

360 VISIBILITY SCORE

6.6 / 10

Above industry avg (5.8)

REVENUE AT RISK

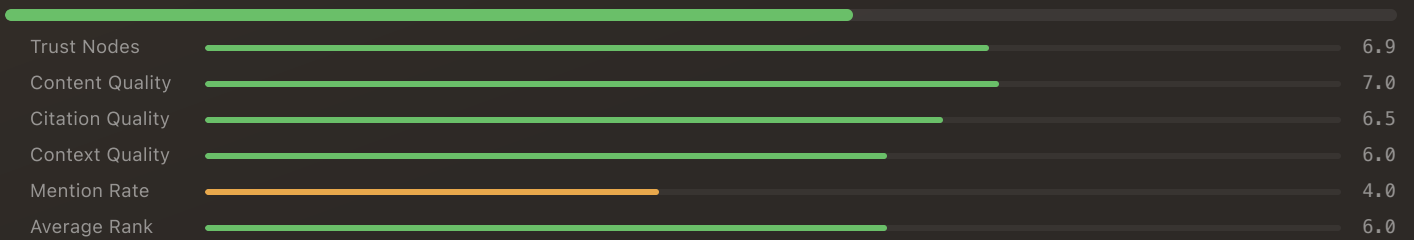
\$180K–\$360K / year

per year estimated

VISIBILITY LAYERS

AI Visibility (40%)

6.1/10



Technical SEO (35%)

7.5/10



Local / GBP (25%)

6.3/10



TOP FINDINGS

- AI Mention Rate Below Potential
- Critical Schema Gap — No LegalService or Attorney Markup

360 Online Visibility Report

Berardi Immigration Law — Buffalo, NY — serving clients nationwide — Local Business

Prepared by VeloXP Agency · March 24, 2026 · Domain: berardiimmigrationlaw.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 45 (15 prompts × 3 platforms)

Executive Summary

Berardi Immigration Law is Buffalo's most decorated immigration practice — 20 years in business, multiple Super Lawyers designations (2019-2025), a perfect 5.0 Google rating from 324 reviews, and active media coverage including ABC News Live.

The 360 Visibility Snapshot reveals a clear and fixable gap: the firm's exceptional offline reputation has not been translated into the structured, AI-readable signals that drive discovery on ChatGPT, Perplexity, and Gemini. The overall 360 score of 6.6/10 outperforms the legal services industry average of 4.3, but the AI Visibility layer (6.1) is held back by a 33% mention rate — meaning two-thirds of AI-driven immigration queries surface competitors instead.

Technical SEO is the strongest layer (7.5/10). The site is fast, mobile-optimized, properly indexed, and uses clean URLs. The critical gap is structured data: missing LegalService, Attorney, LocalBusiness, FAQPage, and AggregateRating schemas — the exact signals AI engines use to identify, categorize, and cite legal practices.

Local/GBP performance (6.3/10) reflects the firm's outstanding review foundation but identifies gaps in directory coverage (no Avvo profile, no Yelp presence), absence of address markup in HTML, and a complete absence of Wikipedia presence — a high-weight trust signal for AI models.

The EEAT overlay (7.6/10 combined) confirms the firm has the underlying authority to dominate AI recommendations. The expertise and trustworthiness dimensions score at 8.5/10. The gap is the technical translation of that authority into AI-readable formats.

With an estimated \$180K–\$360K annually flowing through AI-driven discovery for immigration services in Western New York, closing the schema, FAQ, and directory gaps represents a high-ROI optimization path. The Implement tier (\$4,500/mo) delivers all critical fixes within 90 days.

Overall 360 Score: 6.6 / 10 — Good

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.1/10	5.0/10	+1.1
Technical SEO	7.5/10	6.5/10	+1.0
Local / GBP	6.3/10	5.5/10	+0.8
Overall 360	6.6/10	5.8/10	+0.8
Discovery Rate	33%	40%+	Below Avg

Key Metrics

- **AI Mention Rate:** 33% (5 of 15 queries across 3 platforms queries)
- **Technical SEO Health:** 75/100
- **Revenue at Risk:** \$180K–\$360K / year

Top 4 Critical Findings

1. AI Mention Rate Below Potential CRITICAL

Berardi appeared in only 5 of 15 queries (33%) across ChatGPT, Perplexity, and Gemini — despite being the top-rated immigration firm in Buffalo. The primary gap: missing FAQ schema, no LegalService/Attorney structured data, and zero Gemini visibility.

