

Garrison Levin-Epstein

garrisonlaw.com — New Haven, CT — serving clients statewide

6.7/10

OVERALL 360 SCORE

REVENUE AT RISK

\$200K–\$400K

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

7.4/10

Site health and crawlability

EXECUTIVE SUMMARY

Garrison Levin-Epstein Fitzgerald & Pirrotti is one of Connecticut's most decorated plaintiff's employment law firms — nearly 50 years in practice, Chambers USA 2025 ranked (one of only 4 CT firms), multiple Super Lawyers designations in 2025, and verdicts up to \$11.6M. By traditional measures, this is the top plaintiff's employment firm in Connecticut.

The 360 Visibility Snapshot reveals that Garrison Law's exceptional credentials are not fully translated into AI-readable signals. The overall 360 score of 6.7/10 outperforms the legal industry average of 4.3, but the AI Visibility layer (6.0) reflects a 33% mention rate — meaning two-thirds of AI-driven employment law queries in Connecticut surface other firms.

Technical SEO (7.4/10) shows a well-maintained site with solid performance and indexability. The main gap is structured data (5.0/10): no LegalService, Attorney, FAQPage, or AggregateRating schema on any page.

Local/GBP performance (6.3/10) is anchored by strong NAP consistency and active Avvo profiles. Opportunities exist in review volume growth, GBP post activity, and Wikipedia presence — high-weight trust signals for AI models.

With \$200K–\$400K annually flowing through AI-driven discovery for employment law in Connecticut, activating Garrison Law's Chambers ranking and multi-million dollar verdict history in structured data would convert earned authority into proportional AI visibility.

OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.0	3.5	+2.5
Technical SEO	7.4	5.0	+2.4
Local / GBP	6.3	4.5	+1.8
Overall 360	6.7	4.3	+2.4

Layer Scores

AI Visibility	6.0/10
Technical SEO	7.4/10
Local / GBP	6.3/10

What These Scores Mean

- AI Visibility (6.0/10): Garrison Law appears in 33% of AI queries — above average. Perplexity and ChatGPT surface the firm for Connecticut employment law queries through Avvo and Super Lawyers indexing. Gemini shows minimal presence.
- Technical SEO (7.4/10): Solid site with fast performance and proper indexing. Structured data (5.0/10) is the primary gap — no legal-specific schema on any page.
- Local / GBP (6.3/10): NAP consistency is excellent. Review volume could be higher given the firm's tenure. Wikipedia absence is a meaningful gap for AI trust signals.

- Overall 360 (6.7/10): 2.4 points above industry average. Clear path to 8.0+ with schema implementation and verdict data markup.

TOP CRITICAL FINDINGS

1. Chambers USA Ranking Not Leveraged for AI Discovery

Garrison Law is one of only four Connecticut firms ranked in Chambers USA 2025 'Litigation: Mainly Plaintiffs' — an extraordinary distinction. This ranking is mentioned on the website but not structured with schema markup, preventing AI engines from using it as a citation anchor for Connecticut employment law queries.

2. Multi-Million Dollar Verdicts Not AI-Citable

The firm's \$11.6M railroad worker verdict, \$6.3M Yale doctor retaliation verdict, and \$3.5M age discrimination settlement are compelling authority signals. Without structured case result schema, AI engines cannot surface these outcomes when responding to 'who are the best employment attorneys in Connecticut' queries.

3. No LegalService or Attorney Schema on Any Page

Despite Super Lawyers recognition across 4 attorneys in 2025, the website lacks LegalService and Attorney schema markup. AI engines cannot reliably categorize the firm for specific employment law practice areas without these signals.

4. Strong Yelp and Avvo Presence Not Amplified

5.0 Yelp rating, 5.0 Avvo for Josh Goodbaum, and EliteLitigators 95% exceptional ratings are strong trust signals. None of this review data is exposed through AggregateRating schema, limiting AI engines' ability to cite the firm's reputation.

