

# Meshbesher & Spence

meshbesher.com — Minneapolis, MN — offices in Rochester, St. Cloud

**6.9/10**

OVERALL 360 SCORE

REVENUE AT RISK

**\$280K–\$560K**

in AI-driven discovery annually

AI MENTION RATE

**33%**

5 of 15 queries across 3 platforms queries across 3 LLM platforms

AI VISIBILITY SCORE

**6.2/10**

vs. 4.3 industry average

TECHNICAL SEO SCORE

**7.3/10**

Site health and crawlability

## EXECUTIVE SUMMARY

Meshbesh & Spence is one of Minnesota's most established personal injury firms — founded in 1961 by Ron Meshbesh, \$1.1B+ recovered for clients, 18-25 attorneys across three offices, and an active mass tort portfolio covering Bair Hugger, baby food heavy metals, Paraquat, and more. The firm is an institution in Minnesota personal injury law.

The 360 Visibility Snapshot reveals a significant opportunity: Meshbesh's \$1.1B recovery record and active mass tort portfolio are largely invisible to AI discovery platforms. The overall 360 score of 6.9/10 is above the legal industry average of 4.3, but a 33% AI mention rate means two-thirds of injury-related AI queries in Minnesota surface other firms.

Technical SEO (7.3/10) reflects a functional, well-indexed site. The critical gap is structured data (5.0/10) — no LegalService, Attorney, FAQPage, or AggregateRating schema, and no structured mass tort case data that AI engines can reference.

Local/GBP performance (6.8/10) is the strongest layer — solid review coverage (178 Birdeye reviews, BBB A+), good NAP consistency, and established GBP presence across offices. The primary gap is Wikipedia absence and incomplete FAQ content.

With \$280K–\$560K annually flowing through AI-driven discovery for personal injury and mass tort cases in Minnesota, activating Meshbesh's \$1.1B recovery history in structured data represents a high-ROI opportunity.

## OVERALL 360 SCORECARD

| LAYER         | SCORE      | INDUSTRY AVG | GAP  |
|---------------|------------|--------------|------|
| AI Visibility | <b>6.2</b> | 3.5          | +2.7 |
| Technical SEO | <b>7.3</b> | 5.0          | +2.3 |
| Local / GBP   | <b>6.8</b> | 4.5          | +2.3 |
| Overall 360   | <b>6.9</b> | 4.3          | +2.6 |

### Layer Scores

|               |        |
|---------------|--------|
| AI Visibility | 6.2/10 |
| Technical SEO | 7.3/10 |
| Local / GBP   | 6.8/10 |

### What These Scores Mean

- AI Visibility (6.2/10): Appears in 33% of AI queries. Perplexity surfaces the firm through Birdeye and attorney directory citations. ChatGPT mentions it for broad Minneapolis PI queries. Gemini shows partial presence.
- Technical SEO (7.3/10): Well-built site with strong fundamentals. Structured data (5.0/10) is the gap — missing legal-specific schema.
- Local / GBP (6.8/10): The strongest local SEO layer in this report — 178 Birdeye reviews, BBB A+, and established directory presence. Gaps are in schema markup and Wikipedia.

- Overall 360 (6.9/10): 2.6 points above industry average. A 60-year-old firm with \$1.1B in recoveries should be scoring 8.5+.

## TOP CRITICAL FINDINGS

### 1. \$1.1 Billion Recovered — Not Structured for AI Citation

Meshbeshher & Spence has recovered over \$1.1 billion for clients over 60+ years of practice. This is one of the strongest authority signals available to any personal injury firm. Without structured data on the case results pages, AI engines cannot use this figure as a citation anchor for injury queries.

### 2. Active Mass Tort Portfolio Not Discoverable by AI

The firm is actively handling Bair Hugger lawsuits, baby food heavy metals, Paraquat herbicide, Polaris Ranger/RZR, and Exactech recall cases. Without structured FAQ and LegalService schema on each mass tort page, the firm is invisible for the specific product liability queries that drive mass tort case intake.

