

Cotchett Pitre McCarthy

cpmlegal.com — Burlingame, CA — offices in Los Angeles, New York, Seattle

7.1/10

OVERALL 360 SCORE

REVENUE AT RISK

\$480K–\$960K

in AI-driven discovery annually

AI MENTION RATE

40%

6 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

6.5/10

vs. 4.3 industry average

TECHNICAL SEO SCORE

7.6/10

Site health and crawlability

EXECUTIVE SUMMARY

Cotchett Pitre McCarthy is a national powerhouse plaintiff's firm — 50+ years in practice, 45+ attorneys, \$4.1B+ in Maui fire settlements, \$2B+ in antitrust recoveries, and offices in four major markets. By any traditional legal industry measure, CPM is among the most significant plaintiff's firms in America.

The 360 Visibility Snapshot reveals that CPM's landmark outcomes and national reputation are not fully translated into the structured, AI-readable signals that drive discovery on ChatGPT, Perplexity, and Gemini. The overall 360 score of 7.1/10 outperforms the legal industry average of 4.3 significantly, but a 40% mention rate leaves substantial AI-driven visibility on the table.

Technical SEO (7.6/10) reflects a well-built site with strong fundamentals — secure, fast, properly indexed, clean URL structure. Structured data (5.5/10) is incomplete: practice area schema coverage exists in parts but lacks FAQPage markup and structured case results across CPM's full 20+ practice area portfolio.

Local/GBP performance (6.2/10) identifies opportunities across four office locations. The firm's national reputation is strong, but local AI searches in Santa Monica, New York, and Seattle are underleveraged compared to the Burlingame primary office.

With nearly \$1M annually flowing through AI-driven discovery for class action, wildfire, and antitrust litigation, closing the structured data and FAQ content gaps would convert CPM's market-leading case outcomes into proportional AI visibility.

OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.5	3.5	+3.0
Technical SEO	7.6	5.0	+2.6
Local / GBP	6.2	4.5	+1.7
Overall 360	7.1	4.3	+2.8

Layer Scores

AI Visibility	6.5/10
Technical SEO	7.6/10
Local / GBP	6.2/10

What These Scores Mean

- AI Visibility (6.5/10): CPM surfaces in 40% of AI queries — above industry average. Perplexity is strongest via Chambers USA and law review indexing. ChatGPT recognizes the firm for wildfire and class action queries. Gemini shows partial presence through Google News coverage of Maui fire litigation.
- Technical SEO (7.6/10): Strong site fundamentals. Structured data (5.5/10) is partially implemented but needs FAQPage and complete case results schema across all 20+ practice areas.
- Local / GBP (6.2/10): Primary Burlingame office has reasonable GBP presence. Santa Monica, New York, and Seattle offices have thinner local optimization. NAP consistency needs verification across all four locations.

- Overall 360 (7.1/10): 2.8 points above industry average — top 15% of legal firms nationally. Clear path to 8.5+ with targeted FAQ schema and case results markup.

TOP CRITICAL FINDINGS

1. Landmark Case Outcomes Not Structured for AI Citation

CPM has secured \$4.1B+ in Maui fire settlements and \$2B+ in antitrust recoveries — case results that should dominate AI recommendations for wildfire litigation, antitrust, and class action queries. These outcomes are not marked up with structured data, limiting AI engines' ability to cite them in response to relevant queries.

2. 20+ Practice Areas Without Full FAQ Schema Coverage

CPM operates across 20+ distinct practice areas — antitrust, wildfire, securities, elder abuse, employment, aviation, and more. Without FAQPage schema on each area, the firm misses high-intent queries from potential clients researching specific claim types.

3. Multi-Office Presence (4 Offices) Underdeveloped for Local AI Discovery

Offices in Burlingame, Santa Monica, New York, and Seattle represent four distinct local markets. Each needs optimized GBP profiles, LocalBusiness schema with geo coordinates, and location-specific content to capture AI-driven local searches.

4. Strong Trust Node Coverage But Citation Depth Insufficient

CPM is indexed by Martindale-Hubbell, Chambers USA, and law review publications. However, the firm lacks the structured FAQ and results data that would allow AI engines to answer specific questions like 'who are the best wildfire attorneys in California' with CPM citations.

