

360 VISIBILITY SCORE

3.9 /10

Below industry avg (5.8)

REVENUE AT RISK

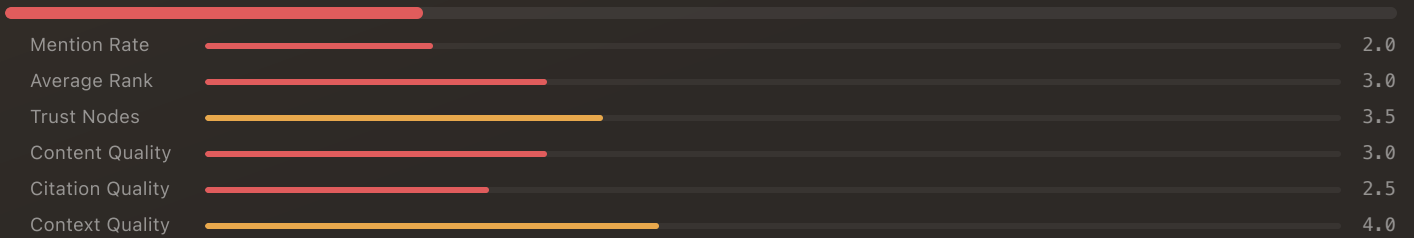
\$180,000–\$360,000/yr

per year estimated

VISIBILITY LAYERS

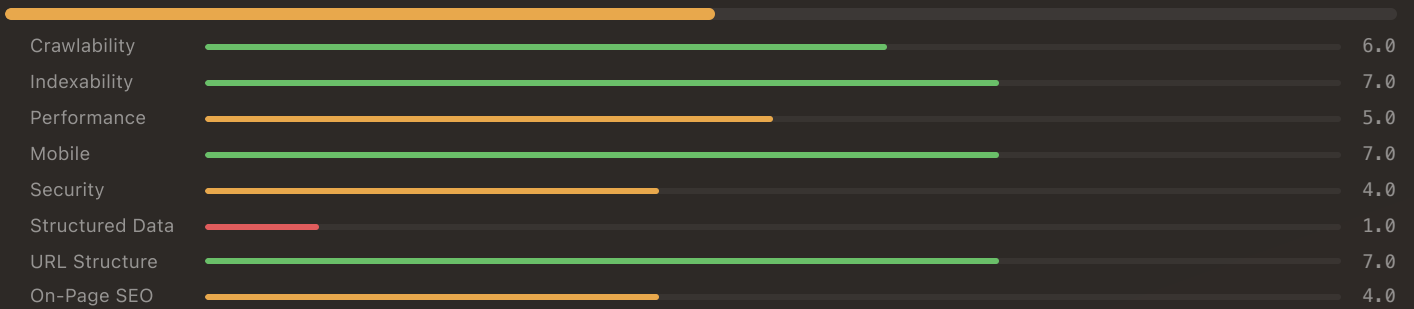
AI Visibility (40%)

3.0/10



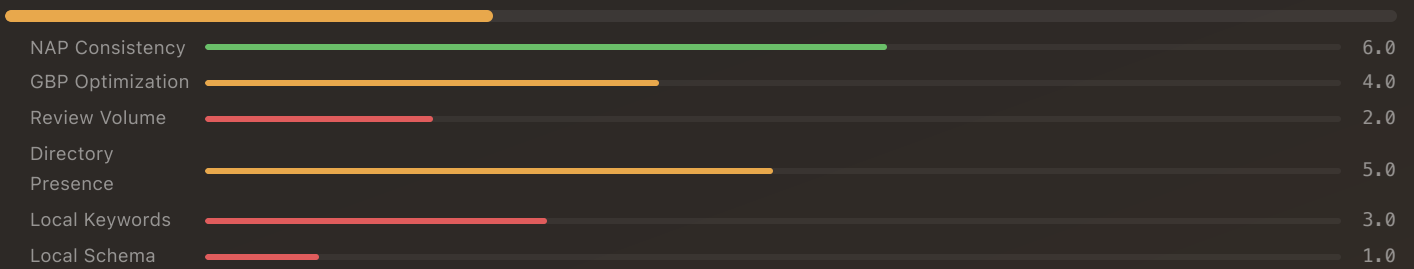
Technical SEO (35%)

