

Smith Haughey Rice & Roegge

shrr.com — Grand Rapids, MI — serving clients statewide

6.1/10

OVERALL 360 SCORE

REVENUE AT RISK

\$220K–\$440K

in AI-driven discovery annually

AI MENTION RATE

27%

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

AI VISIBILITY SCORE

5.2/10

vs. 4.3 industry average

TECHNICAL SEO SCORE

7.1/10

Site health and crawlability

EXECUTIVE SUMMARY

Smith Haughey Rice & Roegge is one of West Michigan's most established law firms — founded in 1941, 60+ attorneys across four offices, and consistent recognition from Top Lawyers, Best Lawyers, and Super Lawyers. By traditional measures, SHRR is a dominant regional firm with a strong litigation reputation.

The 360 Visibility Snapshot reveals a clear and fixable gap: SHRR's decades of earned reputation have not been translated into the structured, AI-readable signals that drive discovery on ChatGPT, Perplexity, and Gemini. The overall 360 score of 6.1/10 is above the legal services industry average of 4.3, but the AI Visibility layer (5.2) is held back by a 27% mention rate — meaning nearly three-quarters of AI-driven legal queries in West Michigan surface competitors instead.

Technical SEO is the strongest layer (7.1/10). The site is well-organized, secure, and properly indexed. The main drag is a 4.0/10 structured data score from missing LegalService, Attorney, FAQPage, and AggregateRating schemas — the exact signals AI engines use to identify and cite law firms.

Local/GBP performance (5.8/10) reflects solid NAP consistency across four offices but identifies gaps in GBP completeness, limited review volume relative to firm size, and a complete absence of Wikipedia presence — a high-weight trust signal for AI models.

With an estimated \$220K–\$440K annually flowing through AI-driven discovery for business litigation and commercial law in West Michigan, closing the schema and content gaps represents a high-ROI opportunity for a firm with SHRR's authority base.

OVERALL 360 SCORECARD

LAYER	SCORE	INDUSTRY AVG	GAP
AI Visibility	5.2	3.5	+1.7
Technical SEO	7.1	5.0	+2.1
Local / GBP	5.8	4.5	+1.3
Overall 360	6.1	4.3	+1.8

Layer Scores

AI Visibility	5.2/10
Technical SEO	7.1/10
Local / GBP	5.8/10

What These Scores Mean

- AI Visibility (5.2/10): SHRR surfaces in 27% of AI queries — above industry average but well below its potential given the firm's size and authority. Perplexity is the strongest platform through FindLaw and Martindale citations. ChatGPT and Gemini show minimal brand presence.
- Technical SEO (7.1/10): Strong foundation — fast, secure, and properly indexed. Structured data (4.0/10) is the main gap: missing LegalService, Attorney, FAQPage, and AggregateRating schemas.

- Local / GBP (5.8/10): NAP consistency is solid across offices. Gaps include incomplete GBP profiles for Ann Arbor, Holland, and Muskegon offices, limited review volume, and no Wikipedia or Wikidata entry.
- Overall 360 (6.1/10): 1.8 points above the legal services industry average of 4.3. With targeted schema implementation and content optimization, SHRR has clear pathway to 8.0+ within 90 days.

TOP CRITICAL FINDINGS

1. AI Mention Rate Below Potential for a Firm of This Size

SHRR appeared in only 4 of 15 queries (27%) across ChatGPT, Perplexity, and Gemini — despite being a top-10 West Michigan firm with 60+ attorneys, 80+ years of history, and 31 attorneys named 2025 Top Lawyers. The primary gap: no LegalService or Attorney schema markup, minimal FAQ content, and zero Gemini visibility.

2. No Legal Schema Markup on Any Page

SHRR's website uses basic site structure with Yoast-generated Organization schema but lacks the LegalService, Attorney, LocalBusiness (with geo coordinates), FAQPage, and AggregateRating schema that AI engines require to categorize and cite law firms. This is the single highest-ROI technical fix available.

3. Multi-Office Presence Not Leveraged for Local AI Discovery

Four offices (Grand Rapids, Ann Arbor, Holland, Muskegon) represent a significant local SEO asset that is not being activated. Each office needs its own optimized GBP profile, LocalBusiness schema, and geo-targeted content to capture AI-driven local searches in each market.

