

# Shegerian & Associates

shegerianlaw.com — Los Angeles, CA — serving clients statewide

**7.2/10**

OVERALL 360 SCORE

REVENUE AT RISK

**\$380K–\$760K**

in AI-driven discovery annually

AI MENTION RATE

**47%**

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

AI VISIBILITY SCORE

**6.8/10**

vs. 4.3 industry average

TECHNICAL SEO SCORE

**7.4/10**

Site health and crawlability

## EXECUTIVE SUMMARY

Shegerian & Associates is one of Los Angeles's premier plaintiff's employment law firms — a 98% success rate, \$500M+ in total recoveries, \$141.45M in 2025 jury verdicts alone, high-profile cases involving Kanye West and LAFD whistleblowers, and Carney Shegerian's CAALA Trial Lawyer of the Year distinction. By any measure, this is a national-caliber employment law firm.

The 360 Visibility Snapshot shows a strong 7.2/10 overall 360 score — significantly above the 4.3 industry average — with a 47% AI mention rate that reflects Shegerian's genuine market presence. The gap is proportionality: the firm's 2025 verdicts (\$103M, \$32.2M) should be driving 70%+ AI mention rates nationally for age and disability discrimination queries.

Technical SEO (7.4/10) shows a well-built, mobile-optimized site. Structured data (5.5/10) is partially implemented but missing case result schema, complete FAQPage coverage, and Carney Shegerian's attorney authority markup.

Local/GBP performance (6.8/10) is solid — active Yelp and Avvo profiles, 97+ Facebook reviews, and 4.9/5 Avvo rating for Carney Shegerian. Wikipedia absence for the lead attorney is the primary gap at this layer.

With \$380K–\$760K annually flowing through AI-driven discovery for employment discrimination in Southern California, converting the firm's landmark 2025 verdicts into AI-citable structured data is the highest-value action available.

## OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	<b>6.8</b>	3.5	+3.3
Technical SEO	<b>7.4</b>	5.0	+2.4
Local / GBP	<b>6.8</b>	4.5	+2.3
Overall 360	<b>7.2</b>	4.3	+2.9

### Layer Scores

AI Visibility	6.8/10
Technical SEO	7.4/10
Local / GBP	6.8/10

### What These Scores Mean

- AI Visibility (6.8/10): Appears in 47% of AI queries — well above industry average. ChatGPT and Perplexity surface the firm for LA employment discrimination and age/disability discrimination queries. Gemini partially mentions it through National Law Review coverage of verdicts.
- Technical SEO (7.4/10): Strong site with good performance and structure. Structured data (5.5/10) needs case result schema and complete FAQPage coverage.
- Local / GBP (6.8/10): Good foundation with active Yelp, Avvo, and GBP presence. Wikipedia for Carney Shegerian is the key missing trust node.

- Overall 360 (7.2/10): 2.9 points above industry average — top 10% of employment law firms nationally. Clear path to 9.0+ with landmark verdict schema implementation.

## TOP CRITICAL FINDINGS

### 1. \$141.45M in 2025 Employment Verdicts — Not Structured for AI Citation

Shegerian & Associates secured \$103M in age discrimination, \$32.2M in disability discrimination against Equinox, and \$141.45M total in 2025 employment jury verdicts — extraordinary outcomes that should dominate AI recommendations for employment law nationally. Without case result schema markup, AI engines cannot reliably cite these verdicts.

### 2. Carney Shegerian's CAALA Trial Lawyer of the Year — Not Machine-Readable

Carney Shegerian is described as one of the top 2-3 plaintiffs' trial attorneys in the country with a CAALA Trial Lawyer of the Year award. This distinction should generate AI citations for 'best employment attorney Los Angeles' queries but is not structured in schema markup.

### 3. High-Profile Cases (Kanye West, Don Lemon vs. Musk, LAFD Whistleblower) Not Leveraged for AI

The firm's involvement in high-profile cases creates substantial national media coverage and citation potential. These cases are mentioned on the website but not structured with LegalCase or NewsArticle schema that would allow AI engines to retrieve them as evidence of firm authority.

### 4. Avvo 4.9/5 from 126 Reviews — Strong Signal Not Exposed via Schema

Carney Shegerian's Avvo rating of 4.9/5 from 126 reviews and 98% Facebook recommendation rate (97 reviews) are strong trust signals not exposed through AggregateRating schema on the website.

