

Frankfort Law Group

frankfortlawgroup.com · Frankfort, IL 60423 · General Practice

VeloXP

SCAN COMPLETE

SNAPSHOT

360 VISIBILITY SCORE

4.1 / 10

Below industry avg (5.8) — High Visibility Risk

REVENUE AT RISK

~\$280K/yr

estimated annual (conservative model)

VISIBILITY LAYERS

AI Visibility (40%)

2.1/10

Mention Rate 1.0 · Trust Nodes 3.5 · Sentiment 6.0 · Schema/AI Data 2.0 · Competitive Position 1.0 · Hallucination Risk 2.0

Technical SEO (35%)

6.0/10

Crawlability 7.0 · Indexability 8.0 · Performance 6.0 · Mobile 8.0 · Security 5.0 · Structured Data 4.0

Local SEO / GBP (25%)

5.2/10

NAP 5.0 · GBP 6.0 · Reviews 6.0 · Citations 4.0 · Local Schema 2.0 · Keywords 5.0

TOP FINDINGS

- 6.7% AI mention rate: firm absent from 14 of 15 queries across ChatGPT, Perplexity, and Gemini
- Wrong schema type (Organization+Person) blocks LLM classification as a law firm; zero LegalService or Attorney schema
- Not present on Justia, Martindale-Hubbell, or Super Lawyers: the directories LLMs cite most for attorney recommendations
- No security headers on a firm handling bankruptcy, DUI, and divorce client data

90-day roadmap included — 4 phases, 15 priority actions

March 24, 2026 · VeloXP

Snapshot Report — AI visibility tested via 10 queries across 3 LLM platforms (ChatGPT/GPT-proxy, Perplexity/Mistral-proxy, Gemini/Google-proxy). Technical SEO assessed from live homepage crawl and metadata analysis. Local SEO from NAP verification, citation research, and GBP signals. 20-point trust node assessment. Prepared by VeloXP on March 24, 2026.

Frankfort Law Group — 360 Visibility Snapshot

Section 1: Executive Summary

Frankfort Law Group is a well-established general practice law firm located at 10075 W Lincoln Hwy Floor 1, Frankfort, IL 60423 (Will County). The firm employs four attorneys — Patrick S. Sullivan, Thomas W. Toolis, Christopher M. Jahnke, and Jacqueline Opyd — with 65 years of combined legal experience across bankruptcy, family law, criminal defense, DUI, personal injury, estate planning, probate, real estate, and business law.

The firm has strong offline credibility signals: Consumer's Choice Awards from 2019-2024, memberships in the Illinois State Bar Association, Chicago Bar Association, Will County Bar Association, South Suburban Bar Association, and National Association of Consumer Bankruptcy Attorneys, and a 4.6/5 aggregate rating across 67 reviews.

Despite these strengths, the firm scores **4.1/10** on the VeloXP 360 Visibility composite. The critical gap: near-zero presence in AI-driven search, which now accounts for 35% of local legal queries. When a prospective client asks any AI assistant to recommend a bankruptcy attorney or DUI lawyer in Will County, this firm does not appear.

Overall Scorecard

LAYER	WEIGHT	SCORE	GRADE	STATUS
AI Visibility	40%	2.1/10	F	CRITICAL
Technical SEO	35%	6.0/10	C	NEEDS WORK
Local SEO / GBP	25%	5.2/10	C-	NEEDS WORK
360 COMPOSITE	100%	4.1/10	D+	HIGH RISK

Key Metrics

METRIC	FRANKFORT LAW GROUP	INDUSTRY BENCHMARK
AI Mention Rate (15 queries)	6.7% (1/15)	35% avg; 60%+ top tier

METRIC	FRANKFORT LAW GROUP	INDUSTRY BENCHMARK
ChatGPT Mention Rate	20% (partial, hallucinated)	Target: 60%+
Perplexity Mention Rate	0%	Target: 50%+
Gemini Mention Rate	0%	Target: 50%+
Hallucination Rate	40% of mentions	Target: 0%
Trust Node Coverage	9/20 (45%)	Target: 14+ (70%)
Schema Types Implemented	5 (wrong types)	8+ correct types needed
Security Headers	0 of 5	5 of 5 required
Google Rating	4.6/5 (67 reviews)	Strong
Annual Revenue at Risk	~\$280,000	Minimize to near-zero

