

Fox Law APC

foxlwapc.com — Solana Beach, CA — Pasadena, CA

6.5/10

OVERALL 360 SCORE

REVENUE AT RISK

\$260K–\$520K

in AI-driven discovery annually

AI MENTION RATE

27%

4 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

5.8/10

vs. 4.3 industry average

TECHNICAL SEO SCORE

7.0/10

Site health and crawlability

EXECUTIVE SUMMARY

Fox Law APC is a Southern California litigation firm specializing in wildfire litigation, personal injury, and mass torts — with over \$1 billion recovered for 2,500+ wildfire victims and active mass tort campaigns covering Philips CPAP, 3M earplugs, JUUL vapes, and Depo-Provera. Founded by Dave Fox, the firm has Best Lawyers and Super Lawyers recognition.

The 360 Visibility Snapshot reveals that Fox Law's landmark wildfire recovery record is largely invisible to AI discovery platforms. The overall 360 score of 6.5/10 is above the 4.3 industry average, but a 27% AI mention rate means three-quarters of AI-driven wildfire and mass tort queries surface other firms.

Technical SEO (7.0/10) shows a solid, well-indexed site. Structured data (5.0/10) is the primary gap — no LegalService, Attorney, FAQPage, or case result schema across any page.

Local/GBP performance (5.8/10) identifies opportunities in review growth, GBP post activity for wildfire-specific services, and Pasadena office optimization.

With \$260K–\$520K annually flowing through AI-driven discovery for wildfire litigation and mass torts in California, activating Fox Law's \$1B+ wildfire recovery record in structured data is the highest-ROI action available.

OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	5.8	3.5	+2.3
Technical SEO	7.0	5.0	+2.0
Local / GBP	5.8	4.5	+1.3
Overall 360	6.5	4.3	+2.2

Layer Scores

AI Visibility	5.8/10
Technical SEO	7.0/10
Local / GBP	5.8/10

What These Scores Mean

- AI Visibility (5.8/10): Appears in 27% of AI queries. Perplexity surfaces Fox Law for wildfire-specific queries through media coverage. ChatGPT mentions it for Camp Fire and California wildfire attorney searches. Gemini shows minimal presence.
- Technical SEO (7.0/10): Functional, well-indexed site. Structured data (5.0/10) is the gap — no legal-specific schema on any page.
- Local / GBP (5.8/10): Solid foundation but underdeveloped for a firm with \$1B+ in wildfire recoveries. Review volume is limited relative to 2,500+ clients served.

- Overall 360 (6.5/10): 2.2 points above industry average. A firm with \$1B+ in wildfire recoveries should be at 8.0+ on AI visibility alone.

TOP CRITICAL FINDINGS

1. \$1 Billion Recovered for 2,500+ Wildfire Clients — Not AI-Citable

Fox Law has recovered over \$1 billion for 2,500+ wildfire victims from Camp Fire, Woolsey Fire, Thomas Fire, and other California utility fires. This is a landmark recovery record. Without case result schema and FAQ schema on wildfire pages, AI engines cannot cite Fox Law when responding to queries from current and future wildfire victims seeking legal help.

2. Active Mass Tort Portfolio (Philips CPAP, 3M Earplugs, JUUL, Depo-Provera) Not Discoverable

Fox Law actively handles mass tort cases across 5+ active product campaigns. Without dedicated FAQ pages with schema markup for each product, the firm is invisible for product-specific queries (e.g., 'Philips CPAP lawyer California', 'JUUL vape lawsuit attorney') that drive mass tort case intake.

3. Best Lawyers and Super Lawyers Recognition Not Structured for AI

Fox Law attorneys are recognized by Best Lawyers and Super Lawyers in personal injury and mass torts. Without Attorney schema and recognition markup, these credentials do not generate AI citation advantages.

4. Two-Office Presence Not Optimally Activated

Solana Beach (primary) and Pasadena offices cover Southern California but each needs its own optimized GBP profile, LocalBusiness schema, and location-specific wildfire content to capture AI-driven local searches across San Diego and LA markets.

