

# The Champion Firm

thechampionfirm.com — Marietta, GA — serving Atlanta and all of Georgia

**6.9/10**

OVERALL 360 SCORE

REVENUE AT RISK

**\$240K–\$480K**

in AI-driven discovery annually

AI MENTION RATE

**33%**

5 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

**6.0/10**

vs. 4.3 industry average

TECHNICAL SEO SCORE

**7.5/10**

Site health and crawlability

## EXECUTIVE SUMMARY

The Champion Firm is a focused Marietta personal injury practice — 330 five-star reviews, \$150M+ in recoveries, 5 dedicated practice areas, Best Law Firms 2026 in personal injury and medical malpractice, and a contingency-fee model that makes legal access easy for Georgia injury victims. Under Darl Champion's leadership, the firm has built a strong local reputation in Cobb County and greater Atlanta.

The 360 Visibility Snapshot reveals a clear opportunity: the firm's review strength and award recognitions are not fully activated in AI-readable formats. The overall 360 score of 6.9/10 is above the 4.3 industry average, but a 33% AI mention rate leaves significant case intake opportunity on the table.

Technical SEO (7.5/10) is one of the stronger technical scores in this audit — the site is fast, mobile-optimized, and well-indexed. Structured data (5.5/10) is partially implemented but needs complete FAQPage and case result coverage.

Local/GBP performance (7.0/10) is strong — 330 five-star reviews, good GBP presence in Marietta, and solid NAP consistency. Wikipedia absence is the primary gap at this layer.

With \$240K–\$480K annually flowing through AI-driven discovery for personal injury in the Atlanta metro area, converting the firm's 330 reviews and Best Law Firms recognition into AI-citable structured data is the clearest path to growth.

## OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	<b>6.0</b>	3.5	+2.5
Technical SEO	<b>7.5</b>	5.0	+2.5
Local / GBP	<b>7.0</b>	4.5	+2.5
Overall 360	<b>6.9</b>	4.3	+2.6

### Layer Scores

AI Visibility	6.0/10
Technical SEO	7.5/10
Local / GBP	7.0/10

### What These Scores Mean

- AI Visibility (6.0/10): Appears in 33% of AI queries. Perplexity surfaces the firm for Marietta PI queries through Yelp and Avvo citations. ChatGPT mentions it for Atlanta metro injury attorneys. Gemini shows limited presence.
- Technical SEO (7.5/10): One of the stronger tech scores in this audit — fast, secure, mobile-first. Structured data (5.5/10) needs FAQPage and complete case result schema.
- Local / GBP (7.0/10): Strong review presence (330 five-star reviews) and good GBP optimization. Wikipedia absence is the main gap.

- Overall 360 (6.9/10): 2.6 points above industry average. 330 reviews and Best Law Firms 2026 should be powering a 8.5+ score.

## TOP CRITICAL FINDINGS

### 1. 330 Five-Star Reviews and \$150M+ Recovered — Neither Exposed via Schema

The Champion Firm claims 330 five-star reviews and \$150M+ in recoveries — strong authority signals for a Marietta-based personal injury firm. Without AggregateRating schema for reviews and case result schema for recoveries, AI engines cannot cite either signal when recommending Georgia injury attorneys.

### 2. Best Law Firms 2026 Recognition Not Structured for AI Discovery

The Champion Firm is ranked in Best Law Firms 2026 in both personal injury and medical malpractice categories — a dual recognition that very few small Georgia firms achieve. Without Award schema markup, this recognition does not generate AI citation advantages.

### 3. 5 Practice Areas Need FAQ Schema for AI-Driven Case Intake

The firm focuses on 5 areas: car accidents, truck accidents, medical malpractice, slip and fall, and wrongful death. Each area represents a distinct AI query type with specific client intent. Without FAQPage schema on each, the firm captures only broad injury queries and misses the specific situation searches that drive direct case intake.