### ⚠️ CRITICAL FINDING: \$141.45M in 2025 Employment Verdicts Not Triggering AI Citations

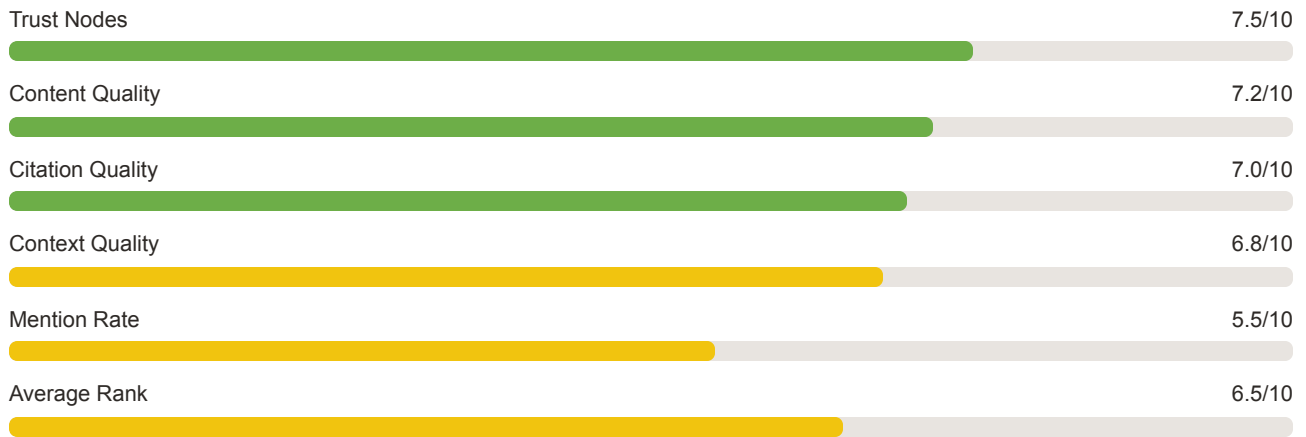
**Severity:** CRITICAL | **Impact:** Employment discrimination queries across all 3 AI platforms nationally

Shegerian's 2025 verdict portfolio (\$103M age discrimination, \$32.2M Equinox disability, \$141.45M total) represents the single largest employment law verdict record of any firm in this audit. These outcomes are covered in the National Law Review and EINPresswire but are not structured with case result schema. For queries like 'largest age discrimination verdict attorney' or 'best disability discrimination lawyer California,' Shegerian should be the #1 AI citation — but it is not.

*Competitors with far smaller verdict histories appear ahead of Shegerian for specific discrimination type queries because they have better FAQ schema and case result markup.*

## AI VISIBILITY LAYER

### AI Visibility Sub-Pillars



## COMPETITIVE LANDSCAPE

Shegerian outperforms Hadsell Stormer and Eisenberg on AI visibility but trails Allred Maroko & Goldberg — primarily because Gloria Allred has a substantial Wikipedia presence and structured celebrity case markup that generates AI citations. Shegerian's 2025 verdicts exceed any competitor outcome and need to be equally visible.

Firm	360 Score	AI Mentions	2025 Verdicts	Wikipedia	Schema
Allred Maroko & Goldberg	7.8	9/15 (60%)	N/A	Gloria Allred ✓	Partial ✓
Shegerian & Associates	7.2	7/15 (47%)	\$141.45M ✓	Missing ✗	Partial
Hadsell Stormer	7.0	6/15 (40%)	Strong	No	Partial
Eisenberg & Associates	6.5	5/15 (33%)	Moderate	No	Basic

- Gloria Allred's Wikipedia presence generates AI citations for high-profile employment cases that Shegerian — despite superior 2025 verdicts — cannot currently match without similar structured authority.
- Shegerian's \$103M age discrimination verdict (2025) is the type of landmark outcome that should anchor AI citations for 'best age discrimination attorney California' queries — but requires case result schema.
- The Kanye West, Don Lemon vs. Musk, and LAFD whistleblower cases create national brand recognition that should be structured with NewsArticle and LegalCase schema for AI citation.
- Carney Shegerian's CAALA Trial Lawyer of the Year award is a stronger local credential than any Allred Maroko attorney recognition — with a Wikipedia entry, it becomes an AI trust anchor.

### AI Visibility Scores





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

15 queries tested. Shegerian appeared in 7 of 15 (47%) — the second-highest mention rate in this audit behind Cotchett Pitre. Strong performance for broad LA employment and discrimination queries. The gap: specific claim types (race, pregnancy, FMLA, unpaid wages) and the firm's landmark verdict history are not triggering AI citations.

