

THE COBBLER'S CHILDREN REPORT

Personal Injury SEO Agencies, Graded On Their Own Websites

Fourteen agencies that sell search visibility to personal injury law firms, plus every agency we could find that published its own ranking of the best SEO company. One identical test, run against each of their own homepages on the same day. 275 measured defects, listed firm by firm.

18

websites tested

0

scored above a C

7

published a "best agency" list

59.1

avg GEO score

Published August 04, 2026 by Mass Tort Ad Agency. Measured with seo.mtaa.ai. Jacob Malherbe is not an attorney.

How this was measured

Every agency was graded on one page only: its own homepage. Not a client site, not a case study. The premise is simple enough to argue with, which is why it is worth publishing: if a firm sells search visibility, its own site is the one property it fully controls.

The score

Category	Weight	What it measures
GEO	35	Whether an answer engine can extract, attribute and reuse the page
Content	25	Depth, specificity and evidence on the page
Technical	20	Crawlability, canonicals, robots, sitemap, response integrity
Schema	15	Structured data coverage and entity completeness
On-page	5	Title, meta description, heading structure, alt coverage

One method for everyone

Each homepage was fetched twice, under two forced methods: a headless browser that executes JavaScript, and a plain server-side fetch that does not. Two agencies (Rankings.io and BluShark Digital) block headless browser traffic, so only the plain fetch could measure all fourteen. Every score in this report therefore comes from the plain fetch, applied identically to all fourteen sites.

Across the twelve firms measurable both ways, the two methods differed by an average of 1.9 points and never by more than 6. The method does not decide the outcome.

Blocking automated traffic is a legitimate security posture, not an SEO defect, and it is not scored against any firm here.

What is listed as a defect

Only deterministic findings appear in this report: things that are present or absent, correctly formed or malformed, and that any reader can re-verify from the public page source. The audit engine also produces editorial assessments written by a language model. Those are opinions about positioning and persuasion, not defects, and they have been excluded entirely.

A correction we caught before publishing

On the first run, Rankings.io scored 29 and an F. That number was wrong. The headless browser had been served a 403 block page, and the engine scored the block page instead of the website. The bug was fixed, the validity check hardened, and Rankings.io re-measured at 77. It is documented here because a scoring method nobody can audit is worth nothing.

The field

Scores cluster tightly. Nine of the fourteen sit between 69 and 78, which is inside the range that two legitimate measurement methods can disagree by. Read these as bands, not as a 1-to-14 ranking.

#	Agency	Domain	Score	Grade	GEO	Tech	Schema	Content	On-page	Defects
1	Market My Market	marketmymarket.com	78	C	60	100	100	68	91	11
2	Rankings.io	rankings.io	77	C	71	87	95	62	91	11
3	Consultwebs	consultwebs.com	75	C	70	92	81	64	73	13
4	Fuel Online	fuelonline.com	75	C	57	97	100	67	75	14
5	Grow Law Firm	growlaw.co	75	C	59	100	90	66	82	13
6	iLawyerMarketing	ilawyermarketing.com	75	C	59	100	86	66	95	12
7	On The Map Marketing	onthemap.com	73	C	53	91	100	68	79	17
8	Juris Digital	jurisdigital.com	72	C	60	82	100	66	69	17
9	Mockingbird Marketing	mockingbirdmarketing.com	70	C	50	100	86	63	83	14
10	Hennessey Digital	hennessey.com	70	C	49	100	86	62	89	13
11	BluShark Digital	blusharkdigital.com	69	D	63	79	69	67	86	15
12	LawRank	lawrank.com	65	D	47	83	86	64	64	21
13	Majux	majux.com	63	D	57	80	58	66	84	22
14	Posirank	posirank.com	56	F	46	100	40	46	40	21

The pattern

Across all 18 sites measured, every single one scores lower on GEO than on technical SEO. There are no exceptions. The average technical score is 92.2 and no site falls below 70. The average GEO score is 59.1, and only one site of eighteen clears 75.

Read plainly: this is a category that has mastered the mechanics of being crawled and has not yet rebuilt for being cited. On classic SEO these are competent shops. On answer-engine readability, none of them has yet earned a recommendation, including the agencies selling it as a specialty.

Largest gaps between technical mastery and answer-engine readiness

Agency	Technical	GEO	Gap
Posirank	100	46	+54
Hennessey Digital	100	49	+51
Mockingbird Marketing	100	50	+50
iLawyerMarketing	100	59	+41
Grow Law Firm	100	59	+41

Agency		Technical	GEO	Gap
Market My Market		100	60	+40
Fuel Online		97	57	+40
On The Map Marketing		91	53	+38
Technical	Schema	On-page	Content	GEO
92.2	82.8	78.1	64.6	59.1

The people writing the lists

Search for the best personal injury SEO agency and page one is almost entirely lists written by agencies. Every one we found placed its own company at or near the top. These lists are not reviews. They are link assets, and the ranking is the product.

