 13% of Search Eligibility · **Priority Finding 15**

What we found. A strong result. Of 42 content pages, none tells search engines to stay away, none is thin, and each carries exactly one main heading. Every page is rendered on the server, so a machine that does not run JavaScript still receives the full text.

> PRIORITY FINDING 15 · LOW
>
> **Six retired blog addresses are still listed in the site map and return 404**
>
> F-1.1-SITEMAP-404-001

The defect. `sitemap.xml` lists 48 addresses. Six are blog posts removed in a 2025 redesign and return a 404 “not found” response.

Why this matters. A site map is the list a site hands to search engines saying “these are my pages.” Dead entries waste the crawler’s visits and make the list less trustworthy.

What to fix. Remove the six addresses, or redirect each one to its closest live page.

Evidence. Full crawl of 48 site-map addresses with status codes, 2026-09-28. Receipts R1, R2.

1.2 Crawl Access (Score: 52/100)

What this score measures: Whether search and AI crawlers can actually get into the site, tested with each crawler's real name.

52 FAIR

HIGH **Assigned to:** Developer · **Weight:** 13% of Search Eligibility · **Priority Finding 1**

What we found. We fetched the home page as each of the 22 crawler names in this methodology, one request per second, and recorded the response. 20 received the full page. Two were refused.

Crawler group	Names tested	Allowed	Refused
Search index (feeds AI answers)	8	7	`OAI-SearchBot`
User-triggered (fetches a page when someone asks)	6	5	`ChatGPT-User`
Training control (collects training data)	6	6	none

Crawler group	Names tested	Allowed	Refused
Special purpose	2	2	none

PRIORITY FINDING 1 · HIGH

A firewall rule refuses ChatGPT's search crawler and its page fetcher, although robots.txt allows both

F-1.2-WAF-BLOCK-001

The defect. Both names received HTTP 403, a flat refusal, on every request. `robots.txt` allows them, so the refusal comes from the hosting firewall's "block AI bots" rule, which was switched on in August 2026 according to the hosting change log.

Why this matters. ChatGPT search reads pages through `OAI-SearchBot`. Refuse it and ChatGPT can only answer from other sites' descriptions of the firm. ChatGPT cited the site in 11 of 36 measurements, the lowest of the five products (page 12, The five AI products).

What to fix. Allow `OAI-SearchBot` and `ChatGPT-User` in the firewall rule, then re-fetch as both names to confirm a 200 response. Whether to allow `GPTBot`, the training crawler, is a separate policy choice.

Evidence. 22 crawler names, home page fetched as each, 2026-09-28; robots.txt captured the same day; hosting change log entry 2026-08-14. Receipts R3, R4.

1.3 Snippet Controls (Score: 90/100)

What this score measures: Whether page settings let search and AI products quote the text.

90 STRONG

HOLDING **Assigned to:** Developer · **Weight:** 8% of Search Eligibility

What we found. No page restricts snippets or preview length. One template sets `max-image-preview:standard`, which limits image size in previews. **What to fix.** Change it to `large` when the template is next edited.

Evidence. Robots meta and response headers on all 42 pages, 2026-09-28. Receipt R1.

1.4 Freshness (Score: 55/100)

What this score measures: Whether machines can tell the content is current.

55 FAIR

MEDIUM **Assigned to:** Marketing · **Weight:** 8% of Search Eligibility · **Priority Finding 9**

What we found. 17 of 42 pages show a visible date. The site map sends one modification date for every page, the date of the last deploy, so it tells machines nothing.

PRIORITY FINDING 9 · MEDIUM

31 case results carry no year, so a machine cannot tell a 2012 result from a 2025 one

F-1.4-CASE-DATES-001

Why this matters. Case results are the firm's strongest evidence. Undated, an AI product cannot use them to answer "has this firm won cases like mine recently".

What to fix. Add the year to every case result, and make the site map send each page's real modification date.

Evidence. Visible dates and site-map dates on 42 pages, 2026-09-28. Receipt R1.

1.5 Schema Integrity (Score: 48/100)

What this score measures: Whether the code that states the firm's facts for machines is present, valid and correct.

48 WEAK

MEDIUM **Assigned to:** Developer · **Weight:** 20% of Search Eligibility, including half of the unused 1.9 weight · **Priority Finding 8**

What we found. Every page carries a `LegalService` entry, the right type for a law firm, and it validates without errors. What it says is the problem.

> PRIORITY FINDING 8 · MEDIUM
>
> **The firm's structured data omits the Henderson office and carries the old phone number**
>
> F-1.5-OFFICES-001

The defect. The markup names one office, Las Vegas, and a phone number disconnected in 2025. The Henderson office appears on the contact page and on Google, but not in the code.

Why this matters. When the code and the page disagree, a machine has to choose, and the old number is also on Avvo, so the wrong one wins (page 24, AI Representation Accuracy).