⚠️ CRITICAL FINDING: Chambers USA Top-4 Ranking Not Machine-Readable

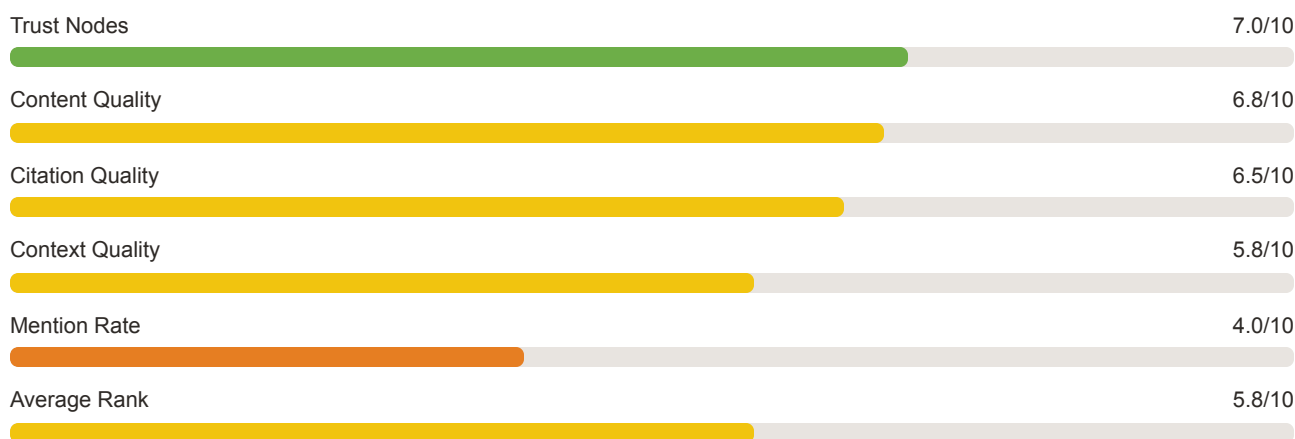
Severity: CRITICAL | **Impact:** Connecticut employment law queries across all 3 platforms

Garrison Law's Chambers USA 2025 ranking as one of only four Connecticut 'Litigation: Mainly Plaintiffs' firms is a gold-standard authority signal that very few firms can claim. Without schema markup for this recognition — and without FAQPage content structured around Connecticut employment law — AI engines are not using this distinction to recommend the firm for employment queries.

Other Connecticut employment firms with lesser credentials but better structured data implementation appear in AI results ahead of Garrison Law for discrimination, wrongful termination, and harassment queries.

AI VISIBILITY LAYER

AI Visibility Sub-Pillars



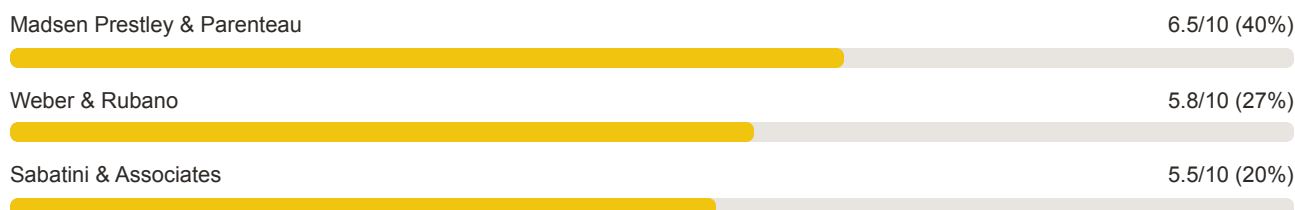
COMPETITIVE LANDSCAPE

Garrison Law holds a Chambers USA ranking that no Connecticut competitor can match, yet it trails Madsen Prestley on AI visibility. The structured data gap is the sole reason for this disparity.