So we ran the same test on the authors. Seven agencies published a ranking of the best SEO company. Not one of them scores above a C on its own website.

Agency	What they published	Where they placed themselves	Own score
Josh Brown Consulting	8 Best Law Firm SEO Companies Ranked by Expertise	Includes himself on the list	78 C
JurisPage	Best Law Firm SEO Companies in 2026 (Ranked & Reviewed)	Itself at #1, sister company Juris Digital at #2 - disclosed openly	75 C
Fuel Online	Best Personal Injury SEO Agency: Top 12	Itself at #1, 'definitively the best'	75 C
Juris Digital	Best Law Firm SEO Agencies: Honest Reviews	Itself in the top 3	72 C
SEO.co	Top 11 Law Firm SEO Agencies (press release)	Highlights its own services alongside the list	71 C
NEWMEDIA.COM	Law Firm SEO Agencies: How to Evaluate the Options (GlobeNewswire)	Promotes its own RankOS product	64 D
Posirank	Top 5 AEO/GEO Agencies for Personal Injury Law Firms	Itself at #1	56 F

Credit where it is due

JurisPage is the only one that disclosed the conflict. Its list states plainly that JurisPage is ranked first, that Juris Digital is ranked second, that the same people wrote the article, and that both companies share a parent. That is an obvious conflict of interest and they said so at the top of the page. Nobody else did.

How far this travels

One of these rankings, naming Fuel Online the clear number one law firm SEO agency of 2026, is published on the news section of a cryptocurrency exchange. That is what a syndicated placement looks like. It is not a review, and it is not journalism.

01

Market My Market

marketmymarket.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
78 C	60	100	100	68	91

Words on page: 3197 · H1 count: 1 · Images missing alt: 3 of 205 · Internal links: 157 · Schema types: Organization, WebSite, ImageObject, WebPage, LocalBusiness

11 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 98 of 202 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper and extended hood" is usable, "jacket"	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H1→H3 ("Transparency Values People Results"), H2→H5 ("We Are Extremely Satisfied With the Resu").	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.

SEV	AREA	DEFECT	FIX
LOW	onpage	Next-gen image formats 143 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

02

Rankings.io

rankings.io

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
77 C	71	87	95	62	91

Words on page: 1289 · H1 count: 1 · Images missing alt: 6 of 37 · Internal links: 83 · Schema types: WebPage, ImageObject, BreadcrumbList, WebSite, Organization, VideoObject

Note: this site blocks headless browser traffic. Measured by plain fetch, the same method applied to every firm in this report.

11 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://www.rankings.io redirects to http://rankings.io/ instead of the canonical host; https://www.rankings.io redirects to http://rankings.io/ instead of the canonical host. Inconsistent hos	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
MEDIUM	onpage	Image alt-text coverage 6 of 37 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	onpage	Images have explicit width/height (CLS) 10 of 37 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Alt text describes the visual (not just present) 5 of 31 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper and extended hood” is usable, “jacket” i	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has no transcript. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.

SEV	AREA	DEFECT	FIX
LOW	onpage	Next-gen image formats 17 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

03

Consultwebs

consultwebs.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
75 C	70	92	81	64	73

Words on page: 1177 · H1 count: 1 · Images missing alt: 3 of 43 · Internal links: 74 · Schema types: Organization, ImageObject, ContactPoint, WebSite, FAQPage, Article

13 measured defects

SEV	AREA	DEFECT	FIX
HIGH	schema	FAQ schema matches visible page text 0 of 1 FAQ-schema questions were found in the visible page text. Schema that doesn't match what users see is a manual-action risk.	Ensure every Question in the FAQPage JSON-LD appears verbatim (question + answer) in the rendered, server-side HTML.
MEDIUM	technical	LCP (Largest Contentful Paint) good Real-user LCP is 2815ms (good is ≤2500ms).	Optimise the largest above-the-fold element: compress/serve next-gen hero images, preload it, cut render-blocking JS/CSS.
MEDIUM	onpage	Title tag length 30–60 chars Title is 83 chars (The Nation's Most Sought-After Law Firm Digital Marketing Agency - Consultwebs).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Meta description 120–160 chars Meta description is 92 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	onpage	Images have explicit width/height (CLS) 22 of 43 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 4 of 40 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper and extended hood" is usable, "jacket" i	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.