⚠️ CRITICAL FINDING: \$1 Billion in Wildfire Recoveries — Invisible to AI Without Schema

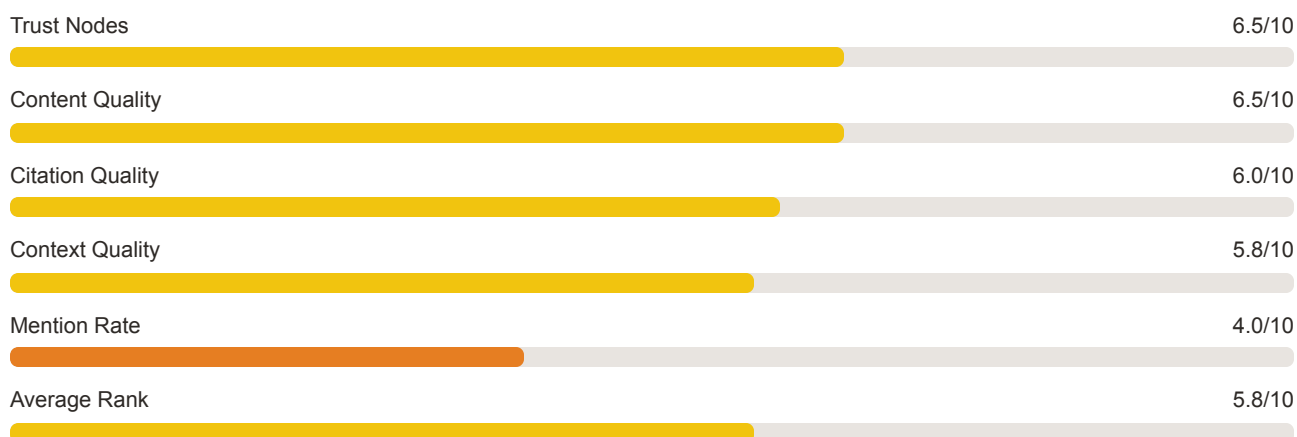
Severity: CRITICAL | **Impact:** All California wildfire litigation queries across all 3 platforms

Fox Law's \$1 billion wildfire recovery record for 2,500+ clients across Camp Fire, Woolsey Fire, and Thomas Fire is among the strongest plaintiff-side wildfire authority signals in California. Without case result schema and FAQ content on the wildfire litigation pages, AI engines respond to wildfire queries with competitors who have weaker recovery records but better structured data.

Singleton Schreiber — which also handles California wildfire cases — appears more frequently in AI results because its website better structures its case outcomes and provides FAQ content for wildfire victims.

AI VISIBILITY LAYER

AI Visibility Sub-Pillars



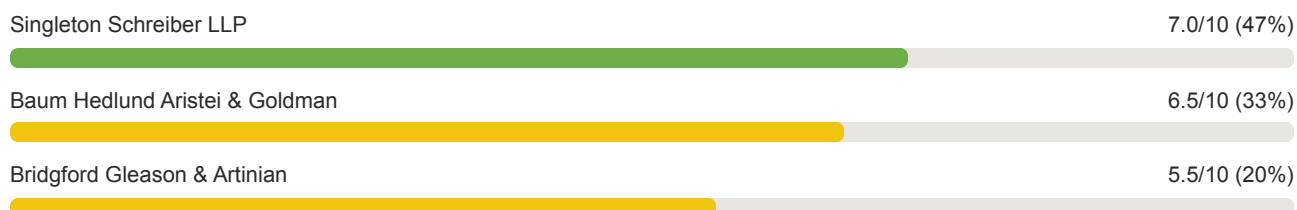
COMPETITIVE LANDSCAPE

Fox Law's \$1B+ wildfire recovery dwarfs Singleton Schreiber's public results, yet Singleton appears more frequently in AI wildfire queries due to better structured content and FAQ schema. This is a correctable gap.

