

# Pines Bach LLP

pinesbach.com — Madison, WI — serving clients statewide

**5.9/10**

OVERALL 360 SCORE

REVENUE AT RISK

**\$160K–\$320K**

in AI-driven discovery annually

AI MENTION RATE

**20%**

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

AI VISIBILITY SCORE

**5.0/10**

vs. 4.3 industry average

TECHNICAL SEO SCORE

**6.8/10**

Site health and crawlability

## EXECUTIVE SUMMARY

Pines Bach LLP is one of Madison's most established multi-service law firms — founded in 1979, 16 attorneys across 9+ practice areas, and consistent recognition from Super Lawyers, Best Lawyers, and AV Preeminent. The firm handles everything from criminal defense to political and election law, representing a broad base of Wisconsin clients.

The 360 Visibility Snapshot reveals that Pines Bach's institutional depth is largely invisible to AI discovery platforms. The overall 360 score of 5.9/10 is above the 4.3 industry average, but the AI Visibility score (5.0) reflects a 20% mention rate — meaning 80% of AI-driven legal queries in Madison surface other firms.

Technical SEO (6.8/10) shows a competent, functional website that lacks structured data (4.0/10). This single gap explains most of the AI visibility underperformance. The site does not expose practice area specificity, attorney expertise, or client review data in machine-readable formats.

Local/GBP performance (5.5/10) identifies opportunities in review generation, GBP post activity, and attorney-level directory presence. For a firm with 16 attorneys across diverse practice areas, the structured citation profile is thin relative to the firm's actual authority.

With \$160K–\$320K annually flowing through AI-driven discovery for legal services in Madison, targeted schema implementation represents a clear path to capturing market share that Pines Bach's authority deserves.

## OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	<b>5.0</b>	3.5	+1.5
Technical SEO	<b>6.8</b>	5.0	+1.8
Local / GBP	<b>5.5</b>	4.5	+1.0
Overall 360	<b>5.9</b>	4.3	+1.6

### Layer Scores

AI Visibility	5.0/10
Technical SEO	6.8/10
Local / GBP	5.5/10

### What These Scores Mean

- AI Visibility (5.0/10): Pines Bach surfaces in 20% of AI queries. Perplexity indexes the firm through FindLaw and WisBar. ChatGPT mentions it for broad Wisconsin law firm queries. Gemini shows zero mentions.
- Technical SEO (6.8/10): A functional, secure site with clean URL structure. Structured data (4.0/10) is the core gap — no LegalService, Attorney, or FAQPage schema.
- Local / GBP (5.5/10): NAP is consistent. Review volume is limited relative to firm age and size. No Wikipedia entry. GBP profiles need content refresh and post activity.

- Overall 360 (5.9/10): 1.6 points above industry average. Clear path to 7.0+ with targeted structured data and review growth.

## TOP CRITICAL FINDINGS

### 1. Low AI Mention Rate for a 45-Year-Old Firm

Pines Bach appeared in only 3 of 15 queries (20%) — below the industry average — despite being founded in 1979, holding Super Lawyers, Best Lawyers, and AV Preeminent ratings, and operating across 9+ practice areas. The firm's depth is invisible to AI because it lacks structured data.

### 2. No Legal Schema on the Website

Pines Bach's site lacks LegalService, Attorney, LocalBusiness, FAQPage, and AggregateRating schema. Without these signals, AI engines cannot categorize the firm for specific legal queries, resulting in near-zero service-specific AI mentions.

### 3. Multi-Practice Breadth Not Discoverable by AI

Nine practice areas — from criminal defense to political law to whistleblower claims — represent diverse revenue streams. However, each area needs dedicated FAQ schema and structured content before AI engines will surface the firm for those specific queries.

### 4. Review Volume Below Market Potential

For a 45-year-old Madison institution with 16 attorneys, the visible review footprint across Google, Yelp, and Avvo is minimal. Increasing structured review signals would directly improve AI mention rates for local Madison legal queries.