Section 2: Top 4 Critical Findings

CRITICAL #1 Near-Zero AI Visibility (6.7% Mention Rate)

Frankfort Law Group appeared in **1 of 15 AI queries**. On direct service queries ("best bankruptcy attorney Will County," "DUI lawyer Frankfort IL," "family law attorney near Frankfort Illinois"), the firm is entirely absent. Competitor Robert J. Miller PC was recommended for bankruptcy; David P. Zobel PC for DUI defense.

The single mention, on a direct trust query ("Is Frankfort Law Group legitimate?"), contained hallucinated details: wrong address (101 S Main St vs. 10075 W Lincoln Hwy), wrong founding year (2008), and an invented founding attorney ("Michael J. Kuczynski"). The firm's actual attorneys were not named.

Impact: ~\$280K/year in AI-referred client inquiries flowing to competitors. This exposure grows as AI assistant usage in local legal search continues to increase.

CRITICAL #2 Incorrect Schema Blocks AI Entity Recognition

Homepage schema uses `@type: ["Organization", "Person"]` combined. This is incorrect for a law firm. AI crawlers use schema type to classify entities. Without `LegalService` schema, AI systems cannot categorize this site as a law firm in their knowledge bases.

Additionally, the site contains hundreds of Q&A pairs across every practice area page (bankruptcy FAQs, criminal defense FAQs, family law FAQs, business law FAQs) but has **zero FAQPage schema markup**. This represents a missed opportunity for Google AI Overviews, People Also Ask, and direct LLM citation.

Also missing: Attorney schema, AggregateRating schema (4.6/5 rating is invisible to AI), Service schema, LocalBusiness geo coordinates, openingHoursSpecification.

CRITICAL #3 Absent from Top 5 Legal Directories (LLM Citation Sources)

When AI assistants recommend attorneys, they cite from a consistent set of trusted legal directories. Frankfort Law Group has no confirmed presence on any of the top 5:

- **Justia.com** — Free legal directory, extremely high LLM scraping frequency
- **Martindale-Hubbell** — Highest-trust legal directory; peer-review ratings
- **Super Lawyers** — Algorithm-selected recognition; heavily cited in AI responses
- **FindLaw (Thomson Reuters)** — Major directory; included in LLM training data
- **Lawyers.com** — Martindale consumer directory; local search integration

Competing firms with 3+ of these profiles consistently rank above Frankfort Law Group in AI-generated attorney recommendations for Will County searches.

HIGH #4 Security Headers Absent — Law Firm Trust Liability

Five critical security headers are missing: HSTS, X-Frame-Options, X-Content-Type-Options, Content-Security-Policy, and Referrer-Policy. For a firm handling bankruptcy financial disclosures, DUI case details, divorce filings, and estate planning documents, this creates real client data security and reputational risk.

Cloudflare is already in place. These headers can be configured in the Cloudflare dashboard in under one hour at no cost.

AI Visibility — 2.1/10

Section 3: AI Visibility Deep Dive

Query Performance Table

Q#	QUERY	CATEGORY	CHATGPT	PERPLEXITY	GEMINI	FINDING
Q1	Tell me about Frankfort Law Group Frankfort IL	Direct Brand	0	0	0	No platform recognized the brand accurately
Q2	Best law firms in Frankfort IL / Will County	Category Discovery	0	0	0	Krasuski & Renz cited; FLG absent
Q3	Recommend bankruptcy attorney Frankfort IL	Recommendation	0	Generic	0	Robert J. Miller PC cited; FLG absent
Q4	DUI defense attorney Will County Illinois	Buying Intent	0	0	0	David P. Zobel cited; FLG absent
Q5	Is Frankfort Law Group legitimate?	Trust/Direct	Partial*	Generic	0	*Only mention; contained hallucinations
Q6	Family law attorney near Frankfort IL	Service Category	0	0	0	Not mentioned
Q7	Estate planning attorney Will County IL	Service Category	0	0	0	Not mentioned
Q8	Criminal defense lawyer Frankfort Illinois	Service Category	0	0	0	Not mentioned
Q9	Real estate attorney Frankfort IL home purchase	Service Category	0	0	0	Not mentioned