SEV	AREA	DEFECT	FIX
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H2→H5 ("Office Hours").	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Lazy-loading below-the-fold images 0 of 43 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 34 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

04

Fuel Online

fuelonline.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
75 C	57	97	100	67	75

Words on page: 5508 · H1 count: 1 · Images missing alt: 5 of 33 · Internal links: 161 · Schema types: Place, LocalBusiness, Organization, WebSite, ImageObject, WebPage, ProfessionalService

14 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
HIGH	geo	Person entity wired to a knowledge-graph node Person sameAs has 2 link(s) but no knowledge-graph node (Wikipedia / Wikidata / Crunchbase / Grokipedia), the sources identity engines weight most. Schema validity does not catch this: the array is valid but under-populated.	Append the founder knowledge-graph node(s) to the existing Person sameAs (verify each URL resolves to this person; append only, keep existing links).
HIGH	geo	Person corroborated beyond social profiles Every Person sameAs link is a social or commerce profile. Identity engines treat those as necessary but not sufficient; with no knowledge-graph or press node the entity reads as self-asserted.	Add at least one knowledge-graph node and one tier-1 or industry-press URL that references this person by name.
MEDIUM	onpage	Title tag length 30–60 chars Title is 68 chars (#1 Digital Marketing Agency & SEO Agency AI SEO, PPC Fuel Online).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Meta description 120–160 chars Meta description is 274 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative (“X or Y”, “best for”); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 14 of 28 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper and extended hood” is usable, “jacket”	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	technical	XML sitemap present & referenced No /sitemap.xml found.	Publish /sitemap.xml and add a `Sitemap:` line to robots.txt pointing at it.
LOW	onpage	Image alt-text coverage 5 of 33 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H2→H5 ("What is Digital Marketing"), H2→H5 ("Fuel Online").	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Next-gen image formats 26 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).

05

Grow Law Firm

growlaw.co

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
75 C	59	100	90	66	82

Words on page: 3203 · H1 count: 1 · Images missing alt: 1 of 101 · Internal links: 115 · Schema types: WebSite

13 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	onpage	Title tag length 30–60 chars Title is 77 chars (Law Firm Marketing Agency: SEO, PPC, Design & Development Services Grow Law).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Images have explicit width/height (CLS) 101 of 101 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative (“X or Y”, “best for”); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 19 of 100 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.

SEV	AREA	DEFECT	FIX
LOW	onpage	Next-gen image formats 2 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Entity disambiguation (sameAs) No sameAs links to authoritative profiles.	Add sameAs (Wikipedia, LinkedIn, Crunchbase, official socials) to Organization/Person schema.
LOW	geo	Content freshness No machine-readable or visible date found.	Show a visible "Last updated" date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

06

iLawyerMarketing

ilawyermarketing.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
75 C	59	100	86	66	95

Words on page: 4620 · H1 count: 1 · Images missing alt: 23 of 112 · Internal links: 136 · Schema types: WebPage, BreadcrumbList, WebSite, Organization

12 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	onpage	Image alt-text coverage 23 of 112 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 11 of 89 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper a	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.

SEV	AREA	DEFECT	FIX
LOW	onpage	Next-gen image formats 40 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

07

On The Map Marketing

onthemap.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
73 C	53	91	100	68	79

Words on page: 877 · H1 count: 0 · Images missing alt: 18 of 78 · Internal links: 116 · Schema types: Person, Organization, WebSite, ImageObject, WebPage, LocalBusiness

17 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
HIGH	geo	Person entity wired to a knowledge-graph node Person sameAs has 2 link(s) but no knowledge-graph node (Wikipedia / Wikidata / Crunchbase / Grokipedia), the sources identity engines weight most. Schema validity does not catch this: the array is valid but under-populated.	Append the founder knowledge-graph node(s) to the existing Person sameAs (verify each URL resolves to this person; append only, keep existing links).
HIGH	geo	Person corroborated beyond social profiles Every Person sameAs link is a social or commerce profile. Identity engines treat those as necessary but not sufficient; with no knowledge-graph or press node the entity reads as self-asserted.	Add at least one knowledge-graph node and one tier-1 or industry-press URL that references this person by name.
MEDIUM	technical	CLS (layout shift) good Real-user CLS is 0.26 (good is ≤0.10).	Set explicit width/height on images & embeds; reserve space for ads/fonts; avoid inserting content above existing content.
MEDIUM	onpage	Exactly one H1 No H1 found.	Use a single, descriptive H1 that matches the page intent; demote extras to H2.
MEDIUM	onpage	Image alt-text coverage 18 of 78 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Alt text describes the visual (not just present) 28 of 60 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper and extended hood” is usable, “jacket”	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
MEDIUM	geo	Founder corroboration at parity with the Organization Organization sameAs carries 4 links but the founder Person carries 2. When the founder is the public face, an under-wired Person caps the authority of every identity answer about the company.	Bring the Person sameAs to parity: wire in the founder knowledge-graph node and press citations.
LOW	onpage	Lazy-loading below-the-fold images 0 of 78 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 72 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	/lms.txt present (AI guidance file) No /lms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /lms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