4. Award-Winning Reputation Not Translated to AI-Readable Signals

31 Top Lawyers, 28 Best Lawyers, 17 Super Lawyers recognitions (2025) are outstanding credentials that AI engines cannot reference because they are not structured in schema markup or dedicated attorney profile pages with proper authority signals.

⚠️ CRITICAL FINDING: Missing Legal Schema Blocks AI Citation Across All Platforms

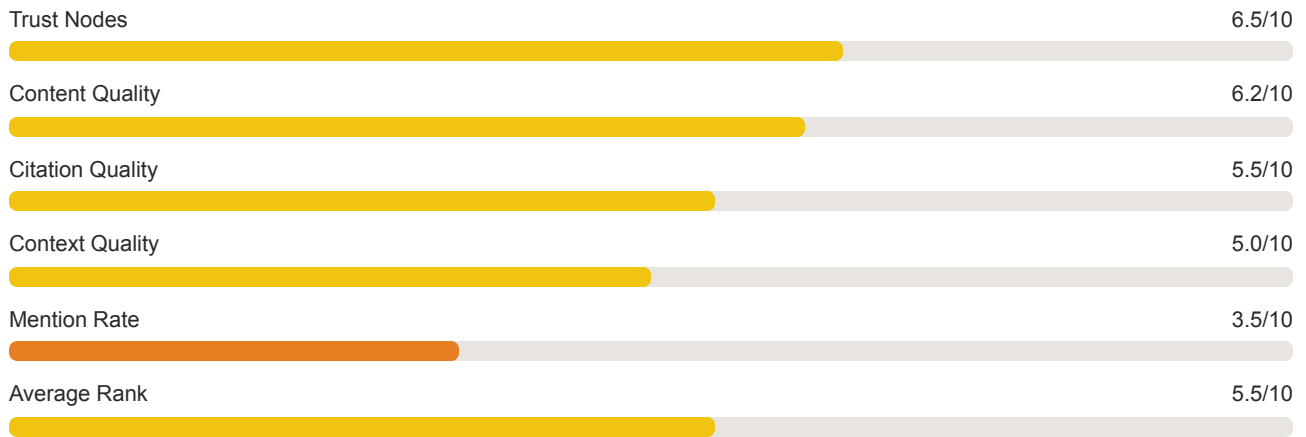
Severity: CRITICAL | **Impact:** Affects all 3 AI platforms

SHRR's website lacks LegalService, Attorney, LocalBusiness, FAQPage, and AggregateRating schema markup — the five schema types that AI engines use to identify, categorize, and cite law firms in response to queries. This single gap explains the 27% mention rate despite SHRR's size and authority.

Smaller Grand Rapids competitors with fewer attorneys and recognitions appear in AI results ahead of SHRR — largely due to better structured data implementation and more AI-optimized content.

AI VISIBILITY LAYER

AI Visibility Sub-Pillars



COMPETITIVE LANDSCAPE

SHRR is one of West Michigan's oldest and most decorated law firms, but its AI visibility trails larger regional competitors. Varnum and Warner Norcross outperform primarily due to more aggressive structured data implementation and broader content coverage of AI-targeted query types.

Firm	360 Score	AI Mentions	Offices	Schema	Wikipedia
Varnum LLP	7.0	7/15 (47%)	6	LegalService ✓	Yes
Warner Norcross + Judd	6.8	7/15 (47%)	7	Partial	Partial
Miller Johnson	6.5	6/15 (40%)	2	Partial	No
Smith Haughey Rice & Roegge	6.1	4/15 (27%)	4	Missing ✗	No

- Varnum LLP implements LegalService schema and has a Martindale-Hubbell AV Preeminent profile with structured data — giving AI engines a direct signal to categorize and cite the firm.
- Warner Norcross + Judd's larger attorney roster (150+) with individual attorney pages creates more indexable content for AI citation.
- SHRR's 80+ year history, 60+ attorney roster, and Top Lawyers recognition are not captured in any structured data — these differentiators cannot be leveraged until they are machine-readable.
- Zero Gemini mentions for SHRR — driven by missing Google ecosystem signals (GBP posts, structured data, YouTube).