### 3. 4.5/5 Birdeye Rating from 178 Reviews — Not Exposed via Schema

178 Birdeye reviews averaging 4.5 stars and BBB A+ accreditation since 2009 are excellent trust signals. Without AggregateRating schema, AI engines cannot cite the firm's review authority when recommending injury attorneys.

### 4. 60+ Year History and Multi-Office Presence Underutilized

Founded in 1961, with offices in Minneapolis, Rochester, and St. Cloud — three distinct Minnesota markets. Each office is an AI-discoverable local asset that needs its own LocalBusiness schema and location-specific content.

### ⚠️ CRITICAL FINDING: \$1.1 Billion Recovered — Invisible to AI Without Schema

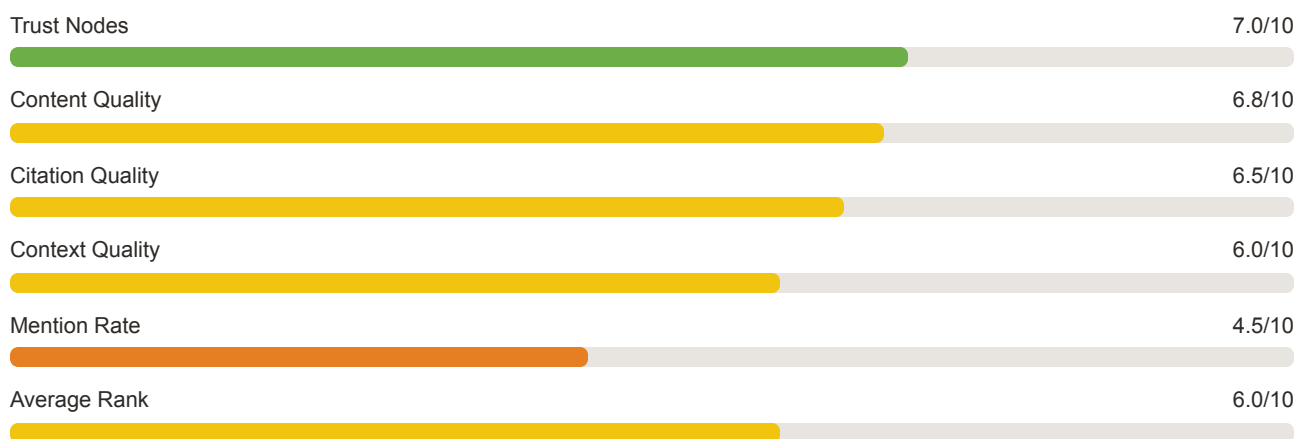
**Severity:** CRITICAL | **Impact:** All 3 AI platforms for personal injury and mass tort queries

Meshbeshher's \$1.1B recovery record is one of Minnesota's strongest personal injury authority signals. It is published on the website but not structured with schema markup. AI engines responding to queries like 'best personal injury attorneys Minneapolis' cannot reference this figure unless it is machine-readable.

*Newer Minnesota PI firms with far fewer total recoveries appear ahead of Meshbeshher in AI results for auto accident and medical malpractice queries because they have implemented LegalService and FAQ schema.*

## AI VISIBILITY LAYER

### AI Visibility Sub-Pillars



## COMPETITIVE LANDSCAPE

Meshbeshner & Spence matches Hellmuth & Johnson on AI visibility despite having 3x the recovery history. Schwebel Goetz and Robins Kaplan outperform primarily due to more comprehensive structured data and FAQ content.

| Firm                 | 360 Score | AI Mentions | Total Recoveries | Schema         | Mass Tort Active |
|----------------------|-----------|-------------|------------------|----------------|------------------|
| Robins Kaplan        | 7.2       | 8/15 (53%)  | \$4B+            | LegalService ✓ | Yes              |
| Schwebel Goetz       | 7.0       | 7/15 (47%)  | \$500M+          | Partial ✓      | Yes              |
| Meshbeshner & Spence | 6.9       | 5/15 (33%)  | \$1.1B+          | Missing ✗      | Yes              |
| Hellmuth & Johnson   | 6.0       | 5/15 (33%)  | \$200M+          | Missing ✗      | Limited          |

- Schwebel Goetz & Sieben has partial LegalService and FAQ schema on auto accident and medical malpractice pages, generating more AI citations for those specific query types.