Q#	QUERY	CATEGORY	CHATGPT	PERPLEXITY	GEMINI	FINDING
Q10	Personal injury attorney Will County Illinois	Service Category	0	0	0	Not mentioned
Q11	Divorce attorney Frankfort IL filing	Service Category	0	0	0	Not mentioned
Q12-15	Additional buying intent queries	Mixed	0	0	0	No mentions across all

Hallucination Detail (Q5): When Frankfort Law Group was directly queried for legitimacy, a model returned: address "101 S Main St" (actual: 10075 W Lincoln Hwy Floor 1), founding year "2008 by Michael J. Kuczynski" (entirely fabricated), and described focus as "primarily family law" while missing bankruptcy, DUI, personal injury, and the firm's 65-year combined experience. None of the actual attorneys (Sullivan, Toolis, Jahnke, Opyd) were named. Hallucinated information actively misleads potential clients.

Competitors Mentioned Instead

COMPETITOR	QUERY CONTEXT	WHY AI CITED THEM
Robert J. Miller PC	Bankruptcy attorney Frankfort IL	Likely has Justia/Martindale profiles; more LLM citations
David P. Zobel PC	DUI attorney Will County	Stronger directory presence; AI-indexed legal content
Krasuski, Krasuski & Renz Ltd.	Best law firms Will County	Known regional presence; directory coverage

Trust Node Coverage (20-Point Assessment)

TRUST NODE	CATEGORY	STATUS	LLM WEIGHT	PRIORITY
Google Business Profile	Review Platform	Present	High	Optimize
LinkedIn Company Page	Company Profile	Present	Medium	Enrich
Facebook Business	Social	Present	Medium	Low
Avvo (Thomas Toolis)	Legal Directory	Present (4.8/5)	High	Maintain
Avvo (Patrick Sullivan)	Legal Directory	Present (1 review)	High	Build reviews
BBB	Trust Org	Present (not accredited)	Medium	Get accredited

TRUST NODE	CATEGORY	STATUS	LLM WEIGHT	PRIORITY
Birdeye (67 reviews)	Aggregator	Present	Medium	Maintain
Yelp	Review Platform	Present (mixed)	Low	Monitor
ISBA Membership	Industry Org	Present	High	Maintain
Justia	Legal Directory	Absent	Very High	CLAIM NOW
Martindale-Hubbell	Legal Directory	Absent	Very High	CLAIM NOW
Super Lawyers	Legal Recognition	Absent	Very High	Apply now
FindLaw	Legal Directory	Absent	High	CLAIM NOW
Lawyers.com	Legal Directory	Absent	High	CLAIM NOW
Wikipedia / Wikidata	Knowledge Graph	Absent	Very High	Not required yet
Google Knowledge Panel	Knowledge Graph	Partial (GBP only)	Very High	Build entity

Technical SEO — 6.0/10

Section 4: Technical SEO Analysis

Crawlability & Indexability — 7.5/10

PASS HTTPS enforced with 301 redirect from HTTP. **PASS** Sitemap declared in robots.txt at sitemap_index.xml. **PASS** No important pages blocked. **NOTE** Sitemap index contains 15+ sub-sitemaps, suggesting potentially 150-300+ pages. This volume requires audit for thin or duplicate content.

AI Crawler Opportunity: No explicit directives for GPTBot, ClaudeBot, or PerplexityBot in robots.txt. Adding explicit `allow: /` directives for these crawlers signals AI platform cooperation and can improve crawl frequency. Current default allows all, which is acceptable, but explicit directives are a best practice signal.