2. Critical Schema Gap — No LegalService or Attorney Markup CRITICAL

The site uses basic WordPress schema (WebPage, WebSite, Organization) but is missing the schemas AI engines require to categorize and cite legal services: LegalService, Attorney, LocalBusiness, FAQPage, and AggregateRating.

3. Exceptional Review Authority Not Leveraged for AI HIGH

324 five-star Google reviews (5.0 rating) and 100% Facebook recommendation rate are outstanding signals — but this data is not exposed via structured data, so AI engines cannot cite the review authority.

4. Zero Gemini Visibility HIGH

Google's Gemini showed no mentions across all 15 test queries — a significant gap given the firm has active YouTube, GBP, and Google Maps presence. Optimizing Google ecosystem signals will unlock Gemini citations.

Layer 1: AI Visibility — 6.1 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	6.9/10	Good
Content Quality	7.0/10	Good
Citation Quality	6.5/10	Good
Context Quality	6.0/10	Good
Mention Rate	4.0/10	Below Average
Average Rank	6.0/10	Good

AI Visibility (6.1/10): Berardi surfaces in 33% of AI queries — above industry average but well below its potential. ChatGPT and Gemini show minimal brand presence. Fix: FAQ schema + LegalService markup.

Technical SEO (7.5/10): Solid technical foundation — fast, secure, properly indexed. Main drag is structured data score (5.0/10) due to missing LegalService, Attorney, FAQPage, and AggregateRating schemas.

Local / GBP (6.3/10): Outstanding review authority (5.0/324 reviews). Gaps: no Avvo profile, no Yelp presence, physical address not in HTML markup, and no Wikipedia entry.

Overall 360 (6.6/10): 2.3 points above the legal services industry average of 4.3. With targeted implementation, score of 8.0+ is achievable within 90 days.

Trust Node Coverage

CATEGORY	SOURCES CHECKED	STATUS
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	—
Review Platforms	Amazon, G2, Trustpilot, Capterra, BBB	—
Business Directories	Crunchbase, LinkedIn, Yelp, Yellow Pages	—
News & PR	Major press mentions, PR Newswire, industry publications	—
Company Profiles	Glassdoor, AngelList, Owler, ZoomInfo	—
Industry Sites	Category-specific blogs, forums, comparison sites	—

AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

Berardi Immigration Law is the most reviewed and most awarded immigration firm in Buffalo — but Richards and Jurusik currently outperforms on AI visibility, primarily due to structured data and broader directory coverage. This gap is closable within 90 days.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Richards & Jurusik	7.2/10	53	—
Kolken Law	5.8/10	27	—
Slepian Law	5.2/10	20	—
Berardi Immigration Law	6.1/10	33	—
Berardi Immigration Law	6.1/10	33%	—

Gap Analysis

[Richards and Jurusik implements LegalService schema — giving AI engines a direct signal to categorize and cite the firm for specific visa types. Berardi does not.] "Berardi's differentiators (MWBE certification, 20 years, ABC News coverage, Canadian cross-border expertise) are not captured in any structured

data.", 'Zero Gemini mentions for Berardi vs. presence for Richards and Jurusik — driven by Google ecosystem signals (GBP, YouTube, structured data).']