08

Juris Digital

jurisdigital.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
72 C	60	82	100	66	69

Words on page: 2555 · H1 count: 1 · Images missing alt: 197 of 210 · Internal links: 115 · Schema types: Place, LocalBusiness, Organization, WebSite, ImageObject, WebPage, Service, Person

17 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
HIGH	geo	Person entity wired to a knowledge-graph node Person sameAs has 2 link(s) but no knowledge-graph node (Wikipedia / Wikidata / Crunchbase / Grokipedia), the sources identity engines weight most. Schema validity does not catch this: the array is valid but under-populated.	Append the founder knowledge-graph node(s) to the existing Person sameAs (verify each URL resolves to this person; append only, keep existing links).
MEDIUM	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://www.jurisdigital.com redirects to http://jurisdigital.com/ instead of the canonical host. Inconsistent hosts split crawl signals, create a duplicate homepage, and dead-end every extern	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
MEDIUM	onpage	Image alt-text coverage 197 of 210 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	onpage	Images have explicit width/height (CLS) 166 of 210 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Alt text describes the visual (not just present) 4 of 13 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper and extended hood” is usable, “jacket” i	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
MEDIUM	geo	Founder corroboration at parity with the Organization Organization sameAs carries 3 links but the founder Person carries 2. When the founder is the public face, an under-wired Person caps the authority of every identity answer about the company.	Bring the Person sameAs to parity: wire in the founder knowledge-graph node and press citations.
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H2→H4 (“— Attorney Joshua Massingill”), H2→H4 (“— Attorney Jason McConnell”).	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Lazy-loading below-the-fold images 0 of 210 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 125 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	/lms.txt present (AI guidance file) No /lms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /lms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

09

Mockingbird Marketing

mockingbirdmarketing.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
70 C	50	100	86	63	83

Words on page: 1501 · H1 count: 1 · Images missing alt: 41 of 45 · Internal links: 57 · Schema types: WebPage, BreadcrumbList, WebSite, Organization

14 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	onpage	Image alt-text coverage 41 of 45 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 1 of 4 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper and	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.

SEV	AREA	DEFECT	FIX
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Next-gen image formats 18 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Question-style headings 0 question-style headings found. AI answers map question headings to extractable answers.	Phrase key H2/H3s as the questions users actually ask, with a direct 2–3 sentence answer immediately below each.
LOW	geo	//ms.txt present (AI guidance file) No //ms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish //ms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

10

Hennessey Digital

hennessey.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
70 C	49	100	86	62	89

Words on page: 1735 · H1 count: 1 · Images missing alt: 1 of 33 · Internal links: 109 · Schema types: WebPage, BreadcrumbList, WebSite, Organization

13 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 5 of 32 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper an	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.

SEV	AREA	DEFECT	FIX
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H2→H4 ("2,000").	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Lazy-loading below-the-fold images 0 of 33 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 16 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

11

BluShark Digital

blusharkdigital.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
69 D	63	79	69	67	86

Words on page: 1089 · H1 count: 1 · Images missing alt: 1 of 40 · Internal links: 47 · Schema types: WebSite, Organization, FAQPage

Note: this site blocks headless browser traffic. Measured by plain fetch, the same method applied to every firm in this report.

15 measured defects

SEV	AREA	DEFECT	FIX
HIGH	schema	FAQ schema matches visible page text 0 of 4 FAQ-schema questions were found in the visible page text. Schema that doesn't match what users see is a manual-action risk.	Ensure every Question in the FAQPage JSON-LD appears verbatim (question + answer) in the rendered, server-side HTML.
MEDIUM	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://www.blusharkdigital.com redirects to http://blusharkdigital.com/ instead of the canonical host. Inconsistent hosts split crawl signals, create a duplicate homepage, and dead-end every	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
MEDIUM	onpage	Images have explicit width/height (CLS) 31 of 40 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative (“X or Y”, “best for”); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 4 of 39 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper an	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	technical	XML sitemap present & referenced robots.txt does not reference a Sitemap.	Publish /sitemap.xml and add a `Sitemap:` line to robots.txt pointing at it.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Lazy-loading below-the-fold images 0 of 40 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 12 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Content freshness No machine-readable or visible date found.	Show a visible "Last updated" date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