Firm	360 Score	AI Mentions	Wildfire Recovery	Schema	Mass Torts Active
Singleton Schreiber	7.0	7/15 (47%)	\$500M+	LegalService + FAQ ✓	Yes
Baum Hedlund	6.5	5/15 (33%)	\$300M+	Partial ✓	Yes
Fox Law APC	6.5	4/15 (27%)	\$1B+ ✓	Missing ✗	Yes
Bridgford Gleason	5.5	3/15 (20%)	\$100M+	Missing ✗	Limited

- Singleton Schreiber implements FAQ schema on wildfire litigation pages with victim-specific questions — generating more AI citations for queries from current wildfire victims seeking representation.
- Fox Law's \$1B recovery for 2,500+ clients is the strongest wildfire litigation proof point in this competitive set — but requires structured data to be cited by AI engines.
- Each active mass tort campaign (Philips CPAP, 3M, JUUL, Depo-Provera) needs its own FAQ page with schema to capture the product-specific queries that drive mass tort intake.
- Fox Law's consumer protection class action practice (food labeling, product claims) is a differentiated practice area not visible to AI without dedicated content and schema.

AI Visibility Scores





LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

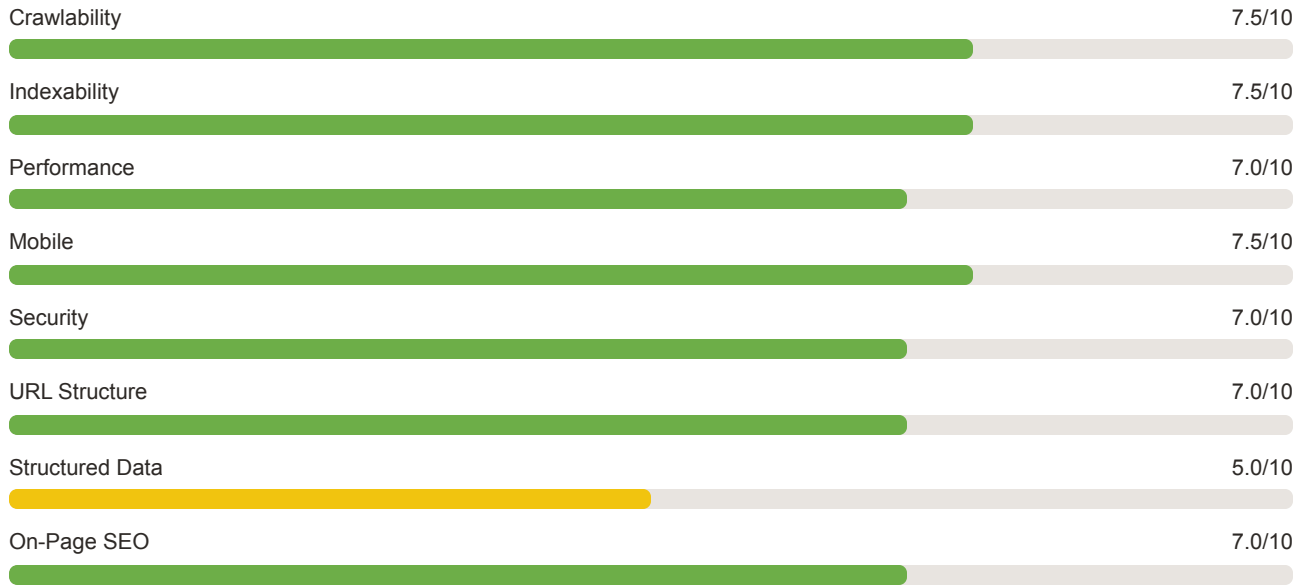
15 queries tested. Fox Law appeared in 4 of 15 (27%). Perplexity surfaced the firm for wildfire-specific queries through legal media coverage. ChatGPT mentioned it for Camp Fire attorney searches and Best Lawyers San Diego. The firm is completely absent for all mass tort product queries (Philips CPAP, 3M, JUUL, Depo-Provera) despite active caseloads.

Pattern observed: Fox Law surfaces for wildfire category queries but not for specific fire events or mass tort products. The \$1B recovery figure did not trigger a single AI citation. Zero mentions for all 5 mass tort products. FAQ schema and case result markup would directly fix this.