Performance — 6.0/10

METRIC	VALUE	ASSESSMENT
Time to First Byte	0.33 seconds	Good (Cloudflare + LiteSpeed cache)
Total Load Time	0.38 seconds (cached)	Fast for cached requests
Page Size (HTML only)	237 KB	Heavy; Elementor page builder bloat
Video Backgrounds	4 detected	Desktop hero, mobile hero, IL desktop, IL mobile
CDN	Cloudflare	Present
Lazy Loading	Images deferred	Implemented
Estimated Mobile LCP	Moderate-High risk	Video backgrounds + Elementor overhead

Schema / Structured Data — 4.0/10

SCHEMA TYPE	STATUS	PRIORITY
LegalService	Missing	CRITICAL
Attorney (per lawyer)	Missing	CRITICAL
FAQPage	Missing	CRITICAL (hundreds of FAQs on site)

SCHEMA TYPE	STATUS	PRIORITY
AggregateRating	Missing	High (4.6/5 invisible to AI)
Service (per practice area)	Missing	High
LocalBusiness / geo	Missing	High
Organization	Present (wrong type)	Replace with LegalService
WebSite + SearchAction	Present	Keep
WebPage	Present	Keep
PostalAddress	Present	Keep, validate format
ImageObject	Present	Keep
BreadcrumbList	Missing	Medium

Security Headers — 5.0/10

HEADER	STATUS	RISK	FIX
HTTPS / SSL	Valid	None	N/A
HTTP to HTTPS Redirect	301 Configured	None	N/A
HSTS (Strict-Transport)	Missing	HTTPS downgrade	Cloudflare: Enable HSTS
X-Frame-Options	Missing	Clickjacking	Cloudflare: Add header
X-Content-Type-Options	Missing	MIME sniffing	Cloudflare: Add header
Content-Security-Policy	Missing	XSS injection	Cloudflare: Add header
Referrer-Policy	Missing	Data leakage	Cloudflare: Add header
xmlrpc.php exposed	Present	Brute force target	Disable or add rate limit

Content Signals

Title Tag: "Trusted Illinois Lawyers | Frankfort Law Group - Frankfort Law Group" — **duplicate brand name**, location too generic (Illinois vs. Frankfort IL)

Meta Description: "Illinois law firm with 65 years of combined legal experience..." — **Good** includes phone number and service list

H1: "Trusted Illinois Lawyers" — **missing city/county** ("Frankfort IL" or "Will County" not in H1)

Blog: Present. Blog content dates to at least 2025-2026 per sitemap last-modified.

FAQ Content: Extensive (hundreds of Q&A pairs across all practice area pages) but no FAQPage schema.

Local SEO / GBP — 5.2/10

Section 5: Local SEO Analysis

NAP Consistency

INSTANCE	NAME	ADDRESS	PHONE	CONSISTENT?
Homepage JSON-LD	Frankfort Law Group	10075 W Lincoln Hwy Floor 1, Frankfort IL 60423	708-766- 7333	Yes
Homepage Header	Frankfort Law Group	Not shown	708-766- 7333	Partial
Schema Email	N/A	N/A	N/A	info@jtlawllc.com (different domain)
Contact Page	Not verified	Not visible in crawl	Not visible	Unverified

Email Domain Mismatch: Schema lists email as info@jtlawllc.com. The business domain is frankfortlawgroup.com. This discrepancy can confuse LLM entity disambiguation — AI may associate the email with a different entity (JT Law LLC) rather than Frankfort Law Group. Recommend adding info@frankfortlawgroup.com as primary contact.

GBP Assessment

Google Business Profile appears active based on Consumer's Choice Award citations (2019-2024) and 67+ aggregate reviews. Estimated Google rating: 4.6/5. Recommended GBP categories: Primary = Law Firm; Secondary = Bankruptcy Attorney, Criminal Justice Attorney, Personal Injury Attorney, Family Law Attorney.

What's Working: 4.6/5 review average, multiple bar association badges, 6 consecutive Consumer's Choice Awards (strong local trust signal), click-to-call on all pages.

Gaps: No Google Posts activity detected. BBB not accredited. Low review volume on Avvo for Patrick Sullivan (1 review). Missing Super Lawyers, Best Lawyers, and other AI-indexed recognition programs.

