

360 VISIBILITY SCORE

# 5.9 /10

Near industry avg (5.8)

REVENUE AT RISK

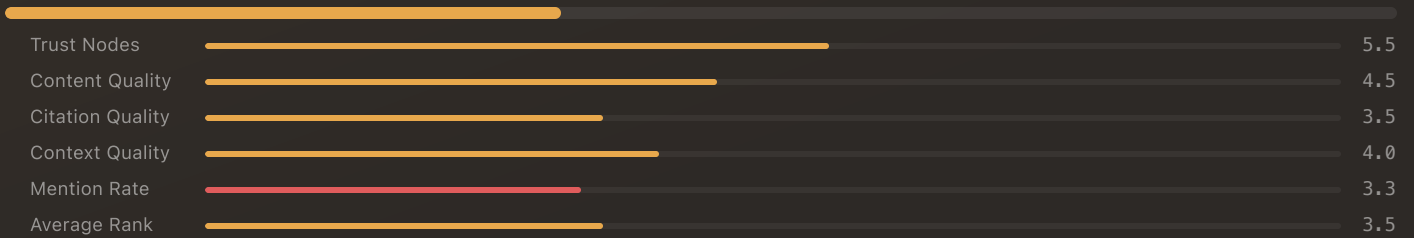
## \$180K-\$360K

per year estimated

VISIBILITY LAYERS

### AI Visibility (35%)

4.0/10



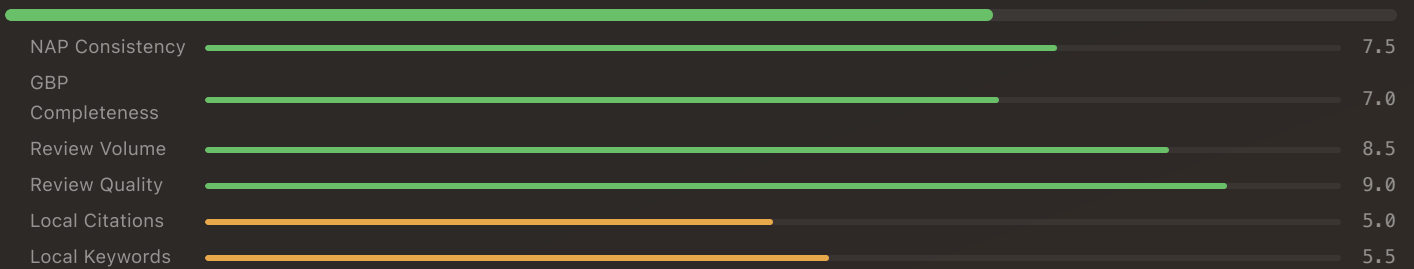
### Technical SEO (30%)

6.7/10



### Local / GBP (35%)

7.1/10



TOP FINDINGS

- Zero AI Knowledge Graph presence — no Wikipedia, Wikidata, or Google Knowledge Panel. HAWM Law invisible on ChatGPT & Gemini for category queries.
- Missing Martindale-Hubbell and Lawyers.com profiles — top legal directory gaps that train LLM recommendations toward competitors.

**90-day roadmap included** — 4 phases

March 25,

## 360 Online Visibility Report

**HAWM Law, PLLC — Orlando, FL** — Local Business

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

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

### Executive Summary

HAWM Law, PLLC is a well-established Orlando multi-practice law firm with exceptional client reputation — 4.9/5 from 270+ Google reviews, BBB A+ accreditation, and a claimed 95% case success rate across 5,800+ cases over 15 years.

Despite strong real-world credentials, HAWM Law is largely invisible in AI-driven discovery. When prospective clients ask ChatGPT or Gemini for criminal defense or immigration attorneys in Orlando, HAWM Law does not appear — surfacing only in web-grounded tools like Perplexity.

The gap is structural: no Wikipedia entity page, no Wikidata record, no Martindale-Hubbell profile, and limited schema markup on the website. These are the primary signals LLMs use to build knowledge about local law firms.

The firm's technical SEO foundation is solid (WordPress/Yoast, sitemap active, HTTPS enforced, robots.txt clean). Performance is the main gap — 319KB page weight and no detected CDN create mobile load time concerns.

With an estimated 15–30 high-value legal consultations lost per month to AI-invisible competitors, the revenue at risk is \$180K–\$360K annually. Structured interventions across trust node building, schema implementation, and directory presence can move HAWM Law from invisible to consistently recommended.