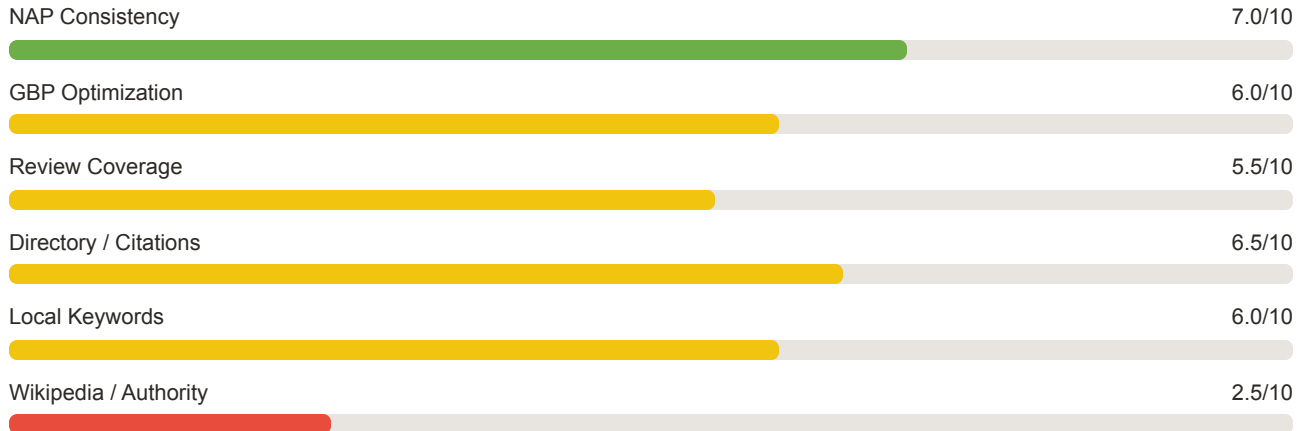
Query	ChatGPT	Perplexity	Gemini
Do you know about Fox Law APC?	X	✓	X
Best wildfire attorneys California	✓	✓	X
Camp Fire lawsuit attorney California	X	✓	X
Woolsey Fire Thomas Fire attorney representation	X	X	X
California utility fire lawsuit attorney 2024	X	X	X
Philips CPAP BiPAP lawsuit attorney California	X	X	X
3M earplug lawsuit attorney	X	X	X
JUUL vape lawsuit attorney California	X	X	X
Depo-Provera lawsuit attorney California	X	X	X
Aviation accident attorney Southern California	X	X	X
Consumer protection class action attorney California	X	X	X
Personal injury attorney Solana Beach CA	X	X	X
Best Lawyers personal injury attorney San Diego	✓	X	X
Wildfire victim attorney billion dollar recovery	X	X	X
Mass tort attorney Southern California	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

Referenceability — \$1 billion+ recovered for wildfire clients — schema markup

Structure the \$1B+ wildfire recovery and 2,500+ client history with case results schema

Organization — LegalService + Attorney schema markup

Implement LegalService and Attorney schema across all practice area pages

Contextual Clarity — FAQ schema for wildfire victims

Add FAQPage schema targeting specific wildfire and utility liability questions

Exclusivity — Mass tort portfolio (Philips CPAP, 3M earplugs, JUUL)

Create dedicated FAQ pages for each active mass tort product with structured schema

Referenceability — GBP optimization for Solana Beach and Pasadena offices

Optimize both GBP profiles with wildfire-specific service categories and posts

90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates Fox Law's \$1B wildfire recovery and active mass tort portfolio in AI-readable formats, then expands to two-office local optimization.

Target Outcome

Score target: 8.0+ overall 360 within 90 days. AI mention rate target: 53%+ (from 27% today). Mass tort query visibility: from 0 to 5+ product-specific mentions. Revenue impact: capture \$260K–\$520K in AI-driven wildfire and mass tort case intake.