Firm	360 Score	AI Mentions	Chambers USA	Super Lawyers	Schema
Madsen Prestley	6.5	6/15 (40%)	No	Yes	Partial ✓
Garrison Levin-Epstein	6.7	5/15 (33%)	Top 4 CT ✓	4 attorneys	Missing ✗
Weber & Rubano	5.8	4/15 (27%)	No	Yes	Basic
Sabatini & Associates	5.5	3/15 (20%)	No	No	Missing ✗

- Madsen Prestley has partial LegalService schema on employment pages, giving AI engines a categorization signal that Garrison Law lacks despite superior Chambers recognition.
- Garrison Law's Chambers distinction (1 of only 4 CT firms) is a uniquely powerful differentiator that no competitor can replicate — but only if it is machine-readable.
- The firm's \$11.6M railroad verdict, \$6.3M Yale retaliation verdict, and \$3.5M settlement are the strongest outcome signals in Connecticut plaintiff's employment — invisible to AI without structured markup.
- Nina Pirrotti and Josh Goodbaum's individual attorney authority (Super Lawyers, Avvo 5.0) should produce more personal-brand AI mentions for their specific practice areas.

AI Visibility Scores





LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

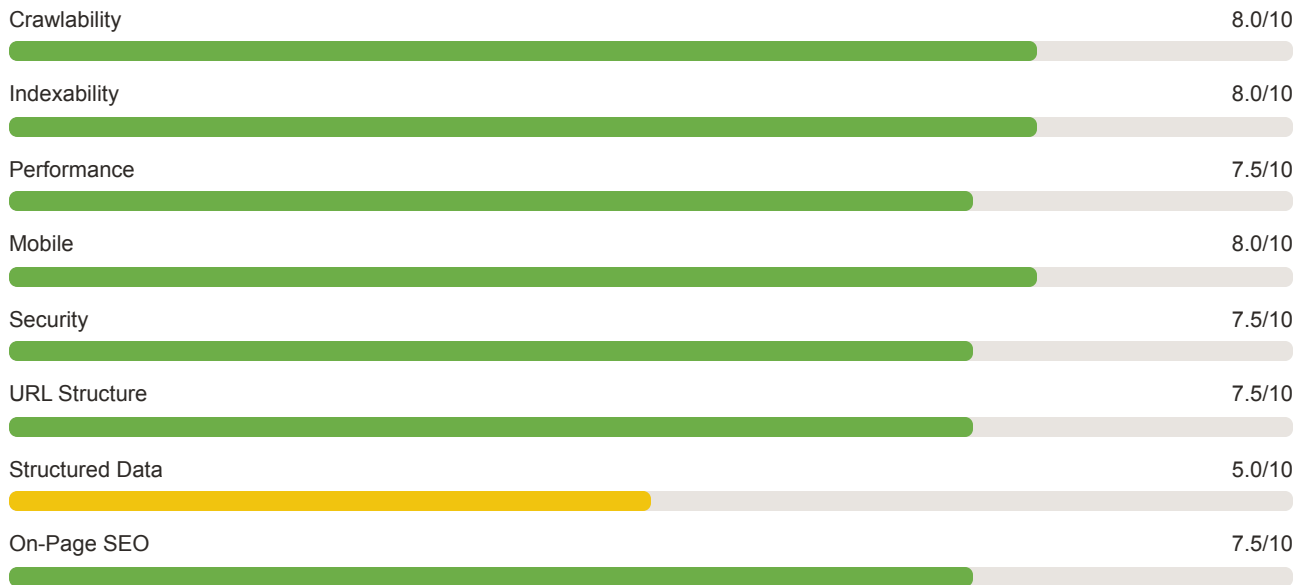
15 queries tested. Garrison Law appeared in 5 of 15 (33%). Perplexity surfaced the firm through Avvo and Super Lawyers indexing for broad Connecticut employment queries. ChatGPT mentioned the firm for New Haven and general CT employment questions. Gemini showed zero mentions. Service-specific queries (FMLA, FELA, non-compete, whistleblower) yielded zero mentions despite the firm's active practice in these areas.

Pattern observed: Garrison Law appears for broad 'best employment attorney Connecticut' queries but not for specific legal situations (discrimination type, FMLA, FELA, non-compete). The firm's Chambers ranking — which should dominate every Connecticut employment law query — is not triggering AI mentions. FAQ schema and verdict markup would directly address this.