What to fix. One `LegalService` entry per office with its own address, phone and hours, each linked to the firm entity. Add `Attorney` entries per 1.7.

Evidence. Structured data extracted from all 42 pages and validated, 2026-09-28. Receipt R5.

1.6 Technical Health (Score: 74/100)

What this score measures: Speed, security and the technical basics a crawler or visitor meets on arrival.

74 FAIR

HOLDING **Assigned to:** Developer · **Weight:** 12% of Search Eligibility

What we found. Mobile performance 81, the best of the four firms (Sterling 64, Desert Justice 52, Apex 47). Secure connection on every page, no broken internal links, no mixed content. The score is held below Strong by a 3.1 second largest-content time on the practice pages, caused by an uncompressed hero image. **What to fix.** Compress the hero image on the practice-page template.

Evidence. PageSpeed Insights, mobile and desktop, all four sites, 2026-09-28. Receipt R6.

1.7 Entity Graph Connectivity (Score: 45/100)

What this score measures: Whether machines can connect the firm and its lawyers to the same firm and lawyers elsewhere on the web.

45 WEAK

HIGH **Assigned to:** Developer · **Weight:** 16% of Search Eligibility, including half of the unused 1.9 weight · **Priority Finding 2**

What we found. The firm entity carries `sameAs` links, the code that says “this firm is the same one as that profile”, to Facebook and LinkedIn only. Not to Avvo, Justia, Super Lawyers, the State Bar of Nevada listing or Google Business Profile.

PRIORITY FINDING 2 · HIGH

Six attorneys, zero Person entries in the code, no bar numbers in markup, no links to their directory profiles

F-1.7-PERSON-001

The defect. Each attorney has a page with a photograph and a biography in prose. None carries code saying "this is a person, an attorney, admitted in Nevada, bar number such and such, works for this firm."

Why this matters. Legal AI answers lean on credentials more than any other category we measure. Sterling marks up all nine of its attorneys and links each to Avvo and the State Bar.

What to fix. A `Person` entry per attorney with job title, bar admission, bar number and `sameAs` links to their directory profiles, linked to the firm with `worksFor`.

Evidence. Structured data on all six attorney pages and on 50 pages per competitor, 2026-09-28. Receipts R5, R7.

1.8 Bing Index Presence (Score: 70/100)

What this score measures: Whether Bing has the site's pages, which Copilot and several other AI products draw from.

70 FAIR

LOW **Assigned to:** Developer · **Weight:** 10% of Search Eligibility · **Priority Finding 14**

What we found. 35 of 42 pages are in Bing's index. Seven practice pages are not, including the truck and motorcycle accident pages.

PRIORITY FINDING 14 · LOW

Seven practice pages are not in Bing's index

F-1.8-BING-001

What to fix. Submit the seven addresses through Bing Webmaster Tools and turn on IndexNow so new pages are announced automatically.

Evidence. Bing Webmaster Tools URL inspection, firm's account, 2026-09-28. Receipt R8.

1.9 Model Context Protocol Presence (not applicable)

This factor applies to software products that expose tools to AI agents. It does not apply to a law firm, so its 4 percent weight was set to zero and redistributed evenly to 1.5 and 1.7 rather than guessed (page 30, The scoring model).

PART THREE

Citation Readiness (60%): 53 out of 100

The nine factors below carry 60 percent of the overall score. They ask whether, having read the site, an AI product finds it worth quoting and trusting. The first 40 percent is at page 14, Search Eligibility, and the fixes are sequenced at page 28, The 90-Day Plan.

2.1 Answer Architecture (Score: 52/100)

What this score measures: Whether the site has pages that directly answer the questions clients ask, in a form a machine can lift.

52 FAIR

HIGH **Assigned to:** Marketing · **Weight:** 15% of Citation Readiness · **Priority Finding 3**

What we found. The blog post on Nevada's filing deadline is the best page on the site: a direct answer at the top, the statute named. Google showed it 1,710 times in AI features this quarter. Nothing else is built that way.

> PRIORITY FINDING 3 · HIGH
>
> **Seven of eight background questions have no answering page; the firm is named in 0 of 40 measurements on them**
>
> F-2.1-ANSWERS-001

The defect. Seven of the questions an injured person asks first have no page on the site. They include what to do at the scene, whether a minor crash needs a lawyer, how fault is decided and what happens after a rideshare crash.

What to fix. One page per question, written in an attorney's voice and signed by them, opening with a direct two-sentence answer, then the Nevada specifics, then when to call a lawyer. The full list and the competing pages ship with this report.

Evidence. 36-question panel, five products, three runs each, 2026-09-28; site inventory of 42 pages. Receipts R9, R10.

2.2 Content Depth (Score: 58/100)

What this score measures: Whether practice pages say enough to be useful.

58 FAIR

HOLDING **Assigned to:** Marketing · **Weight:** 12% of Citation Readiness

What we found. Practice pages average 640 words against Sterling's 1,420, with no process or Nevada-law detail. **What to fix.** Add a "what happens next" section and a Nevada-law section to each practice page.