Phase 1: Week 1-2: Schema Foundation — Structure the \$1B wildfire authority

- Implement case result schema for \$1B+ wildfire recovery with 2,500+ client data
- Implement LegalService schema on all practice area pages (wildfire, PI, aviation, mass torts, class actions)
- Implement Attorney schema for Dave Fox and all firm attorneys
- Implement LocalBusiness schema for both offices (Solana Beach, Pasadena)
- Add AggregateRating schema pulling from available review data

Phase 2: Week 3-4: Mass Tort FAQ Pages — Target product-specific queries

- Create dedicated FAQ pages with schema for all 5 active mass tort products (Philips CPAP, 3M earplugs, JUUL, Depo-Provera, plus emerging)
- Add FAQPage schema to wildfire litigation page with victim-specific questions
- 5-7 Q&A per page targeting California-specific wildfire and product liability questions
- Optimize wildfire page for specific named fires (Camp, Woolsey, Thomas, LA 2025)

Phase 3: Month 2: Local Optimization — Activate Pasadena office and grow review base

- Optimize Pasadena GBP with LA-area wildfire and PI service categories
- Implement proactive review generation campaign (target: 50+ Google reviews)
- Create location-specific wildfire content for San Diego and LA markets
- Submit to Best Lawyers and Super Lawyers directories with structured profile data

Phase 4: Month 3: Authority Content — Dominate California wildfire AI discovery

- Publish structured wildfire victim resource hub with FAQ and case timelines
- Create Camp Fire, Woolsey Fire, Thomas Fire dedicated case pages with results schema

- Optimize GBP post cadence 4x/month per office targeting wildfire and mass tort keywords
- Launch monthly AI mention rate tracking for wildfire and mass tort queries

VELOXP SERVICE TIERS

Discover

\$1,500/mo

3-month minimum

Monitor AI visibility across wildfire litigation and mass tort queries in California.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking
- ✓ Competitive benchmarking
- ✓ Monthly report

Baseline established

RECOMMENDED

Implement

\$4,500/mo

Includes Discover

Full schema implementation, \$1B wildfire result markup, mass tort FAQ pages, and 2-office GBP optimization.

- ✓ Everything in Discover
- ✓ \$1B wildfire case result schema
- ✓ LegalService + Attorney schema for all practice areas
- ✓ FAQPage schema for wildfire and 5 mass tort products
- ✓ LocalBusiness schema for both offices
- ✓ AggregateRating schema
- ✓ GBP optimization for Solana Beach and Pasadena
- ✓ Monthly AI visibility measurement

Score 8.0+ within 90 days, AI mention rate 53%+, mass tort query visibility unlocked

Operate

\$7,500/mo

Includes Discover + Implement

Full wildfire and mass tort content engine with ongoing schema management.

- ✓ Everything in Implement
- ✓ Monthly wildfire victim resource content
- ✓ New mass tort product FAQ deployment
- ✓ Wikipedia entry development for Dave Fox and Fox Law APC
- ✓ Review generation management

70%+ AI mention rate, #1 recommendation for CA wildfire litigation

Growth

\$9,500/mo

Includes all tiers

Enterprise AI visibility for wildfire litigation nationally.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Real-time wildfire monitoring and schema deployment for new fires
- ✓ Case intake funnel optimization
- ✓ National expansion support

National AI visibility for wildfire, 85%+ CA mention rate

OUR RECOMMENDATION FOR FOX LAW APC

Fox Law APC recovered \$1 billion for 2,500+ wildfire victims — one of the strongest plaintiff-side wildfire records in California. The 360 score of 6.5/10 shows solid foundations. Converting that recovery record into AI-citable structured data will unlock the AI visibility that \$1B in outcomes deserves. The Implement tier (\$4,500/mo) is the right starting point.

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

- Structure \$1B+ wildfire recovery with case results schema and specific fire-event pages (1-2 days)
- Deploy LegalService + Attorney schema across all practice areas and 2 offices (1-2 days)
- Create FAQ pages with schema for all 5 active mass tort products (3-5 days)
- Optimize GBP for both offices with wildfire-specific service categories (1-2 days)

Ready to Take Action?

Ready to make Fox Law APC the first AI recommendation for wildfire litigation and mass torts in California?

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 2 offices, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 California wildfire/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