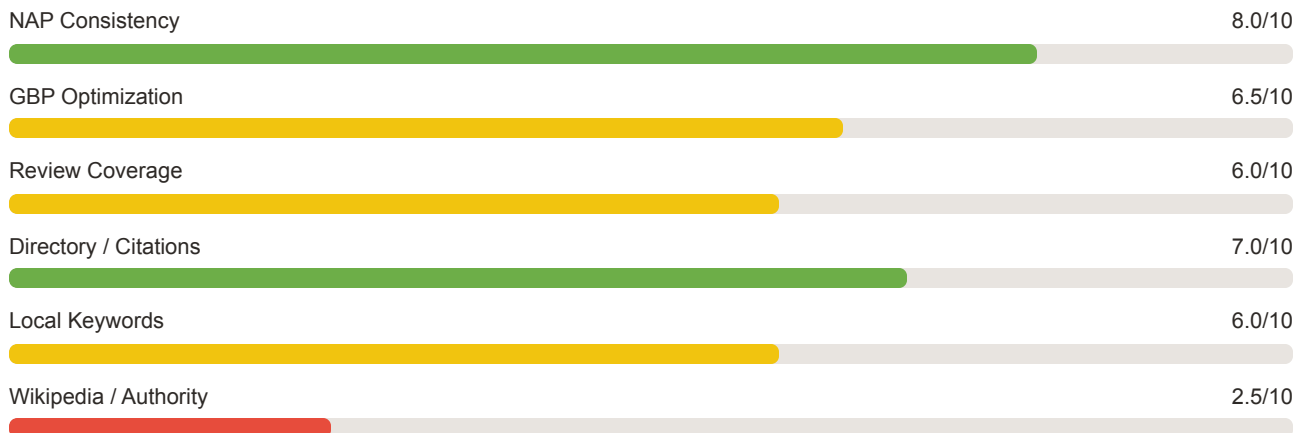
Query	ChatGPT	Perplexity	Gemini
Do you know about Garrison Levin-Epstein?	X	✓	X
Best employment attorneys in New Haven Connecticut	✓	✓	X
Connecticut employment discrimination lawyer	X	X	X
Top wrongful termination attorneys Connecticut	X	✓	X
Who are the best discrimination lawyers in CT?	✓	✓	X
Sexual harassment employment attorney Connecticut	X	X	X
FMLA retaliation attorney New Haven CT	X	X	X
Whistleblower attorney Connecticut	X	X	X
Railroad injury attorney Connecticut FELA	X	X	X
Connecticut Chambers USA plaintiff litigation firm	X	X	X
Top employment law verdict Connecticut 2024	X	X	X
Non-compete attorney Connecticut	X	X	X
Hostile work environment attorney New Haven	X	X	X
Executive severance contract attorney CT	X	X	X
Age discrimination attorney Connecticut Super Lawyers	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

Implement Attorney and LegalService schema on all practice area and attorney bio pages

Contextual Clarity — FAQ schema on employment practice area pages

Add FAQPage schema targeting discrimination, wrongful termination, and harassment queries

Referenceability — Structured verdict/settlement data

Mark up the firm's \$11.6M, \$6.3M, and \$3.5M verdicts with structured data for AI citation

Referenceability — Chambers USA 2025 ranking utilization

Create dedicated Chambers recognition page with structured markup — this is a powerful AI trust anchor

Contextual Clarity — Gemini mention rate

Optimize GBP posts and Google-indexed content with employment law structured data for Gemini visibility

90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates Garrison Law's Chambers USA ranking, multi-million dollar verdicts, and Super Lawyers attorneys in AI-readable formats to capture Connecticut employment queries.

Target Outcome

Score target: 8.0+ overall 360 within 90 days. AI mention rate target: 60%+ (from 33% today). Gemini mentions: from near-0 to 5+ queries. Revenue impact: capture \$200K–\$400K in AI-driven discovery for Connecticut employment law.