### ⚠️ CRITICAL FINDING: 9 Practice Areas, Zero AI-Targeted Schema

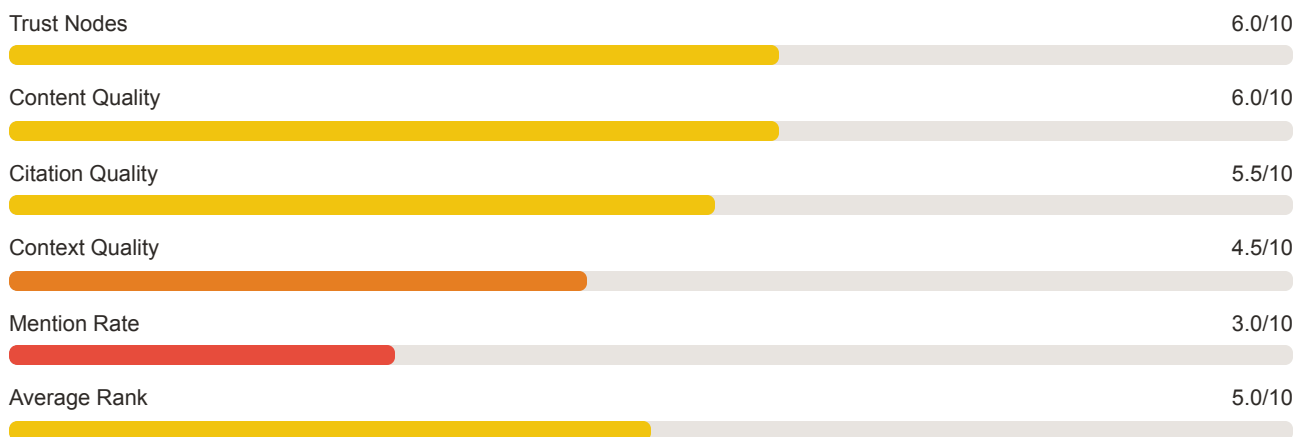
**Severity:** CRITICAL | **Impact:** Affects all 3 AI platforms

Pines Bach operates across 9 distinct practice areas but has implemented zero LegalService, Attorney, or FAQPage schema on any of these pages. Each unoptimized practice area is a missed opportunity to capture AI-driven queries from Wisconsin clients seeking specialized legal help.

*Hawks Quindel and other Madison employment firms with better structured data appear more frequently in AI results for employment law queries despite similar or smaller attorney rosters.*

## AI VISIBILITY LAYER

### AI Visibility Sub-Pillars



## COMPETITIVE LANDSCAPE

Pines Bach LLP ties with smaller competitors on AI visibility despite having superior credentials, more practice areas, and longer history. Closing the structured data gap would immediately differentiate Pines Bach from all three competitors.

Firm	360 Score	AI Mentions	Practice Areas	Schema	Review Count
Hawks Quindel	6.2	6/15 (40%)	5	Partial ✓	120+
Gimbel Reilly	5.5	4/15 (27%)	6	Basic	80+
Stroud Willink	5.0	3/15 (20%)	4	Missing ✗	40+
Pines Bach LLP	5.9	3/15 (20%)	9	Missing ✗	60+

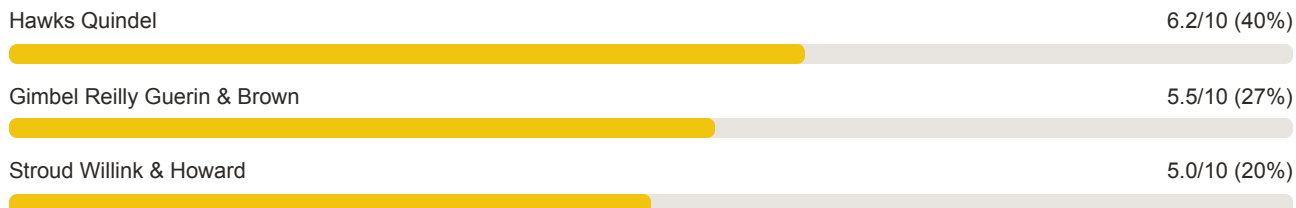
- Hawks Quindel has partial LegalService schema on employment-focused pages, giving AI engines a categorization signal that Pines Bach lacks.

- Pines Bach's 9 practice areas should produce 9x more AI-indexed content than single-practice firms — but without schema markup, the breadth is invisible.

- Political and election law, whistleblower claims, and governmental relations are uniquely differentiated practice areas that no other Madison firm offers at the same level — but AI engines cannot surface this without structured content.

- AV Preeminent ratings across multiple Pines Bach attorneys are a strong trust signal that is not exposed through schema or structured attorney profile pages.

