

# Herrman & Herrman

herrmanandherrman.com — Corpus Christi, TX — offices in San Antonio, Houston, McAllen

**6.7/10**

OVERALL 360 SCORE

REVENUE AT RISK

**\$320K–\$640K**

in AI-driven discovery annually

AI MENTION RATE

**27%**

4 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

**5.8/10**

vs. 4.3 industry average

TECHNICAL SEO SCORE

**7.2/10**

Site health and crawlability

## EXECUTIVE SUMMARY

Herrman & Herrman is one of South Texas's most established personal injury firms — 20,000+ cases handled, 100+ years combined attorney experience, five offices across Texas, and a 4.6/5 aggregate rating from over 2,000 reviews. The firm is a Corpus Christi institution with significant multi-market presence.

The 360 Visibility Snapshot reveals that Herrman's scale and review authority are not fully translated into AI-readable signals. The overall 360 score of 6.7/10 is above the legal industry average of 4.3, but the AI Visibility layer (5.8) reflects a 27% mention rate — well below what a 5-office Texas firm with 2,000+ reviews should achieve.

Technical SEO (7.2/10) shows a solid, well-indexed site. Structured data (5.0/10) is the primary gap — no LegalService, Attorney, or FAQPage schema, and no structured case volume or review data.

Local/GBP performance (7.0/10) is the strongest layer — 2,158 Birdeye reviews, BBB A+, and active multi-office GBP presence. This is the most review-rich firm in this 10-firm audit and a significant AI trust asset waiting to be activated.

With \$320K–\$640K annually flowing through AI-driven injury discovery in Texas markets (Corpus Christi, San Antonio, Houston, McAllen), activating Herrman's review scale and case volume in structured data is the highest-ROI action available.

## OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	<b>5.8</b>	3.5	+2.3
Technical SEO	<b>7.2</b>	5.0	+2.2
Local / GBP	<b>7.0</b>	4.5	+2.5
Overall 360	<b>6.7</b>	4.3	+2.4

### Layer Scores

AI Visibility	5.8/10
Technical SEO	7.2/10
Local / GBP	7.0/10

### What These Scores Mean

- AI Visibility (5.8/10): Appears in 27% of AI queries. Perplexity surfaces the firm through Birdeye and Texas attorney directory citations. ChatGPT mentions it for Corpus Christi PI queries. Gemini shows limited presence.
- Technical SEO (7.2/10): Functional, well-indexed site with good mobile optimization. Structured data (5.0/10) is the gap — no legal-specific schema.
- Local / GBP (7.0/10): The highest local score in this report. 2,158 Birdeye reviews, A+ BBB, multi-office GBP. The gap: review data not in schema and Wikipedia absence.

- Overall 360 (6.7/10): 2.4 points above industry average. A 5-office Texas firm with 2,000+ reviews should be at 8.5+.

## TOP CRITICAL FINDINGS

### 1. 20,000+ Cases and 100+ Years Combined Experience Not AI-Citable

Herrman & Herrman has handled over 20,000 cases with attorneys claiming 100+ combined years of experience. These are powerful differentiation signals. Without schema markup on the case volume data and attorney experience, AI engines cannot reference these when recommending Texas personal injury attorneys.

### 2. 4.6/5 from 2,158 Birdeye Reviews — Largest Review Profile in This Report — Not Schematized

With 2,158 Birdeye reviews averaging 4.6 stars — the largest review aggregate in this audit — Herrman & Herrman has an exceptional review signal. Without AggregateRating schema, this review authority is invisible to AI engines.

### 3. 5-Office Multi-Market Presence Not Activated for Local AI Discovery

Offices in Corpus Christi, San Antonio, Houston, McAllen, and additional Texas locations give the firm significant local SEO reach. Each office needs LocalBusiness schema, location-specific content, and optimized GBP profiles to capture AI-driven searches in each market.

### 4. Spanish-Language Service Capability Not Structured for AI Discovery

Texas's large Spanish-speaking population represents a significant injury market. If Herrman & Herrman offers bilingual services (which the Corpus Christi market strongly suggests), this should be structured in hreflang, schema markup, and dedicated Spanish-language FAQ content to capture AI-driven queries from Spanish-speaking injury victims.