Evidence. Word counts and section inventory, 11 practice pages and 50 competitor pages, 2026-09-28. Receipt R1.

2.3 Experience, Expertise, Authoritativeness and Trust Signals (Score: 50/100)

What this score measures: Whether the site shows who wrote what, and why they are qualified.

50 FAIR

HOLDING **Assigned to:** Marketing and partners · **Weight:** 22% of Citation Readiness

What we found. The credentials are real and strong. Elena Castillo holds a Super Lawyers selection and an Avvo 10.0. Marcus Whitfield is board certified in civil trial advocacy. Neither fact appears on a practice page. No page names an author or reviewer. **What to fix.** Add a “Reviewed by” line with the attorney’s name, credential and date to every practice and answer page, linked to the attorney page.

Evidence. Author and credential inventory, 42 pages, 2026-09-28. Receipt R7.

2.4 Brand Authority (Score: 45/100)

What this score measures: Whether AI products recognize the firm as a known name in its market.

45 WEAK

HOLDING **Assigned to:** Partners · **Weight:** 12% of Citation Readiness

What we found. Named in 14 of 120 non-branded measurements, against Sterling’s 41, usually in a list of four or more and never first. **What to fix.** This score moves when the off-site and answer-page work lands; it has no fix of its own.

Evidence. Brand-mention matching on every answer, all four firm names, 2026-09-28. Receipt R9.

2.5 Citability Format (Score: 55/100)

What this score measures: Whether the text is shaped so a machine can quote it accurately.

55 FAIR

MEDIUM **Assigned to:** Marketing · **Weight:** 8% of Citation Readiness · **Priority Finding 11**

> PRIORITY FINDING 11 · MEDIUM
>
> **Practice pages open with slogans; the firm, service and city are absent from the first sentence on 9 of 11**
>
> F-2.5-OPENINGS-001

The defect. The car accident page opens “When life changes in an instant, we fight for you.” A machine looking for a quotable sentence about who handles car accident cases in Las Vegas finds nothing to quote.

What to fix. Open each practice page with one plain sentence naming the firm, the service and the city, then the slogan if wanted.

Evidence. First sentence of 11 practice pages, 2026-09-28. Receipt R1.

2.6 Trust Signals (Score: 68/100)

What this score measures: Whether reviews, awards and verifiable credentials appear where they help.

68 FAIR

HOLDING **Assigned to:** Marketing · **Weight:** 12% of Citation Readiness

What we found. Reviews appear with source and date. Awards appear as logos with no text, which a machine cannot read. **What to fix.** Replace award logos with a text line naming the award, the year and the issuer, and link each to its source.

Evidence. Trust-signal inventory, 42 pages, 2026-09-28. Receipt R1.

2.7 Audience and Practice Pages (Score: 62/100)

What this score measures: Whether each type of case and each audience has its own page.

62 FAIR

MEDIUM **Assigned to:** Developer · **Weight:** 8% of Citation Readiness · **Priority Finding 10**

What we found. Eleven practice pages and fourteen Spanish pages, the only Spanish content in this comparison.

> PRIORITY FINDING 10 · MEDIUM
>
> **Nine of 14 Spanish pages are untranslated copies with no language tags**
>
> F-2.7-SPANISH-001

The defect. Nine Spanish addresses serve the English text. None of the fourteen declares its language, so machines cannot pair the English and Spanish versions.

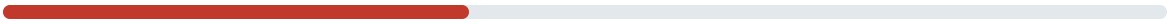
Why this matters. “Spanish speaking injury lawyer Henderson” is the topic where Copilot cites the site most, at 58% (page 13, What Google and Microsoft report). This is the firm’s clearest advantage, and it is half built.

What to fix. Translate the nine pages and add language tags pairing every English and Spanish page.

Evidence. Language detection and hreflang check on 14 pages; Bing AI Performance export, 2026-09-28. Receipts R1, R11.

2.8 Earned Media Presence (Score: 40/100)

What this score measures: Whether independent publications mention or quote the firm.



40 WEAK

MEDIUM **Assigned to:** Partners · **Weight:** 8% of Citation Readiness · **Priority Finding 13**

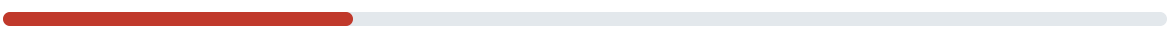
> PRIORITY FINDING 13 · MEDIUM
>
> **No press mention in a Las Vegas outlet in 24 months; Sterling has 9**
>
> F-2.8-PRESS-001

What to fix. Offer the partners as sources on Nevada injury law to local outlets, starting with the topics where the site is already strong: filing deadlines and rideshare crashes.

Evidence. News search across Las Vegas outlets, 24 months, all four firms, 2026-09-28. Receipt R12.

