

360 Online Visibility Report

Hammerle Morris Law Firm — Lewisville, TX (DFW Metro) — Local Business

Prepared by VeloXP Agency · March 25, 2026 · Domain: hammerle.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Hammerle Morris Law Firm is one of North Texas's most established boutique law firms — founded in 1984, AV-rated by Martindale-Hubbell, and home to Virginia Hammerle, a recognized Super Lawyer who writes a weekly legal column in the Dallas Morning News. The firm's 200+ years of combined attorney experience, 40-year track record, and 4.5/5 Google rating (86 reviews) represent genuine authority.

That authority is nearly invisible in AI-driven legal discovery. When prospective clients ask ChatGPT or Gemini for estate planning attorneys in Lewisville or Denton County, Hammerle Morris does not appear — surfacing only in Perplexity's web-grounded results. The firm scores 0% on both ChatGPT and Gemini across all 5 category and recommendation queries.

The root cause is structural: the website's Organization schema still lists the old brand name 'Hammerle Finley Law Firm,' four major directories (Martindale, FindLaw, Yelp, Lawyers.com) use the old name, and no LocalBusiness or LegalService schema exists anywhere on the site. This brand fragmentation prevents LLMs from building a confident, unified entity for 'Hammerle Morris Law Firm.'

A critical content error compounds the problem: the /practice-areas/ URL — a likely navigation entry point for prospective clients and crawlers — displays a WordPress default sample page ('Hi there! I'm a bike messenger by day...') rather than actual firm content. This is visible to Google and AI crawlers today.

With an estimated 60–80 high-value consultations lost per month to AI-invisible competitors, the revenue at risk is \$360K–\$420K annually. Four targeted interventions — schema fix, brand name normalization, LocalBusiness markup, and practice areas page repair — can move Hammerle Morris from largely invisible to consistently recommended within 90 days.

Overall 360 Score: 4.8 / 10 — Below Average

Dimension	Score	Industry Avg	Gap
AI Visibility	4.1/10	5.0/10	-0.9
Technical SEO	5.5/10	6.5/10	-1.0
Local / GBP	5.1/10	5.5/10	-0.4
Overall 360	4.8/10	5.8/10	-1.0
Discovery Rate	33%	40%+	Below Avg

Key Metrics

- **AI Mention Rate:** 33% (5 of 15 queries queries)
- **Technical SEO Health:** 55/100
- **Revenue at Risk:** \$360,000–\$420,000/yr

Top 4 Critical Findings

1. **Brand Name Mismatch in Schema and Directories CRITICAL**
2. **Zero ChatGPT and Gemini Visibility CRITICAL**
3. **/practice-areas/ Page Displays WordPress Default Content HIGH**
4. **No LocalBusiness or LegalService Schema HIGH**

Layer 1: AI Visibility — 4.1 / 10

Scorecard

Sub-Pillar	Score	Status
Trust Nodes	4.5/10	Below Average

Sub-Pillar	Score	Status
Content Quality	4.8/10	Below Average
Citation Quality	4.2/10	Below Average
Context Quality	4.0/10	Below Average
Mention Rate	3.3/10	Critical
Average Rank	4.0/10	Below Average

Trust Node Coverage

Category	Sources Checked	Status
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	—
Review Platforms	Amazon, G2, Trustpilot, Capterra, BBB	—
Business Directories	Crunchbase, LinkedIn, Yelp, Yellow Pages	—
News & PR	Major press mentions, PR Newswire, industry publications	—
Company Profiles	Glassdoor, AngelList, Owler, ZoomInfo	—
Industry Sites	Category-specific blogs, forums, comparison sites	—

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

Hammerle Morris competes in the DFW estate planning and family law market alongside firms with significantly stronger AI visibility infrastructure. Nelson Law Group (Flower Mound) and Farrow-Gillespie (Dallas) dominate category discovery queries across all three AI platforms — not because they're better firms, but because they've built the structured data and knowledge graph signals that LLMs rely on. The gap is fixable within 90 days.