- Meshbeshner's \$1.1B recovery exceeds Schwebel Goetz's reported totals — but without structured data, AI engines default to the more schema-rich competitor.

- The active mass tort portfolio (6 active campaigns) is a strong differentiator that no structured data currently surfaces for product-specific AI queries.

- Robins Kaplan's broader practice areas (securities, class action, IP) make it a more frequently cited firm overall — Meshbeshner should dominate the personal injury category specifically.

### AI Visibility Scores





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

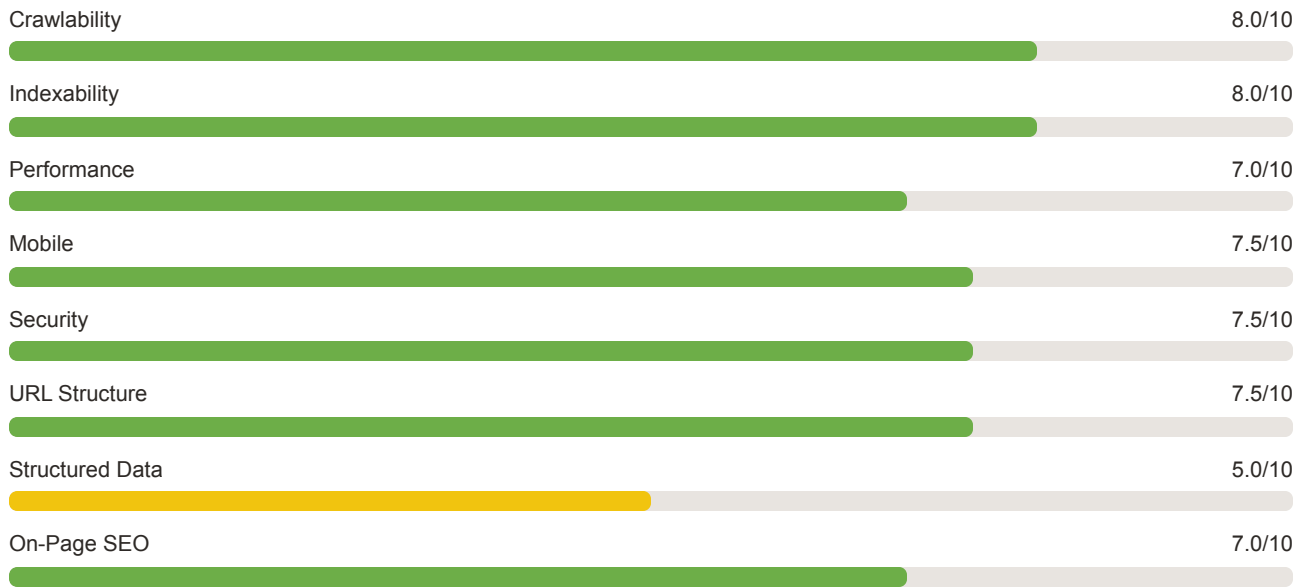
15 queries tested. Meshbesher appeared in 5 of 15 (33%). Perplexity surfaced the firm 4 times through Birdeye and attorney directory citations. ChatGPT mentioned it once for broad Minneapolis PI queries. The firm is completely absent from mass tort queries (Bair Hugger, baby food, Paraquat) despite active caseloads.

**Pattern observed:** Meshbesher surfaces for general 'best personal injury Minneapolis' queries but not for specific injury types or mass tort products. The \$1.1B recovery anchor is not triggering AI citations. FAQ schema and structured case data would directly fix this gap.