2.9 Multimodal Readiness (Score: 30/100)

What this score measures: Whether video and images are present in forms machines can use.



30 WEAK

LOW **Assigned to:** Marketing · **Weight:** 3% of Citation Readiness · **Priority Finding 16**

> PRIORITY FINDING 16 · LOW
>
> **38 YouTube videos, none embedded on the site, no video markup**
>
> F-2.9-VIDEO-001

What to fix. Embed the matching video on each practice and answer page with `VideoObject` markup and a transcript.

Evidence. YouTube channel inventory and page embeds, 2026-09-28. Receipt R13.

PART FOUR

Off-Site AI Citation Authority (diagnostic): 40 out of 100

Why this is reported separately. AI products do not read only your website. They read directories, review platforms, the news, community forums and professional profiles. This score measures whether those sources help a machine understand and recommend the firm. It is reported alongside the main score at page 11, Overall GEO Score, and is deliberately not folded into it. Its fixes are sequenced at page 28, The 90-Day Plan.

Factor	Score	Weight
6.1 Community and Forum Mentions	35	15%
6.2 Review Platform Authority	58	15%
6.3 Industry Directory Coverage	44	15%
6.4 Earned Media and Press	38	15%
6.5 Wikipedia, Wikidata and the Knowledge Graph	20	10%
6.6 Video and Podcast Presence	32	10%
6.7 Professional and Attorney Profiles	50	10%
6.8 Profile Consistency	46	5%
6.9 Competitor Off-Site Gap	30	5%

6.1 Community and Forum Mentions (Score: 35/100)

What this score measures: Whether real people discuss the firm in places AI reads, such as Reddit.

35 WEAK

HOLDING **Assigned to:** Partners · **Weight:** 15% of Off-Site Authority

What we found. Reddit was cited in 24 of 120 non-branded measurements. The firm is mentioned in 3 threads in 24 months, Sterling in 17. **What to fix.** No astroturfing. Encourage satisfied clients to share their experience where they already post, and have an attorney answer general legal questions in local forums under their own name.

Evidence. Reddit and forum search, all four firms, 24 months, 2026-09-28. Receipt R14.

6.2 Review Platform Authority (Score: 58/100)

What this score measures: Rating, volume and recency on the review platforms AI reads.

58 FAIR

MEDIUM **Assigned to:** Intake manager · **Weight:** 15% of Off-Site Authority · **Priority Finding 7**

PRIORITY FINDING 7 · MEDIUM

Google rating 4.6 on 212 reviews against Sterling's 4.8 on 1,140

F-6.2-REVIEWS-001

What to fix. Ask every client at case close, through the case-management system, and keep replying to every review.

Evidence. Google, Avvo and Yelp ratings, all four firms, 2026-09-28. Receipt R15.

6.3 Industry Directory Coverage (Score: 44/100)

What this score measures: Whether the firm is listed, accurately, on the legal directories AI cites.

44 WEAK

HIGH **Assigned to:** Intake manager · **Weight:** 15% of Off-Site Authority · **Priority Finding 4**

Directory	Cited in (of 120)	Castillo & Whitfield	Sterling
justia.com	46	listed, incomplete	listed, complete
avvo.com	44	listed, out of date	listed, complete
superlawyers.com	31	unclaimed	claimed
expertise.com	28	**not listed**	listed
State Bar of Nevada	9	listed	listed

PRIORITY FINDING 4 · HIGH

Absent from the expertise.com Las Vegas list cited in 28 measurements; Super Lawyers profile unclaimed

F-6.3-DIRECTORY-001

What to fix. Apply to expertise.com through its published review process. Claim the Super Lawyers profile and complete it. Complete the Justia profile with every attorney and both offices.

Evidence. Directory pages fetched and searched for the firm name, 2026-09-28. Receipt R16.

6.4 Earned Media and Press (Score: 38/100)

What this score measures: Independent coverage of the firm across the wider web.

38 WEAK

HOLDING **Assigned to:** Partners · **Weight:** 15% of Off-Site Authority

What we found. Covered by the same finding as 2.8. **What to fix.** See page 20, 2.8 Earned Media Presence.

6.5 Wikipedia, Wikidata and the Knowledge Graph (Score: 20/100)

What this score measures: Whether the firm exists in the public databases machines use to resolve who is who, including Google's Knowledge Graph, its database of known people and businesses.

20 WEAK

MEDIUM **Assigned to:** Intake manager · **Weight:** 10% of Off-Site Authority · **Priority Finding 12**

PRIORITY FINDING 12 · MEDIUM

No Wikidata item exists for the firm or either founding partner

F-6.5-WIKIDATA-001

What to fix. Create a Wikidata item with the legal name, founding year, location and website, each fact referenced to something already published. Do not create a Wikipedia article; the firm does not meet its notability rules and an article written by the firm would be removed.

Evidence. Direct Wikidata query, firm and both partners, 2026-09-28. Receipt R17.