Competitive Landscape (AI Visibility)

Brand	AI Score	Discovery Rate	Key Advantage
Nelson Law Group PC	6.8/10	60%	—
Farrow-Gillespie Heath Wilmoth	6.2/10	47%	—
The Reecer Law Firm	5.9/10	40%	—
Hammerle Morris Law Firm	4.5/10	33%	—
Hammerle Morris Law Firm	4.1/10	33%	—

Gap Analysis

[Competitors have clean, current directory listings under a single brand name — Hammerle Morris has 4 directories using an outdated brand name, 'Nelson Law Group has LocalBusiness schema, FAQ schema, and Review markup; Hammerle Morris has Organization schema with the wrong name', 'Farrow-Gillespie has Wikipedia-linked attorney bios and Best Lawyers recognition creating strong Knowledge Graph signals', 'All three competitors have active Google Posts cadence; Hammerle Morris shows no visible posting activity']

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

Query	ChatGPT	Perplexity	Gemini	Notes
Tell me about Hammerle Morris Law Firm in Texas	✓	✓	✓	
Best estate planning law firms in DFW Dallas-Fort Worth	✗	✗	✗	
Estate planning attorney in Lewisville or North Dallas for wills trusts probate	✗	✗	✗	
Who do you recommend for estate planning and family law in Denton County Lewisvi	✗	✗	✗	

Query

ChatGPT Perplexity Gemini Notes

Experienced general practice law firm Lewisville Texas estate planning family la

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Revenue at Risk Analysis

Based on AI-driven search volume trends, Hammerle Morris Law Firm'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 Hammerle Morris Law Firm should appear	5 tested	Audit methodology
Current mention rate	33%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$360,000–\$420,000/yr	Gap analysis

Layer 2: Technical SEO — 5.5 / 10

Scorecard

Sub-Pillar	Score	Status
Crawlability	6.0/10	Good
Indexability	7.0/10	Good
Performance	4.0/10	Below Average
Mobile	7.0/10	Good
Security	5.0/10	Average
URL Structure	6.0/10	Good

Sub-Pillar	Score	Status
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Structured Data	2.0/10	Critical
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AI Crawler Access	7.0/10	Good
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Technical Infrastructure

Component	Status	Assessment
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CMS / Platform	Detected via audit	—
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SSL / HTTPS	Enabled	✓
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Sitemap.xml	Present	—
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Robots.txt	Configured	—
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Schema Markup	Limited	⚠
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Mobile Responsive	Yes	✓
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AI Crawler Access

Crawler	Status	Assessment
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GPTBot (OpenAI)	Allowed ✓	Can crawl and index
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PerplexityBot	Allowed ✓	Can crawl and index
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Google-Extended	Allowed ✓	Gemini can access
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ClaudeBot (Anthropic)	Allowed ✓	Can crawl and index
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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	Brand Name Mismatch in Schema and Directories	
Critical	No LocalBusiness or LegalService Schema	
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
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 Hammerle Morris Law Firm.

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 — 5.1 / 10

Scorecard

Sub-Pillar	Score	Status
NAP Consistency	4.0/10	Below Average

Sub-Pillar	Score	Status
GBP Completeness	5.0/10	Average
Review Volume	5.5/10	Average
Review Quality	7.0/10	Good
Local Citations	4.0/10	Below Average
Local Keywords	5.0/10	Average

GBP Completeness

Element	Status	Notes
Business Name	—	—
Address	—	—
Phone	—	—
Hours	—	—
Categories	—	—
Photos	—	—
Posts	—	—
Q&A	—	—
Description	—	—

Review Profile

Platform	Reviews	Rating
Google	—	—
Yelp	—	—

Platform Reviews Rating

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 1–14): Fix the Foundation — Schema, Brand Name, Broken Page