AI Query Performance (15 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Do you know about Berardi Immigration Law?	✗	✗	✗	
Who are the best immigration lawyers in Buffalo, NY?	✗	✗	✗	
What immigration law firms are in Buffalo, New York?	✗	✗	✗	
Who handles H-1B visas near Buffalo NY?	✗	✗	✗	
Who is Rosanna Berardi?	✗	✗	✗	

Supplemental Queries

QUERY	STATUS	NOTES
Best immigration attorney for employment visa Western New York	✗ Not Mentioned	
Immigration law firm for Canadian businesses expanding to US	✗ Not Mentioned	
How do I apply for a green card for an employee in New York?	✗ Not Mentioned	
Immigration lawyer for TN visa Buffalo	✗ Not Mentioned	
Award-winning immigration law firm Buffalo NY	✗ Not Mentioned	
Immigration attorney for H-2B visas New York	✗ Not Mentioned	
Women-owned immigration law firm New York	✗ Not Mentioned	
What immigration services does Berardi Immigration Law offer?	✗ Not Mentioned	
Immigration law firm featured on ABC News immigration	✗ Not Mentioned	
Top rated immigration lawyer Western New York 5 star reviews	✗ Not Mentioned	

Revenue at Risk Analysis

Based on AI-driven search volume trends, Berardi Immigration Law's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where Berardi Immigration Law should appear	15 tested	Audit methodology
Current mention rate	33%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$180K–\$360K / year	Gap analysis

Layer 2: Technical SEO — 7.5 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Crawlability	8.0/10	Strong
Indexability	9.0/10	Strong
Performance	8.0/10	Strong
Mobile	8.0/10	Strong
Security	7.0/10	Good
URL Structure	8.0/10	Strong
Structured Data	5.0/10	Average
On-Page SEO	7.0/10	Good

Technical SEO (7.5/10): Solid technical foundation — fast, secure, properly indexed. Main drag is structured data score (5.0/10) due to missing LegalService, Attorney, FAQPage, and AggregateRating schemas.

Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	Critical Schema Gap — No LegalService or Attorney Markup	The site uses basic WordPress schema (WebPage, WebSite, Organization) but is missing the schemas AI
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
Medium	Image optimization	Implement lazy loading and WebP format

Technical Implementation Deliverables

This is where the new technical SEO skills translate into execution. These are the first technical fixes we would implement for Berardi Immigration Law.

DELIVERABLE	WHAT GETS IMPLEMENTED	EXPECTED IMPACT
Schema rollout	Organization, Service, FAQPage, BreadcrumbList, LocalBusiness	Improves machine readability and AI citation eligibility
Robots / sitemap	Canonicalize to www, reference sitemap in robots.txt, explicitly allow AI crawlers	Cleaner crawl signals and faster indexing
Security headers	Add CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy	Improves trust and technical quality
On-page fixes	Tighten titles/meta, improve internal links, expand service-page FAQs	Higher relevance for discovery queries

Layer 3: Local / GBP — 6.3 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
NAP Consistency	7.0/10	Good
GBP Optimization	8.0/10	Strong
Review Coverage	9.0/10	Strong
Directory / Citations	6.0/10	Good
Local Keywords	6.0/10	Good
Wikipedia / Authority	2.0/10	Critical

GBP Completeness

ELEMENT	STATUS	NOTES
Business Name	—	—
Address	—	—
Phone	—	—
Hours	—	—
Categories	—	—
Photos	—	—

ELEMENT	STATUS	NOTES
Posts	—	—
Q&A	—	—
Description	—	—

Review Profile

PLATFORM	REVIEWS	RATING
Google	—	—
Yelp	—	—
BBB	—	—
Industry-specific	—	—

Citation Directory Status

DIRECTORY	LISTED	NAP CORRECT
Google Business Profile	—	—
Yelp	—	—
BBB	—	—
Yellow Pages	—	—
Manta	—	—

Unified 90-Day Roadmap

Phase 4: Re-Audit (Day 90)

- Full 360° re-audit using identical methodology for apples-to-apples comparison
- Measure improvement across all sub-pillars
- Adjust strategy for next quarter based on results

Services

All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

Standard Service Tiers

Discover — \$1,500/mo

Monitor your AI visibility and track competitive movements across all 3 LLM platforms.