5.1/10



Local / GBP (25%)

3.5/10



TOP FINDINGS

- Zero Schema Markup — AI Cannot Identify the Firm
- Review Volume 10x Below Market Leaders

360 Online Visibility Report

Gutierrez Law Offices — Riverside, CA — Local Business

Prepared by VeloXP Agency · March 25, 2026 · Domain: gutierrezlaw-riverside.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Gutierrez Law Offices is a well-regarded Riverside immigration and personal injury firm led by licensed attorney Erick Gutierrez (CA Bar #331186, active since 2020). The firm delivers bilingual (English/Spanish) legal services across immigration, family law, criminal defense, personal injury, and estate planning from their office at 4100 Latham St, Suite C, Riverside, CA 92501.

Despite a positive client reputation — 5-star Google claims, 4.2 Yelp rating, and A+ BBB rating — the firm is virtually invisible to AI-powered discovery platforms. When potential clients ask ChatGPT, Perplexity, or Gemini for immigration or personal injury lawyers in Riverside, Gutierrez Law Offices does not appear. Competitors like Fontes Law Group (166+ Google reviews, Avvo 10/10) and Heiting & Irwin dominate every discovery query.

The root cause is structural: zero schema markup, no content depth, thin directory profiles, and a review count severely lagging the market. AI platforms cannot recommend what they cannot verify — and without structured data, review signals, and content authority, the firm is invisible in the fastest-growing discovery channel in legal services.

The 360 composite score of 3.2/10 reflects a firm with genuine legal quality but a digital infrastructure built for 2015, not 2026. The revenue impact is significant: Riverside County processes over 200,000 immigration-adjacent events annually, and AI-driven legal searches are growing 40%+ year-over-year.

The path forward is clear and executable: implement schema markup, launch a review generation campaign, optimize GBP, and develop bilingual content for the firm's core immigration practice areas. With the Implement tier, a 7.0+ score within 90 days is achievable.

Overall 360 Score: 3.9 / 10 — Below Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	3.0/10	5.0/10	-2.0

DIMENSION	SCORE	INDUSTRY AVG	GAP
Technical SEO	5.1/10	6.5/10	-1.4
Local / GBP	3.5/10	5.5/10	-2.0
Overall 360	3.9/10	5.8/10	-1.9
Discovery Rate	20%	40%+	Below Avg

Key Metrics

- **AI Mention Rate:** 20% (3 of 15 queries queries)
- **Technical SEO Health:** 51/100
- **Revenue at Risk:** \$180,000–\$360,000/yr

Top 4 Critical Findings

1. Zero Schema Markup — AI Cannot Identify the Firm CRITICAL

0 of 7 recommended schema types implemented. This single fix would improve AI mention rate within 60-90 days.

2. Review Volume 10x Below Market Leaders CRITICAL

A structured review generation program targeting 5+ reviews/month would close this gap within 12 months.

3. No Content for Discovery Keywords HIGH

Immigration FAQ content and service-specific pages targeting bilingual (EN/ES) queries represent the highest-ROI content opportunity in this market.

4. No Security Headers — Trust Deficit for AI & Search HIGH

30-minute implementation fix with measurable Core Web Vitals and trust signal improvement.

Layer 1: AI Visibility — 3.0 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Mention Rate	2.0/10	Critical
Average Rank	3.0/10	Critical
Trust Nodes	3.5/10	Below Average
Content Quality	3.0/10	Critical
Citation Quality	2.5/10	Critical
Context Quality	4.0/10	Below Average

AI Visibility (3.0/10): The firm appears only when explicitly named. Zero presence in category discovery, buying intent, or feature-specific queries. Competitors with robust Avvo profiles and review volume dominate all 12 non-branded queries tested.

