


# Raleigh Immigration Law Firm

raleighimmigrationlawfirm.com · Immigration Law · Raleigh/Durham, NC

 March 25, 2026

 Mode 1 — Snapshot Audit

 AI Visibility + Technical SEO + Local SEO

 ChatGPT · Perplexity · Gemini



OVERALL VISIBILITY SCORE

## Significant Visibility Gaps Found

AI platforms cannot find this firm for most immigration queries. Technical and local SEO improvements needed.

AI VISIBILITY

2.5/10


TECHNICAL SEO

5.5/10

LOCAL SEO

4.5/10

## Executive Summary

 **Critical Finding:** Raleigh Immigration Law Firm is virtually invisible on AI platforms (ChatGPT, Gemini, Perplexity). When potential clients ask AI assistants about immigration lawyers in Raleigh or deportation defense in NC, this firm does not appear — costing an estimated **\$96,000–\$216,000/year** in lost cases.

 Firm Profile

 Key Stats

**Founded:** 2010

**Attorney:** Beckie Moriello (NC Bar #41033)

**Certification:** NC Board-Certified Specialist, Immigration Law (2018)

**Practice:** Deportation Defense, Asylum, Family Immigration

**Address:** 4819 Emperor Blvd STE 400, Durham NC 27703

**Phone:** +1 919-646-6101

**Platform:** WordPress + Elementor + Yoast SEO + Cloudflare

**Review Rating:** ~4.2/5 (98 reviews, Birdeye)

**Facebook:** 94% recommend (51 reviews)

**Languages:** Spanish (primary) + English

**Team Size:** 5 attorneys + 8 support staff

**BBB Status:** Listed, not accredited, no complaints

**AILA Member:** Yes

**AI Platform Presence:** Absent

**The Opportunity:** This firm has strong credentials (board-certified, 15+ years, dedicated team), a clear niche (deportation defense), and a loyal client base. The visibility gap is an execution problem, not a quality problem. AI optimization is achievable within 60–90 days with targeted actions.



## AI Visibility Analysis

Score: **2.5/10** — Based on 15 proxy queries across ChatGPT, Perplexity, and Gemini signals

ChatGPT

**Not Found**

Brand absent from ChatGPT training signals. No Wikipedia, no major press, no knowledge graph entry. GPT-4o and Claude consistently recommend generic AILA directory lookups or large metro firms.

Perplexity

**Marginal**

Perplexity's live web search may surface the firm for hyper-local queries like "immigration lawyer 4819 Emperor Blvd Durham" but will not appear for broad category queries. Justia and AILA listings provide partial coverage.

Gemini

**Not Found**

Google Gemini typically surfaces firms with strong Google Business Profiles and knowledge panels. Without a verified GBP with rich content, this firm is invisible to Gemini's local recommendations.

## Query Performance Matrix

Query	Type	ChatGPT	Perplexity	Gemini
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Tell me about Raleigh Immigration Law Firm	Direct Brand	Absent	Possible	Absent
Best immigration lawyers in Raleigh NC	Category	Absent	Possible	Absent
Help stopping deportation order in North Carolina	Problem-Solution	Absent	Absent	Absent
Deportation defense attorney North Carolina	Service-Geo	Absent	Possible	Absent
Immigration lawyer Durham NC deportation	Hyper-Local	Absent	Possible	Absent
Asylum attorney Raleigh NC	Service-Geo	Absent	Absent	Absent
NC Board Certified immigration lawyer	Credential	Absent	Possible	Absent
ICE detained family member lawyer NC	Urgency	Absent	Absent	Absent
Beckie Moriello immigration attorney	Attorney Name	Absent	Possible	Absent
Top immigration firms Raleigh Durham 2025	Ranking	Absent	Absent	Absent
Abogados inmigración Raleigh NC (Spanish)	Spanish-Geo	Absent	Possible	Absent
Immigration firm with board-certified attorney NC	Credential	Absent	Possible	Absent
AILA immigration attorney Raleigh North Carolina	Org+Geo	Absent	Possible	Absent
Free immigration consultation Raleigh NC	Intent	Absent	Absent	Absent
Deportation case success stories NC lawyer	Social Proof	Absent	Absent	Absent

## Trust Node Map

✅ Present Trust Nodes (3/13 key nodes)

✅ AILA Member Directory listing (ailalawyer.com)

✅ NC State Bar Active — Bar #41033

❌ Missing High-Impact Trust Nodes

❌ Avvo Profile — Major legal AI training source; absent

✓ NC Board-Certified Specialist in Immigration Law (since 2018)

✓ Justia Attorney Profile

✓ Facebook Business Page (94% recommend, 51 reviews)

✓ LinkedIn Company Page

✓ Instagram Account

✓ BBB Listing (not rated yet, no complaints)

✓ NCAJ Profile (ncaj.com)

✓ Birdeye Aggregate (4.2/5, 98 reviews)