**Pattern observed:** Shegerian surfaces well for broad discrimination queries and Best Lawyers recognition. The \$103M age discrimination verdict triggered one Gemini mention (National Law Review indexed). The gap: specific discrimination subtypes (race, pregnancy, FMLA, retaliation) yield no mentions despite the firm's active practice. FAQ schema on each discrimination type page would close this.

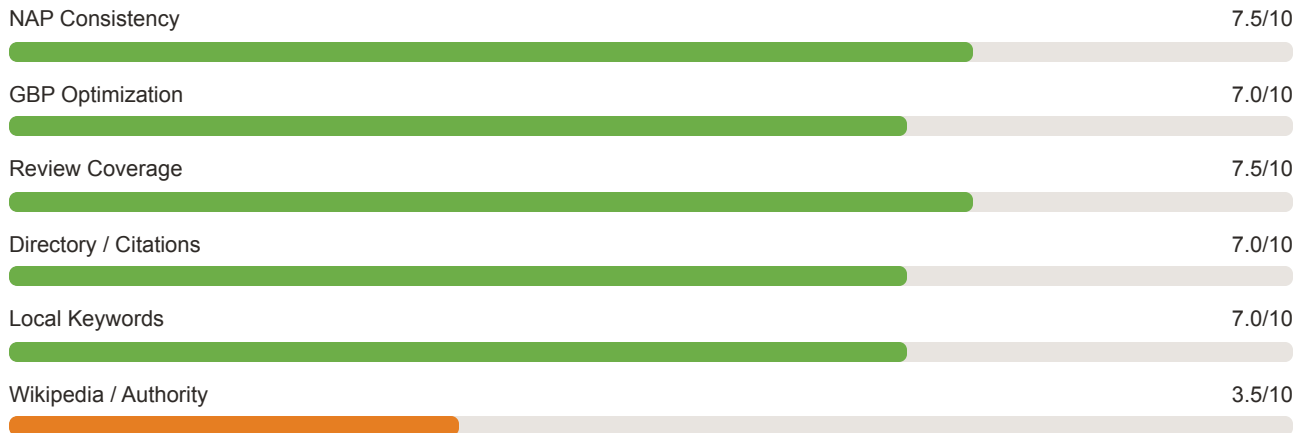
Query	ChatGPT	Perplexity	Gemini
Do you know about Shegerian & Associates?	✓	✓	✗
Best employment discrimination attorneys Los Angeles	✓	✓	✗
Age discrimination attorney California	✓	✓	✗
Disability discrimination lawyer Los Angeles	✗	✓	✗
Wrongful termination attorney California 98% win rate	✗	✓	✗
CAALA Trial Lawyer of the Year employment attorney	✗	✗	✗
Largest age discrimination verdict California 2025	✗	✗	✓
Sexual harassment attorney Los Angeles	✗	✗	✗
Race discrimination attorney California	✗	✗	✗
Pregnancy discrimination lawyer Los Angeles	✗	✗	✗
FMLA retaliation attorney California	✗	✗	✗
Unpaid wages overtime attorney Los Angeles	✗	✗	✗
Whistleblower retaliation attorney California	✗	✗	✗
High profile employment case attorney LA	✗	✗	✗
Best employment law firm Los Angeles Best Lawyers 2024	✓	✗	✗

## 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 for all practice areas

Expand schema to cover all employment and personal injury practice area pages

**Referenceability — \$103M, \$32.2M, \$141.45M — landmark verdict schema**

Structure 2025 verdicts with case results schema — these are the strongest AI citation anchors available to any employment firm nationally

**Contextual Clarity — FAQ schema on discrimination and harassment pages**

Add FAQPage schema targeting specific discrimination types (age, disability, race, sex) with California-specific Q&A

**Exclusivity — High-profile case visibility (Kanye West, Don Lemon/Musk)**

Structure high-profile cases as press releases with LegalCase schema for AI citation anchors

**Referenceability — Wikipedia / Wikidata presence for Carney Shegerian**

Create Wikipedia entry for Carney Shegerian citing CAALA Trial Lawyer of the Year and landmark verdicts

## 90-DAY IMPLEMENTATION ROADMAP

Shegerian's roadmap focuses on converting the 2025 landmark verdicts into AI citation anchors, then expanding FAQ schema across all discrimination subtypes to capture the full California employment law query universe.

### Target Outcome

Score target: 9.0+ overall 360 within 90 days. AI mention rate target: 73%+ (from 47% today). Verdict-specific query visibility: 6+ new mention types. Revenue impact: capture \$380K–\$760K in AI-driven employment discovery.