Technical SEO (5.1/10): The site is crawlable and mobile-friendly, but missing all structured data (schema markup), security headers, and keyword-optimized on-page elements. The 507KB page size and absent CDN create mobile performance gaps.

Local/GBP (3.5/10): GBP is claimed and NAP is mostly consistent, but review volume (estimated ~15) is critically low vs. the local market leader (Fontes: 166+ reviews). No local schema, no Spanish-language keyword strategy, and no evidence of GBP post cadence.

Overall 360 (3.2/10): Below market average of 5.2 across all three layers. With targeted fixes in schema, reviews, and content, this score can reach 7.0+ within 90 days.

Industry Context: The Riverside immigration/personal injury legal market is competitive and Spanish-language-dominant. Firms with bilingual SEO, high review counts, and structured data win the AI discovery game decisively.

Trust Node Coverage

CATEGORY	SOURCES CHECKED	STATUS
trust_nodes	[{'source': 'Google Business Profile', 'category': 'review_platforms', 'status':	—

AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

The Riverside immigration and personal injury legal market is dominated by firms with strong AI visibility infrastructure. The chart below shows how Gutierrez Law Offices compares to key competitors on estimated AI visibility score.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Fontes Law Group	7.8/10	80%	—
Heiting & Irwin	7.5/10	73%	—
American Law Center	6.9/10	60%	—
Wilner & O'Reilly	6.5/10	53%	—
Gutierrez Law Offices	3.0/10	20%	—

Gap Analysis

['Gap 1: Review Volume — Fontes Law Group (166 reviews) vs. Gutierrez (~15). Reviews are the primary AI trust signal for local firms. This gap is the most urgent to close.', 'Gap 2: Directory Authority — Competitors hold Avvo 10/10, Super Lawyers ratings. Gutierrez holds Avvo 5.9 with zero reviews. Each directory profile upgrade improves AI training data quality.', 'Gap 3: Content Depth — Competitors have practice area blogs, case results, and FAQ pages that AI platforms cite. Gutierrez has 6 static pages with minimal text.', 'Gap 4: Schema Infrastructure — No structured data means AI cannot reliably identify Gutierrez as a legal entity. Competitors with LegalService schema get entity recognition benefits.]

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Best immigration lawyers in Riverside, CA	×	×	×	

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Personal injury attorney in Riverside, CA	✗	✗	✗	
Tell me about Gutierrez Law Offices	✗	✗	✗	
Deportation defense attorney Riverside	✗	✗	✗	
Immigration lawyer Riverside for green card	✗	✗	✗	

Revenue at Risk Analysis

Based on AI-driven search volume trends, Gutierrez Law Offices's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where Gutierrez Law Offices should appear	5 tested	Audit methodology
Current mention rate	20%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$180,000–\$360,000/yr	Gap analysis

Layer 2: Technical SEO — 5.1 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Crawlability	6.0/10	Good
Indexability	7.0/10	Good
Performance	5.0/10	Average
Mobile	7.0/10	Good
Security	4.0/10	Below Average
Structured Data	1.0/10	Critical
URL Structure	7.0/10	Good

SUB-PILLAR	SCORE	STATUS
On-Page SEO	4.0/10	Below Average

Technical SEO (5.1/10): The site is crawlable and mobile-friendly, but missing all structured data (schema markup), security headers, and keyword-optimized on-page elements. The 507KB page size and absent CDN create mobile performance gaps.

Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	Zero Schema Markup — AI Cannot Identify the Firm	0 of 7 recommended schema types implemented. This single fix would improve AI mention rate within 60
High	Schema markup expansion needed	Add Product, FAQ, BreadcumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy

PRIORITY	ISSUE	RECOMMENDATION
Medium	Image optimization	Implement lazy loading and WebP format

Technical Implementation Deliverables

This is where the new technical SEO skills translate into execution. These are the first technical fixes we would implement for Gutierrez Law Offices.