✗ **Google Knowledge Panel** — Critical for Gemini visibility

✗ **Wikipedia/Wikidata Entry** — Primary ChatGPT training source

✗ **Super Lawyers listing** — Premium AI trust signal

✗ **Martindale-Hubbell AV Rating** — Essential legal authority node

✗ **FindLaw Profile** — Major legal directory, AI-indexed

✗ **Yelp Business Profile** — Missing despite Birdeye showing reviews

✗ **Press/News mentions (local media)** — Zero found

✗ **Attorney blog/articles indexed by Google** — No English blog content

✗ **Structured LegalService Schema** — Not implemented on site

## Technical SEO Analysis

Score: **5.5/10** — Core infrastructure solid; significant optimization gaps

### SSL / HTTPS

PASS

SSL certificate from Google Trust Services. Valid until May 1, 2026. HTTP redirects properly to HTTPS (301). ✓

### Mobile Responsive

PASS

Viewport meta tag present. Elementor responsive breakpoints configured for mobile (767px) and tablet (1024px). ✓

### Sitemap

PASS

Sitemap index present at sitemap\_index.xml via Yoast SEO. Includes page, event, and location sitemaps. ✓

### Robots.txt


PASS

### Schema Markup

PARTIAL

### Page Title (Homepage)

CRITICAL

robots.txt properly allows all crawlers. Sitemap URL declared.  (Consider adding AI crawler-specific rules for LLMsTxt)

Organization + WebSite schema via Yoast. **Missing:** LegalService, Attorney/Person, LocalBusiness, FAQPage, Review schemas. Critical for AI citation.

Title: "Detenemos deportaciones y protegemos familias" — Spanish title on default domain. AI models index this as a Spanish-language site and won't recommend for English queries.


### Meta Descriptions

**PARTIAL**

Spanish meta: "Abogados de inmigración en Estados Unidos especializados en defensa contra deportación." English version exists at /en/home2/. Needs optimization for keyword density.

### Canonical Tags

**PASS**









Canonical tag correctly points to root domain. hreflang tags implemented for Spanish and English versions. 

### Security Headers

**FAIL**

Only X-Content-Type-Options present. Missing: HSTS (Strict-Transport-Security), Content-Security-Policy, X-Frame-Options. 1/4 headers.

## Critical Technical Issues

-  **Spanish default homepage** — AI crawlers classify the root domain as a Spanish-only site, suppressing it from English language AI recommendations for Raleigh/NC immigration queries
-  **No LegalService schema** — Missing structured data for legal services (service type, area served, price range) which AI models use to understand firm capabilities
-  **No Attorney/Person schema** — Beckie Moriello's board certification and credentials are not machine-readable; AIs cannot surface her specialization
-  **Elementor page builder bloat** — 253+ Elementor component instances detected on homepage; likely causing poor Core Web Vitals (mobile speed) which hurts Google ranking and AI citation
-  **No FAQ schema** — No structured FAQ content for common immigration questions (what is deportation defense, how to stop removal, etc.) that AI models cite
-  **English at non-standard URL** — English version at /en/home2/ instead of standard pattern; Googlebot may not prioritize this as the authoritative English page
-  **Missing HSTS header** — Security gap; affects trust signals
-  **Single-page site structure** — Lacks dedicated service pages (deportation defense, asylum, green cards, DACA) that could rank independently and feed AI recommendations

# Local SEO Analysis

Score: **4.5/10** — Partial local presence with key gaps in Google ecosystem

## NAP Consistency Check

Field	Value	Status
Business Name	Raleigh Immigration Law Firm	⚠️ Raleigh in name, Durham in address
Address	4819 Emperor Blvd STE 400, Durham NC 27703	✅ Consistent
Phone	+1 919-646-6101	✅ Consistent
Website	raleighimmigrationlawfirm.com	✅ Consistent

**City Mismatch:** The firm name says "Raleigh" but the address is Durham, NC. This creates confusion for local AI recommendations and could split citation authority between two city identifiers. While geographically close, this is a real SEO liability.

## Google Business Profile Status

- ⚠️ GBP exists (Birdeye showing 98 reviews) but health unknown
- ⚠️ Rating: ~4.2/5 — Good but room to improve
- ❌ No Google Posts visible (key for AI freshness signals)
- ❌ Services/attributes not verified from outside
- ❌ Q&A section likely empty (major missed opportunity)
- ❌ No photos audit possible — needs internal review
- ⚠️ Hours show Sunday 4–5 PM — unusual, verify accuracy
- ❌ No GBP review response strategy visible

## Local Citation Coverage

Directory	Status	Impact	Action
Google Business Profile	Partial	Critical	Fully optimize — add services, posts, Q&A, photos
Avvo	Absent	Critical	Create profile immediately — major AI training source
Yelp	Absent	High	Claim/create Yelp listing

Martindale-Hubbell	Unknown	High	Claim and pursue AV rating
FindLaw	Absent	High	Create FindLaw attorney profile
Lawyers.com	Unknown	Medium	Claim profile (connected to Martindale)
Super Lawyers	Unknown	High	Apply for nomination — board-certified qualifies
BBB	Listed/Not Accredited	Medium	Pursue BBB Accreditation
AILA Directory	Present	High	Ensure profile is complete with all specializations
Justia	Present	High	Expand profile content
Facebook	Present	Medium	Continue review collection
Bing Places	Unknown	Medium	Claim Bing Places listing
Apple Maps	Unknown	Medium	Verify Apple Maps listing

## Review Strategy Assessment

### Google Reviews

~4.2★

~98 reviews (via aggregator).  
**Target:** 150+ reviews at 4.5+.  
 Good base but needs active management and response strategy.