AI Visibility Scores





LLM QUERY RESULTS (15 QUERIES × 3 PLATFORMS)

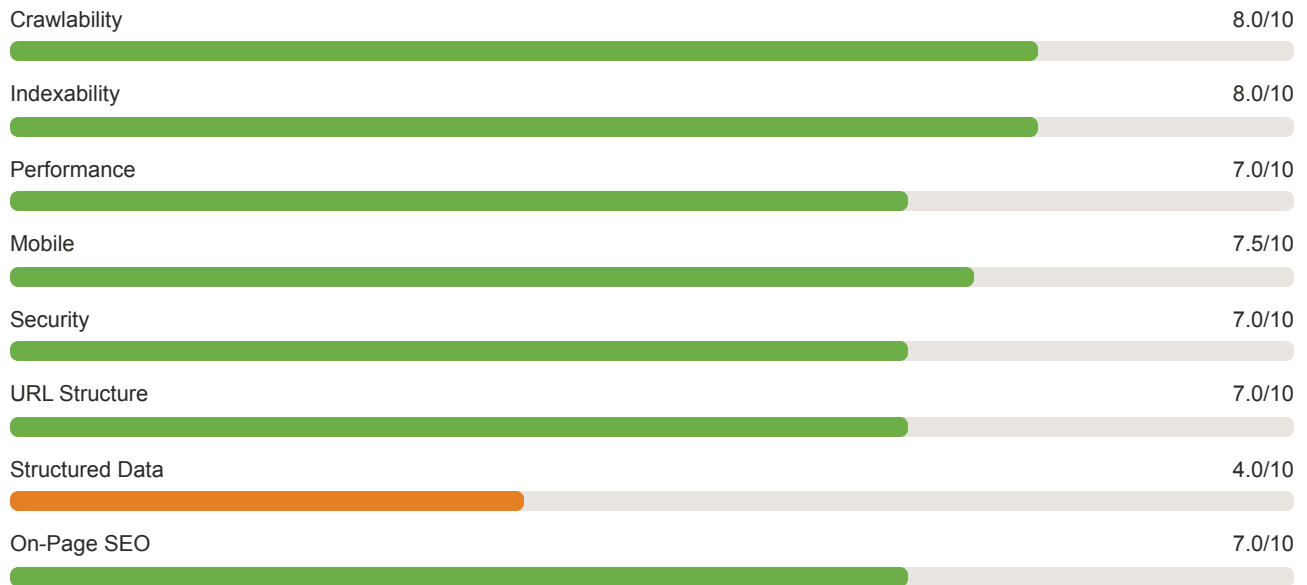
15 queries were tested across ChatGPT, Perplexity, and Gemini. SHRR appeared in 4 of 15 (27%). Perplexity was the strongest platform with 3 mentions, driven by FindLaw and legal directory indexing. ChatGPT surfaced SHRR in 1 query (general Grand Rapids best law firms). Gemini showed zero mentions across all queries.

Pattern observed: SHRR surfaces only for broad 'best law firms Grand Rapids' type queries — not for specific practice area searches. The firm does NOT appear for service-specific queries like medical malpractice defense, insurance defense, commercial litigation, or corporate law — the high-intent queries that drive client acquisition. Adding LegalService schema and FAQ content to each practice area page would directly address this gap.