6.6 Video and Podcast Presence (Score: 32/100)

What this score measures: Whether the firm's video and audio are findable and connected to it.

32 WEAK

HOLDING **Assigned to:** Marketing · **Weight:** 10% of Off-Site Authority

What we found. 38 videos and 1,900 subscribers. The channel does not link to the website and the videos have no descriptions. **What to fix.** Link the channel to the site and write a two-sentence description per video naming the attorney and the topic.

6.7 Professional and Attorney Profiles (Score: 50/100)

What this score measures: Whether attorney profiles on LinkedIn and the directories are complete and connected.

50 FAIR

HOLDING **Assigned to:** Partners · **Weight:** 10% of Off-Site Authority

What we found. Four of six attorneys have LinkedIn profiles; two list the firm under an older name. **What to fix.** Update both, and add the firm's website to all six.

6.8 Profile Consistency (Score: 46/100)

What this score measures: Whether every listing tells the same story: name, offices, phone, attorneys.

46 WEAK

HIGH **Assigned to:** Intake manager · **Weight:** 5% of Off-Site Authority · **Priority Finding 6**

> PRIORITY FINDING 6 · HIGH
>
> **Avvo lists an attorney who left in 2024 and a disconnected Henderson number; AI repeats both**
>
> F-6.8-ROSTER-001

The defect. Three of seven profiles carry the current six-attorney roster. Avvo still lists a seventh attorney who left in 2024, and the old Henderson number. Microsoft Copilot named that former attorney as a current partner in 2 of 3 runs.

What to fix. One fact sheet, applied to every profile: legal name, both offices, one phone per office, current attorneys.

Evidence. Seven profiles captured and compared, 2026-09-28; Copilot answers on the description questions. Receipts R16, R18.

6.9 Competitor Off-Site Gap (Score: 30/100)

What this score measures: How far behind the leading competitor the firm is on the sources above.

30 WEAK

HOLDING **Assigned to:** Partners · **Weight:** 5% of Off-Site Authority

What we found. Sterling leads on six of the eight factors above. The firm leads on Spanish-language presence only. **What to fix.** This closes as the factors above close.

PART FIVE

AI Representation Accuracy (diagnostic): 72 out of 100

What this measures: Whether what AI products say about the firm is true, judged against facts we verified. Graded on a stricter scale: Strong starts at 85, Fair is 70 to 84 and means medium risk.

Fair, medium risk. We asked all five products seven questions designed to make them describe the firm in their own words, three times each, and checked every statement against verified facts.

What they get right. The firm name, founding partners, the Las Vegas office, the practice areas, the Spanish-speaking intake, and the 4.6 Google rating.

Dimension	Score	Weight
Factual accuracy	70	30%
Completeness	70	20%
Currency	65	15%
Competitor substitution	85	20%
Fabrication	70	15%

PRIORITY FINDING 5 · HIGH

AI products state a Reno office and a 33% fee, neither of which exists

F-3.1-FABRICATION-001

What AI said	Product, runs	The fact	Likely source
“Offices in Las Vegas, Henderson and Reno”	Gemini 2 of 3, ChatGPT 2 of 3	Two offices, no Reno	An old directory listing for a different firm with a similar name
“Charges a 33% contingency fee”	ChatGPT 2 of 3	The firm publishes no fee	Generic legal-fee pages, applied to the firm
Names a former attorney as a partner	Copilot 2 of 3	Left in 2024	Avvo (page 23, 6.8 Profile Consistency)
Gives the disconnected Henderson number	Perplexity 3 of 3	Changed in 2025	Avvo and the site’s own markup

Why this matters. A prospective client who calls the wrong number or expects a fee the firm does not charge starts the relationship confused. For a law firm, a fee stated by a third party also raises an advertising-accuracy question the partners will want to address.

What to fix. Publish a short fee page stating how the firm is paid, correct Avvo and the markup (page 16, 1.5 Schema Integrity), and add an office list with both addresses to the about page. Re-ask the same seven questions after the corrections are indexed.

Evidence. Seven description questions, five products, three runs each, 2026-09-28, judged against the verified fact sheet at page 33, Receipt Index. Receipt R18.

Answer Ownership Map

Who owns each of twelve high-value questions, and why the firm loses the ones it loses. The full 24-question map ships with this report.