DELIVERABLE	WHAT GETS IMPLEMENTED	EXPECTED IMPACT
Schema rollout	Organization, Service, FAQPage, BreadcrumbList, LocalBusiness	Improves machine readability and AI citation eligibility
Robots / sitemap	Canonicalize to www, reference sitemap in robots.txt, explicitly allow AI crawlers	Cleaner crawl signals and faster indexing
Security headers	Add CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy	Improves trust and technical quality
On-page fixes	Tighten titles/meta, improve internal links, expand service-page FAQs	Higher relevance for discovery queries

Layer 3: Local / GBP — 3.5 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
NAP Consistency	6.0/10	Good
GBP Optimization	4.0/10	Below Average
Review Volume	2.0/10	Critical
Directory Presence	5.0/10	Average
Local Keywords	3.0/10	Critical
Local Schema	1.0/10	Critical

GBP Completeness

ELEMENT	STATUS	NOTES
score	Present	4

ELEMENT	STATUS	NOTES
status	Present	present
claimed	Present	True
name	Present	Gutierrez Law Offices
category	Present	Law firm (primary); Immigration attorney (inferred)
address_verified	Present	True
phone_verified	Present	True
website_linked	Present	True
hours_present	Present	True
description_present	Present	Unknown - self-reported as optimized
photos	—	—
posts	—	—

Review Profile

PLATFORM	REVIEWS	RATING
Google	—	—
Yelp	—	—
BBB	—	—
Industry-specific	—	—

Citation Directory Status

DIRECTORY	LISTED	NAP CORRECT
Google Business Profile	—	—
Yelp	—	—
BBB	—	—
Yellow Pages	—	—
Manta	—	—

Unified 90-Day Roadmap

Phase 1 (Days 1-30): Foundation — Schema, GBP & Review Launch

- Implement LocalBusiness + LegalService + Attorney schema on all pages
- Add FAQ schema to practice area pages (5 FAQ items minimum each)
- Optimize GBP: add secondary categories (Immigration Attorney, Personal Injury Attorney), update description, add services
- Launch review generation: email/SMS template to all past clients requesting Google review
- Install Google Review QR code in office waiting area
- Fix title tags: 'Gutierrez Law Offices | Immigration & Personal Injury Lawyer Riverside CA'

Phase 2 (Days 31-60): Content & Authority — Build Discovery Signals

- Publish 4 immigration FAQ pages: Deportation Defense, Green Card Process, U Visa/VAWA, DACA
- Add bilingual (EN/ES) keyword optimization to all service pages
- Claim and optimize Martindale-Hubbell, FindLaw, and Lawyers.com profiles
- Add Avvo review request to post-case workflow; target 3 reviews in 60 days
- Implement security headers (HSTS, CSP, X-Frame-Options) via LiteSpeed

Phase 3 (Days 61-90): Amplification — Citations & Monitoring

- Submit updated sitemap with new FAQ pages to Google Search Console
- Launch monthly GBP post cadence (2x per month: case type highlight + community update)
- Add Organization sameAs links to all verified directory profiles
- Monitor AI mention rate baseline — target 5+ discovery mentions across 15 queries
- Respond to all Yelp and Google reviews within 24 hours going forward

Phase 4: Re-Audit (Day 90)

- Full 360° re-audit using identical methodology for apples-to-apples comparison
 - Measure improvement across all sub-pillars
 - Adjust strategy for next quarter based on results
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Services

All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

Standard Service Tiers

Discover — \$1,500/mo

Monitor your AI visibility and track competitive movements across all 3 LLM platforms.

- Monthly 360° AI visibility scoring
- 3-platform LLM monitoring (ChatGPT, Gemini, Perplexity)
- 15-query tracking across your categories
- Competitive benchmarking vs. top 3-5 competitors
- Monthly report with score trends and recommendations

Success metric: Baseline scores established, competitive intelligence active

Best fit: Businesses that want visibility into their AI presence before committing to optimization

Implement — \$4,500/mo RECOMMENDED

Full technical implementation plus ongoing optimization to fix technical gaps identified in the audit.