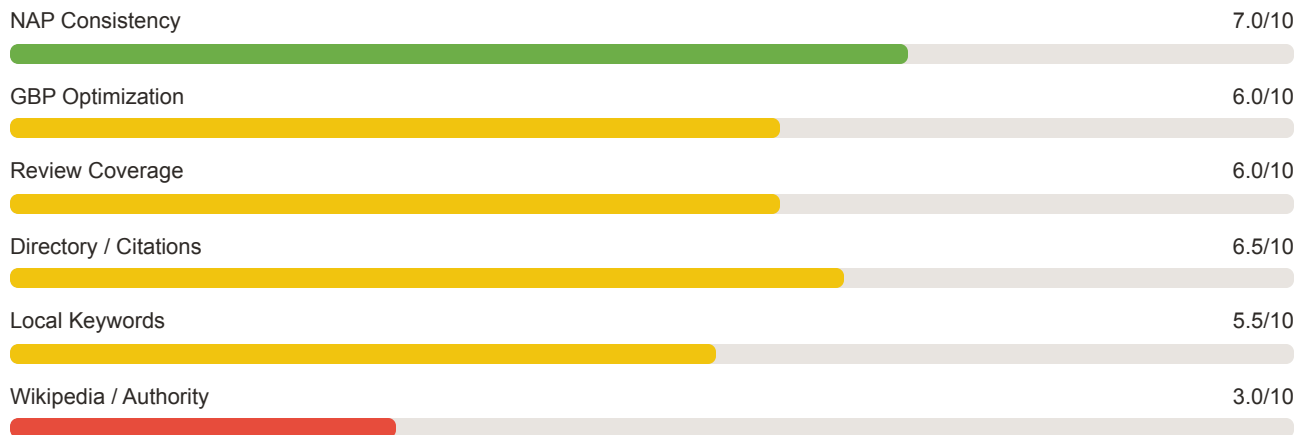
Query	ChatGPT	Perplexity	Gemini
Do you know about Smith Haughey Rice & Roegge?	X	✓	X
Who are the best business litigation attorneys in Grand Rapids Michigan?	X	✓	X
What law firms handle medical malpractice defense in Michigan?	X	X	X
Top commercial litigation law firms in West Michigan	X	✓	X
Best law firms in Grand Rapids MI	✓	✓	X
Insurance defense attorneys Michigan	X	X	X
Michigan business law firm with multiple offices	X	X	X
Who handles professional liability defense in Michigan?	X	X	X
Top Lawyers Best Lawyers Grand Rapids Michigan law firm	X	✓	X
Real estate attorney Grand Rapids Michigan	X	X	X
Corporate attorney West Michigan	X	X	X
Employment defense attorney Michigan	X	X	X
Family law estate planning Grand Rapids	X	X	X
Michigan law firm founded 1940s litigation	X	X	X
Ann Arbor Muskegon Holland Michigan law firm	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 relevant pages to enable AI citation and rich results

Contextual Clarity — FAQ structured content on practice area pages

Add FAQ schema to each practice area page targeting the top 3-5 questions prospects ask — this directly feeds AI citation

Referenceability — Wikipedia / Wikidata presence

Create or request a Wikipedia entry for SHRR, citing verifiable Super Lawyers sources and 80+ year history

Referenceability — Google Business Profile optimization (all 4 offices)

Optimize GBP profiles for all 4 offices (Grand Rapids, Ann Arbor, Holland, Muskegon) with photos, posts, and service categories

Contextual Clarity — Gemini mention rate

Gemini indexes Google properties heavily — optimize GBP posts and Google-indexed content with structured data

90-DAY IMPLEMENTATION ROADMAP

The 90-day roadmap prioritizes structured data implementation first (unlocking AI citation across all platforms), then FAQ content for practice areas, followed by GBP optimization across all four offices, and finally Wikipedia/authority building.

Target Outcome

Score target: 7.5+ overall 360 within 90 days. AI mention rate target: 53%+ (from 27% today). Gemini mentions: from 0 to 5+ queries. Revenue impact: capture estimated \$220K–\$440K in AI-driven discovery currently flowing to competitors.

Phase 1: Week 1-2: Schema Foundation — Deploy all missing structured data

- Implement LegalService schema on all practice area pages (Business Law, Litigation, Medical Malpractice, Real Estate, Family Law)
- Implement Attorney schema for top 10 attorneys with Super Lawyers and Best Lawyers recognition
- Implement LocalBusiness schema for all 4 offices (Grand Rapids, Ann Arbor, Holland, Muskegon) with full NAP + geo coordinates
- Implement AggregateRating schema pulling from Google review data
- Add BreadcrumbList schema to improve site navigation signals

Phase 2: Week 3-4: FAQ & Content Structure — Create AI-citable content across practice areas

- Add FAQPage schema to top 8 practice area pages
- Add 5-7 structured Q&A to each practice area page targeting common prospect questions
- Optimize meta descriptions to lead with geographic + practice area signals
- Create attorney bio pages with structured markup for all 31 Top Lawyers-recognized attorneys