12

LawRank

lawrank.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
65 D	47	83	86	64	64

Words on page: 1205 · H1 count: 1 · Images missing alt: 49 of 72 · Internal links: 47 · Schema types: WebPage, BreadcrumbList, WebSite

21 measured defects

SEV	AREA	DEFECT	FIX
CRITICAL	geo	AI crawlers allowed to read this page Couldn't read robots.txt to confirm AI-crawler access — verify manually.	In robots.txt, allow GPTBot, OAI-SearchBot, ChatGPT-User, PerplexityBot, ClaudeBot, Google-Extended and CCBot (remove the blocking Disallow).
CRITICAL	geo	Page reachable by a plain (non-browser) crawler A plain HTTP fetch with a declared bot user-agent returned status 429, while a full browser fetch succeeded. Bot protection is turning away exactly the agents you want reading and transacting on this page — robots.txt permission i	Allow declared AI crawler and agent user-agents through your WAF / bot-management rules (Cloudflare: verified-bot and AI-crawler allowances) rather than challenging every non-browser request.
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://www.lawrank.com redirects to http://lawrank.com/ instead of the canonical host. Inconsistent hosts split crawl signals, create a duplicate homepage, and dead-end every external link po	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
MEDIUM	onpage	Title tag length 30–60 chars Title is 61 chars (Law Firm SEO Agency SEO, PPC, Web Design Services LawRank).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Meta description 120–160 chars Meta description is 203 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	onpage	Image alt-text coverage 49 of 72 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	onpage	Images have explicit width/height (CLS) 70 of 72 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 8 of 23 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper an	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
LOW	technical	XML sitemap present & referenced No /sitemap.xml found. robots.txt does not reference a Sitemap.	Publish /sitemap.xml and add a `Sitemap:` line to robots.txt pointing at it.
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Lazy-loading below-the-fold images 0 of 72 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 36 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Entity disambiguation (sameAs) No sameAs links to authoritative profiles.	Add sameAs (Wikipedia, LinkedIn, Crunchbase, official socials) to Organization/Person schema.
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

13

Majux

majux.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
63 D	57	80	58	66	84

Words on page: 932 · H1 count: 1 · Images missing alt: 0 of 98 · Internal links: 85 · Schema types: SiteNavigationElement, WebSite, LocalBusiness, Organization

22 measured defects

SEV	AREA	DEFECT	FIX
HIGH	product	Product structured data Store/product page without Product JSON-LD.	Emit Product JSON-LD per PDP with name, image, description, offers.
HIGH	product	Price & availability exposed Offer price/availability missing from structured data.	Populate offers.price, offers.priceCurrency and offers.availability.
HIGH	schema	Product schema with price & availability This looks like a product page but has no Product JSON-LD.	Add Product JSON-LD with name, image, description and an offers object containing price, priceCurrency and availability.
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://majux.com redirects to http://www.majux.com/ instead of the canonical host. Inconsistent hosts split crawl signals, create a duplicate homepage, and dead-end every external link pointi	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
MEDIUM	onpage	Images have explicit width/height (CLS) 97 of 98 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative (“X or Y”, “best for”); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Alt text describes the visual (not just present) 52 of 98 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper a	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	technical	hreflang set is well-formed 1 hreflang annotations found (en). No x-default.	Give each locale an hreflang link, add an x-default for the fallback, include a self-referencing entry for this URL, and ensure every alternate returns the tag back (reciprocal).
LOW	product	Breadcrumb trail No BreadcrumbList schema.	Add BreadcrumbList JSON-LD (Home › Collection › Product) and visible breadcrumbs.
LOW	schema	Review/rating schema (recommended) No aggregateRating/review on the Product.	Add aggregateRating ONLY if you display real, on-page reviews — never fabricate ratings (manual-action risk).
LOW	schema	Content language declared in structured data (inLanguage) This page declares hreflang alternates but carries no inLanguage in its JSON-LD. For multi-region operations the playbook pairs inLanguage with priceCurrency so an engine can tell which market a page serves; the html lang attribut	Add inLanguage to the top-level schema node (Product, Article or WebPage), using the same BCP-47 tag as the html lang attribute.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Lazy-loading below-the-fold images 0 of 98 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 90 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Content freshness Schema last-modified date is stale (>18 months).	Show a visible “Last updated” date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.

