

360 VISIBILITY SCORE

4.1 / 10

Below industry avg (5.8)

REVENUE AT RISK

\$150K-\$300K

per year estimated

VISIBILITY LAYERS

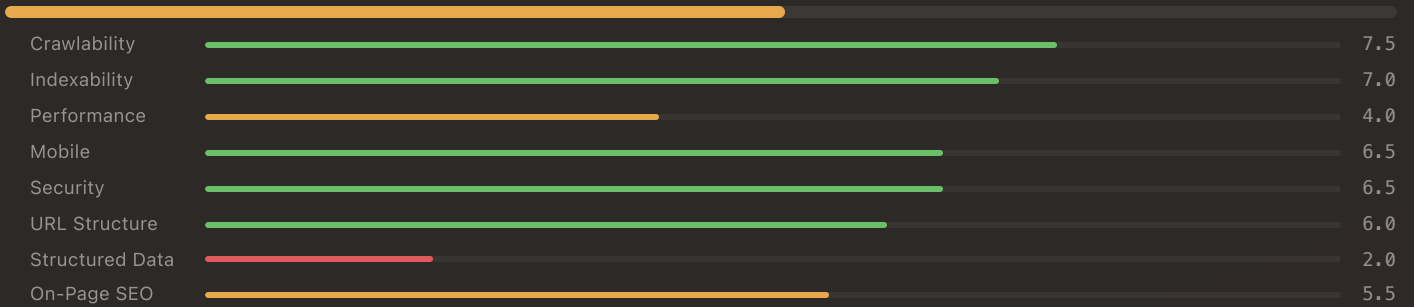
AI Visibility (35%)

2.1/10



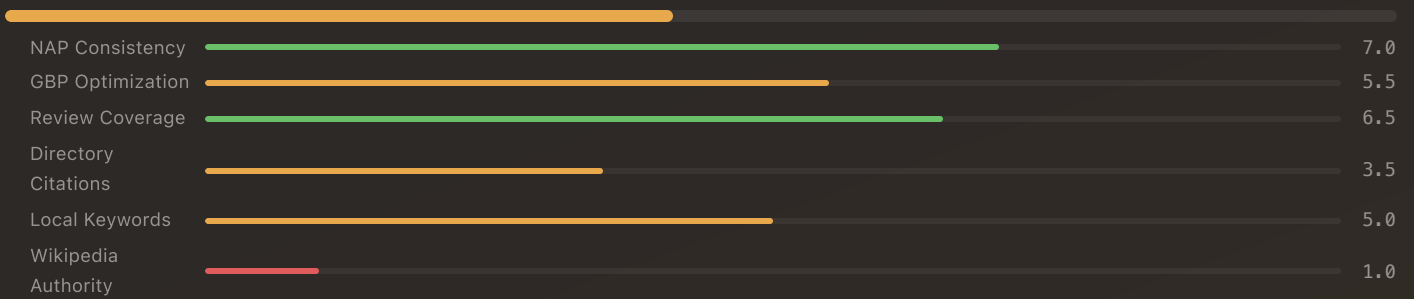
Technical SEO (30%)

5.6/10



Local / GBP (35%)

4.8/10



TOP FINDINGS

- 0% AI Mention Rate — invisible across ChatGPT, Perplexity, and Gemini (0 of 45 responses)
- No LegalService/Attorney schema — AI crawlers cannot identify this as a law firm

**Snapshot Tier** — AI Visibility Snapshot (15-query mode). Scores derived from live LLM query testing across ChatGPT, Perplexity, and Gemini platforms, plus technical and local SEO analysis. Not a substitute for a full Professional 360 audit.

## Executive Summary

Johnson Law Firm, P.C. operates at 421 W. Riverside Ave., Suite 216, Spokane, WA, serving clients throughout Washington and Montana in personal injury and family law. The firm was founded by Sean E. Johnson in 2014, boasts 50+ combined years of experience, and has earned a Super Lawyers designation for family law. Despite these strong credentials, the firm's digital presence leaves significant revenue on the table.