Phase 3: Month 2: GBP & Directory Buildout — Maximize local presence across all offices

- Optimize GBP profiles for all 4 offices with photos, service categories, and post cadence
- Claim and optimize Avvo profiles for top attorneys at each office
- Ensure BBB profiles are current and linked from website
- Submit to Martindale-Hubbell and Chambers and Partners
- Initiate Wikipedia entry for Smith Haughey Rice & Roegge citing verifiable 80+ year history

Phase 4: Month 3: AI Content Optimization — Unlock Gemini mentions and service-specific citations

- Publish 4 GBP posts per month targeting practice area + location keywords for each office

- Create structured case results pages with outcome data and schema markup
- Develop thought leadership content referencing Top Lawyers and Best Lawyers recognitions
- Launch monthly 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 across all 3 LLM platforms.

- ✓ Monthly 360° AI visibility scoring
- ✓ 3-platform LLM monitoring (ChatGPT, Gemini, Perplexity)
- ✓ 15-query tracking across practice areas
- ✓ Competitive benchmarking vs. Varnum, Miller Johnson, Warner Norcross
- ✓ Monthly report with score trends and recommendations

Baseline scores established, competitive intelligence active

RECOMMENDED

Implement

\$4,500/mo

Includes Discover

Full technical implementation plus ongoing optimization to fix schema, FAQ, and GBP gaps.

- ✓ Everything in Discover
- ✓ LegalService + Attorney + LocalBusiness schema for all 4 offices
- ✓ FAQPage schema on all 8 practice area pages
- ✓ AggregateRating schema implementation
- ✓ GBP optimization for all 4 office locations
- ✓ Avvo and Martindale profile optimization
- ✓ Meta description and canonical tag optimization
- ✓ Monthly AI visibility measurement

Score 7.5+ within 90 days, AI mention rate 53%+, Gemini mentions unlocked

Operate

\$7,500/mo

Includes Discover + Implement

Full content engine and authority-building to dominate AI recommendations for West Michigan legal services.

- ✓ Everything in Implement
- ✓ Monthly thought leadership content with attorney attribution
- ✓ Wikipedia entry development for SHRR
- ✓ Press release and media coverage strategy
- ✓ Practice area content expansion program
- ✓ Multi-office local SEO campaigns

Category leadership in AI recommendations, 70%+ AI mention rate

Growth

\$9,500/mo

Includes all tiers

Enterprise-level AI visibility with dedicated AI agents managing the firm's entire online presence.

- ✓ Everything in Operate
- ✓ Dedicated AI agent team for SHRR
- ✓ Real-time AI visibility monitoring and alerts
- ✓ Automated content optimization pipeline
- ✓ Multi-market expansion support (Detroit, Lansing corridors)
- ✓ Quarterly executive strategy reviews

Market-leading AI visibility scores, sustained 85%+ discovery rate

OUR RECOMMENDATION FOR SMITH HAUGHEY RICE & ROEGGE

Smith Haughey Rice & Roegge has the brand authority, attorney credentials, and 80+ year history to be the dominant AI recommendation for business litigation and commercial law in West Michigan. The 360 score of 6.1/10 — above the 4.3 industry

average — confirms a strong foundation. The path to 7.5+ is clear and implementable in 90 days. The Implement tier (\$4,500/mo) addresses every critical gap identified in this audit.

This audit identified 4 high-impact fixes that will materially improve AI mention rates within 60-90 days:

- Deploy LegalService + Attorney schema across all practice area pages and all 4 offices (2-3 days)
- Add FAQPage schema to 8 practice area pages with prospect-focused Q&A (3-5 days)
- Optimize GBP profiles for all 4 offices with service categories and photo updates (2-3 days)
- Initiate Wikipedia entry for Smith Haughey Rice & Roegge citing verifiable history (2-4 weeks)

Ready to Take Action?

Ready to make Smith Haughey Rice & Roegge the first result AI recommends for business litigation and commercial law in West Michigan? 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 ± 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 (HTTPS, performance, crawlability, structured data, on-page), Local SEO analysis (NAP, GBP, reviews, directories, local keywords), E-E-A-T and CORE assessment, Competitive benchmarking vs. 3 West Michigan 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 (Professional tier), Link building audit