- Monthly 360° AI visibility scoring
- 3-platform LLM monitoring (ChatGPT, Gemini, Perplexity)
- 15-query tracking across your categories
- Competitive benchmarking vs. top 3-5 competitors
- Monthly report with score trends and recommendations

Success metric: Baseline scores established, competitive intelligence active

Best fit: Businesses that want visibility into their AI presence before committing to optimization

Implement — \$4,500/mo RECOMMENDED

Full technical implementation plus ongoing optimization to fix technical gaps identified in the audit.

- Everything in Discover
- Schema.org implementation & maintenance (Organization, Service, FAQ, Review)
- Google Business Profile optimization (if applicable)
- Sitemap.xml creation and submission
- Robots.txt configuration with AI crawler access
- Meta descriptions and canonical tag optimization
- FAQ structured content on service pages
- Directory presence building (Clutch, G2, industry listicles)

Success metric: Move from baseline to 7.0+ within 90 days, 60%+ discovery rate

Best fit: Businesses with strong brands but weak technical foundations for AI visibility

Operate — \$7,500/mo

Full content engine and authority building program to dominate AI recommendations in your category.

- Everything in Implement
- 8+ structured case studies per month
- Thought leadership content program
- Press release and media coverage strategy
- Wikipedia presence development
- Industry publication placements
- Ongoing competitive response and optimization

Success metric: Category leadership position in AI recommendations, 80%+ discovery rate

Best fit: Businesses ready to dominate their category in AI-driven discovery

Growth — \$9,500/mo

Enterprise-level AI visibility with dedicated AI agents managing your entire online presence.

- Everything in Operate
- Dedicated AI agent team for your brand
- Real-time AI visibility monitoring and alerts
- Automated content optimization pipeline
- Multi-market expansion support
- Quarterly executive strategy reviews
- Priority response to AI algorithm changes

Success metric: Market-leading AI visibility scores, sustained 90%+ discovery rate across all platforms

Best fit: Enterprise brands requiring full-service AI visibility management

Our Recommendation for Berardi Immigration Law

This audit identified 4 high-impact, low-complexity fixes that will materially improve AI mention rates within 60-90 days:

- Deploy LegalService + Attorney schema across all practice area pages (1-2 days)
- Add FAQPage schema to 8 service pages with prospect-focused Q&A (3-5 days)
- Claim Avvo profiles for all 4 attorneys + create Yelp business page (2-3 days)

- Optimize GBP post cadence and YouTube descriptions for Gemini indexing (ongoing)

Berardi Immigration Law has the brand authority, review profile, and attorney credentials to be the dominant AI recommendation for immigration law in Western New York. The path to 8.0+ is clear, specific, and implementable in 90 days. The Implement tier (\$4,500/mo) addresses every critical gap identified in this audit.

Target Outcomes

Score target: 8.0+ overall 360 within 90 days. AI mention rate target: 60%+ (from 33% today). Gemini mentions: from 0 to 6+ queries. Revenue impact: capture estimated \$180K–\$360K in AI-driven discovery currently flowing to competitors.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.6/10	8.6/10	Full implementation
AI Visibility Score	6.1/10	8.6/10	Schema + content + authority
AI Discovery Rate	33%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.5/10	8.5/10	Schema + speed + meta
Revenue Recovery	\$0	\$180K–\$360K / year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.6–10.0	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$180K–\$360K / year	Full funnel optimization

Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For Berardi Immigration Law, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet
- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$180K–\$360K / year in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

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About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Berardi Immigration Law's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones
GBP Optimization	Profile review	Full optimization + ongoing management

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
Review Strategy	Platform assessment	Review generation campaign

Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	45 (15 prompts × 3 platforms)
Layers Analyzed	3 + E-E-A-T overlay (AI Visibility, Technical SEO, Local/GBP)
Sub-Pillars Scored	20 + 3 overlay metrics
Assessment Type	Snapshot (automated + manual review)
Date	March 24, 2026

About VeloXP

This 360 Visibility Snapshot was conducted by VeloXP Agency OS using live technical crawling, web search proxy for AI platform simulation, and structured data analysis. Scores reflect conditions as of March 24, 2026.

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This report is valid for 90 days from the date of generation. Pricing is subject to change. All scores reflect the state of the web at the time of audit.