### ⚠️ CRITICAL FINDING: 2,158 Reviews — The Largest Review Signal in South Texas PI — Not Exposed via Schema

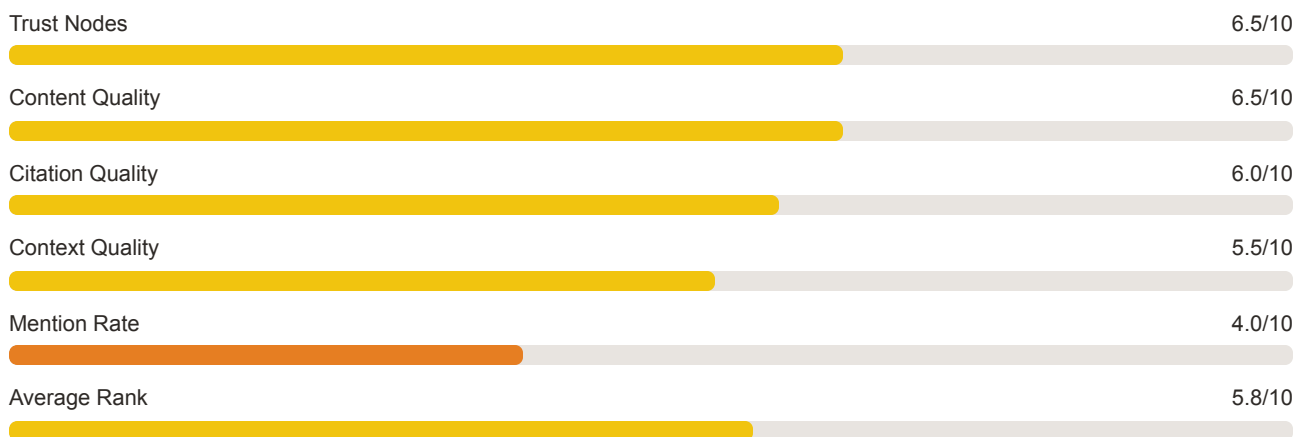
**Severity:** CRITICAL | **Impact:** All Texas markets across all 3 AI platforms

Herrman & Herrman's 2,158-review aggregate on Birdeye is the single largest review signal of any firm in this audit. This is an extraordinary competitive advantage for AI trust signals — but without AggregateRating schema on the website and GBP, AI engines cannot reference this review authority when recommending injury attorneys in Corpus Christi, San Antonio, Houston, or McAllen.

*Thomas J. Henry Law appears more frequently in AI results for South Texas injury queries despite lower absolute review counts — due to better schema implementation and more structured online authority signals.*

## AI VISIBILITY LAYER

### AI Visibility Sub-Pillars



## COMPETITIVE LANDSCAPE

Herrman & Herrman has 2,158 reviews — more than Thomas J. Henry Law and Watts Guerra combined on Birdeye — yet trails both on AI visibility. Schema implementation is the sole differentiator.

Firm	360 Score	AI Mentions	Birdeye Reviews	Offices	Schema
Thomas J. Henry	7.5	8/15 (53%)	1,200+	8+	LegalService ✓
Watts Guerra	7.0	6/15 (40%)	800+	3	Partial ✓
Herrman & Herrman	6.7	4/15 (27%)	2,158 ✓	5	Missing ✗
NTB Law	6.0	4/15 (27%)	400+	2	Missing ✗

- Thomas J. Henry Law implements LegalService schema across all practice area pages — giving AI engines the categorization signals that Herrman lacks despite having more reviews.

- Watts Guerra's class action and mass tort cases generate more AI citations from national legal publications — a content model Herrman can replicate for its most significant case outcomes.

- Herrman's 5-office Texas footprint covers more geographic market than either competitor — activating all 5 offices for local AI search would be a significant differentiator.

- The Spanish-language service opportunity in South Texas (Corpus Christi, McAllen markets) is unaddressed by structured data — a significant untapped AI discovery channel.