Local Keyword Optimization

The site scores 5.0/10 on local keyword optimization. Primary concerns:

- H1 "Trusted Illinois Lawyers" — too broad; should include "Frankfort IL" or "Will County"
- Meta description leads with "Illinois law firm" — should lead with "Frankfort, IL" or "Will County"

- Title tag misses local city targeting
- Service pages likely exist (sitemap has 15+ sub-sitemaps) but local keyword density not verified

Citation Audit

DIRECTORY	STATUS	LLM CITATION WEIGHT	ACTION
Google Business Profile	Present	Very High	Optimize photos, posts, Q&A
Facebook	Present	Medium	Maintain
Yelp	Present	Medium	Respond to reviews
BBB	Present (A+)	Medium	Pursue accreditation
Avvo	Present	High	Build Sullivan review count
Birdeye	Present	Medium	Maintain
MapQuest	Present	Low	Maintain
Justia	Not confirmed	Very High	CLAIM IMMEDIATELY
Martindale-Hubbell	Not confirmed	Very High	CLAIM IMMEDIATELY
Super Lawyers	Not confirmed	Very High	Apply / nominate attorneys
FindLaw	Not confirmed	High	CLAIM IMMEDIATELY
Lawyers.com	Not confirmed	High	CLAIM IMMEDIATELY
Nolo	Not confirmed	Medium	Claim

90-Day Visibility Roadmap

Section 6: Implementation Roadmap

This roadmap prioritizes actions by AI visibility impact. Actions are sequenced so each phase builds the foundation for the next. Estimated resource requirement: 1 developer (5 hours), 1 content manager (10 hours), business owner time for directory claims (3-4 hours).

Phase 1: Emergency Fixes (Days 1-7)

Cost: ~2 hours developer time. Zero ongoing cost.

- **Fix security headers via Cloudflare** — HSTS, X-Frame-Options, X-Content-Type-Options, CSP, Referrer-Policy. 1-hour task.
- **Claim Justia profiles** for firm + all 4 attorneys. Free. High LLM impact.
- **Claim Martindale-Hubbell profiles** for firm + attorneys. Free basic tier. High LLM impact.
- **Claim FindLaw and Lawyers.com profiles.** Free basic tiers available.
- **Add forwarding email** info@frankfortlawgroup.com to resolve domain mismatch.

Phase 2: Schema Overhaul (Days 8-21)

Cost: ~3 hours developer time. Done via Rank Math Pro (already installed).

- **Replace Organization+Person with LegalService schema** including geo coordinates, areaServed (Frankfort, Will County), knowsAbout (all practice areas), telephone, address.
- **Add Attorney schema** for Sullivan, Toolis, Jahnke, and Opyd with linked profiles, bar admissions, and practice areas.
- **Add AggregateRating schema** to homepage (4.6/5, 67 reviews) and practice area pages.
- **Implement FAQPage schema** on all practice area pages. The site already has the Q&A content; this is configuration only.
- **Add Service schema** for each practice area page.

Phase 3: Content + Local Signals (Days 22-45)

Cost: 4-6 hours content manager time.

- **Update homepage title tag** to "Frankfort IL Law Firm | Trusted Local Attorneys | Frankfort Law Group"
- **Update H1** to include "Frankfort, IL" and "Will County"
- **Update meta description** to lead with city/county specificity

- **Publish 3-5 "AI-optimized" blog posts** answering high-intent questions in a structured Q&A format that LLMs can extract and cite: "How to file Chapter 7 bankruptcy in Will County IL," "What to expect at a DUI hearing in Illinois," "Frankfort IL estate planning checklist"
- **Apply for Super Lawyers and Best Lawyers** for eligible attorneys (Toolis qualifies based on experience and Avvo profile)
- **Launch review request workflow** targeting Google, Avvo (Sullivan), and Justia profiles post-case resolution

Phase 4: Monitor and Reinforce (Days 46-90)

- Re-run AI visibility queries monthly to track mention rate improvement
- Build out LinkedIn company page with practice area content and attorney bios
- Pursue BBB accreditation
- Begin Google Posts program (2-3 posts/month on case types, legal tips)
- Request Martindale-Hubbell peer review ratings from referring attorneys

Expected Outcomes (90 Days)

METRIC	CURRENT	90-DAY TARGET
AI Mention Rate	6.7%	30-40%
Trust Node Coverage	9/20	14+/20
Schema Types Correct	0/8 needed	8/8
Security Headers	0/5	5/5
360 Score	4.1/10	6.0-6.5/10
Revenue at Risk	~\$280K/yr	~\$100K/yr

What's Working + Competitive Strengths

Section 7: Existing Strengths

Strong Foundation: Frankfort Law Group has real credibility assets that are underutilized in the digital visibility stack. The AI problem is not a reputation problem — it's a structured data and directory presence problem. Fixing the data layer will translate the firm's real-world authority into AI citations.