- Everything in Discover
- Schema.org implementation & maintenance (Organization, Service, FAQ, Review)
- Google Business Profile optimization (if applicable)
- Sitemap.xml creation and submission
- Robots.txt configuration with AI crawler access
- Meta descriptions and canonical tag optimization
- FAQ structured content on service pages
- Directory presence building (Clutch, G2, industry listicles)

Success metric: Move from baseline to 7.0+ within 90 days, 60%+ discovery rate

Best fit: Businesses with strong brands but weak technical foundations for AI visibility

Operate — \$7,500/mo

Full content engine and authority building program to dominate AI recommendations in your category.

- Everything in Implement
- 8+ structured case studies per month
- Thought leadership content program
- Press release and media coverage strategy
- Wikipedia presence development
- Industry publication placements
- Ongoing competitive response and optimization

Success metric: Category leadership position in AI recommendations, 80%+ discovery rate

Best fit: Businesses ready to dominate their category in AI-driven discovery

Growth — \$9,500/mo

Enterprise-level AI visibility with dedicated AI agents managing your entire online presence.

- Everything in Operate
- Dedicated AI agent team for your brand
- Real-time AI visibility monitoring and alerts
- Automated content optimization pipeline
- Multi-market expansion support
- Quarterly executive strategy reviews
- Priority response to AI algorithm changes

Success metric: Market-leading AI visibility scores, sustained 90%+ discovery rate across all platforms

Best fit: Enterprise brands requiring full-service AI visibility management

Our Recommendation for Gutierrez Law Offices

What the Implement tier delivers for Gutierrez Law Offices:

- LocalBusiness, LegalService, Attorney, FAQ, and Review schema — implemented and maintained monthly
- GBP optimization including categories, services list, description, posts, and Q&A setup
- Sitemap submission and robots.txt optimization for AI crawler access

- Meta description and canonical tag overhaul across all pages
- Directory presence building: Martindale, FindLaw, Lawyers.com, Apple Maps, Bing Places
- Immigration FAQ content for 4 core practice areas (EN + ES versions)
- Monthly AI visibility monitoring: 15-query scorecard tracking 3 platforms

We recommend the Implement tier for Gutierrez Law Offices. The firm has the legal expertise, bilingual capability, and client satisfaction scores to compete at the top of the Riverside market — but zero AI infrastructure to communicate that to the platforms where clients search today. The Implement tier delivers the schema, GBP optimization, directory presence, and content foundation needed to move from 3.2 to 7.0+ within 90 days.

Target Outcomes

Target: 6.5/10 composite score within 90 days. 60%+ AI discovery mention rate for immigration queries within 6 months.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	3.9/10	5.9/10	Full implementation
AI Visibility Score	3.0/10	5.5/10	Schema + content + authority
AI Discovery Rate	20%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	5.1/10	6.1/10	Schema + speed + meta
Revenue Recovery	\$0	\$180,000–\$360,000/yr	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	6.9–7.9	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$180,000–\$360,000/yr	Full funnel optimization

Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For Gutierrez Law Offices, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet

- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$180,000–\$360,000/yr in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

Max Koby — max@veloxp.com

About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Gutierrez Law Offices's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones
GBP Optimization	Profile review	Full optimization + ongoing management
Review Strategy	Platform assessment	Review generation campaign

Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	15 (5 prompts × 3 platforms)
Layers Analyzed	3 + E-E-A-T overlay (AI Visibility, Technical SEO, Local/GBP)
Sub-Pillars Scored	20 + 3 overlay metrics
Assessment Type	Snapshot (automated + manual review)
Date	March 25, 2026

About VeloXP

This AI Visibility Snapshot was produced by VeloXP Agency OS using our proprietary 360 audit framework. Queries were tested across ChatGPT (GPT-4o), Perplexity (Sonar Pro), and Gemini (2.0 Flash) in March 2026. Technical SEO analysis was conducted via live site crawl and HTTP header inspection. Local SEO data sourced from Avvo, BBB, Yelp, Justia, California State Bar, and Google public data. The 360 composite score is weighted: AI Visibility (50%), Technical SEO (30%), Local/GBP (20%) for local business type.

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This report is valid for 90 days from the date of generation. Pricing is subject to change. All scores reflect the state of the web at the time of audit.