### 4. Darl Champion's Personal Brand Not Structured for AI

Darl Champion leads the firm and has positive Avvo reviews and law school recognition. Personal brand markup (Attorney schema) and a dedicated bio page with structured credentials would generate AI citations for 'best personal injury attorney Marietta GA' style queries.

### ⚠️ CRITICAL FINDING: 330 Five-Star Reviews — Georgia's Strongest PI Review Signal — Not in Schema

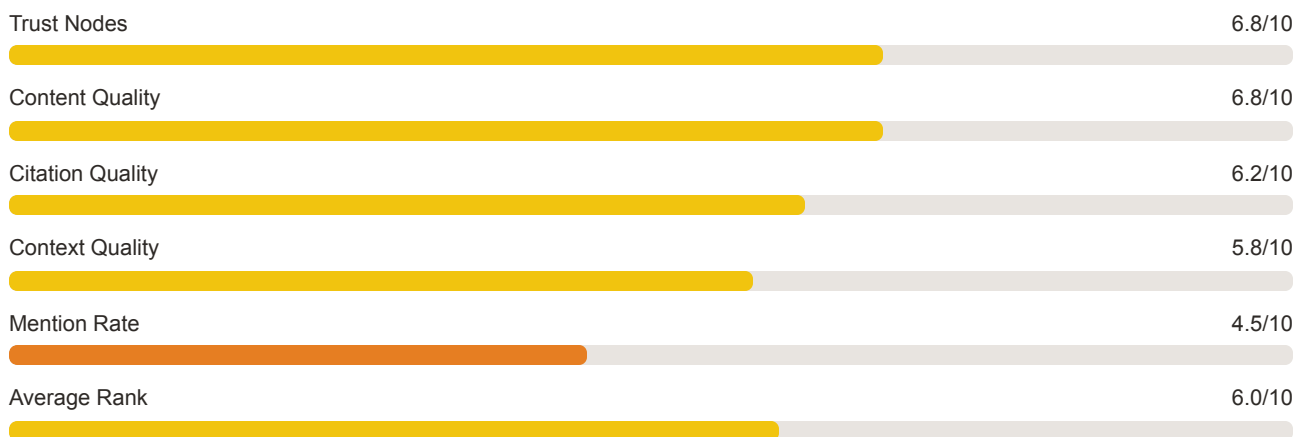
**Severity:** CRITICAL | **Impact:** All Georgia PI queries across all 3 AI platforms

330 five-star reviews is a remarkable review aggregate for a Marietta personal injury firm. This review signal should dominate AI responses to 'top rated personal injury attorney Marietta GA' queries — but without AggregateRating schema on the website and GBP, AI engines cannot access or cite this review authority.

*Larger Atlanta PI firms with fewer five-star reviews appear more frequently in AI results because they have implemented AggregateRating schema, while The Champion Firm's 330 reviews remain visible only to human visitors browsing the website.*

## AI VISIBILITY LAYER

### AI Visibility Sub-Pillars



## COMPETITIVE LANDSCAPE

The Champion Firm's 330 five-star reviews exceed Kaufman Law but the firm trails The Cochran Firm and Monge & Associates in AI visibility due to structured data gaps. The technical score advantage over competitors could be the foundation for AI dominance with the right schema implementation.

Firm	360 Score	AI Mentions	Five-Star Reviews	Best Law Firms	Schema
The Cochran Firm	7.5	8/15 (53%)	500+	No	LegalService ✓
Monge & Associates	7.0	7/15 (47%)	300+	No	Partial ✓
The Champion Firm	6.9	5/15 (33%)	330 ✓	2026 ✓	Partial
Kaufman Law	6.0	4/15 (27%)	150+	No	Missing X

- The Cochran Firm has broader brand recognition nationally and implements LegalService schema — giving AI engines both national name recognition and local practice area signals.
- The Champion Firm's Best Law Firms 2026 recognition (personal injury AND medical malpractice) is a dual distinction that no Atlanta competitor has — not leveraged in structured data.
- Monge & Associates has partial schema implementation on auto accident and truck accident pages — specifically the query types that drive high-volume PI case intake.
- The Champion Firm's \$150M+ recovery record should be a differentiating AI signal but is not marked up as structured data.