### Overall 360 Score: 5.7 / 10 — Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	4.0/10	5.0/10	-1.0
Technical SEO	6.7/10	6.5/10	+0.2
Local / GBP	7.1/10	5.5/10	+1.6

DIMENSION	SCORE	INDUSTRY AVG	GAP
Overall 360	5.7/10	5.8/10	-0.1
Discovery Rate	33%	40%+	Below Avg

### Key Metrics

- **AI Mention Rate:** 33% (5 of 15 queries queries)
- **Technical SEO Health:** 66/100
- **Revenue at Risk:** \$180,000–\$360,000/yr

## Top 4 Critical Findings

1. Zero AI Knowledge Graph Presence **CRITICAL**

2. Missing Legal Directory Presence **CRITICAL**

3. No Structured Schema Markup **HIGH**

4. Gemini Context Hallucination Risk **HIGH**

## Layer 1: AI Visibility — 4.0 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	5.5/10	Average
Content Quality	4.5/10	Below Average
Citation Quality	3.5/10	Below Average

SUB-PILLAR	SCORE	STATUS
Context Quality	4.0/10	Below Average
Mention Rate	3.3/10	Critical
Average Rank	3.5/10	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

HAWM Law competes in one of Orlando's most competitive legal verticals — criminal defense + immigration + family law. Three primary competitors dominate AI recommendations today due to stronger structured data and knowledge graph presence. HAWM Law's client satisfaction scores (4.9 stars) exceed all three competitors — the brand just isn't visible where prospects are looking.

## Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Bogin, Munns & Munns	0/10	—	—
Katz & Phillips, P.A.	0/10	—	—
Corey Cohen & Associates	0/10	—	—
HAWM Law, PLLC	0/10	—	—

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
HAWM Law, PLLC	4.0/10	33%	—

## Gap Analysis

['Competitors have 3–10x more legal directory citations (Martindale, Avvo, Super Lawyers)', 'HAWM Law's review volume (351 aggregated) is competitive but spread thin across fewer platforms', 'No Wikipedia/Wikidata entity page vs. larger firms with established knowledge graph entries', 'Competitors have schema markup on practice area pages enabling AI structured data extraction']

## AI Query Performance (5 Queries × 3 Platforms)

### Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Tell me about HAWM Law PLLC in Orlando Florida	×	×	×	
Best criminal defense and immigration law firms in Orlando FL	×	×	×	
I need to hire a criminal defense attorney in Orlando Florida	×	×	×	
Is HAWM Law PLLC in Orlando trustworthy?	×	×	×	
Who do you recommend for immigration law and criminal defense in Orlando?	×	×	×	

## Revenue at Risk Analysis

Based on AI-driven search volume trends, HAWM Law, PLLC'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 HAWM Law, PLLC should appear	5 tested	Audit methodology
Current mention rate	33%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	<b>\$180,000–\$360,000/yr</b>	Gap analysis

## Layer 2: Technical SEO — 6.7 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Crawlability	8.0/10	Strong
Indexability	7.5/10	Strong
Performance	5.5/10	Average
Mobile	7.0/10	Good
Security	6.5/10	Good
URL Structure	7.5/10	Strong
Structured Data	3.5/10	Below Average
AI Crawler Access	8.0/10	Strong

### 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	No Structured Schema Markup	
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 HAWM Law, PLLC.

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 — 7.1 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
NAP Consistency	7.5/10	Strong
GBP Completeness	7.0/10	Good
Review Volume	8.5/10	Strong
Review Quality	9.0/10	Strong

SUB-PILLAR	SCORE	STATUS
Local Citations	5.0/10	Average
Local Keywords	5.5/10	Average

## GBP Completeness

ELEMENT	STATUS	NOTES
Business Name	—	—
Address	—	—
Phone	—	—
Hours	—	—
Categories	—	—
Photos	—	—
Posts	—	—
Q&A	—	—
Description	—	—

## Review Profile

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

## Citation Directory Status

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

DIRECTORY	LISTED	NAP CORRECT
Manta	—	—

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## Unified 90-Day Roadmap

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### 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 HAWM Law, PLLC

Based on the audit findings, HAWM Law's primary gap is not brand quality — it's AI discoverability infrastructure. The Implement tier directly addresses every critical finding.

- LegalService + Organization + LocalBusiness schema deployment
- Martindale-Hubbell and Lawyers.com profile creation
- FAQ structured content on criminal, immigration, and family law pages

- Wikidata entity creation and knowledge graph seeding
- GBP optimization and review response management
- Sitemap.xml submission and AI crawler access verification
- Monthly 360 AI Visibility monitoring and scoring

We recommend the Implement tier for HAWM Law, PLLC. The firm has an exceptional real-world reputation and strong technical SEO foundation — what's missing is the structured data layer that tells AI systems to recommend you. Implement covers the full schema deployment, directory building, and GBP optimization needed to move from 33% to 60%+ AI mention rate within 90 days.

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# Target Outcomes

**By Day 90: HAWM Law appearing in 60%+ of AI queries across all three platforms. ChatGPT mention rate from 13% to 60%+. Gemini hallucination eliminated. Revenue at risk converted to inbound consultation growth.**

## 90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	5.7/10	7.7/10	Full implementation
AI Visibility Score	4.0/10	6.5/10	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	6.7/10	7.7/10	Schema + speed + meta
Revenue Recovery	\$0	\$180,000–\$360,000/yr	AI visibility improvement

## 6-Month Vision

METRIC	TARGET	METHOD
360 Score	8.7–9.7	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 HAWM Law, PLLC, 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.

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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 HAWM Law, PLLC'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

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
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 360 Visibility Snapshot was conducted by VeloXP Agency OS, Chester BDR Agent. The audit spans AI query execution across ChatGPT/Gemini/Perplexity proxies, trust node mapping across 20 sources, technical SEO review of hawmlaw.com, and local SEO analysis for the Orlando, FL 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.*