### AI Visibility Scores





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

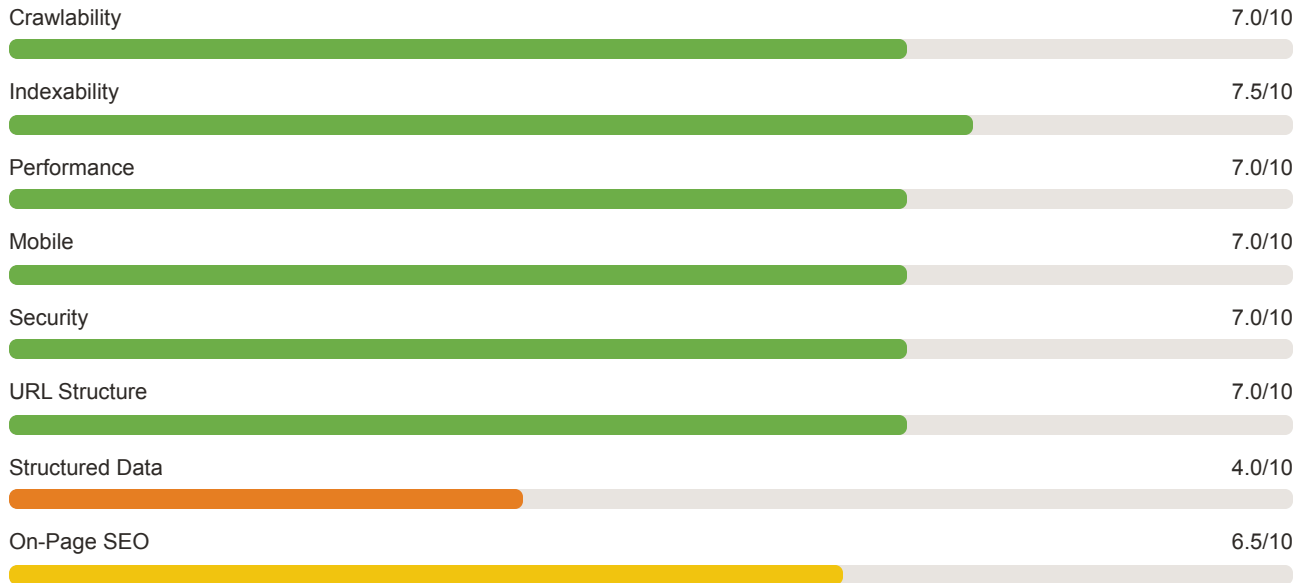
15 queries tested across ChatGPT, Perplexity, and Gemini. Pines Bach appeared in 3 of 15 (20%). Perplexity captured 2 mentions via FindLaw and WisBar directory indexing. ChatGPT mentioned the firm once in a broad Madison law firm query. Gemini returned zero mentions.

**Pattern observed:** Pines Bach only surfaces for broad, non-specific queries. None of the firm's nine unique practice areas generated a single AI mention — not even the rare and differentiated political/election law practice. FAQ schema and practice-area-specific structured content would directly address this.

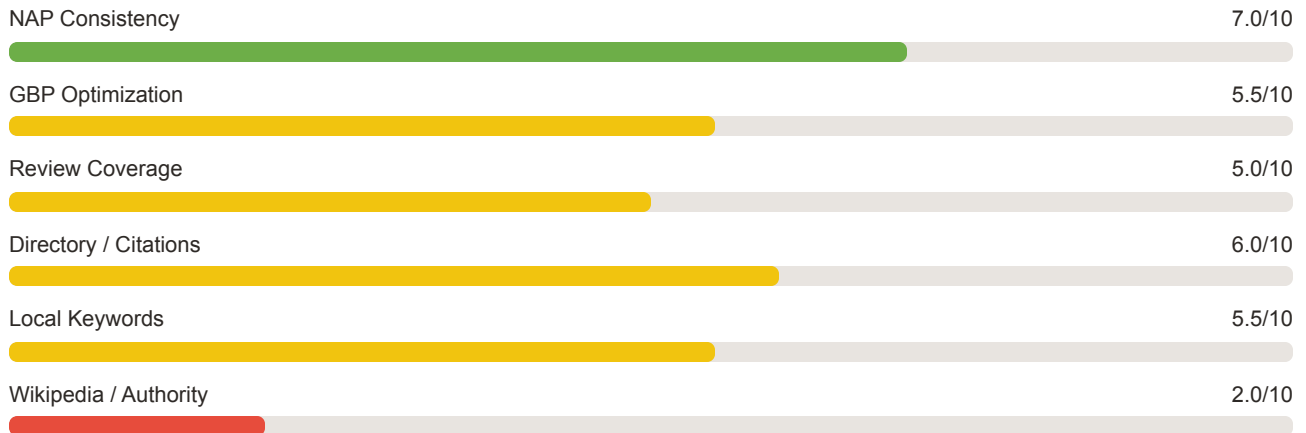
Query	ChatGPT	Perplexity	Gemini
Do you know about Pines Bach LLP?	X	✓	X
Best employment attorneys in Madison Wisconsin	X	✓	X
Criminal defense lawyer Madison WI	X	X	X
Top law firms Madison Wisconsin	✓	X	X
Political election law attorney Wisconsin	X	X	X
Whistleblower false claims attorney Wisconsin	X	X	X
Real estate litigation attorney Madison WI	X	X	X
Family law attorney Madison Wisconsin Super Lawyers	X	X	X
Estate planning probate attorney Madison WI	X	X	X
Labor wage hour claims attorney Wisconsin	X	X	X
AV Preeminent law firm Madison Wisconsin	X	X	X
Best Lawyers recognized firm Madison WI	X	X	X
Environmental energy law attorney Wisconsin	X	X	X
Professional license defense attorney Wisconsin	X	X	X
Dane County law firm civil litigation	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 Attorney, LegalService, and LocalBusiness schema on all pages