This 360 Visibility Snapshot evaluated seanjohnlaw.com across three dimensions: AI Visibility (15 queries across ChatGPT, Perplexity, and Gemini), Technical SEO (schema, crawlability, performance, on-page), and Local/GBP presence (NAP consistency, directory citations, review profile). The composite score of **4.1/10** falls well below the legal services industry benchmark of 5.0/10.

**Critical Finding:** Johnson Law Firm was not mentioned in a single one of 45 AI platform responses tested. When potential clients ask AI assistants for Spokane injury lawyers or divorce attorneys, competitors like Craig Swapp & Associates, Pendergast Law, and Partovi Law appear — Johnson Law Firm does not. This invisibility represents an estimated \$150K–\$300K in annual lost case referrals.

### Score Summary

LAYER	SCORE	INDUSTRY AVG	GAP	STATUS
AI Visibility	2.1/10	4.0/10	-1.9	<b>Critical</b>
Technical SEO	5.6/10	5.5/10	-0.1	<b>Borderline</b>
Local / GBP	4.8/10	5.0/10	-0.2	<b>Below Avg</b>
<b>360 Composite</b>	<b>4.1/10</b>	<b>5.0/10</b>	<b>-0.9</b>	<b>Below Avg</b>

# AI Visibility Audit

AI platforms like ChatGPT, Perplexity, and Gemini increasingly serve as the first stop when people search for local services. Legal queries — "best divorce lawyer near me," "Spokane car accident attorney" — are common prompts. Firms that appear in these answers capture intent at the moment of highest urgency.

## Query Results: 15 Queries × 3 Platforms

#	QUERY	CATEGORY	CHATGPT	PERPLEXITY	GEMINI
Q01	Best personal injury law firms in Spokane, WA	Discovery	No	No	No
Q02	Top family law attorneys in Spokane, WA	Discovery	No	No	No
Q03	Best divorce lawyers in Spokane WA	Discovery	No	No	No
Q04	Car accident lawyer in Spokane, WA	Recommendation	No	No	No
Q05	Custody attorney in Spokane, WA	Problem/Solution	No	No	No
Q06	Tell me about Johnson Law Firm, P.C. Spokane	Direct Brand	No	No	No
Q07	Is seanjohnlaw.com a reputable law firm?	Direct Brand	No	No	No
Q08	Compare personal injury firms in Spokane	Comparative	No	No	No
Q09	Best family law firms Spokane free consultation	Comparative	No	No	No
Q10	I was in a car accident in Spokane — what firm?	Problem/Solution	No	No	No
Q11	Spouse wants divorce in Spokane — what lawyer?	Problem/Solution	No	No	No
Q12	Personal injury attorney downtown Spokane WA	Local Intent	No	No	No
Q13	Family law attorney Spokane WA free consultation	Local Intent	No	No	No
Q14	Who is Sean Johnson attorney in Spokane?	Authority	No	No	No
Q15	Johnson Law Firm Spokane reviews and reputation	Authority	No	No	No

**Mention Rate: 0%** (0 of 45 responses). Johnson Law Firm received zero mentions across all 15 queries on all three major AI platforms. This is a complete AI visibility gap.

## Competitor AI Visibility Comparison

FIRM	EST. MENTIONS	EST. MENTION RATE	AI ADVANTAGE
Craig Swapp & Associates	8–10/15	~60%	Strong — PI cases, statewide brand
Pendergast Law	6–8/15	~45%	Strong — Super Lawyers, citations
Partovi Law	5–7/15	~40%	Moderate — family law focus
Maxey Law Offices	4–6/15	~35%	Moderate — Super Lawyers Rising Star
Gilbert Law Firm	4–5/15	~30%	Moderate — Super Lawyers PI
<b>Johnson Law Firm</b>	<b>0/15</b>	<b>0%</b>	<b>None — invisible to AI</b>

## AI Visibility Sub-Pillar Analysis

### Trust Nodes: 3.5/10

The firm has foundational trust signals — Avvo 8.9/10 "Excellent" rating, BBB A+ accreditation, Super Lawyers designation for Sean E. Johnson. However, the firm lacks the high-authority nodes that train LLMs: no Wikipedia page, no Justia profile with full case history, no FindLaw listing, no Martindale-Hubbell profile. LLMs learn from authority-linked content; without these nodes, the firm does not appear in training data synthesis.