SEV	AREA	DEFECT	FIX
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

Posirank

posirank.com

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
56 F	46	100	40	46	40

Words on page: 813 · H1 count: 2 · Images missing alt: 33 of 43 · Internal links: 60 · Schema types: none

21 measured defects

SEV	AREA	DEFECT	FIX
HIGH	schema	Structured data present (JSON-LD) No valid JSON-LD structured data found.	Add JSON-LD for your primary entity (Organization, Product, Article, LocalBusiness, etc.).
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	onpage	Title tag length 30–60 chars Title is 73 chars (SEO Reseller & White Label Services For Business & Individuals - Posirank).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Meta description 120–160 chars Meta description is 165 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	onpage	Exactly one H1 2 H1 tags found (should be 1).	Use a single, descriptive H1 that matches the page intent; demote extras to H2.
MEDIUM	onpage	Image alt-text coverage 33 of 43 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	onpage	Images have explicit width/height (CLS) 42 of 43 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Alt text describes the visual (not just present) 0 of 10 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper an	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
LOW	schema	Organization/Brand identity declared No Organization / WebSite / LocalBusiness schema found.	Add Organization (or LocalBusiness) JSON-LD with name, url, logo, and sameAs profiles.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Subheadings present (H2) No H2 subheadings — content may be a wall of text.	Break content into scannable H2/H3 sections.
LOW	onpage	Heading levels don't skip (logical outline) Skipped heading levels: H1→H4 (“Here's How to Sell SEO Like Clockwork an”).	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Lazy-loading below-the-fold images 0 of 43 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 34 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Entity disambiguation (sameAs) No sameAs links to authoritative profiles.	Add sameAs (Wikipedia, LinkedIn, Crunchbase, official socials) to Organization/Person schema.
LOW	geo	Content freshness No machine-readable or visible date found.	Show a visible “Last updated” date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

Appendix: the list makers, page by page

The four agencies below are not personal injury SEO specialists and are not part of the field ranking. They are included because each published a ranking of the best SEO company for law firms. Same test, same method, same day.

LIST MAKER

Josh Brown Consulting

joshbrown.io

Published: 8 Best Law Firm SEO Companies Ranked by Expertise

Self-placement: Includes himself on the list

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
78 C	64	100	100	66	82

Words on page: 1963 | H1 count: 1 | Images missing alt: 45 of 47 | Schema types: Person, Organization, WebSite, ImageObject, WebPage, Article

10 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
HIGH	geo	Person entity wired to a knowledge-graph node Person sameAs has 1 link(s) but no knowledge-graph node (Wikipedia / Wikidata / Crunchbase / Grokipedia), the sources identity engines weight most. Schema validity does not catch this: the array is valid but under-populated.	Append the founder knowledge-graph node(s) to the existing Person sameAs (verify each URL resolves to this person; append only, keep existing links).
MEDIUM	onpage	Image alt-text coverage 45 of 47 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 0 of 2 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun). Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper and extended hood" is usable, "jacket" is	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
LOW	onpage	Lazy-loading below-the-fold images 0 of 47 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 2 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.

SEV	AREA	DEFECT	FIX
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

LIST MAKER

JurisPage

jurispage.com

Published: Best Law Firm SEO Companies in 2026 (Ranked & Reviewed)
Self-placement: Itself at #1, sister company Juris Digital at #2 - disclosed openly

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
75 C	59	100	90	66	83

Words on page: 1655 | H1 count: 1 | Images missing alt: 0 of 18 | Schema types: MarketingAgency, WebSite, WebPage

13 measured defects

SEV	AREA	DEFECT	FIX
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	onpage	Meta description 120–160 chars Meta description is 168 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	onpage	Images have explicit width/height (CLS) 12 of 18 images have no explicit width/height — each is a layout-shift (CLS) risk.	Add width and height attributes (or CSS aspect-ratio) to every so the browser reserves space before load.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative (“X or Y”, “best for”); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 7 of 18 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper an	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.