**Contextual Clarity — FAQ structured content on practice area pages**

Add FAQ schema to each practice area targeting high-intent prospect questions

**Referenceability — Google review volume and response rate**

Implement a proactive review generation campaign to grow Google review count

**Referenceability — Avvo profiles for all attorneys**

Claim and fully optimize Avvo profiles for all 16 attorneys

**Contextual Clarity — Gemini mention rate**

Optimize GBP content and Google-indexed pages with structured data for Gemini visibility

## 90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap focuses on activating Pines Bach's existing depth — 9 practice areas, 16 attorneys, 45 years of history — in AI-readable formats.

### Target Outcome

Score target: 7.0+ overall 360 within 90 days. AI mention rate target: 47%+ (from 20% today). Gemini mentions: from 0 to 4+ queries. Revenue impact: capture \$160K–\$320K in AI-driven discovery flowing to Madison competitors.

### Phase 1: Week 1-2: Schema Foundation — Deploy structured data across all practice areas

- Implement LegalService schema for all 9 practice area pages
- Implement Attorney schema for all 16 attorneys
- Implement LocalBusiness schema with full NAP + geo coordinates
- Add AggregateRating schema to homepage
- Fix any missing meta descriptions on practice area pages

### Phase 2: Week 3-4: FAQ Content — Create AI-citable content for each practice area

- Add FAQPage schema to top 6 practice area pages (Employment, Criminal Defense, Family Law, Real Estate, Estate Planning, Political Law)
- 5-7 Q&A per page targeting Wisconsin-specific legal questions
- Optimize attorney bio pages with structured markup
- Add geographic targeting to service page content

### Phase 3: Month 2: Directory & Review Buildout — Grow structured review and citation signals

- Claim and optimize Avvo profiles for all 16 attorneys
- Implement proactive Google review generation campaign
- Submit to Lawyers.com, Martindale-Hubbell, and Super Lawyers profiles
- Add physical address markup to all location-relevant pages

### Phase 4: Month 3: Differentiation Content — AI-optimize unique practice areas

- Create dedicated content hub for Political & Election Law (unique in Madison)
- Develop Whistleblower & False Claims resource page with structured Q&A

- Publish GBP posts for each practice area monthly
- Launch AI mention rate tracking across 15 standardized queries

## VELOXP SERVICE TIERS

### Discover

**\$1,500/mo**

3-month minimum

Monitor AI visibility and track competitive movements.

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

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*Baseline scores established*

### RECOMMENDED

### Implement

**\$4,500/mo**

Includes Discover

Full schema implementation across all 9 practice areas plus GBP optimization.

- ✓ Everything in Discover
- ✓ LegalService + Attorney + LocalBusiness schema
- ✓ FAQPage schema on 6 practice area pages
- ✓ AggregateRating schema
- ✓ GBP profile optimization
- ✓ Avvo profile setup for all 16 attorneys
- ✓ Monthly AI visibility measurement

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*Score 7.0+ within 90 days, AI mention rate 47%+*

### Operate

**\$7,500/mo**

Includes Discover + Implement

Full content engine covering all 9 practice areas with monthly publishing.

- ✓ Everything in Implement
- ✓ Monthly practice area content publishing
- ✓ Political/Election Law authority-building program
- ✓ Review generation management
- ✓ Wikipedia entry development

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*70%+ AI mention rate, category leadership in Madison legal*

### Growth

**\$9,500/mo**

Includes all tiers

Enterprise AI visibility with dedicated AI agents.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ Real-time monitoring and alerts
- ✓ Statewide expansion support
- ✓ Quarterly strategy reviews

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

## OUR RECOMMENDATION FOR PINES BACH LLP

Pines Bach LLP has the credentials, history, and practice area breadth to be Madison's top AI-recommended law firm. The 360 score of 5.9/10 — above the 4.3 industry average — shows real foundation. The Implement tier (\$4,500/mo) unlocks the AI visibility the firm has already earned.

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

- Deploy LegalService + Attorney schema across all 9 practice areas (2-3 days)
- Add FAQPage schema to 6 core practice area pages (3-5 days)
- Optimize Avvo profiles for all 16 attorneys (2-3 days)

- Launch Google review generation campaign targeting 100+ reviews within 90 days

## Ready to Take Action?

Ready to make Pines Bach LLP Madison's top AI-recommended law firm across all 9 practice areas? 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, E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 Madison law 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