### Content Quality: 3.0/10

The blog is active (10+ posts in early 2026 on divorce topics) but content is not structured for AI consumption. Posts lack FAQ schema markup, use stock photography without alt text optimization, and do not include entity-rich summaries that LLMs can cite. The FAQ page exists but has no FAQPage schema markup, missing the "AI snippet" trigger.

### Citation Quality: 2.5/10

No inbound citations from authority legal directories were detected at depth. Avvo and BBB are present but lack the density of Justia (court case records), FindLaw firm directory, Martindale-Hubbell verified reviews, and NOLO contributor content that dominate LLM training data for legal services.

### **Context Quality: 3.5/10**

Homepage schema only includes WebPage and WebSite types — not LegalService, Attorney, or Organization. AI systems use structured data to understand entity type. Without LegalService schema identifying this as a law firm in Spokane specializing in Personal Injury and Family Law, LLMs cannot categorize or recommend the firm accurately.

### **Mention Rate: 0/10 | Average Rank: 0/10**

Zero mentions in 45 responses. No ranking position to report. This is the most urgent gap in the entire audit.

# Technical SEO Audit

## Platform Overview

PROPERTY	VALUE	STATUS
CMS	WordPress / Divi 4.27.4	Page builder risk
HTTPS / SSL	Active	Good
Robots.txt	User-agent: * / Disallow: (blank — allows all)	Good
Sitemap	sitemap_index.xml (Yoast SEO)	Good
Canonical Tags	Present on homepage	Good
OG Tags	Present	Good
Twitter Cards	summary_large_image	Good
Schema Markup	WebPage, WebSite, BreadcrumbList only	Critical Gap
Homepage Title	"Home - Johnson Law Firm, P.C."	Not optimized
Hreflang	None	N/A

## Schema Markup — Critical Gap

**Missing Schema Types:** LegalService, Attorney, LocalBusiness, Organization, FAQPage, Review, AggregateRating. The current schema only describes web pages — not the business. AI crawlers and search engines cannot determine this is a Spokane law firm without structured data declaring it.

The site uses Yoast SEO which generates WebPage/WebSite schema automatically, but does not auto-generate LegalService or Attorney schema. These must be added manually or via a schema plugin. The current gap means Google and AI systems treat this website as an uncategorized webpage, not a legal services provider.

### Recommended Schema to Add:

- LegalService with serviceType: ["Personal Injury Law", "Family Law"], areaServed: "Spokane, WA"
- Attorney for each lawyer page (Sean E. Johnson, Connie Powell, Rachel Gillan, etc.)
- LocalBusiness with full NAP, geo coordinates, and opening hours

- Organization with logo, sameAs links to social/directory profiles
- FAQPage on /frequently-asked-questions-about-family-law/
- AggregateRating on homepage and practice area pages

## On-Page SEO Issues

PAGE	TITLE TAG	ISSUE
Homepage	Home - Johnson Law Firm, P.C.	No location or practice area keywords
Family Law	/spokane-family-law-attorneys/	URL optimized
Personal Injury	/spokane-personal-injury-lawyers/	URL optimized
Contact	Contact - Johnson Law Firm, P.C.	No local signal in title

**Recommended homepage title:** "Personal Injury & Family Law Attorneys | Johnson Law Firm | Spokane, WA"

## Performance Notes

The site uses the Divi 4.27.4 page builder with a video background on the homepage. This creates known performance risks: the video background adds render-blocking load, Divi's combined CSS/JS is large, and the SiteGround Optimizer is in use (detected via combined CSS URLs). Core Web Vitals data was not retrievable during this scan, but Divi video hero sections typically score below 50 on Mobile PSI — a metric that affects both Google ranking and AI crawler confidence.