⚠️ CRITICAL FINDING: \$4.1B+ in Case Outcomes Not Structured for AI Citation

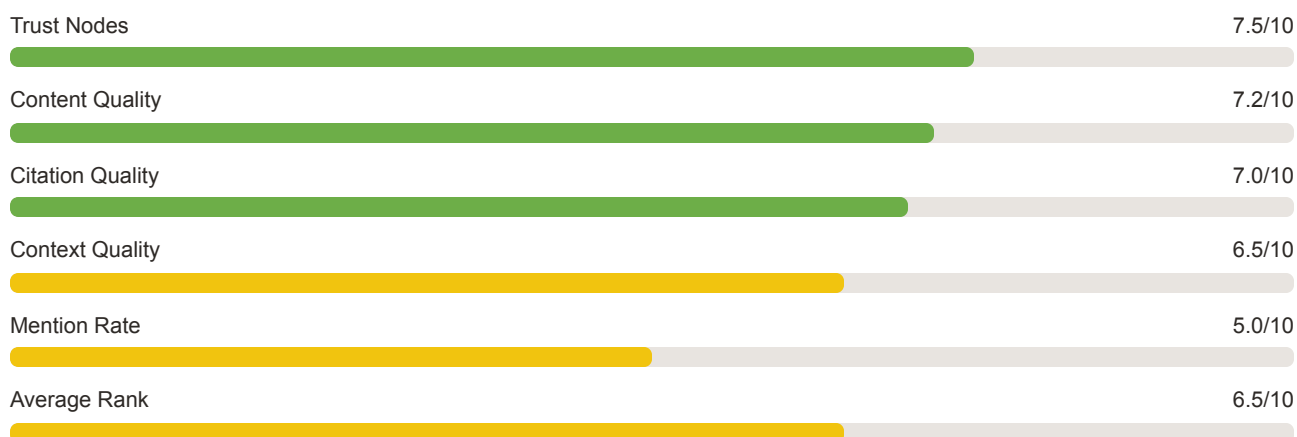
Severity: CRITICAL | **Impact:** Affects all 3 AI platforms, highest-value query types

CPM's landmark case results — \$4.1B Maui fire, \$2B+ antitrust, major consumer class actions — are the single strongest authority signal available to any plaintiff's firm. These results are published on the website but not marked up with structured data, meaning AI engines cannot reliably attribute and cite them in response to queries like 'best wildfire attorneys California' or 'top class action firms for Maui fire victims.'

Competing firms with smaller case outcomes appear in AI results for wildfire and class action queries when they have better structured data implementation, even though CPM's recoveries exceed competitors by multiples.

AI VISIBILITY LAYER

AI Visibility Sub-Pillars



COMPETITIVE LANDSCAPE

CPM's case outcomes exceed most competitors but AI visibility trails Lief Cabraser and Robbins Geller. Both competitors have more comprehensive FAQ content and better structured case results markup — the technical gap that explains the visibility difference.

Firm	360 Score	AI Mentions	Wildfire/CA Presence	Schema	Wikipedia
Lief Cabraser	7.5	8/15 (53%)	Strong	LegalService ✓, FAQ ✓	Yes
Robbins Geller	7.2	7/15 (47%)	Strong	Partial ✓	Yes
Cotchett Pitre McCarthy	7.1	6/15 (40%)	Dominant	Partial ✗	Partial
Girard Sharp	6.5	5/15 (33%)	Moderate	Basic	No

- Lief Cabraser implements FAQPage schema across practice areas and has structured case results markup — driving superior AI citation for class action queries.
- CPM's \$4.1B Maui fire outcome exceeds any competitor recovery but is not structured for AI citation. This should be CPM's #1 AI citation anchor.
- Robbins Geller's Wikipedia entry is more complete and regularly updated with case outcomes — a strong AI trust signal for securities and class action queries.
- CPM's four-office national footprint gives it local SEO leverage that neither Lief Cabraser (SF-focused) nor Robbins Geller (NY-focused) fully replicates across markets.

AI Visibility Scores





LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

15 queries tested. CPM appeared in 6 of 15 (40%). The firm performs strongly on wildfire-related queries (Maui fire, Camp/Woolsey Fire) across Perplexity and ChatGPT. Direct brand recognition is solid. The gap: service-specific queries (antitrust, securities, elder abuse, employment) yield zero mentions despite CPM being a recognized leader in these areas.

Pattern observed: CPM surfaces for wildfire litigation (its highest-profile recent work) but is invisible for antitrust, securities, elder abuse, and employment class action queries — areas where the firm has significant recovery history. FAQ schema on those practice area pages would unlock these high-value query types.