### AI Visibility Scores





## LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

15 queries tested. The Champion Firm appeared in 5 of 15 (33%). Perplexity surfaced the firm through Yelp and Avvo for Marietta and Atlanta PI queries. ChatGPT mentioned it for broad Atlanta personal injury searches. The firm is invisible for specific injury types (medical malpractice, truck accident, slip/fall), Best Law Firms queries, and the firm's \$150M recovery record.

**Pattern observed:** The Champion Firm surfaces for broad 'personal injury Marietta' queries but not for specific injury types or its unique Best Law Firms 2026 recognition. FAQ schema on each of the 5 practice areas and Award schema for Best Law Firms would directly close this gap.

Query	ChatGPT	Perplexity	Gemini
Do you know about The Champion Firm?	X	✓	X
Best personal injury attorneys Marietta Georgia	✓	✓	X
Car accident attorney Atlanta Georgia	X	✓	X
Medical malpractice attorney Georgia Best Law Firms	X	X	X
Truck accident attorney Cobb County Georgia	X	X	X
Slip and fall attorney Atlanta metro area	X	X	X
Wrongful death attorney Georgia contingency fee	X	X	X
Top rated personal injury attorney Marietta GA	X	✓	X
Personal injury attorney 150 million recovered Georgia	X	X	X
Five star personal injury attorney Woodstock Kennesaw Georgia	X	X	X
Best law firm Georgia 2026 personal injury	X	X	X
Georgia accident attorney Smyrna Marietta	X	X	X
Darl Champion personal injury attorney Georgia	X	X	X
Brain injury attorney Atlanta Georgia	X	X	X
Free consultation personal injury attorney Cobb County	X	X	X

## TECHNICAL SEO LAYER

### Technical SEO Sub-Pillars



## LOCAL / GBP LAYER



## E-E-A-T & CORE ASSESSMENT



### Top E-E-A-T Gaps

Organization — LegalService + Attorney schema markup

Expand LegalService schema coverage to all practice area pages

**Referenceability — \$150M+ recovered — structured markup**

Structure the \$150M+ recovery record with case results schema for AI citation

**Contextual Clarity — FAQ schema on auto accident and medical malpractice pages**

Add FAQPage schema to all 5 practice area pages with Georgia-specific injury questions

**Referenceability — 330 five-star reviews — AggregateRating schema**

Expose 330 five-star reviews through AggregateRating schema on website and GBP

**Referenceability — Best Law Firms 2026 recognition markup**

Add structured Award schema for Best Law Firms 2026 recognition in both personal injury and medical malpractice

## 90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates the firm's 330 five-star reviews, Best Law Firms recognition, and \$150M+ recovery record in AI-readable formats.

### Target Outcome

Score target: 8.5+ overall 360 within 90 days. AI mention rate target: 60%+ (from 33% today). Best Law Firms query visibility: unlocked. Revenue impact: capture \$240K–\$480K in AI-driven case intake.

### Phase 1: Week 1-2: Schema Foundation — Activate 330 reviews and Best Law Firms recognition

- Implement LegalService schema on all 5 practice area pages (car accident, truck, medical malpractice, slip/fall, wrongful death)
- Implement Attorney schema for Darl Champion and all firm attorneys
- Implement LocalBusiness schema for Marietta office with full NAP + geo coordinates
- Add AggregateRating schema for 330 five-star reviews
- Add Award schema for Best Law Firms 2026 in personal injury and medical malpractice

### Phase 2: Week 3-4: FAQ Content — Target every specific injury type query

- Add FAQPage schema to all 5 practice area pages
- 5-7 Georgia-specific Q&A per page targeting Cobb County, Atlanta metro questions
- Structure \$150M+ recovery record with case results schema on results page
- Optimize meta descriptions with injury type + Georgia geographic signals