SEV	AREA	DEFECT	FIX
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Next-gen image formats 3 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Content freshness No machine-readable or visible date found.	Show a visible “Last updated” date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

LIST MAKER

SEO.co

seo.co

Published: Top 11 Law Firm SEO Agencies (press release)
Self-placement: Highlights its own services alongside the list

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
71 C	76	78	63	74	77

Words on page: 2484 | H1 count: 1 | Images missing alt: 0 of 7 | Schema types: Organization, WebSite, FAQPage

19 measured defects

SEV	AREA	DEFECT	FIX
HIGH	technical	Host canonicalization (http/https × www/apex) Non-canonical host variants misbehave: http://seo.co uses a temporary 302 redirect (should be 301/308); http://www.seo.co returns 404. Inconsistent hosts split crawl signals, create a duplicate homepage, and dead-end every externa	301 every non-canonical variant (plain http and the www/apex twin) to the canonical https host, preserving path and query. On Cloudflare: enable Always Use HTTPS and add a host redirect rule (or handl
HIGH	product	Product structured data Store/product page without Product JSON-LD.	Emit Product JSON-LD per PDP with name, image, description, offers.
HIGH	product	Price & availability exposed Offer price/availability missing from structured data.	Populate offers.price, offers.priceCurrency and offers.availability.
HIGH	schema	Product schema with price & availability This looks like a product page but has no Product JSON-LD.	Add Product JSON-LD with name, image, description and an offers object containing price, priceCurrency and availability.
MEDIUM	technical	LCP (Largest Contentful Paint) good Real-user LCP is 3271ms (good is ≤2500ms).	Optimise the largest above-the-fold element: compress/serve next-gen hero images, preload it, cut render-blocking JS/CSS.
MEDIUM	onpage	Title tag length 30–60 chars Title is 63 chars (SEO Company & SEO Agency Technical + AI SEO Services SEO.co).	Write a 30–60 char title leading with the primary keyword and brand at the end.
MEDIUM	onpage	Meta description 120–160 chars Meta description is 241 chars.	Write a 120–160 char description with the keyword and a clear value prop / CTA.
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Alt text describes the visual (not just present) 0 of 7 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — “green jacket with reinforced zipper and	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Organization wired to a knowledge-graph node Organization sameAs has no knowledge-graph node (Wikipedia / Wikidata / Crunchbase) to anchor external validation.	Create or verify a Crunchbase or Wikipedia entry for the organization and append it to the Organization sameAs.
LOW	technical	XML sitemap present & referenced robots.txt does not reference a Sitemap.	Publish /sitemap.xml and add a `Sitemap:` line to robots.txt pointing at it.
LOW	product	Breadcrumb trail No BreadcrumbList schema.	Add BreadcrumbList JSON-LD (Home › Collection › Product) and visible breadcrumbs.
LOW	schema	Review/rating schema (recommended) No aggregateRating/review on the Product.	Add aggregateRating ONLY if you display real, on-page reviews — never fabricate ratings (manual-action risk).
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Open Graph tags for sharing Few/no Open Graph tags.	Add og:title, og:description, og:image, og:type.
LOW	onpage	Next-gen image formats 3 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).
LOW	geo	Content freshness No machine-readable or visible date found.	Show a visible "Last updated" date and keep schema dateModified in sync when you revise the page; refresh facts periodically.
LOW	geo	llms.txt present (AI guidance file) No /llms.txt found. It's an emerging convention pointing AI engines at your key pages and plain-text content.	Publish /llms.txt at the site root: a short markdown index of your most citable pages plus a one-line site description.
LOW	geo	Credentials stated as verifiable facts No certifications, accreditations, standards or awards stated on the page. The playbook treats these as factual entities an engine can repeat with confidence — named, checkable credentials are the kind of claim that survives into	State the specific credentials that apply — named certification, issuing body, and year — rather than generic assurances, and mirror them in schema (hasCredential, award, or memberOf) where they belong

LIST MAKER

NEWMEDIA.COM

newmedia.com

Published: Law Firm SEO Agencies: How to Evaluate the Options (GlobeNewswire)
Self-placement: Promotes its own RankOS product

OVERALL	GEO	TECHNICAL	SCHEMA	CONTENT	ON-PAGE
64 D	63	91	61	62	63

Words on page: 1065 | H1 count: 0 | Images missing alt: 50 of 56 | Schema types: WebPage, BreadcrumbList, WebSite, Organization, CreativeWorkSeries, LocalBusiness