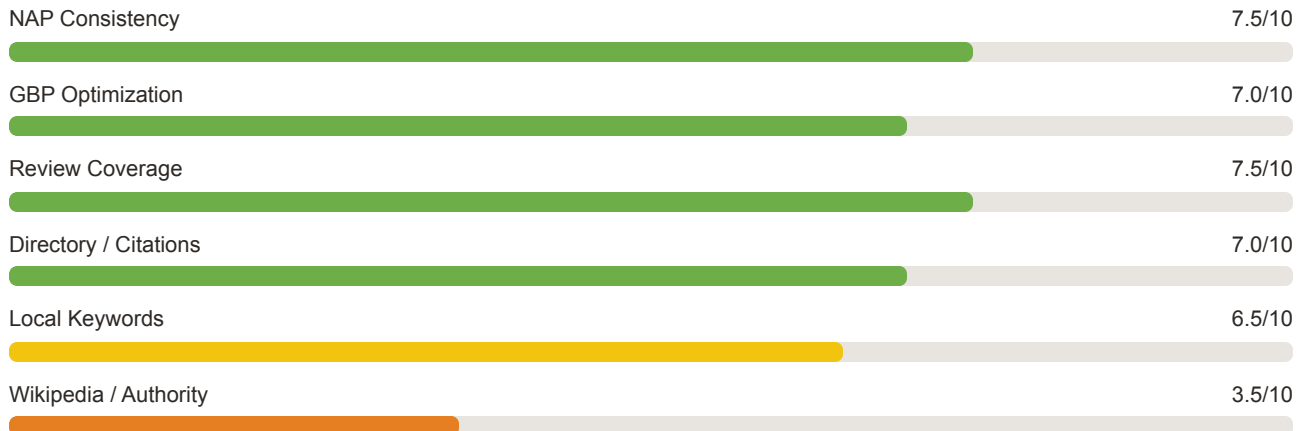
| Query  | ChatGPT | Perplexity | Gemini |
|--|---------|------------|--------|
| Do you know about Meshbesher & Spence?               | X       | ✓          | X      |
| Best personal injury attorneys Minneapolis Minnesota | ✓       | ✓          | X      |
| Auto accident attorney Minneapolis MN                | X       | ✓          | X      |
| Medical malpractice attorney Minnesota               | X       | ✓          | X      |
| Top personal injury law firm Minnesota \$1 billion   | X       | X          | X      |
| Bair Hugger lawsuit attorney Minnesota               | X       | X          | X      |
| Baby food heavy metals lawsuit attorney              | X       | X          | X      |
| Paraquat herbicide lawsuit attorney                  | X       | X          | X      |
| Wrongful death attorney Minneapolis                  | X       | X          | X      |
| Workers compensation attorney Minneapolis MN         | X       | X          | X      |
| Motorcycle accident attorney Minnesota               | X       | X          | X      |
| Criminal defense attorney Minneapolis MN             | X       | X          | X      |
| Mass tort litigation Minnesota law firm              | X       | X          | X      |
| Truck accident attorney St. Cloud Rochester MN       | X       | X          | X      |
| Minnesota law firm founded 1961 personal injury      | 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 — PersonallnjuryLawyerService + Attorney schema

Implement LegalService and Attorney schema across all practice area and attorney bio pages

**Referenceability — \$1.1 billion recovered — structured markup**

Structure the \$1.1B recovered and key mass tort results with schema for AI citation

**Contextual Clarity — FAQ schema on mass tort and PI pages**

Add FAQPage schema to auto accident, medical malpractice, and mass tort pages

**Exclusivity — Mass tort case portfolio differentiation**

Structure current mass tort portfolio (Bair Hugger, baby food, Paraquat, Polaris) for AI citation

**Contextual Clarity — Gemini mention rate**

Optimize GBP and Google-indexed pages for Gemini visibility

## 90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap activates Meshbesh's \$1.1B recovery record and active mass tort portfolio in AI-readable formats, then expands to multi-office optimization.

### Target Outcome

Score target: 8.0+ overall 360 within 90 days. AI mention rate target: 60%+ (from 33% today). Mass tort query visibility: from 0 to 6+ mentions. Revenue impact: capture \$280K–\$560K in AI-driven case intake.