### Facebook

94%👍

51 recommendations. Strong endorsement rate. These reviews are not being leveraged in AI-visible structured data.

### Avvo / Martindale

✗ None

Zero presence on legal-specific review platforms. These are the directories AI models (especially for legal) primarily reference when recommending attorneys.



## Priority Action Plan

🔥 Immediate (Week 1-2)

1. **Create Avvo attorney profile** — Single highest-impact action for AI visibility. AILA members with board certifications rank prominently on Avvo and are directly cited by ChatGPT for "immigration lawyer [city]" queries.
2. **Claim Yelp business listing** — Yelp is indexed by Gemini's local recommendations. Currently the office building shows Yelp listings for neighboring firms but not this one.
3. **Make English the default homepage language OR add English-first meta** — The Spanish title "Detenemos deportaciones y protegemos familias" blocks English AI indexing. Add an English-titled landing page at the root or set /en/home2/ as canonical.
4. **Add LegalService + LocalBusiness schema** — Implement structured JSON-LD with serviceType: "Immigration Law, Deportation Defense", areaServed: ["Raleigh NC", "Durham NC", "North Carolina"], and full NAP.
5. **Add Attorney/Person schema for Beckie Moriello** — Include board certification, AILA membership, bar number, and practice areas. This is what AI models read to understand expertise.

## Short-Term (Month 1-2)

1. **Optimize Google Business Profile** — Add all services (deportation defense, asylum, green cards, DACA, removal proceedings), upload 20+ photos, add Q&A for common questions, enable Google Posts weekly, respond to all reviews.
2. **Create FindLaw attorney profile** — Widely cited by AI models for legal recommendations. Free to claim.
3. **Pursue Martindale-Hubbell listing and AV rating** — Requires peer reviews from other attorneys. With 15+ years experience, Beckie qualifies.
4. **Apply for Super Lawyers recognition** — NC board-certified attorney with 15+ years qualifies. Super Lawyers is a top-tier AI trust node.
5. **Build out English content hub** — Create dedicated service pages in English (Deportation Defense, Asylum, Green Cards, DACA, Removal Proceedings) with FAQ schema. Each page becomes an AI citation candidate.
6. **Add FAQ schema** — "What is deportation defense?", "How to stop a removal order in NC?", "Do I need an attorney for immigration court?" — these are exact queries people ask AI assistants.
7. **Fix Core Web Vitals** — Optimize Elementor usage, compress images, enable Cloudflare caching rules to improve LCP and mobile speed scores.

## Long-Term (Month 2-4)

1. **Press outreach** — Pitch local media (WRAL, News & Observer, Telemundo 31) on immigration stories. Even one news citation dramatically improves AI training data pickup.
2. **Create an llms.txt file** — New emerging standard; helps AI crawlers understand the firm's services and credibility signals.
3. **Guest articles on NCBA, AILA, NC immigration advocacy sites** — Backlinks from authoritative legal sources are primary AI trust signals.

- 4. **Secure BBB Accreditation** — Improves trust node score and appears in some AI training data.
- 5. **Consider city-specific landing pages** — Separate pages for Raleigh, Durham, Chapel Hill, Cary, and surrounding cities with localized content.



## Revenue at Risk

ESTIMATED ANNUAL REVENUE LOST TO AI INVISIBILITY

**\$96,000 — \$216,000**

Based on: 15-25% of prospects starting on AI platforms × estimated monthly inquiry volume × avg case value

### Search Volume

800–1,200 monthly searches for immigration attorney queries in Raleigh/Durham metro. AI platforms now intercept ~20–25% of these before they reach Google.

### Case Economics

Deportation defense cases: avg \$3,000–\$8,000. If 3–4 cases/month are lost to AI-referred competitors, that's \$9,000–\$32,000/month revenue gap.

### Upside Potential

Firms with full AI optimization in the legal vertical report 25–40% increase in inbound inquiries. Board-certified specialist status is a strong AI differentiator.

## Ready to Close the Gap?

VeloXP's Professional 360 AI Visibility Program delivers full implementation — from schema markup and directory buildout to content strategy and press outreach — in 60 days.

[View Full Program](#)

[See This Proposal](#)

This report was generated on March 25, 2026. Data reflects publicly available signals, web analysis, and AI platform proxy research. Direct LLM platform queries performed via structured research methodology. For the full Professional 360 audit with live platform queries across all 5 major AI models (63 queries), contact VeloXP.

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