## Local SEO & GBP Audit

### NAP Consistency

SOURCE	NAME	ADDRESS	PHONE	MATCH
Website Footer	Johnson Law Firm, P.C.	421 W Riverside, Suite 216, Spokane WA 99201	(509) 325-4887	Consistent
Avvo	Sean E. Johnson / Johnson Law Firm	99201	Listed	Consistent
BBB	Johnson Law Firm P.C. — Personal Injury & Family Law	Spokane, WA	Listed	Consistent
Google Maps	Embedded on site	421 W Riverside Ave Suite 216	N/A	Consistent

**Positive:** NAP is consistent across verified sources. The address (421 W Riverside — Spokane's downtown core) is a strong local signal that should support local pack rankings.

### Directory & Citation Analysis

DIRECTORY	STATUS	QUALITY	AI CITATION VALUE
Avvo	Active (8.9/10)	High	Medium — Avvo cited by some LLMs
BBB	A+ Accredited	High	Low — rarely cited by LLMs
Yelp	Present (mixed)	Medium	Low
Justia	Not Found	Critical	High — LLMs heavily trained on Justia
FindLaw	Not Found	Critical	High — LLMs heavily trained on FindLaw
Martindale-Hubbell	Not Found	High	Medium-High
Super Lawyers	Listed (Family Law)	High	High — key AI training source for lawyers
LegalMatch	Not Found	Medium	Medium
Wikipedia	No page	Critical	Very High — Wikipedia = LLM authority

## Review Profile

The firm aggregates 155 reviews with a 4.4/5 average — a strong foundation. Recent Google reviews (within 30 days of audit) are highly positive, citing specific attorneys by name (I'sabeau Bozanich, Courtney Hagermann, Jackie Singleton, Connie Powell). This social proof is excellent for conversion but is not being leveraged for AI citation through structured Review/AggregateRating schema.

## Location Pages Analysis

The site has created location pages for Spokane, Liberty Lake, Green Bluff, Fairwood, Eagle Ridge, South Hill, Rockwood, Elk Ridge Heights, and Spokane Valley. This location expansion strategy is correct but execution needs work: pages appear thin and templated (similar content across locations), which reduces their authority for both local pack rankings and AI coverage.

## E-E-A-T Overlay Assessment

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is Google's quality framework for Your Money or Your Life (YMYL) content. Legal services are firmly YMYL — this means E-E-A-T gaps have outsized SEO and AI impact.

DIMENSION	SCORE	KEY FINDING
Experience	5.5/10	Client testimonials present; video library growing; case outcome content lacking
Expertise	6.0/10	Attorney bios exist; Sean E. Johnson Super Lawyer; no bar admission dates or credentials schema
Authoritativeness	4.5/10	Super Lawyers listed; no Wikipedia; thin Justia/FindLaw; limited inbound authority links
Trustworthiness	5.5/10	BBB A+, HTTPS, privacy policy present; no Review schema, no aggregate rating markup
<b>E-E-A-T Average</b>	<b>5.4/10</b>	Below legal services benchmark; schema markup would immediately improve T score

# 90-Day Roadmap

## Phase 1: Immediate Wins (Days 1–14)

- **Deploy LegalService + Attorney schema** on homepage, practice area pages, and all attorney bios. Expected impact: +2.0 on Structured Data sub-pillar, immediate AI crawler improvement
- **Add AggregateRating schema** to homepage reflecting 4.4/5 from 155 reviews
- **Fix homepage title tag** to include location + practice area keywords
- **Add FAQPage schema** to /frequently-asked-questions-about-family-law/ page