Question	Answer owner	Firm	Gap type	Matched firm page
best car accident lawyer las vegas	justia.com	contested	authority gap	/car-accident-lawyer
truck accident lawyer las vegas	sterlinglegal.example	lost	page readiness gap	/truck-accident-lawyer
how long do I have to file an injury claim in nevada	**castillowhitfield.example**	**won**	none	/blog/nevada-statute-of-limitations-personal-injury
what to do after a car accident in las vegas	sterlinglegal.example	lost	content gap	none
do I need a lawyer for a minor car accident	nolo.com	lost	content gap	none
how is fault decided in a nevada car accident	justia.com	lost	content gap	none
uber or lyft accident lawyer las vegas	desertjustice.example	lost	content gap	none
spanish speaking injury lawyer las vegas	**castillowhitfield.example**	**won**	none	/es/abogado-de-accidentes
injury lawyer henderson nv	avvo.com	contested	authority gap	/henderson
what is my car accident case worth in nevada	sterlinglegal.example	lost	content gap	none
motorcycle accident lawyer las vegas	expertise.com	lost	page readiness gap	/motorcycle-accident-lawyer
free consultation injury lawyer las vegas	expertise.com	lost	authority gap	/contact

How to read the gap types. A **content gap** needs a new page (page 18, 2.1 Answer Architecture). A **page readiness gap** means the page exists but is hard to lift: the truck and motorcycle pages open with slogans and are missing from Bing (page 19, 2.5 Citability Format). An **authority gap** means the page is fine but the directories that decide the answer do not list or vouch for the firm (page 22, 6.3 Industry Directory Coverage).

AI-Ready Page Inventory

The firm's most important pages, scored on whether an AI product could lift a correct answer from them. A diagnostic, not part of the overall score. The fixes are at page 26, 2.1 Answer Architecture and page 25, 2.5 Citability Format.

Page	Direct answer up top	Named author	Dated	Structured data	Score
/blog/nevada-statute-of-limitations-personal-injury	yes	no	yes	Article	**84**
/es/abogado-de-accidentes	yes	no	no	LegalService	71
/ (home page)	partly	no	no	LegalService	58
/car-accident-lawyer	no	no	no	LegalService	52
/henderson	partly	no	no	none	48
/attorneys/elena-castillo	no	n/a	no	none	41
/truck-accident-lawyer	no	no	no	LegalService	39
/motorcycle-accident-lawyer	no	no	no	LegalService	37

The pattern. The one page built as an answer is the one Google shows most. The truck accident page, the firm's highest-value practice, is near the bottom.

Entity Proof Ledger

Each fact a machine needs to trust the firm, and whether it can find it. The code fixes are at page 16, 1.7 Entity Graph Connectivity; the profile fixes at page 23, 6.8 Profile Consistency.

Fact	On the site, readable	In the code	Confirmed elsewhere
Legal name	yes	yes	State Bar, Avvo, Justia
Founded 2009	yes	no	State Bar
Two offices, Las Vegas and Henderson	contact page only	Las Vegas only	Google only
Six attorneys and their bar numbers	names only	no	State Bar
Super Lawyers selection, Elena Castillo	logo only	no	unclaimed profile
Board certification, Marcus Whitfield	no	no	certifying body
Bilingual intake	yes	no	Google Business Profile

Agent Readiness (diagnostic): 2 of 3 applicable checks passed

What this measures: Whether the site passes Google's experimental checks for AI agents, the programs that browse and act for a person. A pass ratio, not a score, so it carries no band.

Check, Lighthouse, 2026-09-28	Castillo & Whitfield	Sterling	Desert Justice	Apex
Agent accessibility tree	**pass**	pass	fail	fail
`llms.txt` present and valid	**fail**	pass	not present	not present
Layout stability while loading	**pass**	pass	pass	fail

> **About `llms.txt`.** A plain-text file written for AI tools. Treat it as an experiment, not a requirement: Google has said its own search does not use it. The firm’s file exists but lists eight addresses that no longer resolve, which is why it fails the format check.

What to fix. Update the eight addresses, or remove the file. Nothing else here needs work. This diagnostic is listed with the scores at page 11, Overall GEO Score, and the item is number 20 at page 28, The 90-Day Plan.

PART SIX

The 90-Day Plan

Every item traces to a finding at page 10, The sixteen findings at a glance. Sequenced by impact and dependency, not by which factor scored worst. The measures each phase should move are at page 29, Measurement and Monitoring. Each item names its finding and its owner. Nothing here requires a new website.

Days 1 to 30: remove what is blocking you

#	Action	Finding	Owner
1	Allow `OAI-SearchBot` and `ChatGPT-User` through the firewall; confirm a 200 response as each	1	Developer
2	Correct Avvo: remove the former attorney, fix the Henderson number, add both offices	6	Intake manager
3	Apply to the expertise.com Las Vegas personal injury list	4	Intake manager
4	Claim and complete the Super Lawyers profile; complete Justia with every attorney	4	Intake manager
5	Publish a short page stating how the firm's fees work	5	Partners
6	Each attorney confirms admission date, bar number and profile links for publication	2	Partners
7	Remove or redirect the six dead site-map addresses	15	Developer