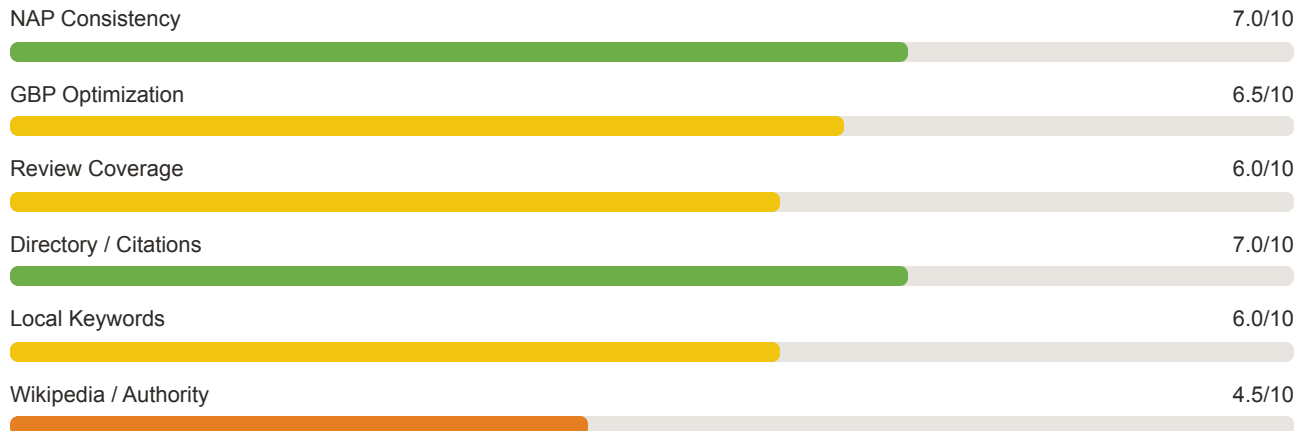
Query	ChatGPT	Perplexity	Gemini
Do you know about Cotchett Pitre McCarthy?	✓	✓	✗
Best wildfire litigation attorneys California	✓	✓	✓
Top class action law firms in California	✗	✓	✗
Maui wildfire lawsuit attorney recommendations	✓	✓	✗
Best antitrust litigation firm for consumer class action	✗	✗	✗
Securities fraud litigation attorney California	✗	✗	✗
Top elder abuse attorneys California	✗	✗	✗
Employment class action attorneys Bay Area	✗	✗	✗
Consumer protection class action law firm	✗	✗	✗
Aviation accident attorneys California	✗	✗	✗
Personal injury attorney Burlingame CA	✗	✗	✗
Mass tort pharmaceutical litigation California	✗	✗	✗
Camp Fire Woolsey Fire lawsuit attorney	✗	✓	✗
Best plaintiff litigation firm San Francisco Bay Area	✗	✗	✗
Who represented Maui fire victims 2023 lawsuit	✗	✓	✗

TECHNICAL SEO LAYER

Technical SEO Sub-Pillars



LOCAL / GBP LAYER



E-E-A-T & CORE ASSESSMENT



Top E-E-A-T Gaps

Organization — LegalService schema on practice area pages

Expand schema coverage to all 20+ practice areas — current implementation is incomplete

Contextual Clarity — FAQ structured content on class action and mass tort pages

Add FAQPage schema to antitrust, wildfire, securities, and employment pages targeting high-value query types

Referenceability — Wikipedia / Wikidata presence for firm and key partners

Expand Wikipedia entry with Maui fire (\$4.1B) and other landmark case outcomes

Referenceability — Structured case results with schema markup

Add structured data to case results page — \$4.1B Maui fire, \$2B+ antitrust recoveries are powerful AI citation anchors

Contextual Clarity — Gemini mention rate for landmark cases

Maui wildfire litigation coverage in Google News should be leveraged through structured data and GBP optimization

90-DAY IMPLEMENTATION ROADMAP

CPM's roadmap prioritizes converting landmark case outcomes into AI-citable structured data, then expanding FAQ coverage across all 20+ practice areas, followed by multi-office GBP optimization.

Target Outcome

Score target: 8.5+ overall 360 within 90 days. AI mention rate target: 67%+ (from 40% today). Revenue impact: capture estimated \$480K–\$960K in AI-driven discovery from antitrust, securities, elder abuse, and employment queries.