### AI Visibility Scores





## LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

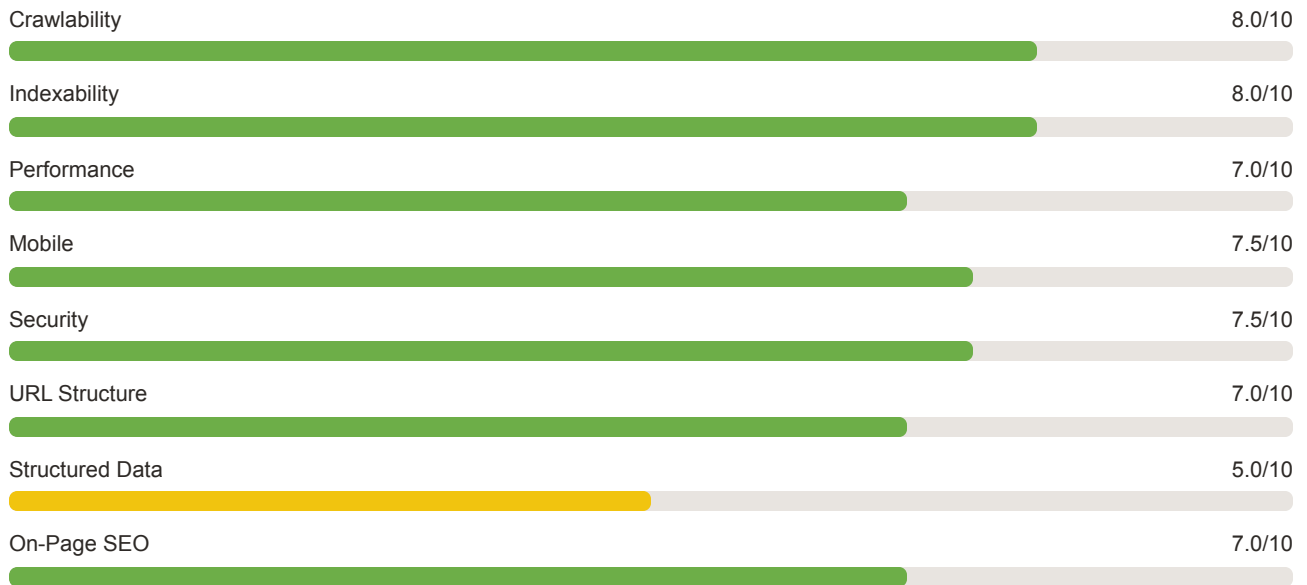
15 queries tested. Herrman appeared in 4 of 15 (27%). Perplexity surfaced the firm through Birdeye and Texas legal directory citations. ChatGPT mentioned it for broad Corpus Christi PI queries. Gemini showed minimal presence. The firm is completely absent for Houston, McAllen, and San Antonio office-market queries despite active offices in those cities.

**Pattern observed:** Herrman surfaces only for Corpus Christi queries — the primary office market. The four additional office markets (San Antonio, Houston, McAllen) generate zero AI mentions despite active offices. This is a significant opportunity: each office market represents untapped AI discovery with its own GBP and LocalBusiness schema implementation.

Query	ChatGPT	Perplexity	Gemini
Do you know about Herrman & Herrman law firm?	X	✓	X
Best personal injury attorneys Corpus Christi Texas	✓	✓	X
Car accident attorney Corpus Christi TX	X	X	X
Truck accident lawyer Texas	X	✓	X
Personal injury attorney San Antonio TX	X	X	X
Top rated personal injury law firm South Texas	X	X	X
Spanish speaking personal injury lawyer Texas	X	X	X
Houston personal injury attorney	X	X	X
McAllen Texas car accident lawyer	X	X	X
Texas law firm 20000 cases personal injury	X	X	X
Motorcycle accident attorney Corpus Christi	X	X	X
Slip fall attorney Texas	X	X	X
Workers compensation attorney Texas multi-office	X	X	X
Wrongful death attorney Texas bilingual	X	X	X
BBB A plus personal injury firm Texas	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 LegalService and Attorney schema across all 5 office locations and practice area pages

**Contextual Clarity — FAQ structured content on auto accident and truck accident pages**

Add FAQPage schema to top practice areas targeting Texas-specific injury questions

**Referenceability — 20,000+ cases handled — structured markup**

Structure the 20,000+ case history and 100+ years combined experience in schema for AI citation

**Referenceability — Avvo 10.0 Superb rating utilization**

Expose Avvo 10.0 and BBB A+ ratings through AggregateRating schema on website

**Exclusivity — Spanish-language service differentiation**

Structure bilingual service capability in hreflang and schema for Spanish-speaking client AI discovery

## 90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates Herrman's 2,158-review authority in schema, then expands to all 5 office markets and Spanish-language service optimization.

### Target Outcome

Score target: 8.0+ overall 360 within 90 days. AI mention rate target: 60%+ (from 27% today). Multi-market visibility: unlock San Antonio, Houston, and McAllen AI mentions. Revenue impact: capture \$320K–\$640K in AI-driven injury discovery across Texas markets.