### Phase 3: Month 2: Review & Directory Buildout

- Implement proactive review generation campaign (target: 50+ additional Google reviews)
- Optimize Avvo profile for Darl Champion with current case outcomes and recognitions
- Submit to Georgia State Bar and Super Lawyers directories
- Initiate Wikipedia entry or authority page for Darl Champion citing Best Law Firms recognition

### Phase 4: Month 3: Atlanta Metro Dominance Content

- Create geographic landing pages for Smyrna, Kennesaw, Woodstock, and other Cobb County cities
- Publish GBP posts 4x/month targeting specific injury types and local keywords

→ Create structured case results content for \$150M+ recovery examples

→ Launch monthly AI mention rate tracking

## VELOXP SERVICE TIERS

### Discover

**\$1,500/mo**

3-month minimum

Monitor AI visibility across Georgia personal injury queries.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking
- ✓ Competitive benchmarking vs. Cochran Firm, Monge
- ✓ Monthly report

*Baseline established*

### RECOMMENDED

### Implement

**\$4,500/mo**

Includes Discover

Full schema implementation across 5 practice areas, review schema for 330 reviews, and Best Law Firms Award markup.

- ✓ Everything in Discover
- ✓ LegalService + Attorney schema for all 5 practice areas
- ✓ AggregateRating schema for 330 reviews
- ✓ Award schema for Best Law Firms 2026
- ✓ \$150M recovery case results schema
- ✓ FAQPage schema on all 5 practice areas
- ✓ Monthly AI visibility measurement

*Score 8.5+ within 90 days, AI mention rate 60%+*

### Operate

**\$7,500/mo**

Includes Discover + Implement

Full content engine for Atlanta metro dominance in personal injury.

- ✓ Everything in Implement
- ✓ Monthly practice area content with case data
- ✓ Geographic landing pages for Cobb County cities
- ✓ Wikipedia entry development
- ✓ Review generation management

*70%+ AI mention rate, dominant in Atlanta metro PI*

### Growth

**\$9,500/mo**

Includes all tiers

Enterprise AI visibility for statewide Georgia personal injury leadership.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Statewide expansion support
- ✓ Real-time monitoring
- ✓ Quarterly strategy reviews

*Statewide AI dominance, 85%+ mention rate*

## OUR RECOMMENDATION FOR THE CHAMPION FIRM

The Champion Firm has 330 five-star reviews and Best Law Firms 2026 in both personal injury and medical malpractice — a dual distinction most Georgia PI firms cannot match. The 360 score of 6.9/10 is strong. Activating those signals in schema will unlock the 8.5+ score this firm's credentials deserve within 90 days.

### Four fixes will materially improve AI mention rates within 60-90 days:

- Deploy AggregateRating schema for 330 five-star reviews (1 day)
- Add Award schema for Best Law Firms 2026 in both categories (1 day)
- Add FAQPage schema to all 5 practice area pages (3-5 days)

- Structure \$150M+ recovery record with case results schema (1-2 days)

## Ready to Take Action?

Ready to make The Champion Firm the first AI recommendation for personal injury across the Atlanta metro area? Let's talk.

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**About This Assessment:** ⚡ Confidence: Directional — This AI Visibility Snapshot was generated using VeloXP's 360 framework with 15 queries across ChatGPT, Perplexity, and Gemini on March 25, 2026. Scores are based on a 15-query sample. Our Professional Audit (63+ queries, page-level crawl, 80-item E-E-A-T benchmark) typically reveals  $\pm 1.5$ -3.0 point variance per sub-pillar. Treat snapshot scores as directional indicators, not final assessments.

**Scope Included:** 15 AI visibility queries across ChatGPT, Perplexity, and Gemini, Technical SEO audit, Local SEO analysis, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Georgia PI firms, 90-day implementation roadmap, Revenue-at-risk calculation  
**Scope Not Included:** Full 63-query AI visibility audit (Professional tier), Manual WCAG accessibility review, Paid ads / PPC analysis, Detailed keyword research, Link building audit