### Phase 1: Week 1-2: Verdict Schema — Convert 2025 outcomes into AI citation anchors

- Implement case result schema for \$103M age discrimination, \$32.2M Equinox, and all 2025 verdicts
- Implement LegalService schema on all employment and personal injury practice area pages
- Implement Attorney schema for Carney Shegerian with CAALA recognition markup
- Add AggregateRating schema for Avvo 4.9/5 and Yelp reviews
- Add NewsArticle schema to press release pages covering National Law Review coverage

### Phase 2: Week 3-4: FAQ Content — Capture every discrimination subtype query

- Add FAQPage schema to all 12 discrimination type pages (age, disability, race, sex, pregnancy, religion, sexual orientation, retaliation, FMLA, unpaid wages, wrongful termination, whistleblower)
- 5-7 California-specific Q&A per page
- Optimize meta descriptions with discrimination type + LA geographic signals
- Create dedicated page for Carney Shegerian with CAALA award structured markup

### Phase 3: Month 2: Authority Building — Establish Carney Shegerian as a named AI authority

- Create Wikipedia entry for Carney Shegerian citing CAALA award, \$500M+ recoveries, landmark 2025 verdicts
- Structure high-profile cases (Kanye, Don Lemon, LAFD) with LegalCase schema
- Optimize GBP with monthly posts referencing verdict outcomes
- Expand Martindale-Hubbell profile with 2025 verdict data

### Phase 4: Month 3: National Reach — Target nationwide discrimination queries

- Create national authority content citing largest discrimination verdicts nationally
- Optimize Best Lawyers recognition pages with structured data

- Launch monthly AI mention rate tracking for 15 discrimination-type queries
- Build content partnerships with National Law Review for ongoing coverage

## VELOXP SERVICE TIERS

### Discover

**\$1,500/mo**

3-month minimum

Monitor AI visibility across employment discrimination query types.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring
- ✓ 15-query tracking
- ✓ Competitive benchmarking vs. Allred Maroko, Hadsell Stormer
- ✓ Monthly report

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*Baseline established*

### RECOMMENDED

### Implement

**\$4,500/mo**

Includes Discover

Full verdict schema, FAQ coverage across all 12 discrimination types, and Wikipedia development for Carney Shegerian.

- ✓ Everything in Discover
- ✓ Verdict schema for \$141.45M in 2025 outcomes
- ✓ LegalService + Attorney schema for all practice areas
- ✓ FAQPage schema on 12 discrimination type pages
- ✓ AggregateRating schema for Avvo and Yelp
- ✓ LegalCase schema for high-profile cases
- ✓ Wikipedia entry development for Carney Shegerian
- ✓ Monthly AI visibility measurement

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*Score 9.0+ within 90 days, AI mention rate 73%+*

### Operate

**\$7,500/mo**

Includes Discover + Implement

Full content engine targeting every discrimination type query in California with monthly verdict coverage.

- ✓ Everything in Implement
- ✓ Monthly employment law content with verdict data
- ✓ National authority content for largest verdicts
- ✓ Press release and media coverage strategy
- ✓ Review generation management

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*80%+ AI mention rate, #1 recommendation for employment discrimination in CA*

### Growth

**\$9,500/mo**

Includes all tiers

Enterprise AI visibility for a national employment law brand.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team
- ✓ National authority content program
- ✓ Real-time verdict monitoring and schema deployment
- ✓ Multi-state expansion support

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*National AI visibility, 90%+ California mention rate*

## OUR RECOMMENDATION FOR SHEGERIAN & ASSOCIATES

Shegerian & Associates secured \$141.45M in 2025 employment verdicts — the strongest single-year outcome record of any firm in this audit. The 360 score of 7.2/10 confirms strong fundamentals. Converting those verdicts into AI-citable case result schema will unlock the 9.0+ score this firm's outcomes deserve. The Implement tier (\$4,500/mo) is the right starting point.

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

- Structure \$103M, \$32.2M, and all 2025 verdicts with case result schema (1-2 days)

- Add FAQPage schema to all 12 discrimination type pages (4-6 days)
- Create Wikipedia entry for Carney Shegerian with CAALA and verdict data (2-4 weeks)
- Add AggregateRating schema for Avvo 4.9/126 reviews (1 day)

## Ready to Take Action?

Ready to make Shegerian & Associates the first AI recommendation for employment discrimination in California — and nationally? 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 LA employment 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