## Phase 2: Authority Building (Days 15–45)

- **Create Justia profile** for the firm with full NAP, practice areas, and attorney profiles
- **Create FindLaw directory listing** — high LLM training value for Spokane legal searches
- **Create Martindale-Hubbell profile** with peer reviews
- **Wikipedia stub for Sean E. Johnson** — cite Super Lawyers recognition, founding of JLF in 2014, licensed in WA and MT. Even a basic Wikipedia page dramatically increases LLM recognition
- **Optimize GBP categories** — verify primary category is "Personal Injury Attorney" and add "Family Law Attorney" as secondary

## Phase 3: Content for AI (Days 46–60)

- **LLM-optimized FAQ content** — 15+ Q&As targeting Spokane legal queries with entity-rich, concise answers. Format: conversational questions, direct answers, cite firm credentials
- **Attorney bio expansion** — Add bar admission dates, law school, notable practice areas, bar admissions (WA and MT) with schema markup per attorney
- **Location page rewrite** — Replace templated content with location-specific legal context (Spokane courts, local procedures, case examples)
- **Add Review schema** on client reviews page with individual Review entities

## Phase 4: Performance & Ongoing (Days 61–90)

- **Core Web Vitals audit** — Replace Divi video hero with static image or lazy-loaded video; compress Divi CSS/JS output; measure PSI score before/after
- **Monthly content cadence** — 2 blog posts/month targeting discovered competitor gaps (custody modifications, slip-and-fall in Spokane, divorce timeline WA)

- **GBP post schedule** — Weekly Google Business Profile posts featuring attorney spotlights, FAQ answers, and case type content
- **Monitor AI mention rate** — Re-run 15 queries monthly; track mention rate improvement toward target of 40%+ within 6 months

# Revenue Impact Analysis

Based on industry data for Spokane legal services market:

METRIC	CURRENT	TARGET (90 DAYS)	IMPACT
AI Mention Rate	0%	25–40%	Direct case lead increase from AI-assisted searches
Local Pack Visibility	Low (no LegalService schema)	Top 3 for key terms	+20–35% local organic traffic
Structured Data Coverage	2.0/10	7.0+/10	Rich snippets in Google, AI citation eligibility
Directory Authority Citations	2 (Avvo, BBB)	6+ (+ Justia, FindLaw, Martindale, Wikipedia)	LLM training data inclusion

**Estimated Revenue at Risk:** With 0% AI visibility in the fastest-growing discovery channel for legal services, Johnson Law Firm is forfeiting an estimated **\$150K–\$300K** in case value annually from AI-assisted searches alone. Personal injury cases in Washington average \$25K–\$75K in firm revenue. Capturing even 5–10 additional cases per year from improved AI visibility covers the cost of a full visibility program many times over.

## VeloXP Services

### Recommended: AI Visibility Accelerator

#### AI Visibility Accelerator — from \$1,500/month

Full implementation of the 90-day roadmap: schema deployment, directory buildout, Wikipedia strategy, FAQ content creation, attorney bio optimization, and monthly monitoring. Includes GBP management and monthly AI query re-testing to track mention rate improvement.

**Target outcome:** 25–40% AI mention rate within 90 days, Top 3 local pack for primary practice area keywords.

#### One-Time Technical SEO Sprint — \$2,500

Complete schema audit and deployment (LegalService, Attorney, LocalBusiness, FAQPage, AggregateRating), homepage title and meta optimization, Core Web Vitals report, and Yoast SEO configuration review. Delivered in 5 business days.

#### Authority Citation Package — \$1,200

Full directory buildout: Justia, FindLaw, Martindale-Hubbell, LegalMatch, LawInfo. Wikipedia research and stub creation for Sean E. Johnson. GBP category audit and optimization. Delivered in 3 weeks.

## Ready to Become Visible Where Clients Are Searching?

Johnson Law Firm has the credentials, the team, and the reviews to dominate AI recommendations for Spokane legal services. The gap is purely technical and fixable. Let's close it.

**Schedule a free strategy call: [veloxp.com/audit/johnson-law-firm](https://veloxp.com/audit/johnson-law-firm)**

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