19 measured defects

SEV	AREA	DEFECT	FIX
HIGH	product	Product structured data Store/product page without Product JSON-LD.	Emit Product JSON-LD per PDP with name, image, description, offers.
HIGH	product	Price & availability exposed Offer price/availability missing from structured data.	Populate offers.price, offers.priceCurrency and offers.availability.
HIGH	schema	Product schema with price & availability This looks like a product page but has no Product JSON-LD.	Add Product JSON-LD with name, image, description and an offers object containing price, priceCurrency and availability.
HIGH	geo	Answer-engine schema (FAQ / HowTo / Q&A) No FAQPage / HowTo / QAPage schema — the formats AI answers pull from most often.	Add FAQPage JSON-LD for the real questions this page answers (and HowTo where there are steps).
MEDIUM	technical	LCP (Largest Contentful Paint) good Real-user LCP is 2637ms (good is ≤2500ms).	Optimise the largest above-the-fold element: compress/serve next-gen hero images, preload it, cut render-blocking JS/CSS.
MEDIUM	product	Product image alt coverage 50 of 56 images missing alt.	Add keyword-relevant alt text to product imagery for image search.
MEDIUM	onpage	Exactly one H1 No H1 found.	Use a single, descriptive H1 that matches the page intent; demote extras to H2.
MEDIUM	onpage	Image alt-text coverage 50 of 56 images missing alt text.	Add descriptive alt text to every meaningful image (decorative images get empty alt="").
MEDIUM	geo	Authored, dated content (Article + author + date) Missing Article/author/date signals that tell AI who said this and when.	Emit Article/BlogPosting JSON-LD with a named author (ideally a Person with credentials) plus datePublished and dateModified.
MEDIUM	geo	Attributes stated as key/value pairs No definition lists or header-column tables. Facts buried in prose have to be inferred; the same facts as attribute:value pairs can be lifted verbatim into an answer, which is what makes a page quotable rather than merely readable	Move the concrete facts on this page into a <dl> or a two-column table with <th> row headers — specifications, eligibility criteria, deadlines, dimensions, whatever the page's hard facts are.

SEV	AREA	DEFECT	FIX
MEDIUM	geo	Comparison content present No comparison table or A-vs-B framing detected. A large share of AI queries are comparative ("X or Y", "best for"); pages that do the comparison explicitly get cited for it, pages that describe one option in isolation get summaris	Add a comparison table with 3+ header columns contrasting this option against the real alternatives on the dimensions buyers weigh, or a heading that frames the choice directly.
MEDIUM	geo	Alt text describes the visual (not just present) 0 of 6 alt attributes are genuinely descriptive (4+ words, not a filename or bare noun), and no ImageObject schema is present. Alt coverage is measured separately; this is the quality bar — "green jacket with reinforced zipper and	Rewrite thin alt attributes to describe what is actually visible and distinguishing, and add ImageObject schema with caption and description for the primary images.
MEDIUM	geo	Video content is transcribed and marked up This page embeds video but has neither a transcript nor VideoObject schema. Everything explained in the video is invisible to text-based retrieval — the substance is on the page but not in a form anything can read or cite.	Publish the transcript as page text (or a <track kind="captions">) and add VideoObject JSON-LD with name, description, uploadDate, thumbnailUrl and transcript.
LOW	schema	Review/rating schema (recommended) No aggregateRating/review on the Product.	Add aggregateRating ONLY if you display real, on-page reviews — never fabricate ratings (manual-action risk).
LOW	schema	Breadcrumb trail is well-formed BreadcrumbList present but has fewer than 2 ListItems.	Emit a BreadcrumbList with ordered ListItems (position, name, item) from home to the current page.
LOW	schema	Primary imagery described with ImageObject No ImageObject schema. The playbook asks for structured descriptions of visuals, not just alt attributes — ImageObject gives an engine a caption and description it can reason over and attribute, where a bare is only a fa	Add ImageObject JSON-LD for the lead images with contentUrl, caption and a description of what is actually depicted.
LOW	onpage	Heading levels don't skip (logical outline) Outline starts at H3 with no higher heading above it. Skipped heading levels: H2→H5 ("Stop Guessing. Start Scaling.").	Use headings in order without skipping a level (H1 → H2 → H3); demote or insert intermediate headings so the outline is sequential.
LOW	onpage	Lazy-loading below-the-fold images 0 of 56 images use loading="lazy".	Add loading="lazy" to below-the-fold images (keep the LCP/hero image eager).
LOW	onpage	Next-gen image formats 28 legacy raster images (JPEG/PNG/GIF) without a webp/avif source.	Serve WebP or AVIF (a <picture> element with fallbacks, or a CDN that negotiates format).

Limits of this report

- This grades one page. A homepage score is not an agency's competence, its client results, or its case volume. A firm can run an excellent program for clients while under-investing in its own site, and several here clearly do.
- Scores are a single-day snapshot. Sites change. Re-running this in a month will produce different numbers, and that is the point of publishing the method.
- Off-page authority, client outcomes, retention, pricing and service quality are not measured here at all. None of them are visible from a homepage.
- Two firms block headless browser traffic. That is a security choice, not a defect, and carries no scoring penalty in this report.
- The engine used here was built by Mass Tort Ad Agency. Reasonable people should discount a scorecard published by an interested party. The methodology, weights and per-defect detail are published above precisely so the findings can be checked rather than trusted.