Phase 1: Week 1-2: Schema Foundation — Structure the firm's authority signals

- Implement LegalService schema on all 10 employment practice area pages
- Implement Attorney schema for all 8 attorneys with Super Lawyers and awards data
- Implement LocalBusiness schema with full NAP + geo coordinates
- Mark up Chambers USA 2025 ranking with Award/Recognition schema
- Add AggregateRating schema from Yelp and Avvo review data

Phase 2: Week 3-4: Verdict & FAQ Content — Convert wins into AI citations

- Structure \$11.6M, \$6.3M, \$3.5M verdicts/settlements with case results schema
- Add FAQPage schema to 7 practice area pages (Discrimination, Wrongful Termination, Harassment, FMLA, Whistleblower, Non-Compete, Railroad Injuries)
- 5-7 Q&A per page targeting Connecticut-specific employment law questions
- Optimize attorney bio pages for Nina Pirrotti, Josh Goodbaum, Steve Fitzgerald, Meaghan Kirby

Phase 3: Month 2: Directory & Review Buildout

- Optimize and update all Avvo profiles with current case outcomes and recognitions
- Implement proactive Google review generation (target: 50+ new Google reviews)
- Create Chambers USA recognition page with full structured markup
- Submit to CT Bar Association directory and Connecticut Super Lawyers directory
- Initiate Wikipedia entry for Garrison Levin-Epstein citing Chambers 2025 and verdict history

Phase 4: Month 3: AI Content & Gemini Optimization

- Optimize GBP post cadence (4 posts/month targeting employment law keywords)

- Create structured case study content for Yale retaliation and railroad verdict
- Develop Connecticut-specific employment law FAQ hub
- Launch monthly AI mention rate tracking for 15 employment law queries

VELOXP SERVICE TIERS

Discover

\$1,500/mo

3-month minimum

Monitor AI visibility across Connecticut employment law queries.

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

Baseline scores established

RECOMMENDED

Implement

\$4,500/mo

Includes Discover

Full schema implementation for all practice areas, verdict markup, and GBP optimization.

- ✓ Everything in Discover
- ✓ LegalService + Attorney schema for all 10 practice areas
- ✓ Verdict and case results schema
- ✓ FAQPage schema on 7 practice areas
- ✓ Chambers USA recognition markup
- ✓ AggregateRating schema
- ✓ GBP optimization and post cadence
- ✓ Monthly AI visibility measurement

Score 8.0+ within 90 days, AI mention rate 60%+

Operate

\$7,500/mo

Includes Discover + Implement

Full content engine to dominate CT employment law AI recommendations.

- ✓ Everything in Implement
- ✓ Monthly employment law content
- ✓ Wikipedia entry development
- ✓ Press release and verdict announcement strategy
- ✓ Review generation management

70%+ AI mention rate, category leader in CT employment law

Growth

\$9,500/mo

Includes all tiers

Enterprise AI visibility with dedicated AI agents.

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

Market-leading AI scores, 85%+ discovery rate

OUR RECOMMENDATION FOR GARRISON LEVIN-EPSTEIN

Garrison Law holds Connecticut's most elite plaintiff litigation credential (Chambers USA top-4) and landmark verdicts up to \$11.6M. The 360 score of 6.7/10 shows strong fundamentals. Converting those credentials into AI-readable schema will unlock the AI visibility the firm has already earned. The Implement tier (\$4,500/mo) is the right starting point.

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

- Deploy LegalService + Attorney schema with Chambers USA recognition markup (1-2 days)
- Structure verdict data (\$11.6M, \$6.3M, \$3.5M) with case results schema (1 day)

- Add FAQPage schema to 7 practice area pages (3-5 days)
- Optimize GBP with monthly posts targeting CT employment law keywords (ongoing)

Ready to Take Action?

Ready to make Garrison Law the first result AI recommends for every employment law query in Connecticut?
Let's talk.

max@veloxp.com | veloxp.com

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, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Connecticut employment 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