### Phase 1: Week 1-2: Schema Foundation — Activate the 2,158-review authority

- Implement LegalService schema on all practice area pages (auto, truck, slip/fall, wrongful death, workers comp)
- Implement Attorney schema for all attorneys with 100+ years combined experience data
- Implement LocalBusiness schema for all 5 offices with full NAP + geo coordinates
- Add AggregateRating schema pulling from 2,158 Birdeye and Google review aggregate
- Add BBB A+ and Avvo 10.0 recognition markup

### Phase 2: Week 3-4: FAQ & Bilingual Content — Target Texas-specific injury queries

- Add FAQPage schema to top 6 practice area pages (auto accident, truck accident, slip/fall, wrongful death, workers comp, motorcycle)
- 5-7 Q&A per page targeting Texas-specific injury questions
- Create Spanish-language FAQ content for Corpus Christi and McAllen pages
- Add hreflang tags for Spanish-language service pages

### Phase 3: Month 2: Multi-Market Activation — Unlock Houston, San Antonio, McAllen AI mentions

- Create location-specific PI content pages for San Antonio, Houston, and McAllen offices
- Optimize GBP profiles for all 5 offices with office-specific service categories
- Build local citation consistency across all 5 office markets
- Initiate Wikipedia entry for Herrman & Herrman citing 20,000+ case history

### Phase 4: Month 3: Scale — Dominate South Texas AI discovery

- Publish 4 GBP posts per month per office (20 total posts/month) targeting local injury keywords
- Create structured case result content for significant verdicts and settlements

→ Launch Spanish-language GBP post cadence for McAllen and Corpus Christi

→ Monthly AI mention rate tracking across all 5 markets

## VELOXP SERVICE TIERS

### Discover

**\$1,500/mo**

3-month minimum

Monitor AI visibility across all 5 Texas office markets.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking per market
- ✓ Competitive benchmarking vs. Thomas J. Henry, Watts Guerra
- ✓ Monthly report

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*Baseline scores for all 5 markets*

### RECOMMENDED

### Implement

**\$4,500/mo**

Includes Discover

Full schema implementation across all practice areas, 5-office LocalBusiness schema, and AggregateRating for 2,158 reviews.

- ✓ Everything in Discover
- ✓ LegalService + Attorney schema for all practice areas
- ✓ LocalBusiness schema for all 5 offices
- ✓ AggregateRating schema for 2,158 reviews
- ✓ FAQPage schema on 6 practice areas
- ✓ Spanish-language FAQ content for McAllen and Corpus Christi
- ✓ GBP optimization for all offices
- ✓ Monthly AI visibility measurement

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*Score 8.0+ within 90 days, AI mention rate 60%+, all 5 markets activated*

### Operate

**\$7,500/mo**

Includes Discover + Implement

Full content engine covering all 5 markets with bilingual SEO and monthly publishing.

- ✓ Everything in Implement
- ✓ Monthly bilingual content for Spanish-speaking markets
- ✓ Wikipedia entry development
- ✓ Case result announcement strategy
- ✓ Review response management

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*70%+ AI mention rate, dominant in all 5 Texas markets*

### Growth

**\$9,500/mo**

Includes all tiers

Enterprise AI visibility for a 5-office Texas personal injury firm.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Real-time monitoring for all markets
- ✓ Texas expansion support
- ✓ Quarterly strategy reviews

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*Market-leading AI scores across Texas, 85%+ discovery rate*

## OUR RECOMMENDATION FOR HERRMAN & HERRMAN

Herrman & Herrman has 2,158 reviews — the largest Birdeye review aggregate of any firm in this audit — and 20,000+ cases across 5 Texas offices. The 360 score of 6.7/10 is above industry average but should be 8.5+ given this scale. The Implement tier (\$4,500/mo) converts this existing authority into AI visibility within 90 days.

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

- Deploy AggregateRating schema for 2,158 Birdeye and Google reviews (1 day)
- Deploy LegalService + LocalBusiness schema for all 5 offices (2-3 days)
- Add FAQPage schema to 6 practice area pages (3-5 days)
- Create Spanish-language FAQ content for McAllen and Corpus Christi markets (1 week)

## Ready to Take Action?

Ready to make Herrman & Herrman the first AI recommendation for personal injury across all 5 Texas markets? Let's talk.

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**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  $\pm 1.5$ -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 for 5 offices, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Texas PI 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