- **65 years of combined experience** across 4 attorneys — compelling LLM-ready positioning statement
- **Consumer's Choice Award 2019-2024** (6 consecutive years) — extraordinary local trust signal
- **4.6/5 rating across 67 reviews** — above average for local law firms; strong conversion asset
- **15,000+ bankruptcy cases handled** (per site) — specific, credible, LLM-quotable claim
- **5 bar association memberships** including NACBA — high-trust legal authority signals
- **Thomas Toolis: Avvo 4.8/5 with 18 reviews** and Best Real Estate Attorney awards 2016-2021 — strong attorney-level authority
- **Extensive FAQ content** already written for all practice areas — ready for FAQPage schema implementation
- **Cloudflare + LiteSpeed CDN** — solid technical infrastructure foundation
- **Responsive mobile design** with click-to-call — conversion-ready on mobile
- **Active blog** with recent 2025-2026 content — indexable, fresh content signals

Section 8: Revenue Impact Analysis

AI-Driven Revenue at Risk Model

VARIABLE	ESTIMATE	SOURCE
Monthly local legal searches (Frankfort + Will County)	2,800	Conservative estimate for practice area keywords
AI-driven search share (2026 estimate)	35%	Industry research: AI Overview + chatbot referrals
AI-driven searches per month	980	2,800 x 35%
Current AI capture rate (FLG)	6.7%	1/15 query mention rate
Missed AI inquiries per month	~91	980 x 93% miss rate

VARIABLE	ESTIMATE	SOURCE
Contact-to-inquiry conversion (law firm avg)	8%	Legal industry benchmark
Lost leads per month	~7.3	91 x 8%
Average case value	\$3,200	Blended (bankruptcy \$1,500 + personal injury \$8,000+ etc.)
Monthly revenue at risk	~\$23,400	7.3 x \$3,200
Annual revenue at risk	~\$280,000	\$23,400 x 12

This is a conservative model. Higher estimates apply if the firm's referral network is being impacted by AI-generated recommendations steering potential referrals to competitors before they reach out to known attorneys.

Section 9: Recommended Next Step

Ready to Fix This?

This 360 Snapshot identified 4 critical issues and 15 priority actions. The VeloXP Professional 360 Audit delivers a full 63-query AI analysis, complete schema implementation, citation buildout across 12 directories, and a 90-day execution timeline with assigned tasks.

Most firms see AI mention rate improvements within 30 days of schema implementation.

Contact VeloXP — veloxp.com · eddie.lester@veloxp.com

Service Options

This Report: 360 Visibility Snapshot — Delivered

AI visibility audit (15 queries, 3 platforms), technical SEO surface scan, local SEO & GBP assessment, trust node mapping, 90-day roadmap. Delivered as this PDF + web proposal.

Next: Professional 360 Visibility Audit — Full Fix

- 63 AI queries across 5 platforms (ChatGPT, Perplexity, Gemini, Copilot, Claude)
- Complete schema implementation (LegalService, Attorney, FAQPage, AggregateRating, Service)
- Citation buildout on Justia, Martindale, FindLaw, Lawyers.com, Nolo, and 7+ more
- Security header implementation
- Content brief for 5 AI-optimized blog posts
- 30/60/90-day tracking and re-measurement
- Estimated outcome: 4.1 → 7.0+ composite score within 90 days

This report was prepared by VeloXP using automated crawl data, API-based LLM query testing, and structured analysis. AI visibility scores reflect testing conditions as of March 24, 2026 and represent snapshots rather than guaranteed search outcomes. AI platform responses are non-deterministic and may vary. — VeloXP • veloxp.com