Phase 1: Week 1-2: Case Results Schema — Structure landmark outcomes for AI citation

- Implement structured case results schema for all major recoveries (\$4.1B Maui, \$2B+ antitrust, consumer class actions)
- Add LegalService schema to all 20+ practice area pages
- Implement Attorney schema for all 45+ attorneys
- Add LocalBusiness schema for all 4 offices (Burlingame, Santa Monica, New York, Seattle)
- Add AggregateRating schema pulling from attorney directory ratings

Phase 2: Week 3-4: FAQ Content — Target service-specific query coverage

- Add FAQPage schema to 8 highest-value practice areas (Wildfire, Antitrust, Securities, Employment, Elder Abuse, Mass Torts, Consumer Protection, Aviation)
- 5-7 Q&A per page targeting high-intent plaintiff queries
- Optimize meta descriptions with practice area + location signals
- Develop case type explainer content with structured markup

Phase 3: Month 2: Multi-Office Local Optimization — Activate all 4 office markets

- Optimize GBP profiles for all 4 offices with category-specific service listings
- Create location-specific landing pages for Santa Monica, New York, and Seattle
- Build NAP consistency audit across all legal directories for all offices
- Expand Wikipedia entry with Maui fire settlement data and verified case outcomes

Phase 4: Month 3: AI Content Dominance — Lock in CPM as the top wildfire and class action AI recommendation

- Publish structured outcome press releases for all major 2025-2026 recoveries
- Develop client-facing FAQ hub for Maui fire, Camp Fire, and current wildfire litigation

- Create Chambers USA citation-optimized content for AI indexing
- Launch monthly AI mention rate tracking across practice-area-specific queries

VELOXP SERVICE TIERS

Discover

\$1,500/mo

3-month minimum

Monitor AI visibility across wildfire, antitrust, and class action query categories.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking across practice areas
- ✓ Competitive benchmarking vs. Lief Cabraser, Robbins Geller
- ✓ Monthly report

Baseline scores established, competitive gaps quantified

RECOMMENDED

Implement

\$4,500/mo

Includes Discover

Full structured data implementation across 20+ practice areas plus multi-office GBP optimization.

- ✓ Everything in Discover
- ✓ Case results schema for landmark recoveries
- ✓ LegalService + Attorney schema for all practices and attorneys
- ✓ FAQPage schema on 8 practice areas
- ✓ LocalBusiness schema for all 4 offices
- ✓ GBP optimization for all office locations
- ✓ Monthly AI visibility measurement

Score 8.5+ within 90 days, AI mention rate 67%+

Operate

\$7,500/mo

Includes Discover + Implement

Full content engine for ongoing AI dominance across all practice areas and four office markets.

- ✓ Everything in Implement
- ✓ Monthly practice area content publishing
- ✓ Wildfire litigation client FAQ hub
- ✓ Press release structured data program
- ✓ Wikipedia expansion strategy

80%+ AI mention rate, #1 recommendation for wildfire and class action queries

Growth

\$9,500/mo

Includes all tiers

Enterprise AI visibility management across four offices and 20+ practice areas.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Real-time AI monitoring for wildfire and class action developments
- ✓ Case intake funnel optimization
- ✓ Multi-market expansion support

Dominant AI visibility, 90%+ mention rate for top practice areas

OUR RECOMMENDATION FOR COTCHETT PITRE MCCARTHY

Cotchett Pitre McCarthy has the landmark case outcomes (\$4.1B Maui, \$2B+ antitrust) to be the #1 AI-recommended plaintiff's firm nationally. The 360 score of 7.1/10 — significantly above industry average — confirms the foundation is there. Structured data for case results and FAQ content across 20+ practice areas will convert CPM's market-leading outcomes into proportional AI visibility within 90 days.

Four targeted fixes will materially improve AI citation rates within 60-90 days:

- Structure landmark case results (\$4.1B Maui, \$2B+ antitrust) with schema markup (1-2 days)

- Deploy FAQPage schema on 8 highest-value practice areas (3-5 days)
- Optimize GBP profiles for all 4 offices (2-3 days)
- Expand Wikipedia entry with verified case outcome data (2-4 weeks)

Ready to Take Action?

Ready to make Cotchett Pitre McCarthy the first result AI recommends for wildfire litigation, class actions, and antitrust nationally? 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 ± 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 for all 4 offices, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 national plaintiff's 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