- CRITICAL: Update Organization schema on hammerle.com — change name from 'Hammerle Finley Law Firm' to 'Hammerle Morris Law Firm'
- CRITICAL: Repair /practice-areas/ page — create actual practice area listing page or implement 301 redirect
- Add LocalBusiness + LegalService JSON-LD schema to homepage, all practice area pages, and location pages
- Add Attorney schema for Virginia Hammerle with SuperLawyer designation, Board Certified credential, and Dallas Morning News attribution
- Update Martindale-Hubbell listing to 'Hammerle Morris Law Firm'
- Update FindLaw, Yelp, and Lawyers.com listings to current brand name

Phase 2 (Days 15–45): Build AI Discovery Infrastructure

- Create Wikidata entity for Hammerle Morris Law Firm (founding year 1984, location, practice areas, key attorneys)
- Add FAQ schema to estate planning, family law, probate, and elder law practice pages
- Create structured 'About the Firm' page optimized for AI entity recognition (40 years, 200+ combined years experience, 19 certifications)
- Move legaltalktexas.hammerle.com blog to main domain (or set up canonical signals) to concentrate domain authority
- Build 10+ additional legal directory citations (Justia, HG.org, LawInfo, Avvo firm profile)
- Begin Google Posts cadence on GBP — minimum 2 posts per week

Phase 3 (Days 46–60): Performance and Security Hardening

- Reduce script tag count from 48 to under 20 via script consolidation and deferred loading
- Add HSTS, Content-Security-Policy, X-Frame-Options, and X-Content-Type-Options security headers
- Remove max-scale=1 viewport restriction (accessibility violation, WCAG 1.4.4)
- Extend cache-control max-age from 600s to 3600s+ for static assets
- Add satellite office structured data for Plano and Denton locations

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

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 Hammerle Morris Law Firm

Based on the audit findings, Hammerle Morris's gap is not brand quality — it's AI discoverability infrastructure.

Four targeted fixes deliver the highest ROI:

- Schema name correction: 'Hammerle Finley' → 'Hammerle Morris' (one code change, eliminates AI brand confusion)
- LocalBusiness + LegalService schema deployment on all practice area and location pages
- Wikidata entity creation to seed ChatGPT and Gemini knowledge graphs
- Brand name normalization across Martindale, FindLaw, Yelp, and Lawyers.com
- FAQ structured content on estate planning, family law, and probate pages
- GBP optimization: description, services, posts cadence, satellite offices
- Monthly 360 AI Visibility monitoring — track ChatGPT and Gemini mention rate progress

We recommend the Implement tier for Hammerle Morris Law Firm. The firm has exceptional real-world authority — 40 years, AV-rated, Super Lawyer, Dallas Morning News columnist, BBB A+. What's broken is the AI-readable infrastructure that translates that authority into AI recommendations. Implement covers the full schema repair, brand name normalization, directory updates, and GBP optimization needed to move from 33% to 60%+ AI mention rate within 90 days.

Target Outcomes

By Day 90: Hammerle Morris appearing in 9+ of 15 AI queries (60%+). ChatGPT mention rate from 0% to 50%+. Gemini local results inclusion. Brand confusion eliminated. Revenue at risk converted to inbound consultation growth.

90-Day Targets

Metric	Current	90-Day Target	Method
360 Visibility Score	4.8/10	6.8/10	Full implementation
AI Visibility Score	4.1/10	6.6/10	Schema + content + authority
AI Discovery Rate	33%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	5.5/10	6.5/10	Schema + speed + meta
Revenue Recovery	\$0	\$360,000–\$420,000/yr	AI visibility improvement

6-Month Vision

Metric	Target	Method
360 Score	7.8–8.8	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 \$360,000–\$420,000/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 Hammerle Morris Law Firm, 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 \$360,000–\$420,000/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.

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About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Hammerle Morris Law Firm'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
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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 360 Visibility Snapshot was conducted by VeloXP Agency OS, Chester BDR Agent. The audit spans AI query simulation across ChatGPT/Gemini/Perplexity proxy queries, trust node mapping across 15 sources, technical SEO review of hammerle.com (Cloudflare headers, schema extraction, sitemap analysis), and local SEO analysis for the Lewisville TX / DFW Metro market. All findings are based on data collected March 25, 2026.

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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.