Days 31 to 60: make the firm machine-readable

#	Action	Finding	Owner
8	`Person` markup for all six attorneys with bar numbers and `sameAs` links	2	Developer
9	One `LegalService` entry per office with its own address and phone	8	Developer
10	Add the year to all 31 case results; send real dates in the site map	9	Marketing
11	"Reviewed by" line with name, credential and date on every practice page	2	Marketing
12	Rewrite the first sentence of 11 practice pages	11	Marketing
13	Start the review request at case close; keep replying to every review	7	Intake manager
14	Submit the seven missing practice pages to Bing; turn on IndexNow	14	Developer

Days 61 to 90: win the questions you should own

#	Action	Finding	Owner
15	Eight answer pages for the background questions, each signed by an attorney	3	Marketing, partners
16	Translate the nine Spanish pages and add language tags	10	Developer
17	Create a Wikidata item for the firm	12	Intake manager
18	Offer the partners as sources on Nevada injury law to local outlets	13	Partners
19	Embed the matching video on each practice page with markup and transcript	16	Marketing
20	Update or remove `llms.txt`	Agent Readiness	Developer

What a ticket looks like

Each item above becomes a ticket in the supporting files, written so the person doing it needs nothing else. One example:

> **Ticket T-01 · Allow ChatGPT's crawlers through the firewall. Owner:** Developer. **Finding:** 1. **Change:** in the hosting firewall's bot rule, add `OAI-SearchBot` and `ChatGPT-User` to the allow list. Leave `GPTBot` as the partners decide. **Check:** fetch the home page with each user agent and confirm HTTP 200 and the full page. **Success metric:** both names return 200 on three consecutive days; ChatGPT citation of the site measured again on the same 36 questions.

Measurement and Monitoring

This assessment is a dated baseline. Everything in it was measured on 2026-09-28, and the question list ships with the report so that any of it can be re-run by the firm, by us or by anyone else. Re-measurement and monitoring are separate engagements. The questions are described at page 30, Methodology, and the work that should move each measure at page 28, The 90-Day Plan.

Measure	Today	Where
Named, 24 non-branded questions	14 of 120	page 12, The five AI products
Cited, 24 non-branded questions	19 of 120	page 12, The five AI products
Named, 8 background questions	0 of 40	page 12, The five AI products
ChatGPT citations of the site	11 of 36	page 12, The five AI products
Google AI-feature impressions, monthly	1,890 (September to the 27th)	page 13, What Google and Microsoft report
Copilot citations, quarterly	287	page 13, What Google and Microsoft report
Google rating and review count	4.6 on 212	page 21, 6.2 Review Platform Authority
Profiles carrying the current roster	3 of 7	page 23, 6.8 Profile Consistency
AI sessions in Google Analytics, 90 days	38	page 8, What Happens Next

A warning about trends. Only re-runs of the identical question list on the same products are comparable. A different list produces a number that means nothing next to this one.

Metrics to track monthly, from the firm's own accounts. AI-feature impressions in Search Console. Copilot citations in Bing Webmaster Tools. Sessions from AI products in Google Analytics, remembering that this count understates the channel.

PART SEVEN

Methodology

This section is here so that a competent third party can check our work. What it cannot prove is at page 32, Limitations, and every source is at page 33, Receipt Index.

What this assessment is built from

The website, as machines receive it. All 48 site-map addresses fetched on 2026-09-28 with raw HTML captured, 42 of them content pages. The same collection was run on the three competitor sites, 50 pages each. Five pages per site were fetched a second time through a real browser and compared field by field before any score was given.

Direct tests against the live site. Crawler access was tested, not inferred: each of the 22 crawler names was used to fetch the home page and the response recorded.

The firm's own accounts. Google Search Console, Bing Webmaster Tools and Google Analytics, read with access the firm granted.

Performance. PageSpeed Insights, mobile and desktop, all four sites.

How AI visibility was measured

The questions. A fixed list of 36 questions: 12 containing the firm's name, 10 buying questions, 8 background questions and 6 comparison questions. Seven further description questions feed AI Representation Accuracy. The list ships with this report.

The products. The public versions of ChatGPT, Perplexity, Gemini, Microsoft Copilot and Google AI Mode.

How the answers were collected. The answers in this assessment were collected from the public versions of each AI product by a commercial data provider that runs the sessions on our behalf. Each question was asked in a fresh session with no prior conversation or account history, so no earlier chat could shape the answer. We did not log in to any client or third-party account, did not automate any purchase or form, and kept every answer exactly as it was returned. The collection is limited to the questions listed in this report, each asked three times.

Three runs each. Every question was asked three times on every product, giving 540 recorded answers. The verdict kept for each question is the one that appeared at least twice. Every recorded answer is archived with a fingerprint and ships with this report.

Location. Measured as a U.S. user; answers for someone searching from Las Vegas may differ.

What counts. A citation is a returned link to the firm's registered domain. A mention is the firm's name in the answer text, matched on whole words. All four firm names are matched the same way in every answer. Errors are excluded and labeled, never counted as absence.

Two surfaces, never one table. A developer-API panel ran the same questions as a cross-check. Its results are labeled directional and never share a table or a total with the consumer results.