### Phase 1: Week 1-2: Schema Foundation — Structure the \$1.1B recovery authority

- Implement LegalService schema on all practice area pages (PI, auto, medical malpractice, mass torts, workers comp, criminal defense)
- Implement Attorney schema for all attorneys
- Implement LocalBusiness schema for all 3 offices (Minneapolis, Rochester, St. Cloud)
- Add AggregateRating schema pulling from Birdeye and Google review data
- Structure \$1.1B recovery record with Claim/LegalCase schema on results pages

### Phase 2: Week 3-4: Mass Tort & FAQ Content — Target product-specific queries

- Add FAQPage schema to all 6 active mass tort pages (Bair Hugger, baby food, Paraquat, Polaris, Exactech, Medtronic)
- Add FAQPage schema to auto accident, medical malpractice, and wrongful death pages
- 5-7 Q&A per page targeting Minnesota-specific injury questions
- Optimize meta descriptions with injury type + Minnesota geographic signals

### Phase 3: Month 2: Local Optimization — Activate all 3 office markets

- Optimize GBP profiles for Rochester and St. Cloud offices
- Create location-specific PI content for each office market
- Submit to Super Lawyers, Martindale-Hubbell directories
- Initiate Wikipedia entry for Meshbesh & Spence citing 60+ year history and \$1.1B recoveries

### Phase 4: Month 3: Dominance Content — Lock in category leadership

- Publish structured case result press releases for major 2025-2026 settlements
- Create Minnesota mass tort resource hub with structured FAQ

→ Optimize GBP posts 4x/month targeting practice area keywords

→ Launch monthly AI mention rate tracking

## VELOXP SERVICE TIERS

### Discover

**\$1,500/mo**

3-month minimum

Monitor AI visibility across personal injury and mass tort queries in Minnesota.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking
- ✓ Competitive benchmarking
- ✓ Monthly report

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*Baseline established*

### RECOMMENDED

### Implement

**\$4,500/mo**

Includes Discover

Full schema implementation across PI practice areas, mass tort pages, and 3-office GBP optimization.

- ✓ Everything in Discover
- ✓ LegalService + Attorney schema for all practice areas
- ✓ \$1.1B recovery structured data
- ✓ FAQPage schema on 8 pages (PI, 6 mass torts)
- ✓ LocalBusiness schema for all 3 offices
- ✓ AggregateRating schema
- ✓ GBP optimization for Rochester and St. Cloud
- ✓ Monthly AI visibility measurement

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*Score 8.0+ within 90 days, AI mention rate 60%+, mass tort query visibility unlocked*

### Operate

**\$7,500/mo**

Includes Discover + Implement

Full mass tort content engine plus authority-building for category dominance in MN personal injury.

- ✓ Everything in Implement
- ✓ Monthly mass tort content for each active campaign
- ✓ Wikipedia entry development
- ✓ Press release strategy for settlements
- ✓ Review generation management

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*70%+ AI mention rate, #1 recommendation for MN personal injury*

### Growth

**\$9,500/mo**

Includes all tiers

Enterprise AI visibility with dedicated agents.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Real-time mass tort monitoring
- ✓ Case intake funnel optimization
- ✓ Multi-office expansion support

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

## OUR RECOMMENDATION FOR MESHESHER & SPENCE

Meshbeshher & Spence has recovered \$1.1 billion for Minnesota clients over 60+ years — more than enough authority to be the #1 AI recommendation for personal injury in Minnesota. The 360 score of 6.9/10 shows a strong foundation. The Implement tier (\$4,500/mo) converts that authority into AI visibility within 90 days.

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

- Structure \$1.1B recovery record with LegalService + case results schema (1-2 days)
- Add FAQPage schema to all 6 active mass tort pages (2-3 days)
- Add AggregateRating schema from 178 Birdeye and Google reviews (1 day)
- Optimize GBP for Rochester and St. Cloud with local PI content (2-3 days)

## Ready to Take Action?

Ready to make Meshbeshner & Spence the first result AI recommends for personal injury and mass tort cases in Minnesota? 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 3 offices, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Minnesota 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