The scoring model

Avante Visibility GEO Scoring Model, methodology v4.8.0: an evidence-based framework combining directly observed site conditions, official guidance from Google, OpenAI, Anthropic and Microsoft, and internal heuristics developed across audits. No AI platform publishes how it selects sources; this model is an

informed interpretation of observable evidence, presented so you can check it.

Overall score. (Search Eligibility x 0.40) + (Citation Readiness x 0.60). Off-Site Authority, AI Representation Accuracy and Agent Readiness are diagnostics and are not folded in.

Weight profile: legal. Selected because the firm is a law firm. In this profile, credentials and trust signals carry the most weight, because AI products are most cautious about legal answers.

Evidence, and how to read the labels

Every finding carries an evidence label. In descending order of trust: **Observed Fact** (verified from code, headers, a live fetch or a tool), **Documented Guidance** (an official vendor document), **Controlled AI Test** (a logged question run during this assessment), **Third-Party Source Observation** (a third-party page read directly, with address and date), and **Internal Heuristic** (our own rule, always labeled). A lower-trust source never overrides a higher one.

Checking this yourself

Fetch the home page as `OAI-SearchBot` and see the 403. Put any page through Google's Rich Results Test. Run PageSpeed Insights on the same addresses. Ask any of the 36 questions in the public apps and compare the shape of the answers, remembering that answers vary between sessions.

Limitations

These limits apply to every rate at page 12, The five AI products, and every first-party figure at page 13, What Google and Microsoft report.

What no AI platform publishes. None of OpenAI, Google, Microsoft or Perplexity publishes how it chooses sources for an answer. Any scoring model, including this one, is an interpretation of evidence.

This is a snapshot. Answers vary between runs, model versions and days. Three runs per question and a majority verdict reduce that, and every rate carries its likely range, but a rate from 36 questions is a reading on those questions, not an estimate of every search.

Browsing is reported only by ChatGPT. On the other four products, whether the answer used live web results is inferred from the citations returned.

First-party reports are partial by design. Search Console counts impressions only, with no searches and no clicks. Bing's AI Performance report is a beta and a sample of activity. Neither is scored or added to the panel results.

Google AI Overviews were not tested directly. Google AI Mode was. Search Console's figures cover both.

Paid placements are an exhibit. The sponsored units at page 6, Who AI Recommends Instead, come from a small number of checks on one day. Ads vary by user, session and time.

Glossary

The fourteen terms the front pages rely on are explained at page 3, Before You Read. The rest are here; the method behind them is at page 30, Methodology.

Term	Meaning
Answer owner	The site an AI product relies on most for a given question
Bing Webmaster Tools	Microsoft's free reports for site owners, including AI Performance
Crawler	An automated reader that visits pages for a search engine or AI product
Entity	The firm as a machine understands it, separate from any one page
Gap type	Content gap, page readiness gap or authority gap: why a question is lost
GEO	Generative Engine Optimization: making a business findable and citable in AI answers
`llms.txt`	An experimental plain-text file describing a site for AI tools
Search Console	Google's free reports for site owners, including Generative AI performance
Structured data, schema	Code stating facts about the business for machines
Wikidata	The public database many machines use to tell one entity from another

Receipt Index

Every receipt below is a sample entry showing the format. Receipts are cited in the Evidence line under each factor, from page 14, Search Eligibility, onward, and the method is at page 30, Methodology. In a client assessment each one links to a dated capture that ships with the report.

#	What it is	Captured
R1	Full crawl, 48 addresses, raw HTML and status codes	2026-09-28
R2	`sitemap.xml` as served	2026-09-28
R3	22 crawler-name fetches of the home page, response codes and bytes	2026-09-28
R4	`robots.txt` as served; hosting firewall change log entry	2026-09-28
R5	Structured data extracted from every page, validation output	2026-09-28
R6	PageSpeed Insights reports, four sites	2026-09-28
R7	Attorney pages and competitor attorney pages, markup extracted	2026-09-28
R8	Bing Webmaster Tools URL inspection export	2026-09-28
R9	540 recorded AI answers with fingerprints	2026-09-28
R10	Site page inventory against the 36 questions	2026-09-28
R11	Bing AI Performance export	2026-09-27
R12	Las Vegas news search, four firms, 24 months	2026-09-28
R13	YouTube channel inventory	2026-09-28
R14	Reddit and forum search, four firms	2026-09-28
R15	Review platform captures, four firms	2026-09-28
R16	Directory profile captures	2026-09-28
R17	Wikidata query results	2026-09-28
R18	Description-question answers and the verified fact sheet	2026-09-28
R19	Search Console Generative AI performance export	2026-09-27
R20	Google Analytics AI-referral report, 90 days	2026-09-28

About this sample. Prepared by Avante Visibility to show what a GEO Assessment contains. Questions about what an assessment would show for your business: jolyn@avantevisibility.com · 702-350-2525 · avantevisibility.com